

**MSPP Studio and Conference
XXXX.XXX****CLASS SESSIONS**

Days/time: June 5, 12, 13, 19, 20, 26, 27

1:00-4:00pm

MSPP End Conference: June 29 10:00am-2:30pm

INSTRUCTOR

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Office 3016

Office Hours: two hours before each class

COURSE DESCRIPTION

This is the end: June 29 will be the last day of your MSPP coursework. Let's celebrate by completing one last policy analysis project that matters to you. Successfully completing studio requires you synthesize and apply many of the skills you have been honing over the course of the year: data analysis, policy research, communicating to specific audiences with strategic goals, data visualization and the application of economic, public policy and social theories for a single real-world self-directed policy analysis project. Each student's final deliverables may differ depending on the scope and scale of the chosen project, but all will include at least: 1) a short analysis memo; 2) a 200-word SCQR summary of your memo; 3) a tabloid-sized poster featuring an original piece of data visualization; and 4) a fifteen-to-twenty minute presentation followed by a discussion led by another MSPP student delivered at the June 29th MSPP Conference.

PREREQUISITES

Open only to MSPP students in their final term.

COURSE OBJECTIVES

Students who successfully complete this course will be able to:

1. Write well-reasoned, fallacy-free, clear and effective documents;
2. Layout and prepare well-written and aesthetically pleasing presentation slides
3. Facilitate a discussion on a colleague's work; and
4. Create a presentation poster with original visualization of data.

TEACHING METHODS:

Studio will be a hands-on work environment where each week students present progress on their deliverables for peer and faculty critique.

Deliverables

Before Class

Proposal: Due in the Spring—Final version must be approved by May 25:

Pitch me a policy analysis project using the following structure:

Problem/Issue Statement—in 150–300 words tell me about an issue that either needs to be dealt with through policy change or was dealt with through a policy change in the last few months.

Who is affected—in 200-400 words outline the people most affected by the issue/ problem/policy and how various approaches to solving the issue might impact them

Distopia—in 50-100 words tell what is the worst thing that could happen around this issue/policy/problem and what are the implications of that scenario

Utopia—in 50-100 words what is the best thing that could possibly come of a policy change around this issue/policy/problem and what would be the implications of that scenario on the wider community

Data—in 50-100 words, what useful data exists for you to analyze around this issue/ policy/problem?

Who Should attend — 2-3 names: you will need to identify a few people you may want to invite to attend your final presentation on June 29. They should be well informed about the issue area you are presenting on. This could be a colleague or supervisor from your internship, a professor, or someone deeply involved in your issue area.

During Studio

1) Memo—The memo will form the heart of your studio project and should be around five to seven pages, double-spaced. It should analyze a single policy and the problem it solves (and creates?) geared toward a specific audience of your choosing. You will need to consider the policy's potential efficacy, feasibility (economic, political, ethical, etc.) and the implications for your intended audience. It is a memo so it needs to be geared toward an audience that engages in memo reading. You may, and probably should, consider alternative/competing policy approaches.

2) Memo Summary—This will be included in a studio book and should be no more than 200 words. The audience of this summary is not the same as your memo so you will not be copying and pasting from the memo. The audience is classmates, professors, and friends of MSPP. Your summary will provide a meta-analysis of your project outlining who your project is geared toward and what goals you had in choosing your topic.

3) Poster—This will be displayed at the conference and should be simple and straightforward. I want a central question from your analysis memo at the top with a chart/visualization from your memo or presentation that helps to answer that central

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question. Your name and email address should appear somewhere, as well as the title of your project.

4) Presentation—Like the summary, you are gearing the presentation to people in the room—not a role play geared toward an agency. You will need to invite (and convince to attend) someone with knowledge of your topic/policy. This could be a colleague or supervisor from your internship, a professor, or someone deeply involved in your issue area.

ASSESSMENT AND GRADING POLICY

Final memo	30%
Final Presentation	30%
Poster	10%
Memo Summary	10%
Lead Discussion of Colleague’s Presentation	10%
Convinced a pro to attend Presentation (yes or no)	10%
Additional materials for Audience (podcast, fundraising prospectus, video, social media campaign)	5%

Grading

- A Excellent. Outstanding achievement.
- A- Excellent work, close to outstanding.
- B+ Very good. Solid achievement expected of most graduate students.
- B Good. Acceptable achievement.
- B- Acceptable achievement, but below what is generally expected of graduate students.

COURSE SCHEDULE

WEEK 0 – Studio Project Proposal

March
30

Due in the Spring—Final version must be approved by May 25:

Pitch me a policy analysis project using the following structure:

Problem/Issue Statement—in 150–300 words tell me about an issue that either needs to be dealt with through policy change or was dealt with through a policy change in the last few months.

