

POLITICS AND NETWORKING COURSE CURRICULUM

Day 1

Module 1: “All Politics Is Local:” Knowing Your Community

Contact Hours: 1 hour and 45 minutes (10:00-12:00, one 15-minute break)

Learning Objectives:

- Understand your community demographics and culture.
- Know how to assess local political issues.
- Understand how local decisions are made.
- Know how federal, state and local statutes, ordinances and resolutions affect local decision-making.

Agenda

- 10:00 Introductions
- 10:15 Know Your Community
 - Demographics
 - Culture and Values
 - Local Issues
- 11:00 The Local Decision-Making Process
 - Who Makes Decisions
 - Who/What Influences the Decision-Makers
- 12:00 Lunch

Case Study: Tree County Public Library Strategic Planning Process : County Profile

Group Exercise

- Use the Tree County Profile to identify demographic issues, probable culture and values, and possible local issues.

Module 2: “How to Win Friends and Influence People:” Honing Your Political Skills

Contact Hours: 3 hours and 45 minutes (1:00-5:00, one 15-minute break)

Learning Objectives:

- Identify and develop the skills needed to build coalitions and work collaboratively with local groups and organizations.
- Develop negotiation and conflict resolution skills.
- Know how to influence people.
- Understand how your values and ethics influence your political effectiveness.

Agenda

- 1:00 Collaboration Do’s and Don’ts
 - Purpose
 - Benefits and Value

- 2:00
 - Support and Responsibilities
 - Resources Influence and Control
- The Situation
 - The People Involved
 - The Relationships
 - Your Skills and Credibility
- 3:30 Negotiation and Conflict Resolution
- Four Steps for Reaching Common Ground
 - Practical Tips for Resolving Conflicts
- 5:00 Adjourn

Group Exercises:

- Measuring and Using Your Influence
- Negotiation Exercise – Reaching Agreement
- Conflict Resolution in Action

Day Two

Module 3: “We Can’t Do It Alone:” Building Coalitions

Contact Hours: 2 hours and 15 minutes (8:30-11:00, one 15-minute break)

Learning Objectives:

- Identify key players in decision-making for political effectiveness.
- Know how to develop support groups, including recruitment, tactics and legal issues.
- Understand the role of lobbyists and how to use them effectively at the local, state and federal levels.

Agenda

- 8:30 Review of Day One
- 8:45 Potential Partners (Panel of local librarians)
- 9:45 Coalitions
 - What
 - When
 - Who
 - How
- 11:30 Professional Help and Support
 - Lobbyists
 - Local PR Firms

Case Study: Tree County Public Library Strategic Planning Process : Need to Increase Materials Budget by 20%

Group Exercises:

- Identify potential partners for Tree County

Module 4: “Smile, You’re On Candid Camera:” Learning How to Deal with the Media

Contact Hours: 1 hour (11:00-12:00)

Learning Objectives:

- Understand your relationship with the media.
- Identify formal and informal ways to interact with local media.
- Know how to prepare for media interviews.
- Be prepared to respond in difficult situations.

Agenda

- 11:00 Local Media and the Library (Panel with representatives from local media and local librarians)
- 11:30 Spin Control
- 12:00 Lunch

Module 5: “A Goal without a Plan Is Just a Wish:” * Preparing for Political Action

*Antoine de Saint-Exupery

Contact Hours: 3 hours and 15 minutes (1:00-4:30, one 15-minute break)

Learning Objectives

- Identify the elements of a successful political action plan and know how to write such a plan.
- Understand the process and impact of political opinion polling and campaigning.
- Know how to prepare materials to help staff, board members, and other advocates understand the political process.

Agenda

- 1:00 Understand the Reasons for Status Quo
 - Force-Field Analysis
- 2:00 Strategies to Change the Status Quo
 - One-on-One Meetings
 - Group Presentations
 - Polling
 - Media Campaigns
- 3:15 Sell Your Story
 - Use Data
 - Effective Graphics
 - Key Points
- 4:15 Review and Evaluation
- 4:30 Adjourn

Case Study: Tree County Public Library Strategic Planning Process : Need to Increase Materials Budget by 20%

Group Exercises:

- Tree County Force Field Analysis
- Develop a political action plan for the Tree County Library
- Match the message and media