

# PEPPERDINE | SCHOOL OF PUBLIC POLICY

## New Course Descriptions Spring 2021

**Capstone Notice:** *Students desiring to pursue an individual capstone and did not take MPP 619 must submit a research proposal by December 11. See registration website for instructions: "[Capstone Notice](#)" section.*

### **MPP 607.01 Policy Seminar (Capstone): (4 units)** (see catalog for full description)

**Robert Kaufman**

***Capstone – Individual***

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): Empirical Policy Analysis (4 units)** (see catalog for full description)

**Luisa Blanco**

***Capstone – Group or Individual***

This capstone course is designed for the student interested in self-motivated policy research using data. Any student intending to perform econometric analysis should take this capstone. Other approaches to the capstone are also encouraged, such as projects that use qualitative and descriptive data analysis. Projects can be completed in a group or individual setting, but in the former case, the research will still be self-motivated. Projects in this course have focused on a wide variety of policy issues, such as the environment, health, migration, labor issues, education, and national security. Students should already have a topic for policy research prior to registration. This course is for capstone projects that intend to use data--of any sort and analyzed by any method—in a serious way. At one end of the spectrum, this could be an econometric investigation. At the other end, qualitative approaches to data gathering and analysis are also acceptable. This course would not be appropriate for someone interested in writing an essay with no empirical component or analysis.

### **MPP 607.03 Policy Seminar (Capstone): International Relations/National Security (4 units)** (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 627.01 Seminar in Economic Policies: Understanding the Economics of Education Policy (3 units)**

[Michael Shires](#)

***Economics or American Politics***

This seminar will examine K-12 and postsecondary education policy debates and issues through the powerful lens of applied economic theory. Concepts including human capital, labor and workforce development, technological innovation, and public finance all play out in the rich tapestry of the nation's classrooms, schools, school districts, and universities. The emphasis in this class will be on the impacts of federal policies and actions in the education space, even as many of those policies are played out in conjunction with actors at the state and local level. Because it is a seminar, students will take a leading role in making the content of the class current, real, and relevant. Topics will include curriculum design, testing, workforce training and development, inequality and the achievement gap, access to postsecondary education, the impact of student loans and debt, the role of research universities in the economy, education's role in rebuilding the economy, and the supply and demand for skilled workers.

**MPP 647.01 Seminar in Political Issues: Public Opinion (3 units)**

[Ted McAllister](#)

***American Politics***

How can we know what Alexander Hamilton called “the deliberate sense of the community” in an age of mass democracy? Communities and even small republics can deliberate because the size and composition of the public makes possible a serious conversation in which the “deliberate sense” of the group emerges from this conversation. But if citizen participation in governance is possible when the political unit is scaled to allow for an informed public capable of participating in the deliberative process, democratic governance becomes a problem when the scale overwhelms efforts to constitute a deliberating public.

Modern, large-scale, democracy has come to depend on public opinion as a substitute for citizen deliberation. The term “public opinion” has many overlapping meanings and ranges from claims about majority opinions to the expression of values collectively held and publicly expressed to an almost mystical claim about some abstract personification of the national self. In this course, we will examine the competing views of the nature and definition of the public as seen in the classic exchange between Walter Lippmann and John Dewey. From there we will turn our attention to contemporary concerns about how public opinion is formed, by whom, and with what consequences. We will examine political rhetoric, the role of messaging, propaganda, as well as the development of new forms of media and of social exchange in both the formation and manipulation of public opinion.

This class is ultimately centered around a problem about the competence of democratic institutions to foster a meaningful, informed, and open conversation about public matters. To this end we will raise fundamental questions about the integrity of the current democratic process and the meaning of “We the People.”

**MPP 668.01 Seminar in International Relations: Global Perspectives of Health and Economics and Policy (3 units)**

**Marlon Graf**

***Economics or International Relations***

Advocates of single payer health care systems across the U.S. frequently point to other countries such as Canada and various European countries to underline their arguments. Similarly, anti-smoking advocates in Asian countries applaud regulation and control policies applied in Western countries while pushing for their leaders to take comparable measures to curb smoking and tobacco consumption. Additionally, European governments look to the rise of precision medicine and digital, data-driven health in the U.S., wondering whether this new kind of innovation will be feasible under stringent European data protection laws and practices. Lastly, most countries around the world have responded to the COVID-19 pandemic with lockdown and social distancing measures to limit the spread of the virus. Critics of this approach point to countries like Sweden that have taken a different approach focused on achieving herd immunity while maintaining economic activity. These and many other examples show that health policy is no longer designed and implemented in isolation. This course will look at various health policy issues through a cross-country lens and will aim to distill lessons learned and best practice approaches that can be shared internationally, while accounting for country-specific dynamics and challenges.

**MPP 668.02 Seminar in International Relations: Intelligence and US Foreign Policy (3 units)**

**Andrea Mihailescu**

***International Relations***

There is more to intelligence than espionage, although it is a very important component of the "community." The US intelligence community consists of various covert activities within the clandestine services, analysis, collection, interdictions, and policy support—not all necessarily mutually exclusive. This course will examine the history, issues, and practices involving the community and its components—and why it is important to safeguard intelligence. Students will learn about the role of intelligence in the national security process and will learn how to prepare intelligence briefs. Students will also have an opportunity to engage in mock National Security Council intelligence simulations.

