



# M I C H I G A N

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## EXCELLENCE IN PUBLIC SERVICE

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### S E R I E S

## 2018 & 2019 Curriculum

The Michigan Excellence in Public Service Series is proud to announce our 2018 & 2019 program. We take pride in having high caliber speakers and leaders present on topics of importance. Our focus is to give a helping hand to Republican women who have an interest in being involved in their communities, and serving in the legislative and political arenas.

The 2018 & 2019 MEPSS program is the eighth series to be offered. Based on past experiences, we recently 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 leaders of 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 25, 2018.** An 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 tentative curriculum and application can also be found at [www.michiganexcellence.com](http://www.michiganexcellence.com).**

The 2018 & 2019 program will run from September, 2018 through April, 2019. Weekend sessions begin on Friday evening and conclude late Saturday afternoon. We have **TENTATIVELY** booked these dates for the upcoming program:

September 14 & 15, 2018  
October 26 & 27, 2018  
November 16 & 17, 2018  
December – No Session  
January 11 & 12, 2019  
February 8 & 9, 2019  
March 15 & 16, 2019  
April 12 & 13, 2019

# September: A Foundation for Good Government

## September 14 & 15, 2018

### Friday, September 14, 2018

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 15, 2018

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 to hear how the constitution is the foundation for what can and can’t be done at all levels of government. Find out how certain programs and governments are funded, along with what they can and can’t do.

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

#### **Wrap-Up**

# October: The Politics of 2018

## October 26 & 27, 2018

### Friday, October 26, 2018

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 27, 2018

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 AND Recruited to Run**

Republican women have been shattering the glass ceiling, but there is always a need for additional GOP women to be involved and make their voices heard. 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.

2:45 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 16 & 17, 2018

#### Friday, November 16, 2018

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.

#### Saturday, November 17, 2018

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.

# January: Issues, Issues, and More Issues

## January 11 & 12, 2019

### Friday, January 11, 2019

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 topics that are currently being discussed.

### Saturday, January 12, 2019

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**

# February: What is YOUR Story? Telling Your Story Effectively

## February 8 & 9, 2019

### Friday, February 8, 2019

6:00 p.m.

**GOP Structure** – This session will focus on the Republican Party organization and the function it plays as a party organization. From the GOP's mission to how it is structured to succeed, you will see how the pieces of the puzzle all come together.

### Saturday, February 9, 2019

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**

# March: Campaigning from A to Z

## March 15 & 16, 2019

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 15, 2019

- 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 26, 2019

- 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 12 & 13, 2019**

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: 2018 & 2019**

We invite you to apply for the 2018 & 2019 Michigan Excellence in Public Service Series by completing the application, and returning it by the June 25, 2018 deadline. Plan for your tomorrow, today!

The dates and schedule is TENTATIVE, and we realize you probably can't commit at the moment, but if the 2018 & 2019 MEPSS program interests you, please email Dawn at [mepssgopprogram@gmail.com](mailto:mepssgopprogram@gmail.com) and let her know you are interested in the 2018 & 2019 program. We will get you on our list.