



Teaching about Electronic Advocacy


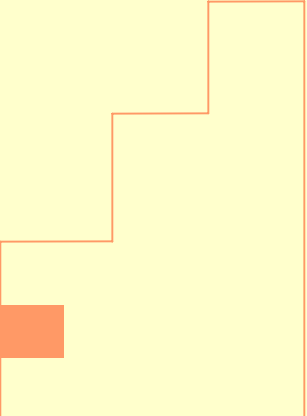
John McNutt, Boston College
Gouthan Menon, University of South
Carolina

2002 CSWE APM Early Bird





Outline

- What is Electronic Advocacy?
 - What do you need to know?
 - How can you teach it?
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What is it?

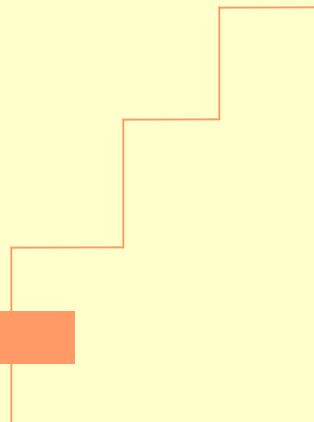
- Using high technology for influencing public policy McNutt & Fitzgerald, 1999



Uses of Electronic Advocacy

- Policy & Issue Research
- Informing the Public
- Organizing Constituencies
- Applying Pressure

Source: McNutt & Burke, 2001




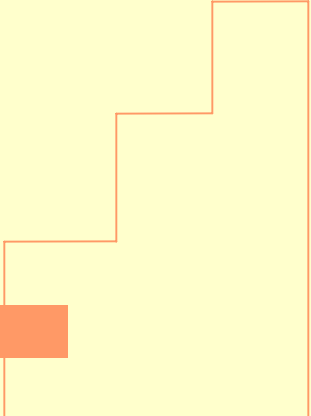


Examples

- Using an e-mail campaign to influence legislators
 - Building a constituency through E-Mail and a Website
 - Using an electronic petition
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What do you need to know?

- Basic Computer Literacy
 - Basic Advocacy
 - Basic Skills EA Skills
 - Intermediate Skills EA Skills
 - Advanced Skills EA Skills
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Basic Computer Literacy

- Using an Office Suite
- E-Mail
- Web Browser




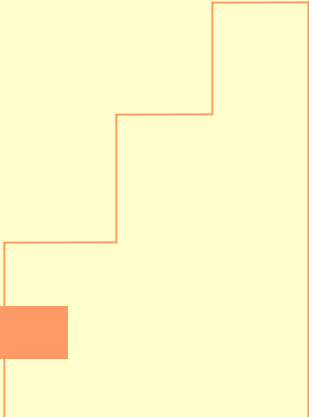


Basic Advocacy

- Organizing
 - Issue Research
 - Coalition Building
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Basic Skills

- Role--Individual Advocate
 - Advocacy
 - ✧ Knowledge of the Policy Process
 - ✧ Basic Skills in advocacy/organizing
 - Technology
 - ✧ Messages and Action Alerts
 - ✧ Discussion Lists
 - ✧ Basic Website Development
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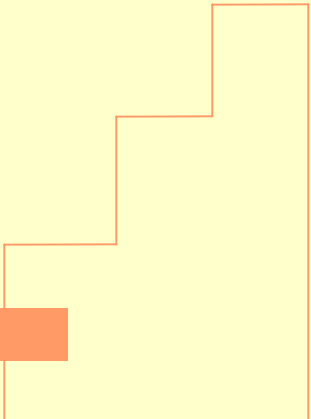


Intermediate Skills

- Role--Entry Level Specialist
 - Advocacy
 - ✦ Campaign Design
 - ✦ Organizing and Coalition Building
 - Technology
 - ✦ Advanced Website Design
 - ✦ Advance E-Mail
 - ✦ Databases
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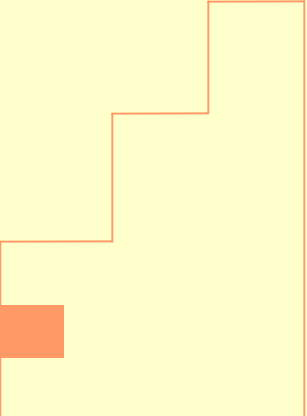


Advanced Skills

- Role Senior EA Specialist
 - Advocacy
 - ✧ Advocacy Program Development
 - ✧ High Level Policy Skills
 - Technology
 - ✧ Advanced Website & Discussion Lists
 - ✧ Databases
 - ✧ Complex Analysis Tools (GIS, Data Mining)
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Goals

- Understand the EA Process
 - Understand and can use the technology
 - Can Integrate with traditional advocacy methods
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Course or Unit?

