THE INTERSECTION OF OPERATIONS AND POLICY:
A MULTIMEDIA LEARNING EXPERIENCE IN
THE NEW YORK CITY FAMILY HOMELESS SHELTER SYSTEM

Spring 2015

COURSE INFORMATION
7 East 12th Street – Room 125
9:30am-1:00pm, Eight Fridays

INSTRUCTORS

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Email</th>
<th>Office Hours</th>
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<td>Puck 3rd Floor</td>
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COURSE DESCRIPTION
Policy and operations are inextricably linked. This course aims to expose students to policy formation in a highly political environment, operations management of systems shaped by state and local policy, and their intersection, while building a toolbox of specific skills that support analysis and decision making in a wide variety of contexts. A unifying Multimedia Interactive Case Study (MICS) focused on the NYC family homeless shelter system will be the backdrop of this course. This course is an intensive engagement that incorporates perspectives from academic theory, City, State and Federal government, service providers, advocacy organizations, and public interest law.

LEARNING OBJECTIVES
The course learning objectives fall into six broad skill-building areas: decision modeling, stakeholder analysis, time-series data decomposition, forecasting, negotiation, and policy making in a political context. This course also builds skills in communication, presentations and team work.
The Intersection of Operations and Policy:  
*A Multimedia Learning Experience in The New York City Family Homeless Shelter System*

**Syllabus**

**MULTIMEDIA INTERACTIVE CASE STUDY PLATFORM**

https://wp.nyu.edu/mics/

The Multimedia Interactive Case Study (MICS) is an online platform where students engage with both case study resources and interactive tools. While the case study resources are specific to the NYC Homeless Family Shelter System, the skills gained are highly transferable to a large variety of disciplines, including public service management and policy, business, social work, health, and urban planning. The key components of the platform are as follows:

**CASE STUDY RESOURCES**

- **Video Documentaries** (10-15 minutes) have been created for this course, each featuring stakeholder interviews, including New York City and New York State officials, advocates, providers, public interest lawyers, families, and academicians. These six documentaries are as follows:
  - *Family Homelessness Landscape* introduces the various stakeholders working in homelessness in NYC.
  - *Family Homelessness in New York City* reviews the problem of family homelessness.
  - *Advantage: Incarnation & Evolution* describes Advantage, its formation and implementation.
  - *Advantage: Family Experience* presents the experiences of families.
  - *Advantage: Termination* explains the end of Advantage and the subsequent impact.
  - *Where do we go from here?* provides various perspectives on how to move forward in family homelessness.
- **Data Visualizations** give students a visual introduction to the City’s family homeless shelter system.
- **News Sources** including articles and video clips pertinent to New York City’s homeless shelter system and Advantage over the relevant time period will build students’ understanding of the different stakeholder perspectives, tension around the issues, and public information.
- **Research**, including journal articles and reports, relevant to homelessness trends and policies will be available to provide students a broad understanding of research and theoretical perspectives.
- **Documents** include a variety of original source documents.
- **Data Sets** will be available to the students for use in their analyses and exploration of family homelessness. Specifically, New York City Department of Homeless Services monthly homeless shelter system data from July 1, 2008 through June 30, 2013, which spans time under the Advantage policy, the phasing out of Advantage, and more than one full year post-Advantage

**INTERACTIVE TOOLS**

- **Decision Tree Builder** is used to construct and analyze a decision tree.
- **Stakeholder Analysis Tool** is used to create a stakeholder analysis table identifying key stakeholders, their policy priorities, influence, resources, and alliances as well as where stakeholders are positioned in terms of their relative importance. It is designed to help you develop strategies to garner support for your preferred policy option.
- **Forecasting in Excel** encompasses methods to use the data analysis and visualization tools in MS Excel that enable experimentation with different time-series forecasting approaches and associated parameters.
COURSE REQUIREMENTS AND GRADING COMPONENTS

Final grades are determined by the following course components. Completed assignments should be uploaded to NYU Classes.

- **Individual Class Participation (15%)**
  Participation includes presence, promptness, preparation, and engagement. If you have thoroughly prepared, you should have no problem following and contributing to the discussions. Keep in mind that much of a leader’s communication is verbal, especially in policy and operations settings. Therefore, developing your abilities to verbally state and support your positions is an important part of this class, in addition to listening and reflecting on the discourse. Students are expected to attend all classes. Use of devices for purposes other than taking notes is not appropriate and can limit one’s learning.