**MPP 687.01 Seminar in Regional Policies: Data Analysis and Public Policy (3 units)**

***Brian Goebel*** (see bio below)

***State/Local Policy or American Politics***

Across all levels of government, data analysis techniques are increasingly relied upon to support or drive the formulation or execution of public policy. The early results of this ongoing evolution are decidedly mixed. Government analytical efforts are often undermined by poor design, limited data, methodological errors, cultural resistance, and political interference. They also suffer from an inability to translate analytics results into appropriate government operations and policies. Even when they are successful, analytical efforts are often misunderstood and mired in controversy. Nevertheless, analytical methods ranging from trend analysis to supervised machine learning to modeling are likely to play an increasingly large role in the development, execution, and performance measurement of public policies at

all levels of government in the years ahead. This survey course is designed to provide public policy students with a practical understanding of a variety of data analysis techniques, their public policy applications, and the legal, policy, and operational issues raised by their use. At its core, this is an applied critical reasoning course. It is not a statistics, machine learning, or computer science course, although it will discuss and illustrate certain principles from each of these disciplines throughout the course. Students completing the course will have the knowledge and skills required to: (1) pursue more advanced coursework in applied analytics; (2) evaluate or oversee actionable public sector analytics projects; (3) serve as valuable domain experts on interdisciplinary teams executing public sector analytics projects; and (4) translate analytical efforts into operational actions or practicable policy measures.

**MPP 687.02 Seminar in Regional Policies: Police and Criminal Justice Reform (3 units)**

**Kurt Wilson** (see bio below)

***State/Local Policy or American Politics***

Students will build upon their comprehensive foundational knowledge of policing and the criminal justice system. They will examine existing opportunities, limitations, legal framework, funding, training, and policies while identifying areas worthy of reform. They will propose policy changes intended to reform one aspect of the criminal justice system and objectively analyze the results by approximating the impacts from the perspectives of the people doing the policing and the people being policed.

## **New Faculty/Lecturer Biographies**

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



### **Brian C. Goebel**

Brian C. Goebel is the founder and editor-in-chief of 2040matters.com, president of Reason in Government, and is a Distinguished Fellow at the Stimson Center. A recognized expert on homeland security, a successful entrepreneur, applied analytics expert, and an elected official, he is a frequent speaker and writer on constitutional law, public policy, and baseball analytics issues, and has published opinion pieces in publications ranging from the *Orange County Register* to *The Washington Post*. Goebel's law career has included positions with two firms and a clerkship on the U.S. Court of Appeals for the Fifth Circuit. He has focused on administrative law and sanctions

compliance; argued for a constitutional right to death with dignity; helped overturn an unjustified and excessive damages award against a large department store chain; successfully represented a California inmate who had been unlawfully beaten by a correctional officer; worked on a variety of cases involving flawed agency rulemaking; and proved that a search of his client's offices by federal law enforcement authorities violated the

Fourth Amendment. Goebel's public service has included serving as counselor and senior policy advisor to the commissioner of U.S. Customs, Robert C. Bonner. In this role, he helped design and implement key programs and regulations to facilitate secure travel and trade, many of which remain cornerstones of the government's border security efforts. He also helped oversee the 2003 transition from the Treasury Department into the Department of Homeland Security and the merger that created U.S. Customs and Border Protection, and led negotiations with the European Commission on matters relating to the Container Security Initiative. Sentinel HS Group, LLC, a consulting firm he founded focuses on border security and management (e.g., counter-proliferation, cross-border smuggling, and terrorist travel); customs modernization; immigration management; and transportation security. This firm grew into three separate businesses, including a data analytics firm providing advice and expertise to public and private sector clients in the U.S. and abroad. In 2018, Goebel ran for public office and won a seat on the Board of Directors for the Montecito Water District, where he now works on myriad water supply challenges facing his community. Goebel holds a JD and a BA in government and philosophy from the College of William and Mary.



### **Dr. Kurt Wilson**

With over 25 years of senior government experience, Dr. Kurt Wilson is a local government advocate, researcher, and educator who is best known as the city manager during Stockton's journey from being the largest bankrupt city in America to the second most fiscally healthy large city in America. Along with crisis leadership and the equitable delivery of public services, his primary research interest is the Policing of Black America, which leverages his background in front-line, oversight, and regulatory law enforcement roles. With a career spanning the private and nonprofit sectors, four cities, two state agencies, one county, and two federal agencies, he draws on the diversity of his professional experiences for classroom conversations. Wilson holds a BS in organizational management and an MBA from the University of La Verne, a master in educational

administration from California Coast University, and a doctor of law and policy at Northeastern University. In addition, he holds certifications in public leadership from Kennedy School of Government, Harvard University; governmental accounting from University of Georgia; is a credentialed manager by International City/County Management Association (ICMA); and holds certifications in human resources, certified labor relations, and project management. Wilson served as the City Manager in Residence at Pepperdine's School of Public Policy in 2015-2017 and 2019-2020.