

Title of class: PMGT 269.11 “Building a State Party” (January 15-April 29, 2009)

This class will be a review of state parties and what they should do to help elect members of their party as well as an investigation of key programs they conducted during the last election cycle to accomplish that goal. Work assignments will include a presentation of a final state party plan. This plan will include in-class presentations of a stump speech, candidate recruitment plan, and a various earned media presentations. The goal of this class is to learn what services (both baseline & programmatic) state parties should provide to its constituency. Then, our students will research and review what actually occurred in the last election cycle.

We will require each student to create a survey that will be mailed to state parties, review election law reports, and talk to past or present chairs, executive directors, state party officers, etc. to learn about the success or failure of a minimum of two state party programs. In addition, we will develop a state Party plan that will delivered by each student during the final presentations periods.

Date Lecture Topic

1/15/09 What are State Political Parties and what are they supposed to do?

This will be a general overview of all components of the state party program. This lecture will include a two-tiered review of how a state party runs and performs. The first baseline level deals with the basic functions that allow the party to operate. They include legal parameters, political relationships, state committee, presidential delegate selection, staffing, funding, compliance, and staffing.

The second level of state party operation will deal with the services & programs that the party performs including the voter file, polling, budget, fundraising, campaign training services, communication services, working with the legislative caucuses, recruitment, state committee development, and the coordinated campaign.

We will also discuss the assignments that are due over the course of this class. Assignments will include the following:

Each student will compare and contrast the effectiveness of two state parties. This will be a broad presentation to the entire class on during finals. The presentation should last at least 20 minutes and cover a review of the parties operations in 2009 and a suggested plan for the coming electoral cycle. Topics to be discussed should include the effectiveness of a state parties operation in the last election on topics which should include candidate recruitment, fundraisings, message, field operations, technology and web strategies, personnel management, training, etc. The second part of this presentation will be to create an effective State Party plan for each of these states and present a short paper along with you presentation.

Additional Exercises (Note: Due dates may change)

On February 5, 2009	Selection of state parties and standard questionnaire for survey
On February 19, 2009	Press Release Exercise
On TBA--	Recruitment Pitch Exercise
On TBA --	A Coordinated Campaign Meeting Agenda

Suggested Reading materials:

- **State Chairs Handbook on a State Party**—I will email this book to you if you provide an email.
- FEC/election law book on State Parties or **More Soft Money-Hard Law** by Bob Bauer of Perkins Coie. (see handout)
- **Grassroots Solutions Campaign** Camp training book(I will give to you next week)

Research Resources:

FEC websites (www.tray.com, www.opensecrets.com, www.fec.gov, various state election bureaus')

Assignment Due by 2/5/09

- Development of a questionnaire for state parties as well as individual party assignments to each student. . Each approved questionnaire must be mailed by 2/8/09.

1/22/09 An In-Depth Outline of Services: Review of the Voter File & Legal

A review of the voter file and legal requirements for a state party.

1/29/09 An In-Depth Outline of Services: Dealing with the State Legislature & Training Programs.

This session will be an in-depth review of services, including dealing with House & Senate caucuses, modern technology, candidate recruitment services, and campaign training services.

A review of state party training services and suggested programs.

2/5/09 The Coordinated Campaign Function of the State Party

The Field programs provided by the state party including a detail coordinated campaign program. We will discuss direct voter contact programs including phones, web, and door to door canvassing.

2/12/09 The Coordinated Campaign Function of the State Party

Continuation of direct voter contact programs. Simulation on door knocking to be conducted.

2/19/09 Earned Media programs for the State Party.

We will discuss various ways to spread the message of the state party. We will talk about web and email organizing, press releases, and the overall message plan.

Assignment due in class: Each member of the class will present a press release to a simulation panel of press corps.

2/26/09 The State Party Stump Speech

Each member of the class will write and present a 5 minute stump speech. This stump speech will simulate a Chairs message to the state parties' constituency. The speech should incorporate the message of the state party and the goals for the year.

3/5/09 Development of the State Party at the Grassroots Level

Suggestions of organizing programs for state party members at the lowest committee level. Ideas for improvements to reinvigorate the party and incorporate them into the earned media, direct voter contact, and fundraising aspects of the state party.

3/12/09 State Party Delegate Selection & Convention Activities.

One of the major duties of any state party executive director is to create, monitor, and abide by a national party procedure for presidential delegate selection for the national conventions. This session will be a discussion on the Democratic & Republican Delegate selection processes.

3/26/09 Discussions of Outside Organizations (i.e.-527's)

A review of the new organizations created after the Campaign Finance Reform Act in 2003.

4/2/09 State Party Fundraising Programs.

The Creation of a fundraising plan and the best techniques for raising funds for the ongoing activities of state parties. Topics will include the targeting of both small donor and large donors, through call time, traditional events, and web technology.

4/9/09 State Party Personnel Management

The creation of talent to staff campaigns and state party functions. Class will conduct a sample interview and create a series of questions that a prospective state party employee should answer. This session will also talk about the job functions necessary to run a functional state party.

4/16/09 Review & Wrap Up Session: State Parties

This session will be a question and answer session to review student's questions regarding any and all topics covered this during this semester class.

Final Assignment: Due on April 29, 2009

Each class member will present his or her research on the performance of a state party. Each member will have 15-20 minutes to review the program of two state parties and critic their success. Each class member should judge a party on the level of funding, number of services offered, success on the state and federal levels, and groundwork developed for the future. Each student should compare and contrast the selected state parties and evaluate their performance.

Students will have 20 minutes to present State Party plans. Questions from Instructor will be targeting toward the student overall knowledge of the plan and the student should be ready to defend tactics and strategies.