- **Individual Assignments (20%)**
  There will be four individual assignments (each 5%), associated with a key learning module (i.e., time series data, forecasting, stakeholder analysis, and decision analysis modules). These individual assignments are important as they lay a foundation for the more sophisticated analysis revolving around the main case of the course.

- **Team Presentations (20%)**
  There will be two team in-class presentations (each 10%). Each team will prepare and present their analysis and supported recommendations for each learning module. Following each presentation, there will be a critique and discussion with professors and colleagues.

- **Team Final Presentation (15%)**
  Each team will prepare and present a presentation for the Mayor and the Deputy Mayor for Health and Human Services outlining the current state of the NYC homeless family shelter system, alternatives considered and the team’s recommendation going forward along with supporting arguments.

- **Team Mayoral Policy Memo (20%)**
  Accompanying the Team Final Presentation to the Mayor and the Deputy Mayor for Health and Human Services, teams will submit a memo outlining their recommendations and supporting analysis (10-page, double-spaced, not including appendices).

- **Individual Negotiation Strategy Document (10%)**
  Students will be assigned in groups to represent different stakeholders in the NYC Family Homeless Shelter System (e.g., providers, advocates, the City). Traditionally, the different stakeholders have not worked well together. Nevertheless the Mayor has called a forum where the stakeholders are charged to attempt to develop a series of recommendations around family homelessness in NYC. In preparation for the forum, students will individually prepare a negotiation strategy document (2-3 pages, double-spaced), which will consist of the desired outcomes, expected outcomes, negotiation strategies, and talking points.
PREREQUISITES

- **CORE-GP.1020** Managing Public Service Organizations (MPSO)
- **CORE-GP.1022** Introduction to Public Policy
- **Excel Knowledge** Complete the following tutorials on Lynda.com, which can be accessed by (1) going to Lynda.com and clicking “Log In” in the upper right-hand corner and (2) choosing the left-side option of “Log in through your organization or school.” The below list proceeds from most basic to more advanced.
  - **REQUIRED** Up and Running with Excel 2010
  - One of the following **REQUIRED** depending on your Excel version
    - Excel 2013 Essential Training
    - Excel 2010 Essential Training
    - Excel for Mac 2011 Essential Training
  - **REQUIRED** Excel 2013: Charts in Depth
  - One of the following **REQUIRED** depending on your Excel version
    - Excel 2013: Advanced Formulas and Functions
    - Excel 2010: Advanced Formulas and Functions
  - **HIGHLY RECOMMENDED** Excel 2013 Tips and Tricks
  - **LEARN MORE** And many more

Expected knowledge includes but is not limited to the following: Entering Data; Fill Down; Locking Cells; Using Formulas (e.g., AVERAGE, SUM); Advanced Formulas (e.g., IF, COUNTIF, AVERAGEIF, VLOOKUP); Formatting; Printing with appropriate formatting; and Creating Charts.

COURSE READINGS

The readings for the class will come from the following sources:

1. **MICS Platform**
   The MICS Platform will contain case study resources and interactive tools.
2. **Course Packet***
   Available in digital format. Inquire at the bookstore or at [www.XanEdu.com](http://www.XanEdu.com).
3. **NYU Classes**
   NYU Classes will be used to post readings and assignments throughout the semester. Students are encouraged to check it frequently. Many of the readings listed in this syllabus can be found online. In such cases, URLs are specified here and links can also be found on NYU Classes.
4. **E-Book**
5. **E-Book**
6. **E-Book**
7. **Book***

* Indicates student responsible for purchase. Available at NYU Bookstore.

