

Monday, Feb 05, 2018

Political Science professors collaborate to offer 'Political Campaign Bootcamp' course

Whether a person is considering running for office in 2018, serving as a campaign manager for someone who is running, or just wants to learn more about the process, Oakland University is now offering a six-week, non-credit Political Campaign Bootcamp course that will help class participants gain a better understanding of the basics of campaign strategy, tactics and techniques.

"With the political tensions in Washington, and in our own state and local governments, we know there are people who would like to get more involved in the political process but might not know how to run a campaign," said John Klemanski, Ph.D, a professor of Political Science at Oakland University. "So, that is where the idea for this course originated."

Klemanski has partnered with David Dulio, Ph.D., professor and chair of the Political Science Department at Oakland, to develop the Political Campaign Bootcamp course, which will be offered Tuesday evenings from 6-8 p.m. from March 6 to April 10, 2018. Klemanski and Dulio both have taught the for-credit Political Campaigns course at OU, and they are co-authors of political campaigns-related books -- *Campaigns from the Ground Up* (2015), and *The Mechanics of State Legislative Campaigns* (2006).

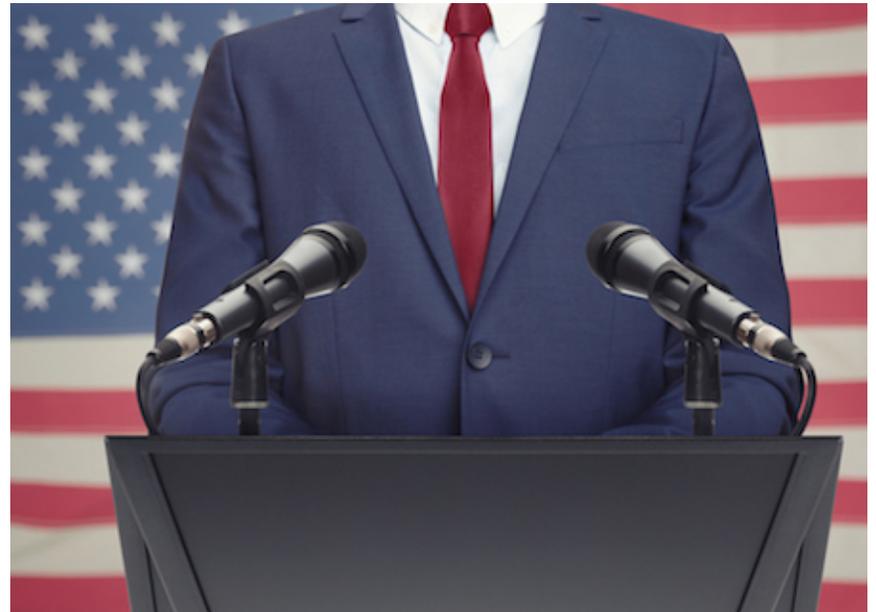
"The political climate today has energized people as never before to get involved and consider running for office," Dulio said. "Our hope is to capture some of that interest and teach political newcomers and strategists some tricks of the trade that might be just what they need to run a successful campaign."

Klemanski added, "Given all of the seats that are up for grabs this year, the number of open seats because of term limits and the mobilization of people unhappy with the 2016 elections, we think the timing is right to offer this course."

The course, which is being offered through Professional and Continuing Education (PACE) at Oakland University, is open to anyone and will cover a wide variety of topics, including:

- **Preparing and organizing your campaign:** Deciding when to run for political office; how to file for office; creating an authentic campaign message; identifying a core campaign and determining your campaign season
- **Knowing the rules and understanding your district:** Know election/campaign finance law; conducting research on your district/voters; and how many votes you need to win
- **Communicating to voters:** Neighborhood coffee events; door-to-door campaigning; paid media (direct mail and other advertising); creating a social media presence; and earned media (debates/candidate forums, news coverage, etc.)
- **Raising money for your campaign:** Friends and family; members of social organizations; and political organizations
- **Putting it all together:** Creating a campaign budget; creating a campaign calendar; creating a volunteer plan; and GOTV strategy.

The cost of the course is \$250 per person, and interested individuals should visit <https://www.oakland.edu/pace/> and click the gold "Register" button in the middle of the homepage. They can enter the course rubric number (CRN) 90076 into the search bar to find the course, or search by subject and click on "CE Political Science."



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