

Introduction to

Advanced Policy Practice

Summer 2026 SOWK 588

Jacob Campbell, Ph.D. LICSW

At Heritage University

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Agenda

Course Syllabus

- Orientation to MyHeritage
- Schedules and meetings
- Academic honesty
- MSW program evaluation and career day

Textbooks Assignments

Learning Objective

Understand the significant assignments and general flow of this class.



SOWK 588 (0): Advanced Policy Practice (3 credits)

Summer 2026, Online/Heritage at Toppenish

Instructor	Dr. Jacob Campbell, Ph.D., LICSW	
Office Hours	Toppenish Campus Office: Simpkins Hall, Office 2124 Drop-in: N/A	Tri-Cities Regional Site Office: 2 nd Floor Office 4209 Drop-in: N/A
	Student meetings for summer available by arrangement. Schedule available at https://vsp.ink/now .	
Phone	(509) 392-1056	Email campbell_j@heritage.edu
Dates	Synchronous engagement for this class takes place on selected Saturdays from 12 PM to 2 PM. Participation for the first three sessions will be available in a hybrid format. Student's may attend in-person at the Kennewick Campus in RM 4208 or via Zoom - https://heritage.zoom.us/my/dr.jacob . These sessions will include 05/30/26, 06/13/26, and 06/27/26.	
	The fourth synchronous class will be in-person and take place at the Toppenish campus in Violet Lumley Rau Center RM 1701. This class will be a special session include MSW program evaluation career support, and more with information forthcoming. This session will take place 07/11/26	