■ Course


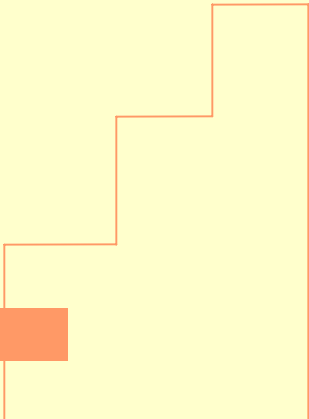
- ✧ Content is Assured
- ✧ Significant Investment in Time & Skills

■ Unit

- ✧ Content is Limited
 - ✧ Less Investment in Time & Skills
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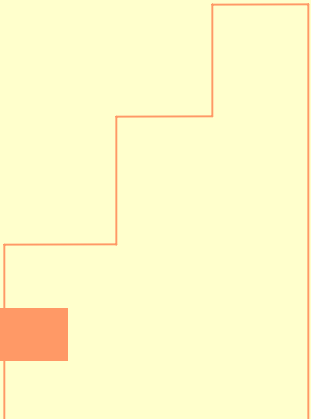


Basic Ideas

- Give Students Hands on Experience with the Technology
 - Build in case studies
 - Invite EA Practitioners to Participate
 - Look at examples of EA on-line
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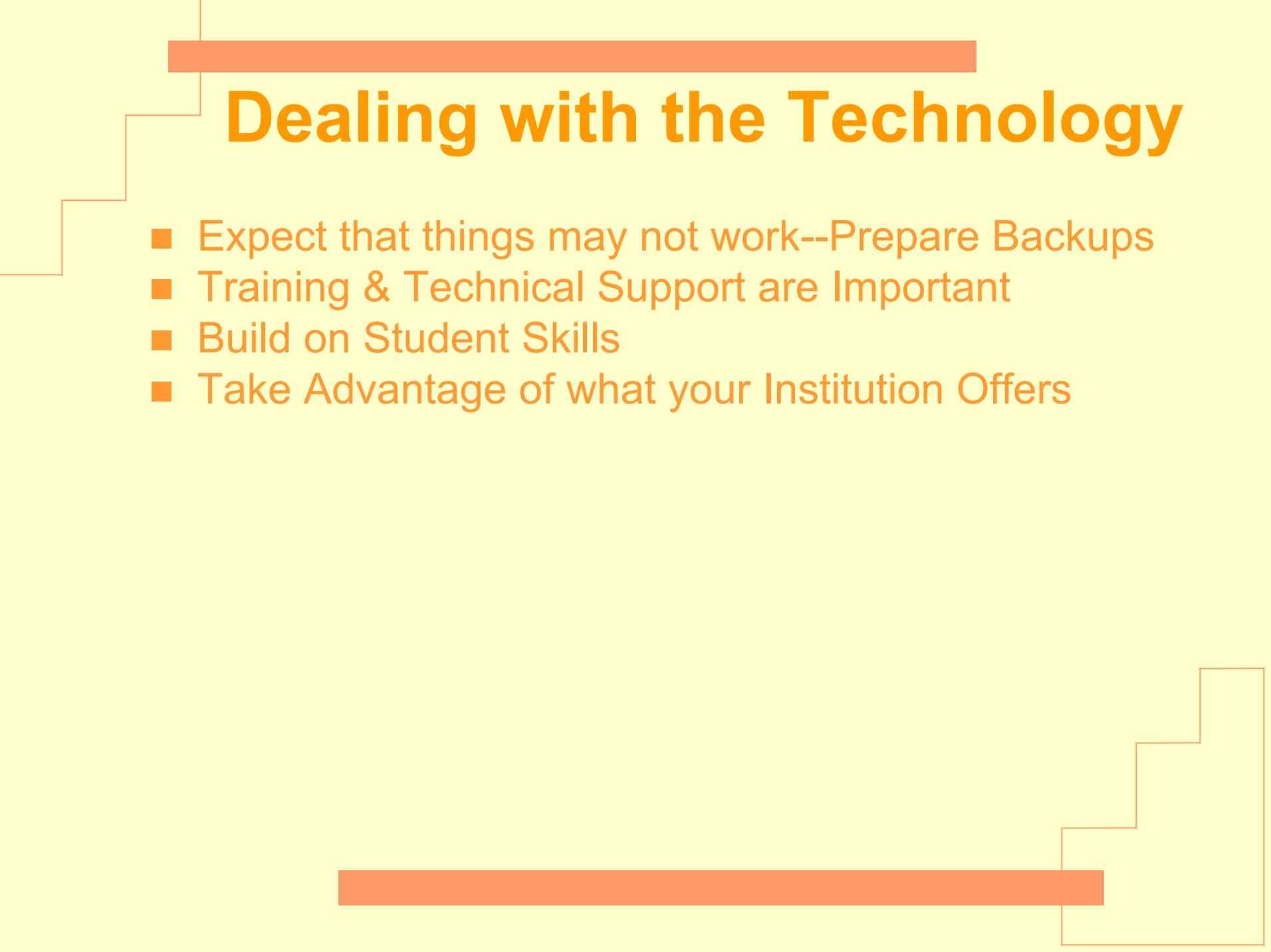


Possible Assignments

- Design a website for a campaign or organization
 - Organize an e-mail campaign
 - Analyze Agency or Campaign Websites
 - Volunteer to help an agency with their EA Efforts
 - Analyze a case study
 - Study Websites on different sides of an issue
 - Use GIS or Data Mining to analyze campaign demographics
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Dealing with the Technology

- Expect that things may not work--Prepare Backups
 - Training & Technical Support are Important
 - Build on Student Skills
 - Take Advantage of what your Institution Offers
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Points to Remember

- This is the future of Macro and Policy Practice
 - You can give your students an advantage in dealing with future forms of practice
 - This is absolutely the most exciting stuff that you have every encountered--feel the power
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