New Course

Catalog Course Title: JLC-469/669 Terrorism and Homeland Security Policy Practicum

Name and contact information for future correspondence:
Tricia Bacon (bacon@american.edu); Sarah Adler (sadler@american.edu)

Academic Unit - School/College:

○ CAS ○ KSB ○ SOC ○ SIS ● SPA ○ SPExS ○ Other:

Teaching Unit – Department or Program: Justice, Law & Criminology

Date effective:

Required Signatures	Name	Signature	Date
Teaching Unit Chair or Director	Joe Young	[signature]	1/23/17
EPC Chair	Susan Glover	[signature]	2/2/17
Primary Academic Unit Assoc. Dean	VICKY WILKINS	V. Wilkins	2/6/2017
Second Academic Unit Assoc. Dean	Saul Newman	[signature]	2/6/17
Faculty Senate Chair			
Provost's Designee (VPUG or VPGR)			

Date sent to the Office of the University Registrar:

I. **Identifying Information**

a. **Proposed effective date:** Fall 2017

b. **Academic Unit:** SPA

c. **Teaching Unit:** JLC

d. **Course Title (Generally a limit of 30 characters including spaces):** Terrorism and Homeland Security Policy Practicum

e. **Course Number:** JLC-469/669

f. **Credits:** 3

g. **Prerequisites:** N/A

h. **Course description for University Catalog**: The Terrorism and Homeland Security Policy Practicum offers students an opportunity to gain applied experience over the course of a semester working as part of a team on a project to meet the needs of a client involved in terrorism, homeland security, or national security issues.

i. **Grade type:** A/F only

j. **Expected frequency of offering:** Every Fall

k. **Note all that apply:** N/A

II. **Rationale**

a. **Please explain the main purpose of the new course, including whether it will be a requirement for an existing or proposed program or an elective, and how the new course relates to the existing courses in the program and department.** The new course will an elective. It will provide an opportunity for advanced undergraduates or graduate students to apply the knowledge and concepts they have acquired through coursework to a project that responds to the needs of a client working in the terrorism and homeland security policy field. The client/project may vary each year, but it will be an assignment serving an organization working in this field. The practicum is designed to provide students with practical training and professional development while dealing with the issues faced by practitioners.

b. **Will the course require students to pay a special fee associated with the course?** No

c. **Has the course previously been offered under a rotating topics course or an experimental course number? If so:**

i. Semesters/year offered: Fall 2016

ii. Course number: JLC-485/685

iii. Instructor: Tricia Bacon

iv. Enrollment: 15 (capped at 15)

v. What observations and conclusions were derived from the previous offering(s) that now lead to proposing this course as a permanent part of the curriculum? There was significant demand for this type of course in the department, especially from MA students. Feedback on the course was positive.

d. **Please indicate other units that offer courses or programs related to the proposed course and provide documentation of consultations with those units.** N/A

e. **Estimate the enrollment per semester:** 15-20

f. **Does your teaching unit's classroom space allotment support the addition of this course?** Yes

g. **Are present university facilities (library, technology) adequate for the proposed course?** Yes

h. **Will the proposed course be taught by full-time or part-time faculty?** Full-time

i. **Will offering the new course involve any substantial changes to the scheduling of existing courses?** No

j. **What are the learning outcomes for the course?**

1. To apply knowledge, skills, and content learned in coursework to a real world project and problem in the field

2. Develop the skills necessary to write and present professionally and in collaboration with others
3. Develop the skills to work productively as part of a team to meet deadlines and accomplish a large project
4. Develop competency to produce tailored products that meet the needs of a client working in the counterterrorism and homeland security field

  k. **How will those outcomes be assessed?** Those outcomes will be assessed through a combination of client review, peer feedback, and professor input.
  l. **What are the competencies that students are expected to demonstrate for the course? Please attach a draft syllabus.**

III. Catalog Copy

Please attach a course description as it is to appear in the University Catalog, following the format of the current catalog.

