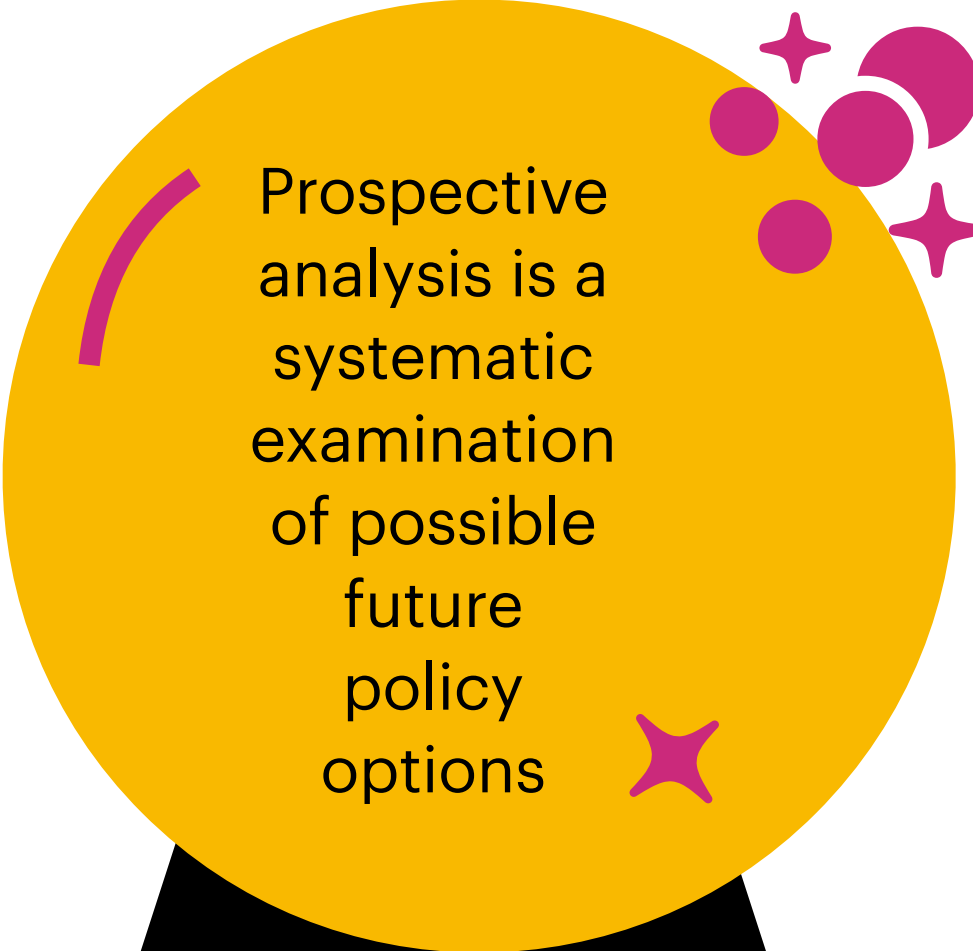


Foundations of Advanced Policy Practice

Prospective Analysis and Defining the Problem



Prospective analysis is a systematic examination of possible future policy options

Jacob Campbell, Ph.D. LICSW
at Heritage University
Summer 2026 SOWK 588 Week 01b

Yakmumani Tiicham (The land of the Yakama People). We would like to acknowledge that we are coming to you from the traditional lands of the first people of our valley, the 14 Confederated Tribes and Bands of the Yakama Nation, and we honor with gratitude the land itself and the Yakama People.

Land Acknowledgement

Plan for Week 01

Agenda

- * Course implementation discussion and housekeeping
- * Practice with the process of prospective policy analysis

Learning Objectives

Describe and apply the sequential approach to policy analysis in classical models of prospective policy analysis.

