

INVS 1513
**CIVIC ENGAGEMENT: USING THE ELECTORAL
PROCESS AS A TOOL FOR SOCIAL CHANGE**

Instructor:	Michael Garcia	Class Time:	Tue/Thur 2-3:15 PM
Office:	IBS 5, Suite 11	Location:	CLRE 301
Office Hours:	Tue/Thur 1-2 PM	Contact:	303.341.6739 michael@michaelgarcia.info

COURSE DESCRIPTION:

This course is designed to educate and inspire you for civic engagement primarily in the area of electoral politics. We will examine the various theoretical explanations of why people participate in our electoral process and whom they choose to support.

In addition, you will develop the practical skills necessary to participate successfully in the electoral arena of our democracy. You will have first-hand experiences working on a campaign, mobilizing others to participate in the electoral process, and developing your own campaign plan. We will also explore the role political parties, the internet & technology, and political action committees (PACS) & 527s play in electoral politics.

Finally, you will learn what it takes to make a personal bid for public office.

We will critically examine the subject matter through a variety of learning opportunities including: lectures, small group discussions, facilitated exercises, presentations, and community-based activities. This course has a service requirement of 8 hours of service during the semester with a candidate or issue campaign appearing on the fall ballot or with an organization supporting or opposing a candidate or issue appearing on the fall ballot.

The objectives for this course are:

- To develop a thorough understanding of participation in the electoral process in the U.S.
- To gain first-hand practical experience in the electoral process
- To develop the practical skills necessary to participate successfully in electoral politics
- To gain the practical skills necessary to mobilize others to participate in the electoral process, and to influence their political behavior

REQUIRED TEXTS:

Grey, Lawrence. How To Win A Local Election: A Complete Step-by-Step Guide. New York: M. Evans and Company, Inc., 2006.

Shaw, Catherine M. Campaign Manager: Running and Winning Local Elections. Boulder: Westview Press, 2004 (3rd Edition).

COURSE REQUIREMENTS:

You will be evaluated on the following four assignments:

Campaign Field Work (25%): This course has a service requirement of 8 hours during the semester with a candidate or issue campaign appearing on the fall ballot or with an organization supporting or opposing a candidate or issue appearing on the fall ballot. You will also be required to write at least a 5 page paper based on guided questions reflecting upon your campaign field experience. Evaluation will be based on your completion of the 8 hour requirement, a successful evaluation from the candidate or campaign, and completion of the reflection paper.

Quizzes and Short Assignments (25%): There will be a number of quizzes and short assignments throughout the semester to assess your engagement and understanding of the course material. Each quiz and short assignment will be worth 10 points and your grade will be based on your 10 highest quizzes or short assignments. No make-up quizzes or short assignments will be allowed.

Democratic Participation Paper (25%): This paper is designed to get you to think critically about democracy and democratic participation in the United States. One central and sustaining feature of a democracy is the right to participate in the electoral process. Yet, in many elections in the United States less than 50% of those eligible to vote actually cast a ballot. In a 5-7 page paper, discuss the reasons you believe many people choose not to participate in the democratic electoral process and identify specific measures you believe would increase political participation among citizens.

PAC Packet (25%): Most candidates for public office must fundraise to effectively run their campaign and get their message out to voters. In fundraising, many candidates solicit financial support from Political Action Committees (PACS). You will be responsible for developing your own PAC Packet in anticipation of your own personal bid for public office. Select a public office in Colorado in which you seek to run and identify a Political Action Committee from which to solicit funds. Your PAC Packet must contain at least the following elements: cover letter, candidate profile, district voter demographics, campaign organization, campaign budget, fundraising plan, field plan (voter outreach), campaign issues, and sample campaign literature.

You will receive a more detailed description of each assignment during the semester. *No late assignments will be accepted except in documented cases of family or medical emergencies.*

STUDENTS WITH DISABILITIES:

Students with disabilities who qualify for academic accommodations must provide a letter from Disability Services (DS) and discuss specific needs with the professor, preferably during the first two weeks of class. Disability Services determines accommodations based on documented disabilities (303-492-8671, Willard 322).

CLASS SCHEDULE

Date/Topic	In Class	Readings	What's Due
AUGUST 28TH & 30TH Setting the Stage For a Community of Learners	Syllabus review Course Essentials Course Expectations		
SEPTEMBER 4TH & 6TH A Preview of November's Ballot	Candidate Open House	<i>Boulder City Council Candidate Literature and Biography</i>	
SEPTEMBER 11TH & 13TH A Preview of November's Ballot	Volunteer Guidelines & Expectations November's Ballot	<i>2007 Boulder County Ballot</i>	
SEPTEMBER 18TH & 20TH Participation in American Politics	Who Votes? How Voters Decide?	<i>Verba, Scholzman, & Brady</i>	
SEPTEMBER 25TH & 27TH To Run or Not to Run	INVST Presentation Guest Speaker: State Rep. Diane Primavera	<i>Grey, Chapters 1-8</i>	
OCTOBER 2ND & 4TH To Run or Not to Run	Why are you running? Can you take the heat?	<i>Grey, Chapters 1-8</i>	
OCTOBER 9TH & 11TH Ballot Access	Getting on the Ballot	<i>SOS How to Run</i>	Democratic Participation Paper DUE: October 11th
OCTOBER 16TH & 18TH Campaign Organization	Campaign Manager Treasurer Volunteer Coordinator Field Director Finance Director Mid-Term Evaluation	<i>Grey, Chapters 10-14</i> <i>Shaw, Chapter 1</i>	

OCTOBER 23RD & 25TH Shaking the Money Tree	Campaign Budget Who Gives? PAC Packets Fundraising Letters	<i>Grey, Chapter 15</i> <i>Shaw, Chapter 4</i>	
OCTOBER 30TH & NOVEMBER 1ST Shaking the Money Tree	Campaign Budget Who Gives? PAC Packets Fundraising Letters	<i>Grey, Chapter 15</i> <i>Shaw, Chapter 4</i>	
NOVEMBER 6TH & 8TH Election Day: Get Out the Vote	GOTV Field Trip	<i>National Voice: GOTV Toolkit</i> <i>Shaw, Chapter 8</i>	
NOVEMBER 13TH & 15TH The Fair Campaign Practices Act	Candidate Committee Amendment 27 FCPA	<i>SOS Colorado Finance and Political Finance Manual</i>	Campaign Reflection Papers DUE
NOVEMBER 27TH & 29TH Putting Together Your Message	Campaign Literature Direct Mail Yard Signs	<i>Grey, Chapters 17-24</i> <i>Shaw, Chapters 2 & 5</i>	
DECEMBER 4TH & 6TH Mobilization: Think Precinct!!! Technology and the Internet	What is a Precinct? Registering to Vote Types of Voting Election Calendar Michael's Scandal	<i>Grey, Chapter 16</i> <i>Shaw, Chapters 3, 6 & 7</i>	
DECEMBER 11TH & 13TH Life on the Campaign Trail	"Any Town USA" "Bill's Run: A Political Journey in Rural Kansas"		
FINAL December 15th 7:30 AM – 10:30 AM			PAC Packets DUE