** E-Books can be accessed for free through the NYU Library (http://library.nyu.edu/) using your NYU Login. Search for the book and follow the Online Access links. All links to E-Books are also available on NYU Classes.
## COURSE CALENDAR

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<th>#</th>
<th>Date</th>
<th>Topics</th>
<th>Assignments Due</th>
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<tr>
<td>1</td>
<td>1/30</td>
<td>A. Introduction&lt;br&gt;B. NYC Family Homelessness Discussion&lt;br&gt;C. Time-Series Data Lecture</td>
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<td>2</td>
<td>2/6</td>
<td>Site Visit</td>
<td>Time-Series Data Individual Assignment</td>
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<td>3</td>
<td>2/20</td>
<td>A. Site Visit Debrief&lt;br&gt;B. Time-Series Data MICS Presentations&lt;br&gt;C. Forecasting Lecture</td>
<td>Time-Series Data MICS Team Presentation*</td>
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<td>Forecasting Individual Assignment</td>
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<td>4</td>
<td>3/13</td>
<td>A. MICS Forecasting Discussion&lt;br&gt;B. Advantage Discussion&lt;br&gt;C. Stakeholder Analysis Lecture</td>
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<td>3/20</td>
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<td>SPRING BREAKs</td>
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<td>5</td>
<td>4/3</td>
<td>A. Stakeholder Analysis MICS Presentations&lt;br&gt;B. Policy Making in a Political Context Discussion&lt;br&gt;C. Negotiations Discussion</td>
<td>Stakeholder Analysis MICS Team Presentation*</td>
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<td>6</td>
<td>4/17</td>
<td>A. Capacity Management Lecture &amp; Discussion&lt;br&gt;B. Decision Modeling Lecture&lt;br&gt;A. Decision Tree Discussion</td>
<td>Individual Negotiation Strategy Document</td>
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<td>B. Mayoral Forum: Negotiation around NYC Family Homeless Policy&lt;br&gt;C. Mayoral Forum Debrief</td>
<td>Decision Trees Individual Assignment</td>
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<td>8</td>
<td>5/8</td>
<td>A. Final Team Presentations&lt;br&gt;B. Guest Speaker</td>
<td>Final Team Presentation</td>
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<td>Team Mayoral Policy Memo</td>
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**DETAILED COURSE SCHEDULE**

### Session 1 | January 30

#### A. Introduction
This class will enable students and the professors to share their expectations and goals for the class. The syllabus will be distributed and reviewed.

#### B. New York City Family Homelessness Discussion
There will be a lecture and discussion about Family Homelessness, particularly in New York City, which will center on the first two video documentaries of the series.

**Preparation**
- MICS Platform: Homelessness Stakeholders - *Family Homelessness Landscape* video
- MICS Platform: Family Homelessness - *Family Homelessness in New York City* video

#### C. Understanding Time-Series Data Lecture
Understanding data over time – trends, cycles, seasonality, etc. – is critical from forecasting, strategic and operational perspectives. In this class, students will learn how to understand and decompose time-series data.

**Preparation**
- Be sure to have completed your Excel Prerequisites before this class!
  - Chapter 1: Introduction to Forecasting, Pages 9-21
  - Sections 2.1-2.4: Summarizing and Displaying Data in Excel, Pages 9-21
  - Chapter 3: Basic Time Series Analysis, Pages 33-56
  - Section 2/1: The forecaster’s toolbox
  - Sections 6/1-6/3: Time-Series Decomposition

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**Time-Series Data Individual Assignment**

*Due February 6 via NYU Classes*
SESSION 2
FEBRUARY 6

SITE VISIT

Students will spend the morning visiting the PATH (Prevention Assistance and Temporary Housing), which is the New York City Department of Homeless Services intake center for homeless families. In addition, we will visit a homeless family shelter and have an opportunity to tour it and talk with staff and residents.

PREPARATION

- MICS Platform: Advantage Evolution – *Advantage: Incarnation & Evolution* video
- MICS Platform: Family Experience - *Advantage: Family Experience* video
SESSION 3

FEBRUARY 20

A. SITE VISIT DEBRIEF

The class will share their reactions to the site visits and discuss how it informed their understanding of the issues.

B. UNDERSTANDING TIME-SERIES DATA MICS PRESENTATIONS

Teams will present their decomposition of different NYC DHS family homeless shelter data as well as their conclusions.

PREPARATION

- MICS Platform: Advantage Evolution – Advantage: Incarnation & Evolution video
- MICS Platform: Advantage Termination – Advantage: Termination video

Time-Series Data MICS Team Presentation and Slides  Slides due February 18 via NYU Classes

C. FORECASTING LECTURE

Forecasting encompasses techniques for predicting the future. In this class, students will build off of their understanding of time-series data, learning how and when to use different forecasting methods.

