

# CURRICULUM RECOMMENDATIONS



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## BACKGROUND

Based on all feedback received from attendees, faculty, and volunteers during 2014, we are looking to revise the government affairs curriculum (comprised of two core courses and one elective); integrate one additional elective that was previously in rotation; and revise two existing elective courses and two existing core courses.

## COURSES TO REVIEW:

1. C270 Effective Government Affairs Programs
2. C470 Advocacy and Alliances
3. E250 Creating a Government Affairs Program
4. E130 Understanding the Generations
5. E140 Building Organization Excellence
6. E360 Rethinking Communications
7. C125 Hiring, Firing, and Everything In Between
8. C150 Speaking with Confidence

## GOVERNMENT AFFAIRS CURRICULUM TO BE REVISED

Course descriptions and course objectives can be found on pages 2, 3, and 4 of this section. The proposed titles, descriptions, and objective changes can also be found on these pages.

### Suggested Changes

Combine the objectives discussed in C270 *Effective Government Affairs Programs* and E250 *Creating a Government Affairs Program* into one second-year core class (C270). Change the current government affairs elective (E250) to focus on PACs and endorsements. Change C470 *Advocacy and Alliances* to focus solely on political coalitions and alliances.

WHY: Faculty members have shared concern that C270 *Effective Government Affairs Programs* is too similar to E250 *Creating a Government Affairs Program*. Faculty members who are assigned to teach both courses at one site request that attendees who attend C270 do not register for E250. Faculty members who teach C470 *Advocacy and Alliances* have expressed concern that PACs and endorsements are not mentioned in the title and that less time should be spent on those subject matters than currently allocated in this core class due to the extensive instruction and class discussions surrounding the development of political coalitions and alliances.

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## C270 Effective Government Affairs Programs

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### Current Course Description:

Nonprofits serve as advocates for their members and communities. Despite your experience or your organization's size, establishing a grassroots network doesn't have to be overwhelming. Learn the basics of a successful approach to legislative advocacy and policy.

### Current Course Objectives:

1. Understanding why nonprofits should be active on the legislative front.
  - Key benefits.
2. Creating a legislative policy.
  - When and how to communicate the policy to elected officials.
  - Approaches to advancing your legislative agenda.
3. Running a grassroots network.
  - The process of identifying and tracking pertinent legislation.
  - How your organization can educate members on political issues.



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## C270 Effective Government Affairs Programs

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### Course Description:

Nonprofits serve as advocates for their members and communities. Despite your experience or your organization's size, establishing a grassroots network doesn't have to be overwhelming. Learn the basics of a successful approach to legislative advocacy and policy.

### Course Objectives:

1. Determining who should be involved in the program and why.
  - Members.
  - Government Relations committee board.
  - Key benefits.
2. Creating a legislative policy.
  - Potential issues to be addressed.
  - When and how to communicate the policy to elected officials.
  - Approaches to advancing your legislative agenda.
3. Running a grassroots network.
  - The process of identifying and tracking pertinent legislation.
  - How your organization can educate members on political issues.

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## C470 Advocacy and Alliances

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### Current Course Description:

Once your advocacy program is in place, you are ready to take the next steps. Delve into the ins and outs of the different channels of coalition building, grassroots management, political endorsements, and election activity.

### Current Course Objectives:

1. Developing political coalitions and alliances.
  - Campaign activities.
  - Building coalitions.
  - Finding issues in common.
  - Preparing issue papers and other materials.
  - Grassroots networks.
2. Building an airtight endorsement strategy.
  - Political endorsements: Are they right for you?
  - Developing and maintaining written criteria for endorsement process.
  - Consistently applying process.
3. Strategizing for advancing your legislative agenda, including eAdvocacy.
  - Creating and maintaining a PAC: State and federal rules.
  - Gaining the support of your board.
  - Election activity.



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## C470 Advocacy and Alliances

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### Course Description:

Once your advocacy program is in place, you are ready to take the next steps. Delve into the ins and outs of the different channels of coalition building and grassroots management.

### Course Objectives:

1. Developing political coalitions and alliances.
  - Building coalitions.
  - Finding issues in common.
2. Preparing issue papers and other materials.
  - Needs assessment.
  - White paper spokesperson.
3. Implementing and utilizing grassroots networks.
  - How to get started.
  - Proven strategies.

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## E250 Creating a Government Affairs Program

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### Current Course Description:

Step-by-step instruction on how to establish a successful government affairs program using communication vehicles.