The Terrorism and Homeland Security Policy Practicum offers an opportunity for advanced undergraduates or graduate students to apply the knowledge and concepts they have acquired through coursework to a project that responds to the needs of a client working in the terrorism and homeland security policy field. The client/project may vary each year, but the practicum will involve completing a large project(s) that serves the need of an organization, government or private sector, working in this field. The practicum is designed to provide students with practical training and professional development while also dealing with the challenges faced by practitioners. Previous projects have involved participating in counter extremist narrative initiatives for Facebook and the Department of Homeland Security.

SD

JLC-485/685
Fall 2016
Department of Justice, Law & Criminology – School of Public Affairs
American University

Dr. Tricia Bacon
bacon@american.edu

Course Time:	T 5:30-8:00
Course Location:	Ward 305
Office Location	Ward 246
Office Hours	W 8:15-9:30

Course Description

Current Challenge

Violent extremists, as defined by the U.S. Government (USG) refer to "individuals who support or commit ideologically-motivated violence to further political objectives." There is no profile of a violent extremist and the ideology and goals of violent extremists vary tremendously based on local contexts and personal drivers. While violent extremists are shaped by a variety of factors and local conditions, in the age of social media, violent extremist narratives are no longer confined by borders and can have international appeal. This challenge uses social media to push back against violent extremist narratives to provide a positive, alternative, or counter narrative to all forms of violent extremism.

The Peer to Peer: Challenging Extremism (P2P) competition provides an opportunity for students, while earning credit, to create and activate their own social media campaigns to challenge violent extremist ideology, propaganda and recruitment by creating positive, alternative, or counter narratives. In addition to motivating students to become involved in pushing back against hate and violent extremism, the challenge also builds a community of interested and engaged young people living shared values to counter hate and violent extremism from all over the world.

Why Social Media Matters: The Internet - and specifically social media - has emerged as one of the key ways in which violent extremists engage with the public in order build support for their messages, and recruit or inspire willing participants to either travel abroad to fight or commit violent acts at home. While Islamic State's (ISIL) use of social media is the most sophisticated online terrorist communications operation to date, invariably other violent extremists will learn and borrow from its approach.

The Response: One of the best ways to respond to the proliferation of violent extremist content online is to mobilize individuals to create social media campaigns that challenge extremist rhetoric and refocus attention on positive alternatives. This includes efforts at awareness building, education, building cohesion, and directly countering violent extremist narratives. This challenge seeks to be a part of that solution, by empowering the very people violent extremist groups are trying to recruit – young people – to provide an alternative to hate and violence.

Your Challenge

Student teams are challenged to consider not only how they might counter current messaging and violent extremists use of digital technologies (a positioning of being against something), but also how to empower positive alternative narratives, models, and pathways that advocate for something, such as cultural and religious freedoms, economic production, opportunity through the power of innovation, and living in a civil society, for example.

• Research indicates that narratives of hope and positive empowerment are just as important as directly countering extremist messages. Students can use technology and digital tools to inspire and enable both online and offline activities. Because the Internet is not constrained by physical space and geography, initiatives, products, and tools could affect people on and off campus. The priority, whether online or in person, is to demonstrate attitudinal shift and behavior change within the target audience.

Course and Program Objectives

To design, pilot, implement, and measure the success of a social or digital initiatives, product, or tool that:

• Motivates or empowers students to become involved in countering violent extremism.

• Catalyzes other students to create their own initiatives, products, or tools to counter violent extremism.

• Builds a community of interest/network focused on living shared values that counter violent extremism through action.

Focusing Your Campaign

The following list of issues represents possible areas teams might choose to narrow the focus their campaign:

• Counter and alternative narratives / Enhancing social Inclusion through Civic Engagement / Outreach to peers or family members who may be best placed to notice early warning signs of radicalization / Countering Islamiphobia and other forms of discrimination / Defector stories / Rehabilitation and reintegration of violent extremists / Promoting credible religious voices/Migrant, refugee, immigration integration issues / Cultural heritage preservation / Community policing to counter violent extremism / Resilience building

Course Requirements

1. In Class 2, each student will provide a 5-minute pitch of a proposed concept for AU's campaign

2. Weekly Journal: Each team must keep a weekly electronic journal that tracks prototypes including: what worked, what didn't, and why, which will be used to provide a retrospective upon program completion. This journal will be submitted each Friday throughout the term.

