

**School of Public Policy
New Course Descriptions
Spring 2017**

MPP 607.01 Policy Seminar (Capstone): International Relations/National Security (See catalog for full description.)

James Coyle

Capstone – Group

This course represents the capstone experience of the master's program here at Pepperdine. The expectation is that students will prepare a detailed, sophisticated regional U.S. national security strategy for the President and the National Security Council. The policy analysis will not only provide a detailed assessment of American foreign policy and the issues surrounding it, but also provide the client with a detailed implementation analysis for the future. The details of the assignment and process will be provided under the "timeline" section of the syllabus.

MPP 607.02 Policy Seminar (Capstone): Future of Higher Education (See catalog for full description.)

Michael Shires

Capstone – Group

This research seminar is part of the Capstone Policy Seminar series. Higher education is argued to be the cornerstone of the modern American service economy. Both politically and economically, the sector is seen as the essential link in preserving America's comparative economic advantage and the engine for technological innovation. Between proposals for free college and the looming student loan crisis, it was one of the flashpoints of this past election cycle. Yet its fiscal infrastructure is perched on the threshold of crisis with a skyrocketing cost structure. Coupled with rapid leadership turnover, an increasingly demanding customer base, and an increasingly homogenous and intolerant learning environment, the challenges shaping the future of American higher education are cresting at the same time these fiscal pressures come to bear--making the sector ripe for possible change. Students will learn from this complexity and demonstrate their policy competency by completing a compelling piece of analysis in this dynamic policy environment. This capstone policy seminar will use research teams to prepare a detailed policy analysis of one of these important issues. The research teams will, in conjunction with the professor, identify an important policy problem within the domain of higher education and develop a major policy report for a practitioner audience—either at the federal or state level—that addresses the identified problem. Students will also prepare a formal, detailed presentation of their analysis and recommendations that may be presented before an expert and/or stakeholder panel.

MPP 607.03 Policy Seminar (Capstone): Where Markets and Government Fail (See catalog for full description.)

Sean Jasso

Capstone – Individual

This capstone course is designed for the student to research a policy domain of their choice culminating with a rigorous policy analysis and presentation. The overarching aim is that the student's policy analysis becomes a high-valued document (much like a master's thesis) showcasing intellectual prowess for a wide audience, yet more directly, a future employer. The traditional rationale for public policy is upheld by the theoretical context of "market failure" and/or "government failure"—each a central pillar of study in this capstone course through key readings and case studies in the field. The learning outcomes include advanced practice in critical thinking, expository writing, and public policy analysis skills preparing the student nearing their commencement for success in the competitive market.

MPP 627.01 Seminar in Economic Policies: Practical Applications of Policy Analysis

Marlon Graf

Economics, American Politics, or State/Local Policy

In this course, students will receive an in-depth introduction into policy analysis methods and research. Throughout the term, we will look at case studies from various policy domains such as higher education, drug and crime, national security, economic development and public infrastructure, and will draw upon methods and concepts learned in both microeconomics and statistics in order to carry-out systematic policy analysis of applied, real world issues. Using these case studies, students will follow along Eugene Bardach's eightfold path for policy analysis and will gain firsthand experience in defining policy problems, identifying and evaluating alternative solutions and ultimately recommend a suitable policy solution based on the outcomes of their analyses. In doing so, students will learn how to ask the appropriate questions to get to the core of policy issues and further, will be equipped with the necessary quantitative and qualitative tools for measuring and assessing potential policy responses, including basic spreadsheet modeling, guesstimation techniques, cost-benefit and cost-effectiveness analyses and data visualization methods. The deliverable for this course will be a detailed, step-by-step analysis of a policy problem in an area of each student's choice in the form of a final paper. Over the duration of the term, students will be asked to develop a problem statement and a set of alternative policy solutions to this problem. For each of these alternatives, students will be tasked with developing an evaluation plan and will then present a set of policy recommendations based on their evaluation of each policy measure. **Possible** case studies to be explored include (not exhaustive list):

- Education: Implementing pay for performance measures for universities
- Public Infrastructure: Building a football stadium in DTLA
- Economic Development: Leveraging the knowledge-base in Los Angeles
- National Security: Gender Integration into US Special Forces
- Drug and Crime policy: tbd, probably related to alcohol consumption

