



M I C H I G A N

EXCELLENCE IN PUBLIC SERVICE

S E R I E S

2017 & 2018 Curriculum

Democrats were “Trumped” in the 2016 General Election, and they still aren’t happy about it. It was a GREAT NIGHT for MEPSS graduates, with five winning their race for State Representative, and several winning on down the ticket. 45 new legislators were sworn into the state House in January. **And then the race for 2018 started.** From the Governor, on down, significant political changes will be seen as a result of the 2018 election. **Republican women, who are ready to lead, will be a great asset to our state and crafting of Michigan’s future policy. With many opportunities in 2018, the time is now to plan for tomorrow.**

The Michigan Excellence in Public Service Series is proud to announce our 2017 & 2018 program. We take pride in having high caliber speakers and leaders present on topics of importance to a program whose focus is giving a helping hand to Republican women who are interested in being involved in their communities, and serving in the legislative and political arenas.

The 2017 & 2018 MEPSS program is the seventh series to be offered. Based on past experiences, we have expanded to a seven month program, and increased our curriculum and the scope of what we cover. We have excellent graduates who have run, been elected, and appointed to public office at the local and state level. Others have gone on to be campaign managers/staff, legislative chiefs of staff, department directors, and to head up associations. **Our graduates put EXCEL in EXCELLENCE.**

We hope you will participate in this opportunity that will provide you with additional knowledge, networking opportunities, and friendships to last a lifetime as you achieve your goals. Applications are currently be accepted, and are due by Monday, July 26, 2017. The application is included in this packet. We also invite you to pass this opportunity along to any other Republican women you feel would be a great addition to our MEPSS family.

The 2017 & 2018 program will run from September, 2017 through April, 2018. Weekend sessions begin on Friday evening and conclude late Saturday afternoon. We have TENTATIVELY booked these dates for the upcoming program:

September 29 & 30, 2017
October 13 & 14, 2017
November 10 & 11, 2017
December – No Session
January 19 & 20, 2018
February 23 & 24, 2018
March 23 & 24, 2018
April 20 & 21, 2018

September: A Foundation for Good Government

September 29 & 30, 2017

Friday, September 29, 2017

6:00 p.m.

Welcome Dinner, location TBD

This is a laid back opportunity to “meet and greet” the other women in this year’s program. You will learn about MEPSS, the program history, and expectations for the sessions from Dawn Crandall and Nancy Steckler, the President and Vice President of the Michigan Excellence in Public Service Series.

Saturday, September 30, 2017

8:30 a.m. to 9:00 a.m.

Breakfast and Opening Remarks

9:00 a.m. to 10:30 a.m.

Where Does Good Policy Come From?

We have invited the policy directors for both the House and Senate Republican caucus’ to come speak on how each caucus sets their legislative priorities for the two-year legislative session.

10:30 a.m. to 10:45 a.m.

BREAK

10:45 a.m. to Noon

Lobbyists and the Role They Play in Developing Policy

Invited to present are two veterans of the lobby corps. They truly are battle tested in the era of term limits and will share the thought process that goes into lobbying not only the legislature, but other organizations.

Noon to 1:00 p.m.

LUNCH

1:00 p.m. – 4:00 p.m.

The Michigan State Constitution

This is an opportunity learn the role the Michigan Constitution plays in setting the agenda for what can and can’t be done during a legislative session. The discussion will be in the context of the scope of the fundamental role of the Constitution in relation to the structure of democracy. Learn the important provisions and laws most people are not aware of and what provisions have been involved in present and recent policy disputes.

4:00 p.m. to 5:00 p.m.

Wrap-Up

October: The Politics of 2018

October 13 & 14, 2017

Friday, October 13, 2017

6:00 p.m.

Leadership, Customer Service and Generational Differences

This is a high energy evening full of “sparkle and glitter.” Kelly Brennan has become one of our “crown jewels.” She brings high energy to her “50 Shades of Leadership” presentation as she draws from her years of experience in the hospitality industry, and from serving under two administrations as the manager of the Governor’s residences.