3. Creative Brief: Using the template* provided, teams must submit a creative brief and creative samples for review to EdVenture Partners prior to any implementation. (detailed below)

4. Participation in an Oct 6th event with counter-messaging practitioners and academics researching social media. Part of the event will involve you providing a briefing of your campaign plan and getting feedback to incorporate.

5. Final Submission

At the end of the program, each team is required to deliver a submission for review which should detail these items: (See scorecard)

• Digital presence for the initiative, product, or tool. Teams could set this up through a full website, Facebook, Instagram, Twitter, or any number of other digital platforms. The selection of a platform will depend on what is most appropriate for a team's specific initiative, product, or tool as well as the country and target audiences. Teams should provide an explanation of why they selected their digital strategy and platform.

• A summary of any opposition to the initiative, product, or tool by influential individuals, groups, press, or social media outlets, and details about how the team addressed this challenge. Projects that address violent extremism might provoke negative reactions from some quarters (including potentially from extremist groups themselves), and we expect that at least some of the teams might face this challenge and need to find ways to navigate it.

• A detailed summary of the prototype testing process, challenges, successes, and failures along the way, campaign results.

• A detailed assessment of program impact that should include measures of performance and effectiveness focusing on attitudinal and behavior shifts.

• A plan for long-term campaign viability that should address:

> Status: Current status of the campaign, including whether it is completed, continuing, or expanding in the near term.
>
> Partners: Potential partners (academic, non-profit, governmental, private sector) that could support the continued implementation of the campaign.
>
> Transferability: Assessment of the potential for the campaign viability if transferred to another geographic location and/or implementing agent.
>
> Barriers: Potential barriers to campaign continuation and/or expansion (i.e. infrastructure, resource, financial barriers).

A two-page English-language program overview brochure that can be used to market each team's initiative, product, or tool with public partners and nongovernmental organizations that may be interested in providing resources to support the particular initiative.

- Demonstrated Measures of Success

The most effective way to analyze results is to establish a benchmark of existing audience sentiment, identify the attitude or behavior change that would show a message's impact, and then use a combination of tools to periodically examine progress. Intended outcomes can include awareness building, knowledge creation, attitudinal or behavior changes. Measurement tools should be tailored to the behavior or attitudinal change the messaging campaign is intended to affect and ought to be used before, during, and following the campaign.

Common measures to analyze results include: polls/surveys, linking awareness to action, media metrics, qualitative assessment of shifts in audience responses, and extremist reactions.

Grade Breakdown

50% Dr. Bacon's evaluation. Graded elements include your weekly journal entry submission (5%), your 5 minute pitch (5%), your fulfillment of your agency role (25%), and your active participation in the weekly sessions (10%).

25% Internal Department Evaluation

25% Class Evaluation

Peer-to-Peer Program Overview

Your challenge is to design and implement a campaign for your 'client'. Your focus will be on fulfilling specific objectives designated by your client, listed in your Project Brief. In exchange for an amazing, hands-on, real business learning experience, we ask for your commitment in helping your client meet their objectives. Get ready for what has often been referred to as "the greatest learning experience of my university career!"

Marketing Program

Based upon specific client objectives, you and your colleagues will research the target audience, create an integrated campaign and submit your plan for review. Upon review and approval, you will be provided an operational program budget to execute your strategy and measure your success. This program is a unique, innovative and rigorous training ground where you will learn by doing.

The Concept

This program is designed to provide you with comprehensive training in the fundamentals of an integrated marketing and communications campaign, this may include but is not limited to — market research, marketing strategy, campaign design, advertising, public relations, and budgeting and assessment. It also enables you to gain hands-on experience - leadership, public speaking, client relations, teamwork, business writing, project management, organizational skills, budget management and more. This project gives you and your colleagues a great deal of autonomy so keep in mind that the more time and energy you invest, the more you will get out of the experience. Maximize your utilization of the many resources that have been provided for you, gain valuable experience and have a great time!