Hybrid Format

Considerations & Expectations

- **Participation and Engagement:** Active participation is expected, whether you join in person or online.
- **Camera On and Professionalism:** Please keep your camera on during synchronous sessions to signal presence and professional engagement. If you need to step away or be otherwise engaged for a few minutes, turning your camera off signals that you are otherwise occupied.
- **Speaking Up and the Chat:** If you have a question, please speak up verbally and ask it. Don't be afraid to interrupt, and I might not see the chat right away. There will also be opportunities to share in the chat, and I will incorporate and share them with the group.

Questions About Class, Syllabus, or Assignments



SOWK 588 (0): Advanced Policy Practice (3 credits) Summer 2026, Online/Heritage at Toppenish

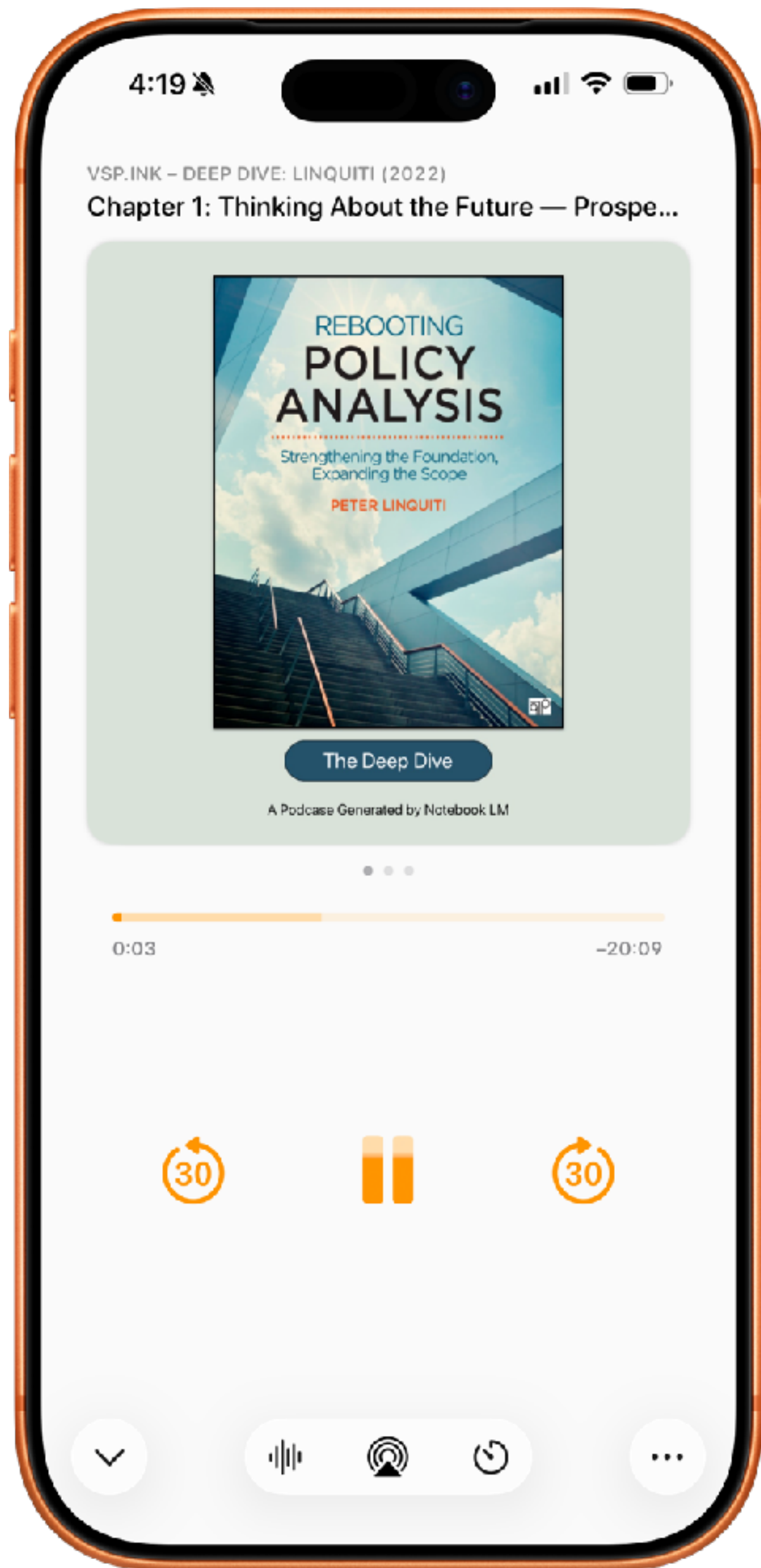
Instructor	Dr. Jacob Campbell, Ph.D., LICSW	
Office Hours	Toppenish Campus Office: Simpkins Hall, Office 2124 Drop-in: N/A	Tri-Cities Regional Site Office: 2 nd Floor Office 4209 Drop-in: N/A
	Student meetings for summer available by arrangement. Schedule available at https://vsp.ink/now .	
Phone	(509) 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, Piquouse, 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