Saturday, October 14, 2017

8:30 a.m. to 9:00 a.m.

Breakfast and Opening Remarks

9:00 a.m. to 10:30 a.m.

2018: A Political Update

With so much at stake for the Republican Party, find out who the front runners are, and who is rumored to enter the various races that will be on the ballot. Many filed close to a year ago. What seats will be in play, and what are the issues voters care about.

10:30 a.m. to 10:45 a.m.

BREAK

10:45 a.m. to Noon

Women: More than a Coalition Group. Why Republican Women Need to be Involved

Republican women have been shattering the glass ceiling, but there is always a need for additional GOP women to be involved. Learn how to make your voice heard to be an effective leader. Hear from those GOP women who have shattered the glass ceiling and why more GOP women need to join in the conversation.

Noon to 1:00 p.m.

LUNCH

1:00 p.m. to 2:30 p.m.

Little Known Resume Building Opportunities

An appointment to a state board is a great place to learn about a specific topic and to add to your resume. Every year positions go unfilled. Hear what opportunities are available from those who have served and from the Director of Appointments.

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. – 4:00 p.m.

MEPSS Graduates – Changing the Face of the GOP

Don’t look now, but MEPSS graduates are involved at every level of government and in the political world. They are not only changing the face of the GOP, they are changing conversations taking place all across the state.

4:00 p.m. to 5:00 p.m.

Wrap-Up

November: What Does Your Public Profile Say About YOU?

Social Media and Media Relations

November 10 & 11, 2017

Friday, November 10, 2017

6:00 p.m.

A Country Divided – How to Handle Conflict

Politics has spilled into our society and tempers have flared. This session will focus on how to handle a situation before it escalates. You will learn what to do when the gauntlet has been dropped.

Saturday, November 11, 2017

8:30 a.m. to 9:00 a.m.

Breakfast and Opening Remarks

9:00 a.m. to 10:30 a.m.

What is Your Social Footprint?

Facebook, Linked In, Twitter, Instagram – Are you putting your best “foot” forward?

10:30 a.m. to 10:45 a.m.

BREAK

10:45 a.m. to Noon

What’s YOUR Message?

You only have one shot to make a first impression. In this session, we will help you develop YOUR message.

Noon to 1:00 p.m.

LUNCH

1:00 p.m. – 2:30 p.m.

To Deal, Or Not To Deal, With the Media

As a leader in your community, a candidate, or in your career, you may find yourself in the position to deal with the media. Learn how to communicate your message and how to build relationships with your local media outlets.

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. to 4:00 p.m.

A Foundation on for Public Speaking

Hone your skills to communicate your message in an effective way, which engages your audience and keeps their attention until the time you say Thank You.

4:00 p.m. to 5:00 p.m.

Wrap-Up

January: Issues, Issues, and More Issues

January 19 & 20, 2018

Friday, January 19, 2018

6:00 p.m.

Issue #1

The topics for this weekend will be developed as we get closer to the date. It is our goal to focus on three hot policy topics that are currently being discussed in our state.

Saturday, January 20, 2018

8:30 a.m. to 9:00 a.m.

Breakfast and Opening Remarks

9:00 a.m. to Noon

Issue #2

Noon to 1:00 p.m.

LUNCH

1:00 p.m. – 4:00 p.m.

Issue #3

4:00 p.m. to 5:00 p.m.

Wrap-Up

February: Under Construction – Stay Tuned

February 23 & 24, 2018

Friday, February 23, 2018

6:00 p.m.

Perfecting YOUR Message

Come prepared to work on your elevator speech. You only have one opportunity to make a first impression, and we want you to shine. This is an informal session where we will word smith your message. Not everyone “hears” what you are saying. Is YOUR message being delivered?

Saturday, February 24, 2018

8:30 a.m. to 9:00 a.m.

Breakfast and Opening Remarks

9:00 a.m. to 10:30 a.m.

Session 1

10:30 a.m. to 10:45 a.m.

BREAK

10:45 a.m. to Noon

Session 2

Noon to 1:00 p.m.