YOU are the Experts

University students and young people have always been the driving force in predicting what is popular in the marketplace. Millennials want to make an impact, within their communities and around the world. You know what your peers like, dislike, and are passionate about. You have the best pulse on what new technologies, social spaces, applications, messaging channels, etc. You will have the greatest opportunity for success when engaging certain audiences and how they are likely to respond to a message. Can you capture the attention of your target audience and move your client and their message to the front of your audience's minds that leads to a change in attitude, perception or behavior in an innovative way?

Client Objectives

Your client's objectives are specific to a communication's challenge associated with reaching a defined target audience. The objectives your client has chosen may range from achieving levels of awareness, to influencing behavior, to building preference for their brand over others. Before you begin building any strategies, tactics, slogans or any marketing initiative, product or tool, your team must have a complete understanding of the objectives, an agreement with your client on what you will be expected to accomplish (Project Brief) and how your results will be measured (Program Scorecard).

THE PLAYERS

EdVenture Partners EdVenture Partners (EVP) is a marketing agency that provides clients unique and credible access to the university market via customized curriculum-based, marketing and communications-based solutions.

EdVenture Partners will...

- Function as the liaison between your student team and your client
- Assist your team in working toward client objectives and deliverables
- Offer resources and additional supporting information when possible
- Review your work and creative prior to executing your campaign
- Provide access to your program budget
- Participate in key milestone activities throughout the program
- Provide frequent communication and support via Basecamp

Your Client

Professional behavior with all of your client representatives is required. All of the client representatives with whom you may work with are prepared to invest time and resources in you and your learning experience. However, as a professional courtesy, please respect the fact that they do face busy schedules and important deadlines outside of any work with your team.

Your client representative(s) will provide...

- Provide 'big picture' guidance and information at the beginning of the project
- Provide supplemental resources and materials to support your research efforts
- Answer questions fielded through your EVP Representative
- Representatives to make up the final judging panel for the program competition

Students

Your challenge is to design and implement your own unique marketing and communications campaign for your client. Your focus will be on specific objectives designated by your client. Keep in mind that you are neither employees of, nor are you professionally affiliated with your client when interacting with vendors, campus administrators, media sources and members of your target audience. Your marketing program experience is through EdVenture Partners, in collaboration with your client as the program sponsor.

Students are expected to...

- Keep your client's objectives in mind at all times
- Be professional with your EVP Representative and your client
- Update EVP on a regular basis on your program progress
- Immediately raise any program concerns to your EVP Representative
- Be responsive with all communications via Basecamp, email or telephone in a timely manner
- Accurately complete and submit all required program elements and deliverables
- Adhere to the review process
- Capture results, outcomes and recommendations in a final program submission

REVIEW PROCESS

EdVenture Partners Quality Check

Like any professional agency, your campaign strategy and the materials you produce for public consumption MUST first be reviewed and approved EdVenture Partners. Your team will submit a Creative Brief and Creative Samples to EVP via Basecamp for review and feedback. Upon approval, your EVP Representative will facilitate the delivery of your program budget in order for your team to execute your campaign. If not otherwise stated, be sure to check with your EVP Representative regarding any required client-specific branding guidelines.

HELPFUL TIPS FOR A SUCCESSFUL PROGRAM FORMING YOUR AGENCY

There are many important steps to forming a student agency, including naming your agency and organizing your agency departments and leaders. Please keep in mind that the project brief will provide more information regarding your client, and the use of your agency.

Name Your Agency

In order to come together as a team, start by giving your group a unique identity. Consider names that give you agency credibility, possibly linking to the focus of your challenge, or your class or campus. This will be a benefit to your team as you begin to develop your network of professional contacts.

In most cases, when creating campaign materials, remember to use your client name and logo as the prominent brand, rather than your agency name and logo, unless otherwise directed.

Here are past creative examples of some agency names:

• Vision Enterprises

• Creative Underground

• AD 360 - CREATE.INSPIRE.MOTIVATE.

Agency Department and Positions

In order to properly develop your agency, it is important to understand the core responsibility and objectives you have been tasked with. For larger groups, you may consider adding optional departments that will increase your ability to build a wider marketing mix, extended network or broader campaign. It is usually best to avoid having departments with too many members, so tasks can be clearly delegated to individuals who can be held accountable to the team.

