Welcome back! Congratulations on successfully completing your campaign internship! In this course, you’ll have the opportunity to consider and evaluate your experiences in light of the scholarly work on campaigns and elections. Your principle assignment will be to complete a rigorous and original research paper that investigates a particular aspect of your campaign.

**CLASS STRUCTURE**
This class will be run as a research seminar. There are very few assigned readings. You will spend most of your time working on your own individual projects and presenting your work to others. As always, your active and positive participation in class discussion is vitally important.

**COURSE REQUIREMENTS AND GRADING**
Final grades will be based on class participation, an essay assessing “what you’ve learned about campaigns,” and a research paper broken into various stages. The relative weight and due date of each component is as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>“What I’ve Learned about Campaigns” Paper:</td>
<td>15% (due Sept 23, 3:00 pm)</td>
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<tr>
<td>Research Paper Prospectus:</td>
<td>15% (due Oct 22, 3:00 pm)</td>
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<tr>
<td>Research Paper Workshop:</td>
<td>20% (due Nov 18, Dec 2 or 9, 7:00 pm)</td>
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<tr>
<td>Research Paper:</td>
<td>40% (due Dec 22, 11:00 am)</td>
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*Participation:* Class participation grades will be based on the _quality_, not the _quantity_, of your participation. Quality participation requires consistent attendance, _thoughtful_ contributions, and a _positive attitude_ toward the class and its activities. Your comments are expected to be reasonable, well-considered, and on-topic. You should come to class prepared to engage in discussion at any moment. You should also endeavor to participate actively in class exercises.

“What I’ve Learned about Campaigns” Paper: For your first writing assignment, you will consider what your internship taught you about campaigns and elections. We will have an informal discussion to get us going on September 16th. Your paper should start with some basic background information on your campaign (e.g., your race, your candidate, your position). You should then list and discuss some of the major things you learned about campaigns and elections from your experience. You will submit your 5 to 7 page paper using Blackboard (under “assignments”) by **3:00 p.m. on Thursday, September 23rd**. You will then have an opportunity to formally present your insights during an open forum later that evening – invite your friends!

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1 There are many things that you may have learned from your experience. Maybe you learned that organization is the key (or not the key) to success in campaigns. Maybe you gained a sense that nice people finish first (or last) in campaign politics. You may have learned that “going negative” is never (or always) a good idea. Maybe money is (is not) the key to winning...
Research Paper Prospectus and Prospectus Presentation: A necessary first step in any major research project is to clarify your thinking with a prospectus. You will write a 5 to 7 page paper that addresses the following key questions:

- What is your research question? Why is it important?
- What do we know/not know about your research question? (i.e., literature review)
- How will you go about providing an answer to your research question? What is your basic outline and methodology?
- What will your conclusions tell us about campaigns and elections more generally?

You will then be given 8 to 10 minutes to present your prospectus on October 14th or 21st. The written copy of your prospectus is due at 3:00 p.m. on October 22nd. Please submit your assignment through Blackboard.

Research Paper Workshop Presentation: Near the end of the semester, you will have an opportunity to present your research in progress. You will make a formal presentation (about 15 minutes) in which you discuss your research to date. Your objective is to engage your classmates in a discussion of your work. You should outline your project while seeking feedback from others. (Please see the “Conducting a Good Workshop” handout for more information.) Your final project should be well on its way to being done at this point although you are welcome to incorporate feedback from this presentation into your final draft.

Research Paper: Your final paper should provide a rigorous and original analysis of an aspect of your campaign experience. You will combine your real world knowledge with academic literature to investigate a particular topic of your choosing. Former Cole Scholars have written on a number of interesting topics, including: the real benefits of incumbency; the difficulties of getting the working class vote with a millionaire candidate; the electoral importance of internal campaign organization; and strategies for garnering positive earned media. You will have a chance to discuss your paper ideas throughout the semester. Your final paper should be 18 to 20 pages and is due on Wednesday, December 22nd at 11:00 am. You must submit your paper through Blackboard. Late papers will be docked 10% per day, including weekends, starting at 11:01 am on the 22nd.

Final letter grades will be assigned in the following way.

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>96%+</td>
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<tr>
<td>A</td>
<td>92-95%</td>
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<td>A-</td>
<td>88-91%</td>
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<tr>
<td>B+</td>
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<td>B</td>
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<td>B-</td>
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<td>C+</td>
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GENERAL COURSE POLICIES

Courtesy: Please exercise common courtesy (e.g., no talking at inappropriate times, cell phones, web surfing) and come to class on time—pretty simple.