Land Acknowledgement

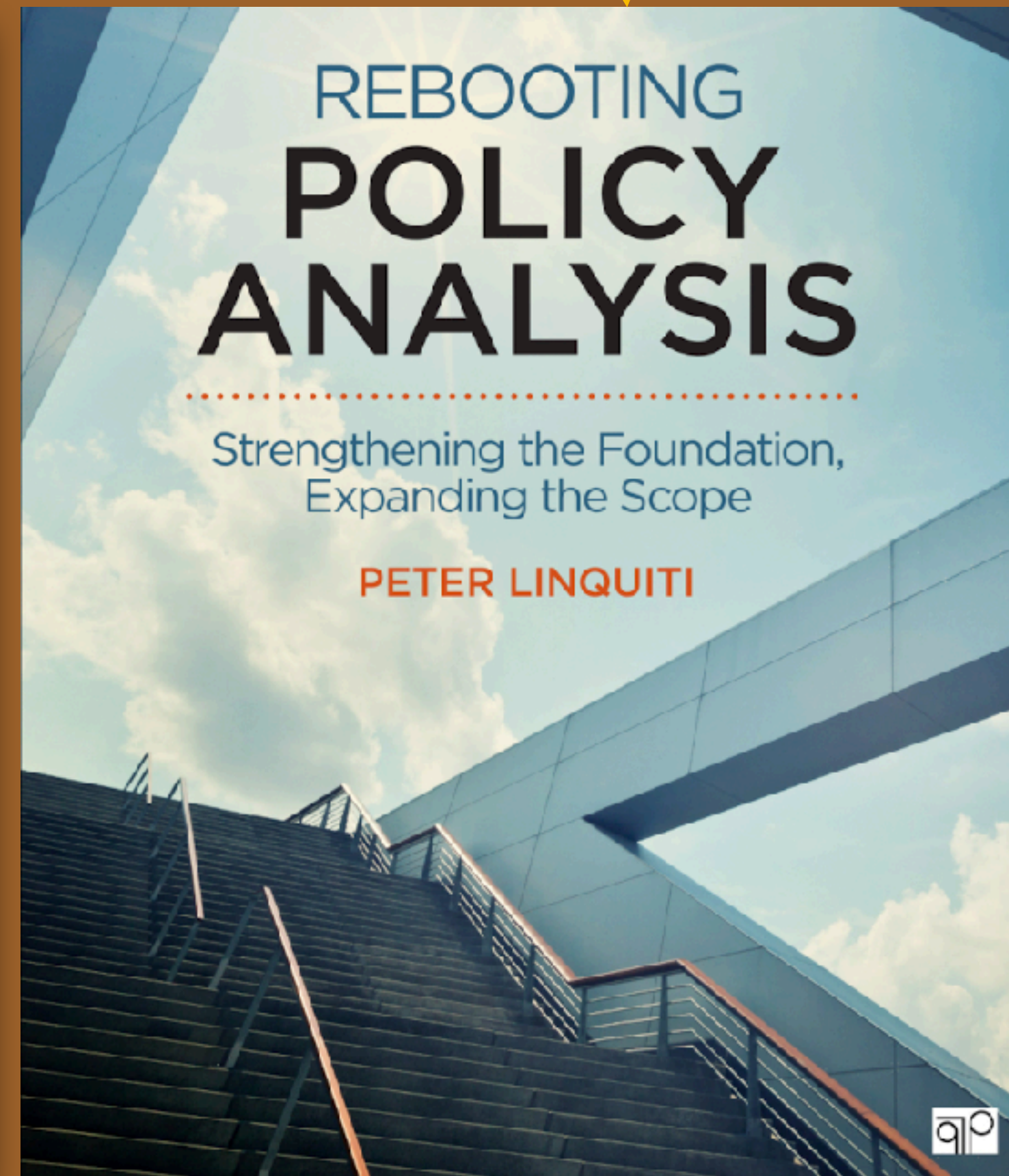
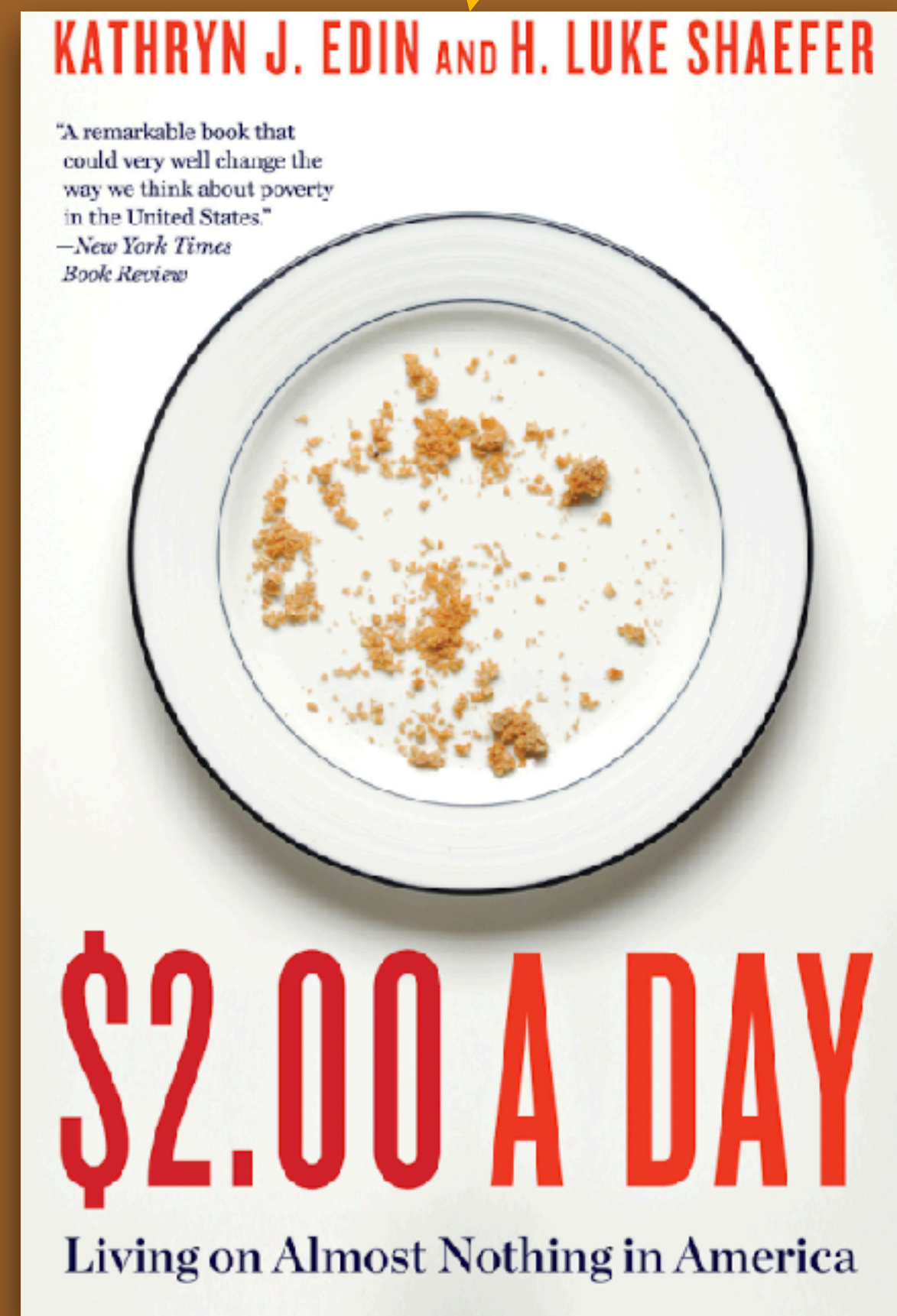
Heritage University occupies its home on the traditional lands of the Yakama People. These ancestral homelands are the Yakama, Palouse, Pisuouse, Wenatshapam, Klikatat, Klinquit, Kow- was-say-ee, Li-ay-was, Skin-pah, Wish-ham, Shyiks, Ochechotes, Kah-milt-pa, and Se-ap-cat, who today are represented by the Confederated Tribes and Bands of the Yakama Nation (Treaty of 1855) and, whose relationship with this land continues to this day. Heritage University, grounded in the vision of the two Yakama women founders, respects Indigenous peoples as traditional guardians of the lands and the enduring relationship that exists between Indigenous peoples and their traditional territories. We offer gratitude for the land itself, for those who have stewarded it for generations, and for the opportunity to study, learn, work, and be in community on this land. We acknowledge that our university's history, like many others, is fundamentally tied to the first colonial developments in the Yakima Valley. Finally, we respectfully acknowledge and honor past, present, and future Indigenous students who will journey through this home called Heritage University.