Below are the suggested general departments and key positions for your agency:

Agency Coordinator(s) One of the most important roles to assign, and one that provides an incredible experience, is the key leadership role of Agency Coordinator(s). This position requires dedication, leadership, organization, initiative, and excellent communication skills as a foundation for the role.

Research Department The research department is an essential part of the agency and their findings are very valuable and highly sought after by your client. They are responsible for designing a research plan that will guide your agency in its strategy development and provide your client with data on the perceptions and characteristics of their target market. This may include both qualitative and quantitative research methods ranging from surveys to focus groups.

Campaign Strategy Department This team is responsible for organizing the overall marketing strategy, based on the research results.

Campaign Implementation Department: This team is responsible for managing the campaign logistics to prepare for and successfully execute the campaign implementation.

Public Relations Department This department develops and maintains professional relationships with news media contacts and is responsible for obtaining local/regional/national media coverage for your program and campaign as defined by your client. This department also develops relationships with advertising media contacts and is responsible for planning and executing the advertising plan to support the overall campaign.

The Evaluation Department This department develops the ways to measure the campaign's impact and undertakes the effort to both establish the baseline pre-campaign and determine the campaign's effect post-campaign.

Budget Coordinator/Finance Department The Budget Coordinator/finance team will manage the agency's budget. This is usually one person who is responsible for opening a temporary bank account to be used exclusively for the program, developing a budget, dispensing funds, and collecting all required receipts and documentation to track all expenses.

Reports This department is responsible for producing your agency's final submission. This team will assist all other departments in preparing the Creative Brief and Final Submission. Each department will contribute its respective section, but the Reports team will organize and compile all of the individual sections together into a complete and well-developed final report.

Everyone's Role - Group Effort

Even though you will be part of a department within your agency, it is everyone's responsibility to perform the following tasks:

- Naming your agency
- Participating in the research process
- Generating, developing, selecting the marketing campaign ideas
- Contributing to the Creative Brief
- Helping with campaign logistics, as needed
- Completing post-campaign wrap up and analysis
- Contributing to the final submission

REPORTING

Each department should provide regular reports to the Agency Coordinator or the student agency as a whole. These reports help your agency stay connected with the progress of individual departments and your campaign. Reports may also be shared with your EVP Representative so they can update the client accordingly. Good communication is key!

Agency Reports

The entire agency will need to work together in developing your team's Creative Brief and Final Submission. Check with your EVP Representative for guidelines for developing these agency reports.

Competition Rules

Teams may utilize secondary sources, such as library resources, Internet resources and publications. Teams are encouraged to conduct outside research and solicit advice and/or input from faculty and available experts. Resources must be documented in the submissions, either on a separate slide or throughout the presentation in the footer section. However, it is not permissible for student teams to contract with, or pay for, any outside consulting firm, agency or other service for any assistance or guidance in the creation of Required Deliverables. All Required Deliverables must consist solely of the original work product of the team that submits each entry, and will not be returned to the submitting team.

Program Flow

1. Assess the Message Landscape:
   - Review program secondary resources to gain a deeper and more nuanced understanding of violent extremism and the messaging landscape.
   - Research to understand the violent extremist narrative and messaging strategy.
   - Research to understand the broader context, to include socioeconomic grievances, key influencers, and current counter messaging activities underway.
2. Identify and Define Target Audience:

• Based on your initial introduction and research of the topic, identify the specific target audience profile for your initiative, product or tool.
• Your specific target audience should be aligned with the broader Target Audience outlined above.
• Choose a specific goal for your messaging strategy, tailored to your target audience. Possible goals include:

  Among uncommitted audiences: convince them of the importance of taking a positive stance against extremism
  Among silent majority audiences: encourage them to become active in prevention efforts
  Among civic-minded audiences: inspire them to engage in grassroots CVE efforts
  Among at-risk audiences: discourage mobilization to violence