Deep Dive: Linguiti (2022)

Generated by Google Notebook LM

Doesn't Replace Reading

Overly sensational

Tentative Plan for Last Class Session

MSW Program Evaluation and Career Day

Toppenish Campus, RAU Building/Patricia Wade

Saturday July 11th, 2026

08:30 - 09:30: Program Evaluation - Final Course Evaluation, Exit Survey

09:30 - 12:00: Agency Presentations

12:00 - 01:00: Potluck, Professional Headshots

01:00 - 02:00: Program Evaluation - Focus Group

02:00 - 03:00: Pinning Celebration

Agency Presentations

Working to fill ten 15-minute slots with agencies that are hiring in the Valley and Tri-Cities area to share about their program.



2026



*Social Work
Pinning Ceremony*

Please Join us at:

HERITAGE UNIVERSITY

3240 Fort Road, Toppenish, WA 98948
Patricia Wade Temple

WHEN:

July 11th, 2026

12-1p.m: Potluck
2-3 p.m: Pinning Ceremony

reserva

Vega_J@heritage.edu
Gomez_A@heritage.edu



2026



*Inspeccion de Insignas
Trabajo Social*

Favor de acompananos en la:

UNIVERSIDAD HERITAGE

3240 Fort Road, Toppenish, WA 98948
Patricia Wade Temple

CUANDO:

11 de Julio 2026

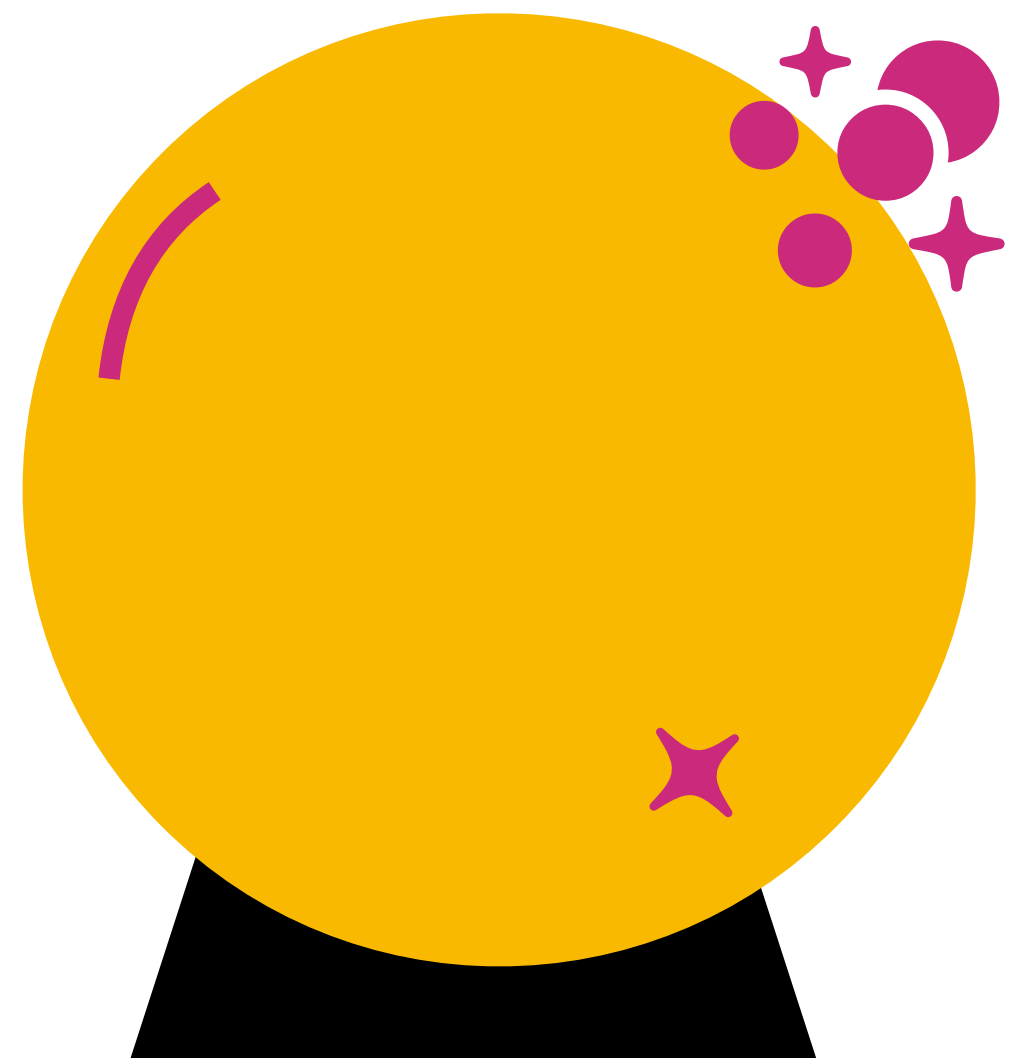
12-1p.m: Potluck
2-3 p.m: Ceremonia

reserva

Vega_J@heritage.edu
Gomez_A@heritage.edu



Steps in Prospective Policy Analysis



1. Characterize the Policy Problem
2. Specify Policy Alternatives
3. Identify Evaluation Criteria
4. Create a Criteria-Alternatives Matrix and Predict Performance of Alternatives
5. Analyze Trade-offs Across Alternatives
6. Communicate Results

2026 SOWK 588 Practice with Steps in Prospective Policy Analysis ☆ 📁 ☁
File Edit View Insert Format Tools Extensions Help

Search Menus ⏪ ⏩ 🖨️ ↻ 🔍 100% ▾ | Title ▾ | Arial ▾ | - 26 + | B I U A 🖋️ | 🔗 📎 🗑️ | ☰ ▾ ⌵ ▾ ▾ ▾ ▾ ▾ | ✖

1 2 3 4 5 6 7

←

Document tabs +

- Group 01 ⋮
- Group 02
- Group 03
- Group 04

Practice with Steps in Prospective Policy Analysis

Group Members Names: <GROUP RESPONSE>

Steps Overview

1. Characterize the Policy Problem
2. Specify Policy Alternatives
3. Identify Evaluation Criteria
4. Create a Criteria-Alternatives Matrix and Predict Performance of Alternatives
5. Analyze Trade-offs Across Alternatives
6. Communicate Results

Determine Problem

What Social Problem: <GROUP RESPONSE>

Characterize the Policy Problem

Provide a statement describing the most important causes of the problem, what the core problem is, and the consequences of that.