Who is affected—in 200-400 words outline the people most affected by the issue/problem/policy and how various approaches to solving the issue might impact them

Dystopia—in 50-100 words tell what is the worst thing that could happen around this issue/policy/problem and what are the implications of that scenario

Utopia—in 50-100 words what is the best thing that could possibly come of a policy change around this issue/policy/problem and what would be the implications of that scenario on the wider community

Data—in 50-100 words, what useful data exists for you to analyze around this issue/policy/problem?

Who Should attend — 2-3 names: you will need to identify a few people you may want to invite to attend your final presentation on June 29. They should be well informed about the issue area you are presenting on. This could be a colleague or supervisor from your internship, a professor, or someone deeply involved in your issue area.

Meeting 1, *Intro, Plan and brief presentations.*

June 5 Learning Objectives:

- To give informal presentations in the context of a meeting
- Present pre- or mid-analysis data to class
- Facilitate a discussion on your project that elicits feedback from classmates on any trouble areas.

Assignment:

- 1) Before Class: Approval of final project required before May 25. You must meet with Prof. Blaylock for approval during the spring semester
- 2) Presentation and meeting facilitation: prepare a 5-10 minute presentation on your project and lead a 10 minute feedback discussion. Please prepare 6 Slides for your proposal that align with the sections from your proposal: problem/issue, who is affected, dystopia, utopia, data, and who you want to have attend the final presentation.
- 3) Complete the Data and Visualization survey.

Meeting 2-3: Memo Workshopping

June 12 Learning Objectives:

June 13

- To write effectively for a specific audience;
- To identify problems within each text and communicate ideas to solve those problems;
- To communicate effective strategies of revision synthesizing thorough consideration of the workshop discussions and written comments.

Reading and Assignment:

1. Colleague Memos 4-5 each class
2. Watch the Video on Classes on Data Visualization

Assignments:

- 1) **Memo Draft Due June 10 5pm: upload to the workshop folder on Classes for your appointed workshop date (Look at the June12-13 tab)**
- 2) **Before Class:** Prepare short (150-250 word) letters for each piece of student writing workshopped in the class. Upload to NYU Classes. The letter should outline the main aspects of each piece that are succeeding and those that should be improved during the revision process. Pay particular attention to how data is presented and what data or information will benefit most from visualization. Think about the land/population map of LA County and Tokyo as an example of how to use visual metaphors to help tell stories.

Meeting 4-5: Presentation of Data Analyses and Poster Mock Up

June 19 Learning Objectives:

June 20

- Present revised original data analysis
- Create original visualization of data
- Tell a story using data and visualization

Reading and Assignment:

Readings:

1. Russell, L. and Munter, M. Guide to Presentations (4th Ed.). Pearson. (New York) 2013. Chapters 2, 3 and 4.
2. Perceptual Edge: Examples of ineffective graphics and how to fix them: <http://www.perceptualedge.com/examples.php> (review the left column.)
3. Sample Posters in Classes

Assignments:

- 1) **Prepare a brief (5-10 minute) presentation about the data you are analyzing in your memo and any problems you are having telling the right story with that data. How do these data fit in the larger story you trying to tell. Include 2-3 useful original visualizations for the class to discuss.**
- 2) **Mock up a poster (can be a slide for class to critique) or a printed version.**
- 3) **Each student will be asked to facilitate a discussion of one classmate's data presentation**

Meeting 6-7: Full presentation dry run; Final Posters; Memos and Memo Summaries Due

June 26 Learning Objectives:

- June 27
- Synthesize data visualization into a clear policy analysis presentations
 - Synthesize feedback into final revised versions of documents
 - Translate longer policy analysis into half-page summary

Assignment

- **Due June 25 Memo Summary**—this will be included in a studio book and should be no more than 200 words. The audience of this summary is not the same as your memo so you will not be copying and pasting from the memo. The audience is classmates, professors, and friends of MSPP. Your summary will provide a meta-analysis of your project outlining who your project is geared toward, what goals you had in choosing your topic, and a summary of your analysis.
- **Due June 28 Final Poster**—This will be displayed at the conference and should be simple and straightforward. I want a central question from your analysis memo at the top with a chart/ visualization from your memo or presentation that helps to answer that central question. It should take a viewer 3-5 seconds to understand the point you are making. Your name and email address should appear somewhere, as well as the title of your project. Please also upload an image file to Classes.
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June 29 Schedule to be confirmed

Each student will have a scheduled time to present during the day. One of your classmates will act as a facilitator and will introduce you. You will have 15 minutes to present followed by a discussion led by your colleague who introduced you.

10:00: Welcome, coffee, snacks, poster viewing

10:30-1:00pm: Student Presentations (The class will be split in two)

1:00-2:30: lunch and debrief.