3. Research:
   • Conduct a thorough audience analysis to assess the drivers of the target audiences' perceptions—such as demographics, history, culture, attitudes, social concerns, and enduring values.
4. Build the Media Plan:
   • Develop an integrated project plan and messaging strategy aimed at engaging your defined target audience that includes tailoring the message, finding credible messengers, and selecting media platform/s.
   • Establish baselines in order to measure the effectiveness of your project based on pre- and post-implementation analysis.
   • Establish benchmark of existing audience sentiment, such as pre-engagement surveys or polls).
   • Identify behavior/attitude change that would show message impact based on intended outcome (awareness building, knowledge creation, attitudinal shift, or behavioral changes).
   • Create measures of effectiveness to document the behavior or attitude change (polls/surveys, linking awareness to action, media metrics, qualitative assessment from the baseline, extremist reactions).
5. Project Analysis:
   • Capture specific quantitative and qualitative metrics to demonstrate the positive impact of your chosen initiative, product or tool.
   • Be sure to reference the measures of success outlined above.
   • Be sure to conduct campaign long – term viability assessment.
6. Competition Submission:
   • Develop a submission detailing your messaging goal and specific target audiences; strategy for reaching these audiences and media plan; initiative, product, or tool; measures of success (including change in behavior or attitude shifts); results; and recommendations for future improvements.
   • Submission to include with your two-page program overview brochure of your initiative, product or tool.

Client Quality Check & Approval

Using the template* provided, teams must submit a creative brief and creative samples for review to EdVenture Partners prior to any implementation and before any student budget funds will be distributed.

• EdVenture Partners will review the creative brief and creative samples for feasibility within *me and budget constraints.

• EdVenture Partners will review the creative samples, appropriate team logo use and use of professional and acceptable images / imagery.

* Your EdVenture Partners representative will provide the template as well as more information regarding the quality check and approval process.

Branding Guidelines

Teams should create a brand for their initiative, product, or tool that makes sense and is appropriate for their concept, target audience, and country context. The brand should appear on all related materials, including the web portal, social media, and creative materials and products. Teams control their own brands and therefore should not use the P2P program sponsor/ organization (DHS, Facebook, etc.) as the project brand.

Important: The U.S. Department of Homeland Security seal or any other inter-agency partner name, seal or logo should not appear on any student-generated creative material.

Program Budget

Each team will have the equivalency of a $2,000 USD and $400 Facebook Ad Credit budget for the challenge.

• Quality check and approval of your creative brief and creative samples is required before funds are distributed.

• Funds may be used for:

  Supporting your team's research

  Creative and media concept development and implementation

  Production and/or rental of promotional elements in support of project activation

  Other resource needs

• Budget funds should not be used to print copies of the final submission for the entire team.

Mandatory: An expense log and reconciled budget with ALL corresponding receipts must be included with of your team's submission. Failure to provide a reconciled budget and receipts may lead to your team being disqualified from the competition. Your team's expense log and reconciled budget does not count against the regulations on the slide length and file size of your team's submission.

Note: If you have any questions regarding the budget, appropriate use of funds, or the budget reconciliation process, please contact the EdVenture Partners representative.

***NOTIONAL* COURSE SCHEDULE**

Aug 30 Overview of the Peer to Peer Competition

Due: Everyone should have signed up to Basecamp website and read materials posted there, particularly the CVE Resources Section 1 and the P2P Project Brief.

Sept 6 Establish Campaign Focus & Agency Positions

Due Outs: Come to class prepared to deliver a 5-minute pitch on the issue you assess that our campaign should focus on. See "Focusing Your Campaign" above for suggestions from the client. You are not limited to this list. In Class 2, we will vote on a focus for our campaign.

Due Outs: Come to class with your top 3 agency position preferences and a suggested agency name.

Due: Completed budget request form (or wire transfer form for some international participants) due to EVP representative. Recognizing schools will have varying start dates, the budget request form is due to EVP within the first two weeks from the launch of each school. Should be done by the Finance/Budget Department by Sept 7.

Weekly submission due on Fri

Sept 13 Assessing the Message Landscape for Our Focus Area

Having established our focus on Sept 6, the Research Department will provide the class with a report and briefing on the Message Landscape for our Focus Area.

Class identifies any information gaps or further information needed.

Weekly submission due on Fri

Sept 20 Identifying and Defining Our Target Audience

Research Department will provide an update on additional information sought in previous class and a report for the Reports Department on their finding.

Class will decide which target audience we seek to reach with the focus area of our campaign.