<GROUP RESPONSE>

Specify Policy Alternatives

<GROUP RESPONSE>

Identify Evaluation Criteria

<GROUP RESPONSE>

Tabs for each group

Areas to add your groups ideas and thoughts

Practice with Steps in Prospective Policy Analysis

We will talk about each step and the what we might think about related to this, and then practice in a small group.

[Link to Google Doc in the Weekly Page in Myheritage](#)

Small Group Step 0

Small groups of 3 or 4 with people around you. We are going to go through Linquti's steps in the prospective policy analysis part by part. Work together to determine who your group is and what social problem you are going to be considering.



**As-is
Condition**

What does it
look like now.



**To-be
Condition**

What it
should or
ought to look
like



**Five Whys and
Why That**

Getting to what is
the underlying
problem

Characterize the Policy Problem (Linqiti, 2022)

Characterize the Policy Problem

How do you Define and Describe It

- Describes the *most important causes* of the problem, typically in just a few words each,
- Articulates the *core problem that arises* from the gap between the as-is and to-be conditions, without getting bogged down in details, and
- Identifies the *most important consequences*, again in just a few words each.

Small Group Step 1

Characterize the Policy Problem

Specify Policy Alternatives that Might Mitigate the Problem

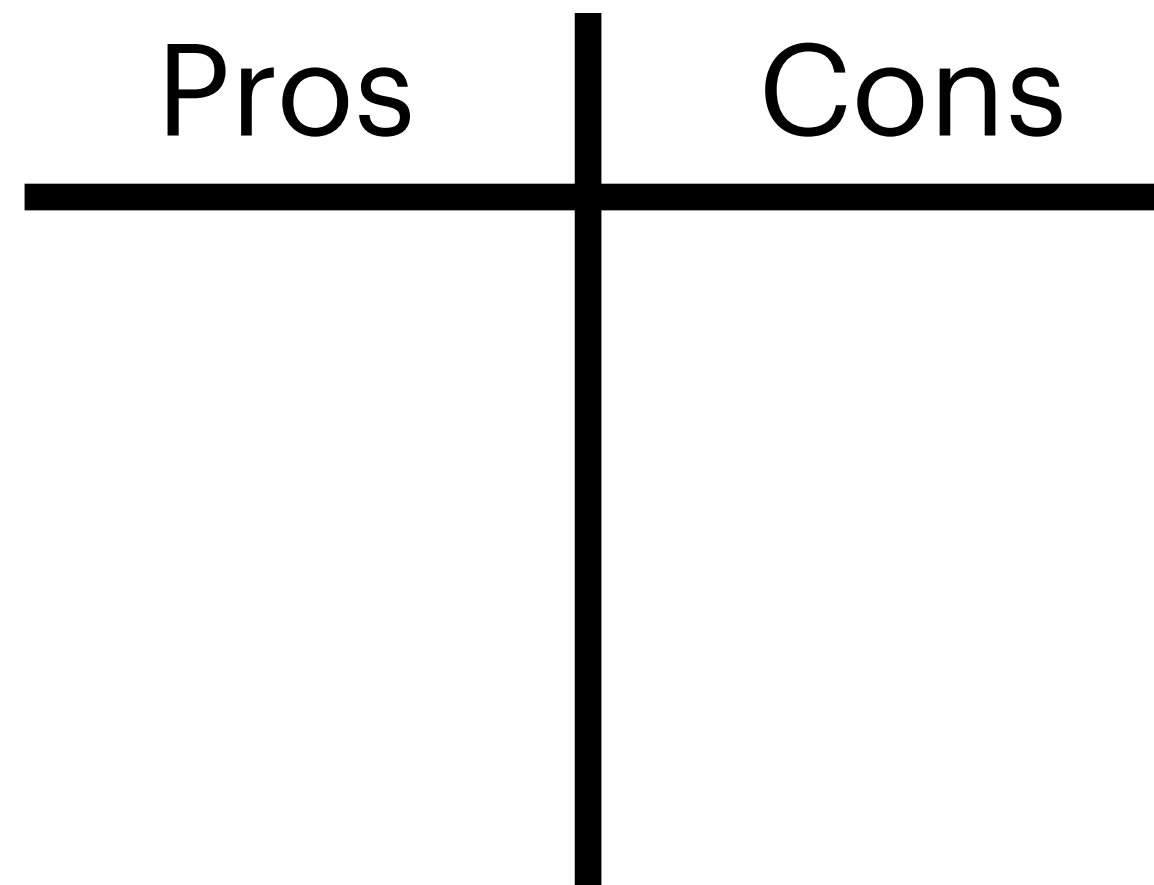
Strong policy options should be:

- Actionable
- Described in detail
- Matched to the problem and context
- Described, not evaluated
- Not a dummy alternative

Small Group Step 2

Specify Policy Alternatives that Might Mitigate the Problem

Identify Criteria for Evaluating Alternatives



- **Efficacy:** Ability to be effective
- **Cost:** Direct and indirect costs
- **Equity:** Equality, liberty, justice, and security
- **Administrability:** Can it be successfully implemented

Also consider unintended consequences

Small Group Step 3

Identify Criteria for Evaluating
Alternatives

Create a Criteria-Alternatives Matrix and Predict the Performance of Each Alternative

	Evaluation Criteria 1	Evaluation Criteria 2	Evaluation Criteria 3
Policy Option 1			
Policy Option 2			
Policy Option 3			
Policy Option 4			

“By the way, if you asked me to single out the most important feature of the classical model of policy analysis, I would name the Criteria-Alternatives Matrix. Why? *A thoughtful and carefully constructed CAM can be a powerful tool for organizing the debate about how to address a policy problem.*”

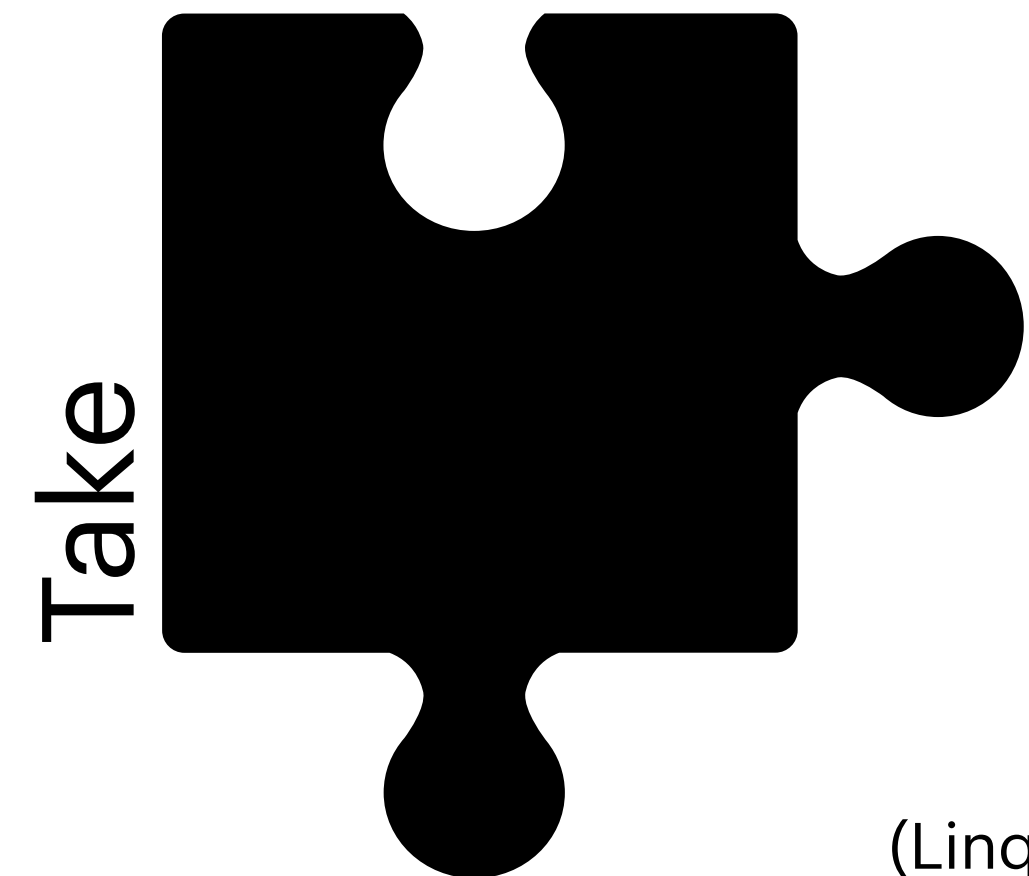
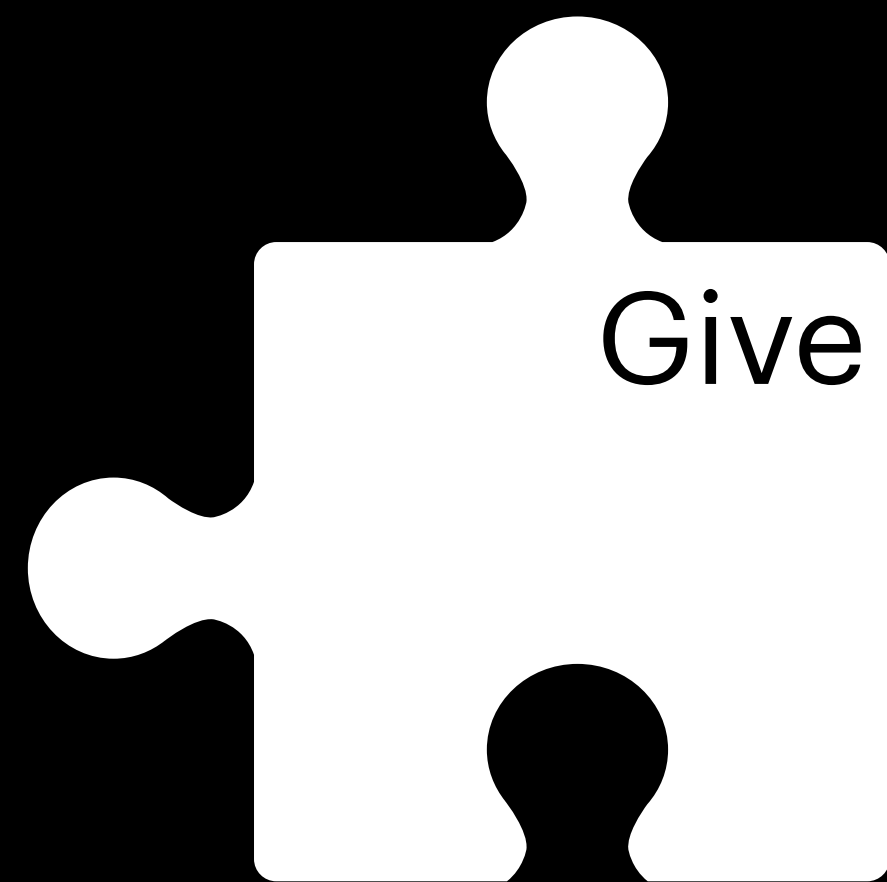
(Linguiti, 2022, p. 29)

Small Group Step 4

Create a Criteria-Alternatives Matrix
and Predict the Performance of Each
Alternative

Make The Trade-Offs Across Alternatives

- Cost-benefit analysis (CBA)
- Cost-effectiveness analysis (CEA)
- Multiattribute analysis (MAA)
- Prose-based statement



Small Group Step 5

Make The Trade-Offs Across
Alternatives

Small Group Step 6

Communicate the Results