LUNCH

1:00 p.m. – 2:30 p.m.

Session 3

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. to 4:00 p.m.

Session 4

4:00 p.m. to 5:00 p.m.

Wrap-Up

March: Campaigning from A to Z

March 23 & 24, 2018

This is the one session MEPSS opens to ALL REPUBLICANS. Men, women not in the full program, party activists, potential campaign managers, candidates and family members of candidates.

Friday, March 23, 2018

- 5:00 p.m. – 5:30 p.m. **Registration & Networking**
- 5:30 p.m. – 5:45 p.m. **Welcome and Introductions**
- 5:45 p.m. – 6:15 p.m. **Characteristics of an Ideal Candidate**
Develop the attributes of an effective candidate. Although it is not necessary for a candidate to possess many desirable qualities in order to win, the more of these traits one has, the greater that individual's chances of winning an election.
- 6:15 p.m. – 7:15 p.m. **Plan is the Foundation of a Good Campaign –**
Components of a Winning Plan, how to target resource and timelines.
- 7:15 p.m. – 7:30 p.m. **Break**
- 7:30 p.m. – 9:00 p.m. **Developing a Message and Outsmarting the Media to Get it Out**
You will learn how to develop your message and use 'earned' media
- 9:00 p.m. – 10:00 p.m. **WIN with BIG DATA**
Learn the importance of how to use data to maximize every aspect of your campaign, including your *time*.

Saturday, March 24, 2018

- 8:00 a.m. – 8:30 a.m. **Breakfast & Networking**
- 8:30 a.m. – 10:00 a.m. **Grassroots Organizing**
Learn how to maximize your volunteer efforts in the modern campaign for real grassroots success.
- 10:00 a.m. – 10:15 a.m. **Break**
- 10:15 a.m. – Noon **Campaign Photos, Literature and Mail**
Learn *what to do* and the *what-not-to-do* with campaign photos and their use in handouts and mailings. Learn how to acquire quality voter lists, choose designs and layouts to maximize your effort, and to coordinate voter mail and voter contact programs.
- Noon – 12:45 p.m. **Lunch & Networking**

12:45 p.m. – 2:00 p.m.

Digital Tactics

Learn about the latest tools and platforms to utilize for your campaign. Many of these tactics are free and you will learn how to run a more efficient campaign.

2:00 p.m. – 2:15 p.m.

Break

2:15 p.m. – 3:45 p.m.

Voter Identification and GOTV (*Get Out The Vote*)

Learn ways to implement effective targeted outreach to your supporters. Understand what resources you will need and what is available for early and absentee voters. Learn how to develop a systematic plan to get the most out of mail, phones, door-to-door, and Election Day strategies that deliver successful results, campaign you do not need to speak with everyone. Target the right voters, make sure they know who you are, and more importantly, know who they are! How to mobilize them to the polls on Election Day and *Get Out The Vote!* GOTV activities, door-to-door, phone and direct mail.

3:30 p.m. – 3:45 p.m.

Break

3:45 p.m. – 5:00 p.m.

How to Raise Contributions through Events and Individuals

Learn the *Who, What, Where, When, Why and How* of campaign finance laws asking for money, putting together a finance committee and organizing events.

April: Are YOU Ready for YOUR Close Up?

April 20 & 21, 2018

Take everything you have learned and put your message on camera. In this session you will further develop YOUR message. By the end of the weekend you will be comfortable delivering your message on camera and on the radio. This session takes place in a real setting where you will present your elevator speech on camera. Learn the tricks of the trade for being interviewed on camera and in a call in radio situation. This training will take place in Lansing, at a “real life” environment.

MEPSS: 2017 & 2018

We invite you to apply for the 2017 & 2018 Michigan Excellence in Public Service Series by completing the application, and returning it by the June 26, 2017 deadline. Plan for your tomorrow, today! **Please make sure you put a hold on your calendar for the dates set. MEPSS is a better program when you arrive on time for each weekend. We hope you will make EVERY EFFORT to be at each weekend session.**