

Course Content Form – 2019 Fall

This form must be completed for ALL COURSES, new, repeated, or continuing.

Course Title Effective Legislative Advocacy

Instructor 1 _Forrest R. Frank

Instructor 2 _____

Instructor 3 _____

Course Prerequisites: None

Course Co-requisites: _____

Materials Required: Reading materials will be provide via website, or shared drive arrangement; also will be made available via electronic media for those who have difficulty accessing web resources

Textbook(s) required and their cost: Leah Greenberg and Ezra Levin, *We Are Indivisible: A Blueprint for Democracy After Trump* (New York: Atria /One Signal Publishers, November 5, 2019), ISBN13:9781982129972 (Amazon approximately \$27.00 Hardcover; Kindle version approximately \$13)

Course Outline/Syllabus

You may list broad topics, a detailed weekly schedule, or a formal syllabus. Attach this form and any additional pages to your course proposal. If you would like your course content/syllabus posted online, please email a separate copy to LLL-courses@udel.edu. If you do not have access to a computer to send the file, please see the Program Coordinator for assistance.

Week

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| 1 | Overview |
| 2 | What is Legislative Advocacy?
Why engage in legislative advocacy? |
| 3 | What do legislative bodies really do? |
| 4 | How Laws are Made |
| 5 | What is the Legislative Process |
| 6 | The Congressional “Battle Rhythm“ |
| 7 | The Congressional “Battlefield” |
| 8 | Advocacy Tools—Defining Issues and Outcomes |
| 9 | Advocacy Tools—Targeting |
| 10 | Advocacy Tools—Communicating |
| 11 | Advocacy Tools—Building Winning Coalitions |
| 12 | Measuring Effectiveness |
| 13 | Summing up |