

PA 5190, Creating Public Value

Fall 2015

Wednesdays 6:00-8:45 p.m., Blegen 235

Instructors: John M. Bryson and Barbara C Crosby

Creating Public Value is a new course aimed at understanding more clearly the purposes and outcomes of public policies and other kinds of collective action. The course will explore the public values at the heart of a range of ‘sacred’ texts from the US Declaration of Independence to the UN Convention on the End of All Forms of Discrimination Against Women. It will also focus on the public values at the heart of many historic and contemporary policy debates and explore what the common good might or might not be in each. And it will explore the connection between means and ends in the creation (or not) of public value.

Potential policy questions to explore might include, for example:

- Has President Obama overreached in issuing executive orders on immigration?
- Should employers be required to provide paid family leave to employees?
- What should government’s role be, if any, in regulating the Internet?
- What public values are at stake in the public debate about, and policy proposals to address, climate change?

As these questions and others are debated at the dinner table, in coffee shops, in print and social media, and elsewhere, clashes over public values are often evident, though they are not always articulated very clearly. We believe that exploring the values that sustain collective action is important in a democracy, since the exploration can clarify what is at stake and for whom, and also what the common good might be.

Purposes:

- To clarify the public purposes and values served by collective action, including cross-sector collaboration, in democratic contexts
- To understand the role of public values in historic and contemporary policy debates
- To be knowledgeable about the important debates in the public value literature
- To provide practical guidance about how to discern, measure, and assess public values
- To explore how public value and public values might be achieved in practice
- To prepare leaders in nonprofit and public organizations to articulate and uphold public values in media-rich environments

Themes:

- How a focus on public values helps us think about what kind of society we want
- How to talk about public values
- How to discern, measure and assess public values
- How to create public value in practice
- How to deal with competing public values

Audience:

- Graduate students and advanced undergraduate students
- Early, mid- and later career professionals
- Policy advocates and civic activists

Required Texts:

John M. Bryson, Barbara C. Crosby, and Laura Bloomberg, eds. (2015). *Public Value and Public Administration*, Washington, DC: Georgetown University Press, forthcoming. Available free on course website. (PV&PA)

Michelle Alexander (2012). *The New Jim Crow: Mass Incarceration in an Age of Colorblindness*. New York: The New Press.

Howard Fineman (2009). *The Thirteen American Arguments: Enduring Debates that Define and Inspire Our Country*. New York: Random House.

Additional articles and materials are available on the website.

Assignments:***Assignment #1—Due September 28***

Choose and explore a public value

- explore why it might be important
- assess how it has been conceptualized and measured

5 double-spaced, 12 pt. pages

Assignment #2 – Due October 14

Choose and assess a public policy already in place

- Create a public value map of the policy
- Assess the public value merits and demerits of the policy

To be submitted as a *Humphrey Public Affairs Review* (HPAR) Forum post

Assignment #3 – Due October 28

Explore public values in an ongoing policy debate

- Clarify the public value aspects of the debate
- Develop a policy proposal that would come close to satisfying enough key stakeholders that it could be adopted

5 double-spaced 12 pt. pages

Assignment #4 – Team Project- Draft Due December 2; Final Due December 9

- Create a Storify that highlights the role of public values in a policy debate (for example, access to higher education or legalization of marijuana)

Reading Forums:

The week’s discussion leader will post a 2-page reflection on the assigned readings on the Sunday before the class session. The reflection should highlight key connections to public values, public value and the public sphere and pose stimulating questions to elicit responses from classmates.

All other class members should post a response to the discussion leader’s conversation starter by noon Tuesday before the class session. The discussion leader then draws on those responses to lead further exploration of the reading in the class. Creativity is encouraged in how the in-class conversation is organized.

Grading:

- Assignment 1 – 15 points
- Assignment 2 – 10 points
- Assignment 3 – 15 points
- Reading Discussion Leader – 10 points
- Assignment 4 – Team Project – 20 points
- Team Presentation – 10 points
- Class Participation – 20 points

Participation Requirements:

- Come to class
- Do the reading
- Make forum posts to course Moodle site
- Participate in class discussions, exercises, etc.
- Complete mid-course and final course evaluations

Weekly Session Outline

Date	Topic	Readings	Assignment	In-Class Exercises
9/9	Vs, PV, PVs, and the Public Sphere	<i>PV&PA</i> , Intro and Chapter 1, “Discerning and Assessing Public Value: Major Issues and New Directions” Beck Jørgensen &Bozeman (2007)		Apply to news clips in class

		“Public Values: An Inventory”		
9/16	13 arguments	Fineman (2008), pp. 3-124		Identify the competing public values in the debates
9/28	13 arguments cont	Fineman (2008) pp. 125-258	Assignment 1 Choose and explore a public value <ul style="list-style-type: none"> • Why is it important? • Assess how it has been conceptualized and measured 	Identify the competing public values in the debates
9/30	Global values	Cherokee State of Nation Speech 2010 Universal Declaration of Human Rights Convention on the End of All Forms of Discrimination Against Women		Explore the connection between rights and responsibilities , and the enforcement of each
10/7	Tool – Public Value Mapping Tool – Strategic Triangle, Public Value Account	Bozeman & Johnson (2014), “Political Economy of Public Values” <i>PV&PA</i> , Ch. 9, “Public Value Mapping” (PVM) <i>PV&PA</i> , Ch. 8, “Creating a Public Value Account (PVA) and Scorecard”		Apply PVM, Strategic Triangle and PVA to social services in Amsterdam <i>or</i> immigration policy in Netherlands
10/14	Public Value Policy Analysis Storify prep	Declaration of Independence Emancipation Proclamation Lincoln’s Second Inaugural Address Letter from a Birmingham Jail	Assignment 2 Choose and assess a public policy <ul style="list-style-type: none"> • Create a 	What public values are promoted? What are the public value

		Listen to Pres. Obama's eulogy for Clementa Pinckney www.youtube.com/watch?v=RK7tYOVd0Hs	PVM <ul style="list-style-type: none"> Assess the public value merits and demerits of the policy 	conflicts? How might the public value conflicts be resolved?
10/21	Public Value policy analysis cont.	Alexander (2012), pp. 1-139 Bryson (2004), "What to Do When Stakeholders Matter"		Explore the competing views and measures of justice Explore the role and politics of values embedded in power structures Storify open space
10/28	Public Value policy analysis cont.	Alexander (2012), pp. 140-261	Assignment 3 Explore a public policy debate <ul style="list-style-type: none"> Clarify public values at stake Develop a winning proposal that would come close to satisfying key stakeholders 	
11/4	Public Value policy analysis	Explore debates from Assignment 3		Critique and strengthen responses to Assignment 3

	cont.			
11/11	Resolving conflict among public values	Review Ch 1 in PV & PA Page, Stone, Bryson & Crosby (2015) “Public Value Creation by Cross-Sector Collaborations” Van Gestal et al. (2008), “Managing public values in public-private networks”		
11/18	Talking about public values Storify check in & work session	Nabatchi & Leighninger (2015), Ch. 8, pp. 241-285		Engaging the public around public value issues connected to your Storify
11/25	No class – Thanksgiving			
12/2	Leading with public values	Benington (2015), “Public Value as Contested Democratic Practice”	Draft Storify due	Application to participants’ work, not just in this class
12/9	Team presentation on creation of Storify		Storify complete	Brief look at Storifys; main discussion focused on process of creating them
12/16	Course Wrap Up and Evaluation			