CAP [CIVIC ACTION PROJECT]

**SUMMER CLASSROOM SCHEDULE (Status: In formation and subject to change)**

Every Wednesday for ten weeks, [9:30 am-4:00 pm at the UMass Club or occasionally 9:30-5:00 at other venues], CAP Fellows will meet for a day-long module of Socratic learning, structured around three components:

1. Morning: A round-table training session, with experienced practitioners of hard and soft skills, based on a particular applied public policy-making competence;
2. Lunch: A presentation by and discussion with accomplished practitioner(s)/leader(s) related to that specific competence;
3. Afternoon: Group collaboration on a Pinnacle exercise (sometimes called a “Capstone”) that integrates the combined learning from the Fellowships and the classroom, and that strategically applies these insights to solve a major public challenge.

CAP Founders will introduce the guest speakers and moderate the conversations. Below is an outline of the ten training modules

* **Module 1 | June 5. Organizational and Kick-Off Meeting (UMass Club)**

9:30am – 12:00 pm: Introduction by CAP founders and the Deans/Directors of the three participating UMass campuses.  Self-introductions of CAP Fellows; description of mutual expectations by CAP Founders, Deans/Directors and Fellows; discussion of the Pinnacle exercise.

12:00 pm – 2:00 pm: Keynote remarks and luncheon with SPEAKER TBD, focused on the tools and techniques required to develop and implement successful strategies and tactics to effectuate public policy change and societal progress.

2:00 pm – 4:00 pm:  Exploration of Pinnacle Project topics and assigning teams of Fellows.

* **Module 2 | June 12. Public Policy Issue Management. (UMass Club)**

9:30 am – 12:00 pm: Roundtable discussion on the organization and key elements of a successful campaign to change public policy, including strategy, tactics, “SWOT” analysis, etc.

Led by Doug Rubin, Northwind Strategies; Tim Foley, Vice President, Local 1199 SEIU; and Marjorie Decker, State Representative.

12:00 pm – 2:00 pm: “View from the Top”: Doug Foy, Founder and CEO of Serrafix and former Director of the Conservation Law Foundation.

2p – 4pm:  Group work on Pinnacle project.

* **Module 3 | June 19. Data and Polling.   (UMass Club)**

9:30 am – 12:00 pm: Roundtable discussion on the role and processes of polling and other behavioral and societal data that underpins a strategy to change public policy.

Led by Steve Koczela, President of MassINC Polling.

12:00 pm – 2:00 pm: “View from the Top”: TBD

2:00 pm – 4:00 pm:  Group work on Pinnacle project.

* **Module 4 | June 26. Applied Research (UMass Club)**

9:30 am– 12:00 pm: Roundtable discussion on the role and substance of applied research and its effectiveness in creating the empirical basis for change in public policy issues.

Led by Luc Schuster, Director of the Boston Indicators Project; Jim Stergios, Executive Director, Pioneer Institute; and Dr. Erin O’Brien, Associate Professor of Political Science at UMass Boston.

12:00 pm – 2:00 pm: “View from the Top”: Tripp Jones, Founder and Principal at 21c, former co-Managing Director of New Profit and co-Founder of MassINC and John McDonough, Harvard School of Public Health, and former Director, Health Care for All, discussing the full range of strategy and tactics in the ongoing debates about health care policy.

2p – 4pm:  Group work on Pinnacle project.

* **Module 5 |TUESDAY July 2. Framing and Messaging (UMass Club)**

9:30 am – 12:00 pm: Roundtable discussion on framing campaign messaging and selecting messengers based on data and research.

Led by Margaret Blood, Founder and Executive Director, Mil Milagros, and Founder, Strategies for Children; and Geri Denterlein, Founder and CEO, Denterlein.

12p – 2pm: “View from the Top”: John Rosenthal, founder of Stop Handgun Violence, will discuss framing and messaging that distinguishes his effort from other gun control advocacy.

2:00 pm – 4:00 pm:  Group work on Pinnacle project.

* **Module 6 | July 10. Media: Old and New (WGBH)**

9:30 am – 12:00 pm: Roundtable discussion on how news judgments are made, how to develop relations with journalists, and the dynamics and influencers of new media.

Led by Renee Loth, columnist and former Editorial Page Editor at The Boston Globe; Bruce Mohl, editor of CommonWealth Magazine; and Paige Harrison, News Director, WCVB-TV.

12:00 pm – 2:00 pm: “View from the Top”: Emily Rooney, broadcast TV News Director and on-air talent, discussing what moves public opinion, and Micho Spring, Chair of Global Corporate Practice at Weber Shandwick.

2:00 pm – 5:00 pm:  Group work on Pinnacle project and tour.

* **Module 7 | July 17. Alliances, Stakeholders and Money (UMass Club)**

9:30 am – 12:00 pm: Roundtable discussion on how to assess prospective constituencies, build coalitions of stakeholders, and find sources of funding, to make change in public policy issues.

Led by Keith Mahoney, SVP at The Boston Foundation; and Tanisha Sullivan, NAACP .

12:00 pm – 2:00 pm: “View from the Top”: Bob Rivers, CEO of Eastern Bank and Chair of Mass. Business Roundtable will discuss role of business in public policy, and particularly the coalition built for the Yes on #3 campaign in support of LGBTQA rights.; and Linda Pizzuti Henry, Managing Director of the Boston Globe and Co-Founder of HUBWeek.

2:00 pm – 4:00 pm:  Group work on Pinnacle project.

* **Module 8 | July 24. Overview: Case Studies and Making the Pieces Fit. (Suffolk County Jail)**

9:30 am – 12:00 pm: Case studies from the frontlines of successful change efforts and how hard and soft skills made the difference.

Led by Steve Tompkins, Sheriff of Suffolk County; and Ben Forman, Research Director, MassINC.

12:00 pm – 2:00 pm: “View from the Top”: Mary Bonauto, Civil Rights Director, GLAD

2:00 – 5:00 pm:  Group work on Pinnacle project and tour.

* **Module 9 | July 31. TBD by CAP Fellows**

9:30 am – 12:00 pm: A new Topic not covered in preceding weeks decided by the CAP Fellows

12:00 pm – 2:00 pm: “View from the Top”: Speaker TBD

2:00 pm – 4:00 pm:  Group work on Pinnacle project.

* **Module 10 | August 7. Capstone and Graduation (Edward M. Kennedy Institute)**

9:30 am – 12:00pm: Presentation of the Pinnacle Project by all CAP Fellows in the Senate Chamber, Edward M. Kennedy Institute.

12:00 pm – 2:00 pm: Graduation and Closing Remarks by Mayor Marty Walsh. Friends, families, summer faculty, Fellowship Hosts, and the press invited to the capstone award and address, followed by lunch in the foyer of the Edward M. Kennedy Institute.