### Current Course Objectives:

1. Identifying who should be involved in the program.
  - Members.
  - Government Relations committee board.
2. Understanding potential issues to be addressed, including structuring a legislative agenda.
  - Needs assessment.
  - White paper spokesperson.
  - Grassroots network.
3. Accounting for the legal, financial, regulatory, and political implications.
  - Political activity vs. Legislative activity.
  - PACs.
  - Endorsements.



## E250 PACs and Political Endorsements

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### Course Description:

Step-by-step instruction on how to establish successful political action committees and endorse candidates.

### Course Objectives:

- Structuring the foundation of a government affairs program.
  - Who's involved?
  - What potential issues should be addressed?
  - What are the legal, financial, regulatory, and political implications?
- Creating and maintaining a PAC.
  - State and federal rules.
  - Gaining the support of your board.
- Building an airtight endorsement strategy.
  - Are they right for you?
  - Developing and maintaining written criteria for the endorsement process.

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## POTENTIAL COURSE ADDITION

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### E130 Understanding the Generations

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#### Suggested Change: Add Course Back Into Rotation

If this course is added back into the curriculum rotation, the course objectives should be reviewed and/or altered to ensure they are reflective of industry trends and concerns. This course was last in the curriculum rotation in 2010.

WHY: Many attendees and faculty have both noted the need to once again include a class that is solely focused on understanding generations.

#### Current Course Description:

From baby boomers to Generation Y, the dynamics of your organization are continually changing. Learn how to appeal to each generation and create an engaging environment where everyone can thrive.

#### Current Course Objectives:

1. Understanding key characteristics of the generations.
2. Identifying the impact of generations in the workplace.
3. Designing programs, incentives, and rewards to appeal to your staff and members.

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## POTENTIAL COURSE CHANGES

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### E140 Building Organizational Excellence

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#### Suggested Change: Description

Change the course description to more fully reflect the course objectives. A faculty member who teaches this course suggested the description, “Excellent organizations begin with a determination to be the best. When your board asks, ‘Are we the best?’ know how to answer their question.”

WHY: The course description mentions integrity, however, none of the course objectives mention integrity or ethics.

#### Current Course Description:

Excellent organizations begin with integrity. Dig deep within your organization to find the core values to surpass expectations.

#### Current Course Objectives:

1. Identifying the principles and best practices of successful organizations.
2. Benchmarking your organization’s performance against the standards of other top organizations.
3. Implementing best practices.

*Course objectives with sub-bullets can be found on page 29 of the Course Syllabus.*

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### E360 Rethinking Communications

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#### Suggested Change: First Course Objective

Change the first objective to “Evaluating and structuring an effective communications plan.”

WHY: Faculty members have shared that some attendees come to class wanting step-by-step instructions for how to write a press release.

#### Current Course Description:

Your communications plan needs to effectively convey organization products, programs, and services. Learn to evaluate your communications and marketing plans to ensure that your organization is properly branded to reach its critical audience.

#### Current Course Objectives:

1. Writing and evaluating an effective communications plan.
2. Targeting the right audience for various communications efforts.
3. Determining the appropriate brand within the market.

*Course objectives with sub-bullets can be found on page 49 of the Course Syllabus.*

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## C125 Hiring, Firing, and Everything In Between

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### Suggested Change: Objectives

Change one of the objectives to include the termination of employees.

WHY: Termination (firing) is mentioned in the title and course description, but never mentioned in any of the course objectives.

### Current Course Description:

Recruiting, retaining, and supporting employees can be among the most difficult and time-consuming duties of any supervisor. Learn techniques for managing employees—from recruitment to separation—and key benefit trends for retention.

### Current Course Objectives:

1. Hiring, orienting, and training top-notch employees.
2. Promoting quality work performance.
3. Ensuring compliance.

*Course objectives with sub-bullets can be found on page 3 of the Course Syllabus.*

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## C150 Speaking With Confidence

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### Suggested Change: Title and Description

Change the title to “Communicating With Confidence.” Change the description to reflect that this class is focused on verbal and non-verbal interpersonal communication skills. Attendees should recognize from reading the description that this class does not focus on other types of communication such as writing.

WHY: Communicating encompasses more than simply speaking. Speaking is only one part of interpersonal communication.

### Current Course Description:

Crafting an important message can be a difficult skill to master. Learn to communicate your message whether in the mailroom or boardroom.

### Current Course Objectives:

1. Honing your communication skills.
2. Crafting your ideas into messages that resonate.
3. Building an effective presentation.

*Course objectives with sub-bullets can be found on page 5 of the Course Syllabus.*