Each student should come to class with a proposal of which audiences our campaign will focus on and why.

Client-Recommended Target Audiences

The target audiences for this project may include any of the following:

1. Uncommitted populations: The uncommitted populations have formed no opinion about the violent extremist narrative and therefore have not been involved in preventing or promoting it.

2. Silent majority: The silent majority are those who oppose violent extremism but currently are not active in raising public awareness or broader prevention efforts.

3. Civic-minded individuals: Civic-minded individuals are interested in the public good but not necessarily focused on preventing radicalization and/or engaging in grassroots countering violent extremism (CVE) efforts.

4. At-risk youth: At-risk youth are those who are exposed to the violent extremist narrative and vulnerable to radicalization.

Weekly submission due on Fri

Sept 27 Audience Analysis

Research Team reports to the class their audience analysis, which includes the drivers of the target audiences' perceptions—such as demographics, history, culture, attitudes, social concerns, and enduring values and how our focus relates to this audience.

Class provides feedback on areas requiring additional research and information

The Research Team provides a written report to the Reports Department of their findings, including addressing any outstanding questions.

Weekly submission due on Fri

Oct 4 Building a Campaign Plan

Campaign Strategy Department will develop and propose an integrated project plan and messaging strategy aimed at engaging our defined target audience that includes tailoring the message, finding credible messengers, and selecting media platform/s.

Campaign Strategy Departments will take feedback from the class and revise the plan and strategy accordingly.

Weekly submission due on Fri

Oct 6 Counter-messaging event with practioners and academics. Attendance is mandatory.

Oct 11 Building a Campaign Plan

Campaign Strategy Department will brief class on the revised plan and strategy, which will be used as the basis for the creative brief and creative samples.

They will provide a report of their plan and strategy to the Reports Department.

Weekly submission due on Fri

Oct 18 Creating Measures of Effectiveness

Based on the plan and strategy, the Evaluation Department will propose how to establish baselines in order to:

measure the effectiveness of our project based on pre- and post-implementation analysis.
establish benchmark of existing audience sentiment, such as pre-engagement surveys or polls).
identify behavior/attitude change that would show message impact based on intended outcome (awareness building, knowledge creation, attitudinal shift, or behavioral changes).
create measures of effectiveness to document the behavior or attitude change (polls/surveys, linking awareness to action, media metrics, qualitative assessment from the baseline, extremist reactions).

The Evaluation Department will get feedback on the proposal and will then go forth and establish the pre-campaign baselines accordingly.

Weekly submission due on Fri

Oct 25 Public Relations & Advertising Plan

The creative brief should be submitted by the Agency Coordinator by this date.

The PR Department proposes to the class its plan for

connecting with news media contacts and advertising contacts

obtaining local/regional/national media coverage for the campaign

executing the advertising plan to support the overall campaign.

The class provides feedback and additional ideas about the PR plan. The PR Department incorporates as appropriate and provides a report to the Reports Department.

**Due: Creative brief & creative samples for quality check. Budget money will be sent once these are approved. You may submit any time prior to this date, as soon as you have your brief and samples ready.

Weekly submission due on Fri

Nov 1 Campaign Implementation

Campaign Implementation Department will provide a report on the launching of the campaign, which should begin after EdVentures provides permission of our creative brief and in conjunction with the Public Relations Department.

Weekly submission due on Fri

Nov 15 Check in on Campaign Progress

All Departments report in on their activities.

Weekly submission due on Fri

Nov 29 Project Analysis

Evaluation Team will provide a briefing on the impact of our initiative. This should include:

- specific quantitative and qualitative metrics to demonstrate the positive impact of your chosen initiative, product or tool.
- the measures established earlier in the semester and measures of success outlined above.
- a long – term viability assessment of our campaign.

They should also provide a report of their efforts for the Reports Department.

Weekly submission due on Fri

Dec 6 Final Submission Briefing

The Reports Department finalizes the final submission, in strict accordance with the regulations provided by EdVentures. They bring copies of the report to the class and brief the class on the findings in the final report.

Submission deadline. All submissions are due to EdVenture Partners by Agency Coordinator or designated official.

Weekly submission due on Fri