Course Description

Students will acquire a deeper understanding of social policies at the local, state, tribal, and federal levels in the context of policy implementation and advocacy impacts on oppressed and marginalized populations. Students will identify and explain social policy theories such as social construction, political economy, cost-benefit analysis, and feminist perspectives to analyze cases; understand



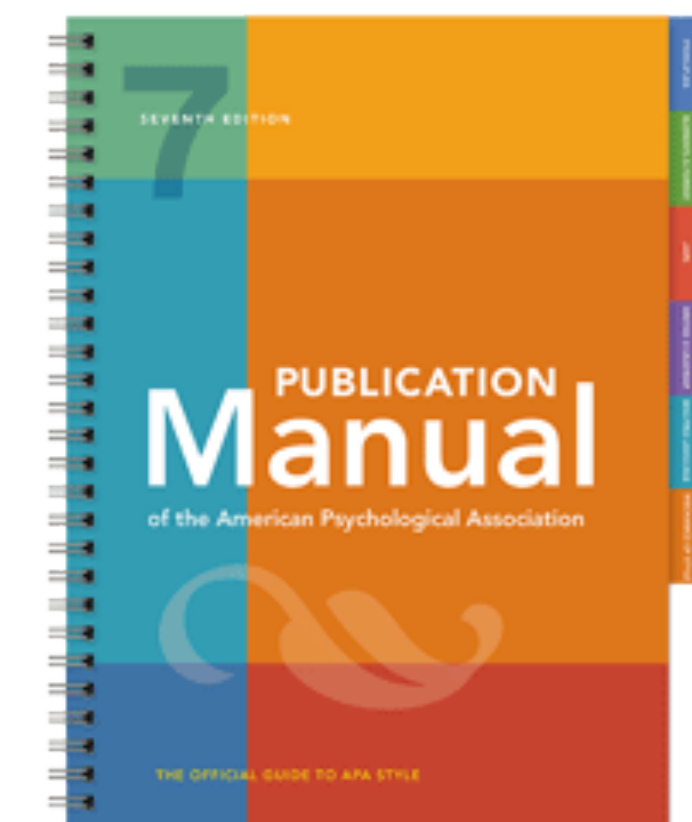
Textbooks



Helpful Resources

Library Guides

Native Americans
Latinx/Hispanic



Key Assignments

Policy Analysis

Advocacy Project

Part A

Policy Analysis Paper

Part B

Policy Advocacy Presentation

Assignments

8 Weeks

Weekly Online Discussion Forum

4 Class Sessions

Attendance and In-Class Participation

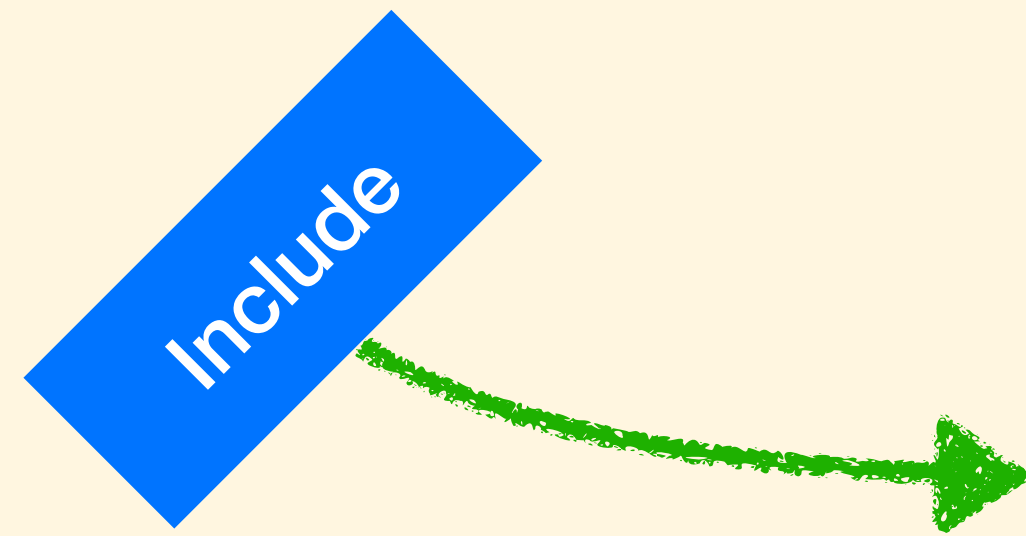
Two

Take Home Exams



Policy Analysis Paper

to enable students to demonstrate the skills necessary to understand and analyze social issues through the lens of policy and advocacy. They will need to engage in value-driven, advanced social policy practice through integrating theory, diversity, practice, results, and outcomes.



- Identification and Research of Social Issue and Policy
- Ethical and Human Rights Analysis
- Application of Social Policy Theory
- Policy Alternatives and Advocacy Recommendations



Policy Analysis Paper and Competency 2 Practice Behaviors Rubric

Criteria	Highly Developed
Identify and research of a social issue and policy.	The social issue and applicable policy are clearly and skillfully identified and examined, with a strong focus on their impact on marginalized and oppressed populations. Demonstrates a deep understanding of policy at all levels. Provides thorough research and evidence to inform potential challenges and solutions.
Analyze policy related to ethical and human rights.	Deeply analyzes how the social construction of the target population shapes policy, addressing power dynamics and societal perceptions. Provides a thorough comparison of how the policy aligns or conflicts with the Universal Declaration of Human Rights and NASW Code of Ethics. Clearly identifies specific rights or principles that are upheld or violated.
Analysis of social policy theories and effects on all levels.	Strong incorporation of social policy theories as they relate to practice with diverse client populations. Strong evidence of research in preparation for policy change recommendations.
Policy options or alternatives.	Paper is thoughtful and well-reasoned recommendations for policy adjustment that align with human rights and ethical standards, with clear connections to legislative policy advocacy and justice.
Organization, Clarity, and APA Formatting	The brief is clearly and logically organized with a consistently professional, action-oriented tone; APA citations and references are accurate and properly formatted throughout.
Following assignment requirements	Closely follows the assignment description and requirements.



Policy Advocacy Presentation

builds on your written policy analysis by developing a compelling and well-structured advocacy presentation. Students will practice translating complex policy ideas into a format suitable for stakeholder engagement.

- Introduction
- Policy Analysis
- Advocacy Strategy
- Implementation Plan
- Conclusion



Include



Policy Advocacy Presentation and Competency 5 Practice Behaviors Rubric

Criteria	Highly Developed
Comprehensive problem statement	Presentation provides a detailed overview of problem statement, pinpoints the issue and understanding the root causes.
Policy analysis connects efforts and stakeholders.	Presentation clearly and thoroughly assesses the effectiveness of current and past policy efforts and their effects on all levels. It clearly identifies key decision makers, supporters, advocacy groups, community members, and opponents.
Compelling advocacy strategy	Complete information on goals/objectives, target audience, power mapping. Key advocacy message is sharp and resonates emotionally. Presentation strongly connects direct lobbying, grassroots lobbying and policy alternatives to advocacy strategy. Compelling call to action that ties together policy analysis, emphasizes urgency, and encourages further thought and action.
Actionable implementation plan	Presentation clearly incorporates an implementation plan with detailed action steps, roles, responsibilities, timeline, resources, monitoring, and evaluation. Policy recommendations are specific, actionable, well-supported by the analysis, and reflect a deep understanding of the issue and potential solutions. Demonstrates a realistic understanding of potential barriers, challenges,
Clear conclusion	Presentation slides clearly and concisely summarize the main findings, effectively synthesizing key issues, evidence, and arguments without introducing new information. Presentation thoughtfully reflects on the social, racial, economic, and environmental justice impacts of the policy and recommendations, addressing all groups, levels and dimensions of ADEI.
Professional presentation that is well organized	The presentation follows all of the assignment requirements and is clear, well-structured, professional, engaging.