Honor Code: Oberlin College policy mandates that your performance in this class adhere to the honor code. In general terms, this means that you will be given significant freedoms in exchange for your promise to not cheat, plagiarize material, fabricate information, or participate in any other dishonest academic activity. If you have any questions about the honor code, I encourage you to visit:
Disabilities: Any student with a documented disability should see me immediately so that we can make reasonable accommodations.

TOPICS

There are very few required readings for this course. Don’t worry, you will still get to do lots of reading for your final project! Any required reading will be posted on Blackboard. You are also reminded that the course readings from Poli 421 may be particularly useful in completing your project—they are on Blackboard as well.

September 9: Introduction and Reporting Internship Expenses
This class is obviously devoted to discussing the syllabus and providing a course overview. We’ll also spend some time discussing the final reporting of your expenses.

September 16: “What I’ve Learned about Campaigns” (Informal Discussion)
During this meeting, we will discuss your internship experiences. Specifically, you will make a list of 3 or 4 major things you learned from working on your campaign. We will then have an informal discussion of these lessons. After this discussion, you will write a 5 to 7 page paper on “what you’ve learned about campaigns” which is due via Blackboard on Thursday, September 23rd at 3:00 pm.

Readings:
- Flip through some sample “What I’ve Learned…” Papers from 2008 Cole Scholars

September 23: “What I’ve Learned about Campaigns” (Public Presentation)
After writing your paper, you will participate in a public forum on Thursday, September 23rd at 7:00 pm. Students and faculty will be invited to attend this public event. You will have an opportunity to say a little bit about the race on which you interned, discuss the key lessons you learned, and answer moderator/audience questions. This forum will help you hone your public speaking skills while providing an opportunity to promote the Cole Scholars program.

September 25: Special Session with Melissa Threadgill, Cole Scholar ‘02
Melissa Threadgill (http://threadgillcommunications.com/) will be on campus to deliver a public talk and a political communications workshop. In the workshop, she plans to cover topics such as interacting with the press, message development, and social media communication. You are strongly encouraged to attend both events as they provide an opportunity to learn more about campaigns from a full-time practitioner.

September 30: Selecting a Research Topic
We will not have a formal class session on this evening. Instead, you are to meet with me sometime during this week to talk about your paper ideas. We will also talk about how your ideas can best be presented in a prospectus.

Readings:
- Flip through some Sample Research Papers from 2008 Cole Scholars to get ideas

October 7: Work on Your Prospectus
There will be no formal class this week. You are to spend your time working on your prospectus. You should read some of the prospectuses from the 2008 Cole Scholars and go through the assigned readings on how to write a literature review—a key component of any prospectus.

Readings:
- Sample Prospectuses from 2008 Cole Scholars

October 14 and 21: Prospectus Presentations
You will formally present your prospectus on either October 14th or 21st. You will have 8 to 10 minutes to discuss your paper’s central questions, outline, and potential implications. You are required to submit your written prospectus through Blackboard by 3:00 pm on October 22nd.

October 28: Fall Break

November 4: Work on Research Paper
There will be no formal class meeting this week as many of you will likely be visiting your campaigns earlier in the week. Have fun and good luck! You should use this time to work on your research paper.

November 11: Gov. Christine Todd Whitman Convocation
Christine Todd Whitman, former NJ Governor and Secretary of the EPA, will be giving a convocation address during our regularly scheduled class time. You are encouraged to attend her speech. You are also encouraged to attend a Cole Scholars breakfast with Gov. Whitman at 9:00 am on Friday, November 12th, in Wilder 112.

November 13: Special Presentation by Scott Remley, Cole Scholar ’98
Scott Remley of Benenson Strategy Group will be speaking on the 2010 election. Scott is a former Cole Scholar who has, most recently, worked on the Blanche Lincoln (AR Senate) and Gordon Brown (British PM) campaigns. You are strongly encouraged to attend this talk. There may also be an opportunity to have a meal with Scott either before or after his talk.

November 18, December 2 and 9: Final Project Workshops
You will have a chance to “workshop” your final paper during the last three class meetings. You will have approximately 15 minutes to present your findings in a formal presentation/workshop. The final papers should be well on their way to being finished by this time although feedback given during the presentation is expected to be incorporated into the final draft.

Final Paper Due Wednesday, December 22nd at 11:00 am