New Course for Fall 2017

EDUC 8100: POLITICS, ADVOCACY AND COMMUNICATION (3 CREDITS)

Thursdays 5:10pm - 7:00pm

THE COURSE

Public discourse shapes education policy decisions and practices in powerful ways. This class focuses on the framing of education challenges and solutions and the role of effective communications in placing issues onto the public agenda. The class aims to help education practitioners, researchers, advocates, and other stakeholders—whether new to or experienced in policy issues—increase their understanding of the principles and tools of strategic communication in the policy world.

Drawing from past and current examples, we will analyze the theory and practice of various strategies to build public and political will for particular education policy goals. We will also explore and practice the tools of strategic communications to advance education policy objectives and skillfully engage with the media. Using case study examples and exercises, this class will give students the opportunity to learn about and develop their own “tools of the trade.”

The course will be supported by experts from GW’s Center on Education Policy and complemented by interactions with other policy and communications experts in the Washington, DC area.

COURSE FACULTY

Dr. Elizabeth Grant, Visiting Associate Professor in Education
with Maria Ferguson, Executive Director of the Center on Education Policy

Please contact Dr. Grant for more information: elizabethgrant@gwu.edu