

Program Request for Campaign Management Minor

**College of Social and Behavioral Science
Hinckley Institute of Politics**

February 2, 2005

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SECTION I: The Request

The Request

This proposal requests to establish a “stand alone” Undergraduate Minor in Campaign Management housed in the College of Social and Behavioral Science. The proposed minor will offer interested undergraduate students the opportunity to learn the theory and practices that will allow them to be effective participants in election and advocacy campaigns.

SECTION II: Program Description

Complete Program Description

The proposed Undergraduate Minor in Campaign Management will require students to complete the following courses in the Political Science, Communications, and Philosophy Departments. Students must also complete a political internship through the Hinckley Institute of Politics.

Prerequisite:

American Institutions 3 units

4 core courses in the Political Science Department:

POLS 3160	Political Management	3 units
POLS 3180	Public Opinion and Survey Research	3 units
POLS 3170	Interest Group Politics and Lobbying	3 units
POLS 3110	Legislative Behavior	3 units

2 elective courses in the Communications and/or Philosophy Departments:

COMM 5200	Persuasion and Politics	3 units
COMM 5350	Ethical Practices of Communication	3 units
PHIL 3530	Environmental Ethics	3 units
PHIL 3750	Justice and International Affairs	3 units

1 election or advocacy campaign internship:

POLS 4900 Political Internship 3-6 units

Total Number of Units 21-24 units

Total Number of Units Required to Complete the Minor 21-24 units

All courses in this minor must be passed with a letter grade of C- or better to count as credit toward the Undergraduate Minor in Campaign Management. Students majoring in Political Science, Communications and Philosophy would be able to count courses in this minor towards their major requirements.

Service Learning credit will also be established for those internships with appropriate content and activities. Those internships usually involve substantial public or community service such as work with family, lost children, or social welfare issues.

Purpose of the Minor

This program offers a coordinated framework of study in which a student will receive a body of knowledge that will enable the student to effectively participate in a wide variety of political campaigns. Many of our students serve as volunteers and interns in Utah political campaigns and they are often selected for leadership roles in those campaigns; however, many have requested more campaign tools to enable them to perform well in these roles. The minor is designed to allow students from any major to enter and complete the minor without any prerequisites other than the American Institutions requirement or other previous political experience.

Admissions Requirements

Students are required to be in good standing with the university as evidenced by official transcripts and to have successfully completed American Institutions or an equivalent. Students meeting these criteria will be allowed to register with the Hinckley Institute of Politics and declare their intent to pursue a Campaign Management Minor. Registration will consist of the student's name, student ID, contact information, expected date of graduation and their declared major. The Campaign Management Minor requires a letter grade of C- or better in each required courses for the minor. Grades of Credit cannot be used to fulfill any of the requirements for the minor.

Student Advising

The staff of the Hinckley Institute of Politics will provide advising. Applications and advising files will be maintained by the Hinckley Institute of Politics.

Justification for the Number of Credits

The minimum number of course credit hours required for the Campaign Management Minor, 21, is within the range of the number of hours required by other minors already at the University of Utah. The number of hours is sufficient to teach the students the fundamentals of American electoral and advocacy campaigns and still allow the student audience for the minor to include it in a complete program of study regardless of major.

External Review and Accreditation

Several external consultants from well-known Campaign Management Programs at New York University and the University of Akron were brought in to help us design this program. This is an undergraduate program designed to prepare students to participate in Utah political campaigns and it is not designed to prepare students for employment as a professional campaign manager or consultant. There is no professional accreditation required. Students wishing to prepare for a career as a campaign consultant are advised to enroll in one of the MA level programs at New York University, University of Florida, George Washington University, American University or the University of Akron.

Section III: Program Need

Program Necessity

The primary groups of University of Utah students that will benefit from the creation of an Undergraduate Minor in Campaign Management are those who desire to be more effective citizens and participants in the American political system. We are proposing a new and effective plan for true “civic engagement.” Civic engagement has become a major objective in American higher education in recent years. Many universities have tried new ideas to get their current generation of students more involved in their civic communities. Harvard University’s Kennedy School of Government and Institute of Politics, for just one example, has recruited a dozen universities across the nation to join them in raising the level of civic engagement. The University of Utah has been a leader in this concept for almost four decades and the Hinckley Institute of Politics has joined Harvard and other universities in a major national campaign to “get out the youth vote” in the 2004 elections and to promote civic and political engagement.

