

The University of North Carolina at Wilmington
Department of Political Science
Fall, 2002

PLS 507: PUBLIC MANAGEMENT TOOLS

Instructor: Dr. Tom Barth
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Office Hours: MWF 10:00 – 11:00 a.m.
or by appointment before or after evening class

Class Hours: Tuesdays 6:00 – 8:45 pm Lakeside Hall Room 110

I. COURSE DESCRIPTION AND OBJECTIVES

This course is designed to expose students to practical tools that will enable them to effectively deal with the challenges of managing in the public and nonprofit environment. The course is built around a series of modules that are not exhaustive, but certainly hit on challenges that a public administrator must address on a regular basis. These include:

- Dealing with the media.
- Relating to citizens.
- Relating to elected officials and/or political appointees.
- Managing meetings.
- Measuring performance.
- Customer Service

II. REQUIRED TEXTS

- 1) *Making Meetings Work*, by John E. Tropman, Sage Publications, ISBN# 0803973594
- 2) *How to Present Like a Pro*, by Lani Arredondo, McGraw-Hill, ISBN# 0-07-002505-3
- 3) *Public Participation in Public Decisions: New Skills and Strategies for Public Managers*, by John Clayton Thomas, Jossey-Bass, ISBN# 0-7879-0129-6
- 4) *Performance Measurement: Getting Results*, by Harry Hatry, Urban Institute Press.
ISBN# 0-87766-692-X

Supplemental readings will be assigned throughout the semester.

III. COURSE REQUIREMENTS

A. Contributions to Class (15%)

This is not a lecture-dominated class where the instructor speaks and the students passively listen. This is a tools class where student presentations, small group exercises, sharing of constructive feedback, and other techniques will be used to foster active learning and practice with skills. For this format to be effective, students are expected to read assigned material and complete any written exercises prior to class. Students also must be present to benefit from the class. Since the class only meets once per week, any absences should be discussed and cleared with the instructor.

Simply put, in order to receive an “A”, a student must be an engaged, active participant in the class, not merely score well on papers and exams.

D. Exams (25% each)

Two exams using a short answer/essay format will be given on October 3 and December 12.

Note: This class will use the plus/minus grading system (A, A-, B+, B, B-, etc.)

IV. CLASS SCHEDULE

August 27	Introductions and Course Expectations Module 1: Customer Service
September 3	Module 2: Media Relations with Dr. Walt DeVries ■ Speaking to the camera Reading: Handouts Assignment: Press release on government/nonprofit issue
September 7(Sat)	Media Relations (cont'd) ■ Live and remote interviews (at WWAY TV-3 studios)
September 10	Media Relations (cont'd) ■ Review /feedback of tapes
September 17	Module 3: Making Presentations

- Taped presentations

Reading: Arredondo, Chapters 1-4

Assignment: Five minute prepare presentation entitled, “Why You Should Hire Me.”

September 24

Making Presentations (cont’d)

- Feedback on presentation tapes

Reading: Arredondo, Chapters 5-8

October 1

Module 4: Meeting Management

- Taped simulated meetings

Reading: Tropman, Parts 1 & 2

October 8

Meeting Management (cont’d)

- Feedback on meeting tapes

Reading: Tropman, Parts 3 & 4

October 22

Module 5: Public Participation

- Roundtable of Community Experts (e.g., Mark Boyer, Director of Public Relations, New Hanover County; Herbert Harris, Community Action Group, Curtis Wright or Johnnie Hennigan, Council of Neighborhood Associations).

Reading: Thomas, Chapters 1-5

October 29

Public Participation (cont’d)

Reading: Thomas, Chapters 6-10

Assignment: Three page critique of public meeting or public participation process.

November 5

Module 6: Building Effective Relationships with Elected Officials and Political Appointees

Reading: Handouts

November 12 **Module 7: Performance Measurement**

Reading: Hatry, Parts I & II

November 19 **Performance Measurement (cont'd)**

Reading: Hatry, Part III

November 26 **Performance Measurement (cont'd)**

Reading: Hatry, Parts IV & V

December 3 **Performance Measurement (cont'd)**

- Student presentations

December 10 **Performance Measurement (cont'd)**

- Student presentations