

AIPIIM 2015
ADVANCED INTER-AMERICAN PROGRAM
ON POLICY INNOVATION AND MANAGEMENT
June 22nd – June 26th, 2015
Washington-DC, USA

[1] Introduction

The OAS – MSPP/GU Advanced Inter-American Program on Policy Innovation and Management is a joint academic initiative between the Department for Effective Public Management at Organization of American States (DEPM/OAS), CAF – Development Bank of Latin America, Konrad Adenauer Foundation’s Regional Program for Social Policy in Latin America (SOPLA/KAS) and McCourt School of Public Policy at Georgetown University (MSPP/GU). The AIPIIM is a week-long non-degree executive education program focusing on the frontiers/state-of-art of policy management and innovation designed for experienced OAS-member States’ senior policy makers. The Program will be delivered in English during the summer in Washington-DC.

[2] Course Objectives

- Strengths participants’ capacity to deal with *policy complexity* and *political management of public policy* using “state-of-art” policy analysis techniques
- Allow participants to learn by systematic dialogue and experience exchange - reflecting on their own *policy dilemmas* and potential solutions coming from their peers
- Foster the adoption of innovative solutions for *policy puzzles* and *wicked policy problems*.
- Explore collaboration on *regional policy issues* among OAS member-states policy-makers attending the Program

[3] The AIPPIM Partnership

OAS Department for Effective Public Management

The main objective of the work of the OAS Department for Effective Public Management is to highlight the importance of public management for democratic sustainability. Therefore, the mission of the Department is to contribute to the strengthening of public institutions by providing strategies, methodologies and tools to improve their transparency, efficiency, effectiveness and citizen participation mechanisms.

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CAF – Development Bank of Latin-America

CAF – Development Bank of Latin America has the mission of stimulating sustainable development and regional integration by financing projects in the public and private sectors, and providing technical cooperation and other specialized services. Founded in 1970 and currently with 18 member countries from Latin America, the Caribbean, and Europe along with 14 private banks, CAF is one of the main sources of multilateral financing and an important generator of knowledge for the region.

KAS Regional Program for Social Policies in Latin-America (SOPLA/KAS)

Beside 13 national offices of the Konrad Adenauer Foundation (KAS) working especially on national level, several regional programs are in place all over the Region - including the Regional Programme for Social Policies in Latin America (SOPLA by its German acronym). The SOPLA/KAS target group is relevant actors in the economy and public policy: politicians, parliamentarians, political parties, government officials, decision makers, experts, representatives of academic institutions, representatives of civil society and business, trade unions, NGOs, churches and journalists. The special advantage of regional programs is the ability to share and compare different models of public policies between countries with similar conditions and challenges.

Georgetown McCourt School of Public Policy (MSPP)

The McCourt School of Public Policy (MSPP) of Georgetown University is one of the top-ranked graduate policy programs in the United States. The McCourt School's rigorous curriculum provides students with superior skills necessary for designing and implementing smart policies. MSPP faculty and research centers conduct cutting-edge policy research and make recommendations to solve the most critical issues facing our world today, including economic security, energy and the environment, education, international development, and health. Its location in Washington, D.C., situates our students at the center of the policy world, where they can learn from our world-class faculty and leading policy practitioners

[4] Participants

The Program welcomes applications from senior public sector officers, policymakers, scholars, researchers (at least 10 years of work experience) with involvement on policy innovation in the Americas. Senior representatives from the private sector – especially those involved / affected / interested in public policy decision-making – are welcome to apply as well. Prospective students should be a citizen of one of the OAS member-States.

[5] Venue / Location

Most of the sessions will be at Georgetown's University Downtown Campus located at 640 Massachusetts Ave, NW – Room C220 – Washington, DC 20001.

You can find more information about the downtown campus at:

<http://scs.georgetown.edu/about-scs/campus-life/getting-here>

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[6] Instructors

Our instructors engage in the best-practices on modern pedagogy and incorporate applied learning and real-life deliverables into the classroom. All sessions will be taught by full- and part-time Georgetown faculty and/or OAS specialist who are experts in the topics of instruction. Lecturers from the Executive and Legislative branches of US government, Washington-DC based multilateral organizations, think-tanks and non-governmental organizations will be invited as key-note / special guest speakers.

[7] Thematic Grid

Conducting Policy Analysis

These sessions examine the process of public policy analysis. Drawing on the work of Eugene Bardach, the course demonstrates the process of defining a policy problem, assembling data and evidence, constructing policy alternatives, selecting decision criteria, projecting outcomes, and confronting trade-offs. The afternoon is dedicated to several case studies: (a) The informal economy in Medellín, (b) SEDESOL in Mexico, and (c) Brazil's Fundescola education reform. Analysis of these will cases revolve around evaluating evidence, analyzing costs and benefits, making trade-offs, and analyzing what makes a policy intervention successful.

Building Coalitions for Policy Change

These first session of the day will examine the policy process including the primary actors and institutions (legislators, regulators, media, interest groups, lobbyists, courts) involved in each stage of the policy making process (agenda-setting, policy formulation, policy adoption, implementation, evaluation). The second morning sessions will analyze the case of La Union Port.

Stakeholder Engagement and Communication

These sessions emphasize the importance of stakeholder engagement. Topics covered include: identifying stakeholders, developing strategies for outreach at different stages of the policymaking and decision-making process, navigating conflict, and communicating effectively. The first session will focus on theory and practical tools, such as mapping actors, building alliances, and narratives. The second session will engage in a stakeholder simulation exercise about sustainability and the Mexico City Lake Basin.