Many of the University of Utah’s students are interested in politics and desire to be more effective participants in the process. Since the founding of the Hinckley Institute of Politics 40 years ago, it and the department of political science have placed over 4,000 students in internships in government, NGOs and political campaigns. Many of these students have filled positions of great responsibility in these offices and campaigns. Some have even been appointed as managers of major campaigns while serving as interns. The Department of Political Science has offered several courses in its traditional curriculum that have proven useful to such students, but no effort has been made to either coordinate these courses or to combine both an academic perspective with the practical knowledge of actual political campaign management. Both the Department of Political Science and the Hinckley Institute of Politics have received many requests from our students to offer courses with more applied knowledge in modern American political campaigns. Students from various majors complete internship and then want to pursue further study in politics.

The proposed Minor in Campaign Management will offer the core of practical knowledge of campaign management for undergraduates that will allow them to be effective participants in a wide variety of campaigns- either for candidates for lower level political offices or local and state level advocacy campaigns. Courses will be offered in basic campaign management, public opinion survey research, legislative behavior, interest

groups and lobbying, and political communications and ethics. The capstone experience will be an internship in a political campaign.

Similar Programs

Six universities across the nation have programs in campaign management at the Master's Degree level: American University in Washington, D.C. the University of Akron, the University of Florida, George Washington University in Washington, D.C., New York University, and Suffolk University in Boston. The goals of these 6 programs are vocational with the intent to credential students seeking to become professional campaign consultants and managers. Only one other university offers an undergraduate program in Applied Politics, the University of Akron's Bliss Institute of Politics. This University of Utah Minor would be the second such program and the only one in the nation west of Ohio. The goal of the proposed Utah program is more within the movement of civic engagement in a political environment where most campaigns are run by relatives and friends of the candidates or by employees of interest groups. Our Minor will provide the theory and practice sufficient to allow the students to be effective participants.

Benefits

This Minor will meet the needs of many of our university's students regardless of major. It will also fulfill one of the university's fundamental tasks of preparing student to become active members of their community and by providing the basics of civic engagement as charged by the state legislature. This Minor will be a high profile program for our university and be seen as one way the needs of the state and the state's political system are being served by the University of Utah. We have discussed this proposed minor with many people in the Utah community including elected officials, the Republican and Democratic Party chairs, lobbyist, and campaign managers. They have without exception been enthusiastic in their support of this minor and expressed the need for such a minor. Many in the political world have offered to help.

Consistency with Institutional Mission

The proposed Minor in Campaign Management is consistent with and appropriate to the University of Utah mission toward undergraduate education, research and scholarship. It will provide a combination of academic and practical knowledge and skills as well as opportunities for scholarly research/writing with a writing requirement for every course and internship in the program.

SECTION IV: Institutional Impact

Projected Enrollment

The projected enrollment of students interested in a Minor in Campaign Management is estimated to be approximately 25 per year. We base this estimate on the experience of the Bliss Institute at the University of Akron, but since the University of Utah's Hinckley Institute of Politics has 100 interns per year in Washington, D.C.; 30 yearly in the state

legislature; and dozens more in local governmental offices and political campaigns, it is possible that this estimate is far too low.

Expansion of Existing Program

The Minor in Campaign Management is not an expansion of an existing program. The Campaign Management Minor will be a “stand alone minor” offered through the College of Social and Behavioral Science and administered by the Hinckley Institute of Politics. Staff of the Hinckley will perform the paperwork associated with managing the minor. By making it a “stand alone minor”, it will be thus available to students of the majors most likely to pursue it (Political Science and Communications).

Faculty

No additional faculty will be required; current faculty, courses, materials and facilities can be used to support this proposed Minor. The current faculty of the Departments of Political Science, Communications, and Philosophy and staff of the Hinckley Institute of Politics will be able to offer all the courses in this Minor on a two-year schedule.

Staff

No additional staff will be required; current staff in the Hinckley Institute of Politics can meet the needs of this Minor.

Library

The University of Utah’s Marriott Library currently has all the materials required to support a Minor in Campaign Management. Books and journals to support the Minor currently exist in the Marriot Library

Other Learning Resources

No additional learning resources are required to support this program.

SECTION V: Finances

Budget

No additional resources are required, either as new funding or reallocation of existing budgets. All courses will be offered with existing faculty and under existing teaching loads and no new expenditures are needed to support the proposed Minor.

Signature Page

Institution Submitting Proposal: University of Utah

College, School of Division Affected: College of Social and Behavioral Science

Department(s) or Areas Affected: Hinckley Institute of Politics, Political Science, Communications, and Philosophy

Change Description: Creation of an Undergraduate Minor in Campaign Management

Proposed Beginning Date: Fall, 2005

Institutional Signatures (as appropriate)

Ronald J. Hrebenar, Interim Director, Hinckley Institute of Politics

J. Steven, Ott, Dean

Chief Academic Officer

President

Date