MPP 647.01 Seminar in American Politics: Modernity and Reaction

Ted McAllister

American Politics

James Scott, in his magisterial book *Seeing Like a State*, identifies a "high modernist aesthetic" that gives moral direction to the contemporary administrative state. Modernism is now a dominant vision of order in an age of globalization and understanding modernism as ideal (vision) and process (method) is necessary to understand the policy environment of our times, domestically and internationally. This course will explore the rise of the "modern" in philosophy, industry, morals, society, culture, and government (beginning in the 16th century) and exploring the complex forms of reactions (romanticism, modernism, conservatism, among others). The relationship between ideas and action, between technology and social change, between loss (of standards, mores, traditions, customs) and creation will be investigated. We will seek to understand better the dynamics of change and reaction in our own time--of the administrative state and individual freedom; of centralization and globalization in tandem with populism, provincialism, and a yearning for particularity (Brexit, for instance). A few challenging texts will be required, but the goal will be to have each student engage in an extended inquiry in the form of a major review of literature in a focused field or a research paper in a field. Half of the class will be discussions oriented around the research and work of the students.

MPP 647.02 Seminar in American Politics: Media and Social Impact

Christian McGuigan

American Politics or State and Local Policy

This course will investigate the emerging new media and advocacy landscape while also holistically examining the artists, advocates, philanthropists, strategists and evaluators who have emerged in the 21st century 'media impact' landscape. This course will also examine the increased adoption of the use of storytelling across a diverse body of media, from nonprofit public health campaigns to Oscar-winning feature films, and explore the groups seeking to activate such narrative-based strategies from NGOs to Fortune 500 brands. Overall we will seek to better understand this changing media and impact landscape and become familiar with the industry and the specialized skills required for success in the space.

MPP 668.01 Seminar in International Relations: Islam and a Mideast in Crisis

Karen Elliott House

International Relations

This course explores Islam's rise and its impact on the major political, economic, social and security issues roiling the Middle East today. The course will examine forces that shape the modern Middle East with special emphasis on the role of Islam, the legacy of empires, Western colonialism, the culture of patriarchy and authoritarianism and the distortions of oil wealth on the political developments of the region. Students will secure an understanding of Islam and of the fundamental forces shaping a region whose geopolitical importance to the world is only increasing.

MPP 668.02 Seminar in International Relations: Open Society and its Enemies: From Plato to Bin Laden

Robert Kaufman

American Politics or International Relations

This course investigates the arguments for and against the open society, beginning with Plato's Republic all the way to present day controversies, including China's, Russia's, and Radical Islam's critique of Western notions of freedom. It will consider the implications of the perennial challenges freedom has encountered for navigating present and future challenges and dangers.

MPP 687.01 Seminar in Regional Policies: Education, Politics & Reform

Gloria Romero

State and Local Policy

This course will examine the history and current status of California's public K-12 education system. The course will review the power of politics, special interest groups, lobbying and money in a system consistently delivering disparate academic outcomes for high poverty and minority children. The course will draw from historical, legislative, and public policy documents, as well as recent court cases challenging the constitutionality of California's education laws.

New Faculty/Lecturer Biographies

All other faculty biographies are available at: <http://publicpolicy.pepperdine.edu/academics/faculty/>.

Marlon Graf

Marlon Graf (Ph.D., Policy Analysis, Pardee RAND Graduate School) is an assistant policy analyst at the RAND Corporation. He holds a Master's in Public Policy (MPP) from the University of California, Los Angeles, and completed his business undergraduate studies in Germany and France. Aside from his education, Graf has worked at the Los Angeles Mayor's Office of Economic and Business Policy, as well as in John Deere's marketing and sales branch in France. Previously, Graf served as a trainee in the staff of the Majority Leader in the European Parliament, advising mainly on transatlantic relations and the Euro-Crisis. At RAND, Graf has worked on a number of projects for the European Commission, such as Global Trends 2030 (ESPAS), an assessment of societal trends over the next 20 years, and has conducted a client-sponsored analysis for a global technology firm of upcoming challenges for cloud computing providers. In his dissertation research, he used a mix of both quantitative and qualitative methods to help policy makers identify sources of innovation in the knowledge-based economy and to best leverage these sources for regional economic growth. Specifically, he evaluated two case studies in Los Angeles – the role of the University of Southern California as an entrepreneurial university and the emergence of the Silicon Beach technology movement. Currently, he is conducting a study to develop a vision statement for an emerging innovation cluster effort in Hangzhou (China), based on a thorough analysis of international benchmark automotive and clean technology clusters in Stuttgart (Germany) and the Aichi prefecture (Japan). In addition, he is involved in both the development of an alcohol abuse microsimulation platform as part of a joint team between RAND, the OECD and the WHO and of an agent-based model of income tax evasion perceptions in the United States, Italy, Greece, Denmark and Germany.