Accountability in Democratic Societies

These sessions explore the need for and ways to achieve accountability in democratic societies. Topics include: purposes and methods of oversight (including standard setting, monitoring, and sanctions); the role of transparency and how to improve it; and the types of accountability systems (bureaucratic, professional, legal, political). Drawing on global examples, the sessions also cover models of citizen and stakeholder input and engagement including the use of technology. The first of these sessions will cover theory,

tools, and applications. The second of the sessions will analyze a case study about corruption in La Paz.

The Challenge of Policy Implementation

These sessions focus on problems that arise in the policy implementation process, such as poor coordination between implementing agencies and levels of government, motivating front-line workers, and changing the mission of recalcitrant agencies. The first session will focus on theory and application, and the second session will consider the case study of front-line workers in Ceara, Brazil.

Promoting Public Responses to Policies

These sessions cover innovative ways to encourage citizens to respond to and comply with public policy initiatives. Drawing on social psychology, behavioral economics, law, and political science to understand barriers to behavior change, these sessions investigate strategies that governments and other actors use to change behavior and increase compliance with policies and initiatives. The first session will focus on theory and application and the second session will analyze the cases of tax compliance in Argentina and Chile.

Executive Decision Making

These sessions focus on practical skills involved in executive decision-making. Participants will gain appreciation for weighing risks and considering long-range implications for the organization, balanced with taking risks and maximizing benefits. Reflecting on the cases and experiences of the week, participants will learn best practices and techniques for making critical decisions with limited time and resources. The first of these sessions will focus on theory and application. The second session will analyze the case of tackling poor performance, extreme inequality, and public complaisance in Brazil.

[8] Methodology: the “case-study” method

Sessions can involve lectures, discussions, case studies, and/or practical individual and group activities that help the participants apply their learning to the real world. However, the Program is characterized by intensive use of the “case-study” method. A ‘typical class-day is organized in 4 (four) 90-minute sessions each day, Monday through Friday, as follows:

Session # 1: 09:00 – 10:30am: Theoretical Approaches

Session # 2: 10:45 – 12:15pm: Tools and Applications

Session # 3: 01:30 – 03:00pm: Case-Study Analysis [by groups of 4-5 participants]

Session # 4: 03:15 – 04:45pm: Plenary with case presentation and discussion

[9] Abilities and Competences

By the completion of the Program, the participants are expected to be able to:

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- identify collective actions dilemmas and policy alternatives to improve policy design
- manage divergent interests and unbalanced bargain power during policy dialogue
- understand beneficiaries' behavior and how to communicate with stakeholders during policy adoption
- analyze and take corrective actions / interventions for effective policy implementation
- identify policy failures and propose sound improvements based on policy evaluation.

[10] AIPIM Advantages

- Theoretical (MSPP/GU) and practical (OAS and CAF) approached combined
- Case-study method emphasizes the use of learning contents on similar cases back home
- The student can bring their own policy puzzles to be discussed in class.
- Networking with OAS and CAF officers to explore technical assistance initiatives
- Participants will join the AIPIM Alumni Network after the completion of the Program

[11] Course Materials

The overall program costs include the required materials in English. Participants may purchase additional books or materials at the Georgetown University campus bookstore or other locations at their own expense.

[12] Language of Instruction

All instruction and materials will be in English. Participants are expected to have an advanced-level command of English language to actively participate in the Program.

[13] Certification

Each student will receive an OAS-GU/MSPP Certificate of Attendance. The Program does not carry any Georgetown University's credit.

[14] Air Travel

Roundtrip air travel tickets from-to Washington-DC will be covered by DEPM/OAS, CAF and/or SOPLA/KAS.

[15] Accommodations

Participants are responsible for their own accommodation arrangements. The DEPM/OAS can provide students with a brief list of DC area hotels within a convenient location nearby OAS and GU campus upon request.

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[16] Food and Catering

The Program will provide a morning coffee break and lunch for participants. Participants are responsible for their own arrangements for dinner.

[17] Health Insurance

Participants are responsible for their own health insurance. The participant must hold and an international health insurance policy covering the period of time of the entire Program.

[18] Tuitions and Fees

The total tuition cost of the Program is **USD 4,000 (four thousand dollars)**. All fees will be paid in American dollars (USD) and must be paid in full by selected students up to **May 22nd 2015**.

[19] Scholarships

Full and partial merit-based scholarships are available for outstanding students. Every candidate applying for admission on the AIPIIM 2015 will be also evaluated for scholarship support. The Selection Committee will assign scholarships by its own discretion.

[20] Key-Dates

- Applications: **March 23rd to April 17th**
- Admission Announcement: **April 22nd**
- Deadline for Payment: **May 22nd**
- Arrival Date in Washington-DC: **June 21st**
- Course Dates: **June 22nd to June 26th**

[21] Withdrawal and Cancellation Policy:

Withdrawal requests must be sent to OAS Program Coordinator at szebral@oas.org . Participants who withdraw after May 22nd, 2015 are obligated to pay the full amount of tuition.

[22] How to Apply

Applications will be received exclusively on-line at:

<http://preinscripcion.aulacapacitacion.com.ar/index.php/aipim2015en>

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Organización de los
Estados Americanos



SOPLA



GEORGETOWN UNIVERSITY
McCourt School of Public Policy

[23] Information and Contacts:

Additional information can be obtained at AIPIM 2015 Program website at:
<https://mccourt.georgetown.edu/execed/AIMPIM>

If you have any additional inquiry, you can email us at:

AIPIM 2015 Program Coordinator at OAS:

Mr. Silverio Zebral Filho, DEPM Head of Government Innovation Unit
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AIPIM 2015 Program Coordinator at Georgetown University:

Ms. Erika Falk, Executive Director for Executive Education
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