Class Agenda

**Week 1: Class Introduction and the Basics of Strategic Issue Campaigns**

**TIME ALLOTTED:** 6:00-8:50 PM

**INSTRUCTOR(S):** Ashley Pinedo, Sara El-Amine

**GUEST SPEAKER(S):** None

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**GOALS FOR THE SESSION:**

* (K) Students understand class expectations and learning journey
* (K) Students understand the basic mindset of an issue campaign: building an issue ecosystem
* (S) Students know how to pick an issue worthy of a campaign
* (A) Students feel excited to pick an issue and start building a plan around that issue

**SKELETAL AGENDA:**

**6:00-6:30 Class Orientation**

* Introductions
  + Name
  + What you hope to get out of this class
* Classroom norms
* Learning Journey Overview
  + By the end of this course, you will know how to write and implement an issue campaign plan
  + In fact – you WILL write an issue campaign plan, week by week, each week applying the new knowledge you’ve gained.
  + This is broken up into four components that all build off one another
    - Basics of Issue Advocacy Strategy
    - Issue Advocacy Tactics
    - Building Capacity
    - Managing a Campaign
  + We have drawn our curriculum from several schools of thought within the progressive movement, which each have similarities and differences
  + Our core reading materials draw from three of those schools of thought: Midwest Academy, Wellstone Action, and OFA.
* Expectations
  + Grading criteria breakdown
  + Weekly classes (Participation = 30% of grade):
    - Consider each weekly class a learning journey.
    - Prior to the class, assigned readings will give you exposure to each school of thought as a foundation for that week’s topic. We also have some one-off readings that will add additional perspective on the topic.
    - Then during class, that will be your opportunity to really solidify your learning in a guided setting.
    - After each class, you will put your new skills and knowledge to use by taking another step in writing your issue campaign plan.
    - Your class participation will be evaluated based on attendance, participation, and demonstration of having completed the required reading
  + Midterm assignment: Mock earned media event (20% of grade)
  + Final assignment: Completed Issue Campaign Plan (30% of grade)
  + Final exam: A 15-minute presentation about your issue campaign plan (20% of grade)

**6:30-7:30 Issue Ecosystems: What are they, how do they persuade elected officials, and how do advocacy groups create them?**

**7:30-7:40 Break**

**7:40-8:40 Selecting an Issue**

**8:40-8:50 Next Steps and Closing**

**ANNOTATED AGENDA:**