Christian McGuigan

Christian McGuigan is currently Vice President of Integrated Content Strategy at Participant Media, a leading media company dedicated to entertainment that inspires and compels social change. Participant's more than 70 films, including *Contagion*, *Lincoln*, *The Help*, *He Named Me Malala*, *The Look of Silence*, *CITIZENFOUR*, *Food, Inc.*, and *An Inconvenient Truth*, have grossed over \$2 billion in theaters globally and collectively earned 50 Academy Award nominations and 11 wins, including 2016's Best Picture. McGuigan began his career at Participant creating social impact campaigns and writing and producing award winning video content associated with each film with the goal of driving meaningful social change. He went on to help lead Participant Media's cause marketing services division, offering marketing and social innovation consulting to corporations and foundations. In his current position, McGuigan now sits at the intersection of content and strategy shepherding projects across Participant's marketing, impact and digital divisions.

Prior to joining Participant, McGuigan worked as an independent producer for film, television and commercials in New York and Los Angeles. Most recently, he produced the short film *REZ*, winner of the NYU Spike Lee Production Fund Award. McGuigan earned his B.A. in English Literature from the University of Dallas and a J.D. from Chapman University School of Law. He is a member of the Pacific Council on International Policy.

Senator Gloria Romero (Ret.)

A forceful advocate for education reform and parental school choice, former California State Senator Gloria Romero (D-East Los Angeles) is the Founder/Executive Director of Scholarship Prep Charter School located in Santa Ana, CA. A TK-8th grade charter school, Scholarship Prep was established as a countywide-benefit charter school with a strategic focus on closing the achievement gap for high poverty and foster youth using Project-based learning.

"After years of trying to reform schools, folks suggested I should just start my own—and that's what I did", states Romero of Scholarship Prep, now in its first year of operation.

Prior to establishing Scholarship Prep Charter School, Romero was elected to the 24th Senate District in 2001, representing East Los Angeles and the greater San Gabriel Valley. Upon her election she was recognized as one of the hardest working members of the Legislature and quickly rose in leadership positions. She was elected by her peers to serve as Senate Democratic Caucus Chair and as Senate Majority Leader—the first woman to ever hold that leadership position in the history of the California State Senate. Prior to serving in the Senate, she held the post of Majority Whip in the California State Assembly from 1998-2000 and served on the Los Angeles Community College Board of Trustees from 1995-1998 and the Los Angeles Elected Charter Reform Commission in 1998. Additionally, she held the post of California Director of Democrats for Education Reform, a political action committee dedicated to making reforms in the Democratic Party.

Romero served as Chair of the Senate Education Committee, the Senate Budget and Fiscal Review Subcommittee on Education, and the Chair of Public Safety, making her one of the most influential voices on education policy in California. She believes that education is the civil rights issue of our time. States Romero, "My mother had a sixth grade education; I have a PhD. I understand the transformational power of education and the key it holds to accessing the American Dream". She emphasizes that California cannot fully compete in the 21st century economy if we fail to close the Achievement Gap and create an educational system that puts students first and fosters for students. Towards this end, she authored the imaginative and revolutionary Parent Open Empowerment Act (popularly referred to as the Parent Trigger and Romero Open Enrollment Act law) which transfers real rights to parents of children in chronically underperforming and failing schools—the first such law in the nation. "If our children are to succeed, we must confront and dismantle the stagnant status quo which has, for far too long, dominated education politics and policy in California. The time for change is now," asserts Senator Romero. "In order to transform the lives of our children, we must transform the schools to which we send them. Parents must be the educational architects of their own children's futures", she adds.

Romero quickly moved to expand parental school choice options for parents, including Special Opportunity Scholarships, and developed bipartisan forums to seek establishment of such. She led a key amicus brief on behalf of Friedrichs v. CTA challenging mandatory teacher union dues.

Romero served as Founder /Strategic Planner of the California Center for Parent Empowerment, helping guide the first Orange County “Parent Trigger” campaign at a chronically underperforming Anaheim elementary school. Victorious in their organizing, the parents were sued by the District and are now awaiting a decision by an appellate court as to their right to have organized for school transformation under the very law she wrote while in the legislature, the Parent Empowerment Act of 2010.

Senator Romero is known as a tenacious reformer, willing to “call out” her own party when it impedes progress. She occasionally writes on education reform and politics and teaches courses on education and politics.