PREPARATION

  - Chapter 3: Basic Time Series Analysis excluding Section 3.5
  - Sections 1/1-1/4 and 1/6: Getting Started
  - Section 2/5: Evaluating Forecast Accuracy
  - Section 6/6: Forecasting with Decomposition
  - [Optional] Sections 3/1-3/3, 3/6, and 3/8: Judgmental Forecasting

Forecasting Individual Assignment  Due February 27 via NYU Classes
SESSION 4  MARCH 13

A. FORECASTING MICS DISCUSSION
In the first portion of this class session, the class will debrief their memos and discuss.

B. ADVANTAGE DISCUSSION
There will be a discussion about the incarnation, evolution and termination of the Advantage program, which will be informed by the Decision Modeling MICS presentations.

PREPARATION
- MICS Platform: Advantage Evolution – Advantage: Incarnation & Evolution video
- MICS Platform: Advantage Termination – Advantage: Termination video
- MICS Platform: Advantage Evolution – “To whose advantage is work advantage?” Institute of Children, Poverty, and Homelessness. September 1, 2011

C. STAKEHOLDER ANALYSIS LECTURE
Stakeholder analysis enables decision makers to identify key influencers and their relative importance. From there, one can develop an appropriate strategy for each of them

PREPARATION
- MICS Platform: Interactive Tools – Familiarize yourself with PolicyMaker 4 Software

Stakeholder Analysis Individual Assignment  Due March 27 via NYU Classes
SESSION 5

A. STAKEHOLDER ANALYSIS MICS PRESENTATIONS
Teams will present the results of their stakeholder analysis from the MICS case study.

PREPARATION

Stakeholder Analysis MICS Team Presentation and Slides
Slides due April 1 via NYU Classes

B. POLICY MAKING IN A POLITICAL CONTEXT
Policy making is not conducted in a vacuum. Rather, it is played out in the context of disparate stakeholders with competing demands, a finite set of resources, an ever changing landscape, a charged political environment, and a lack of certainty.

PREPARATION
• MICS Platform: Going Forward – Where do we go from here? Video

C. NEGOTIATIONS LECTURE
This class will discuss the basics of negotiation around complex, multi-faceted issues with disparate stakeholders.

PREPARATION
• Book – Fisher, Roger, William L. Ury, and Bruce Patton. Getting to yes: Negotiating agreement without giving in. Penguin, 2011. –Chapters 1, 6, 7 and 8
• Course Packet – Ware, James P. “Bargaining Strategies: Collaborative versus Competitive Approaches.” HBS Product #480055-PDF-ENG. April 1, 1980.

Individual Negotiation Strategy Document
Due April 17 via email to profs & teammates
SESSION 6  

A.  CAPACITY MANAGEMENT LECTURE & DISCUSSION

This lecture will focus on the concepts and strategies for managing capacity and demand. There will be a discussion of potential DHS capacity management strategies and tactics that will build upon the lecture and established understanding of the DHS family homeless shelter data and system.

PREPARATION


B.  DECISION MODELING LECTURE

Most decisions involve uncertainty of some kind. In this class, we will learn how to create and use decision trees, graphic decision models that systematically incorporate uncertainty and evaluate alternatives.

PREPARATION


Decision Modeling Individual Assignment  

Due April 24 via NYU Classes
SESSION 7  
APRIL 24

A. DECISION MODELING DISCUSSION

B. MAYORAL FORUM: NEGOTIATION AROUND NYC FAMILY HOMELESS POLICY
Students will be assigned in groups to represent different stakeholders in the NYC Family Homeless Shelter System (e.g., providers, advocates, the City). Traditionally, the different stakeholders have not worked well together; nevertheless the Mayor has called a forum where the stakeholders are charged to attempt to develop a series of recommendations around family homelessness in NYC.

C. MAYORAL FORUM DEBRIEF

SESSION 8  
MAY 8

A. FINAL TEAM PRESENTATIONS
Each team will prepare and present a presentation for the Mayor and the Deputy Mayor for Health and Human Services outlining the current state of the NYC homeless family shelter system, alternatives considered and the team’s recommendations along with supporting arguments.

Due: Final Team Presentation and Slides
Slides due May 6 via NYU Classes

B. GUEST SPEAKER: TBD

Team Mayoral Policy Memo
Due May 15 via NYU Classes