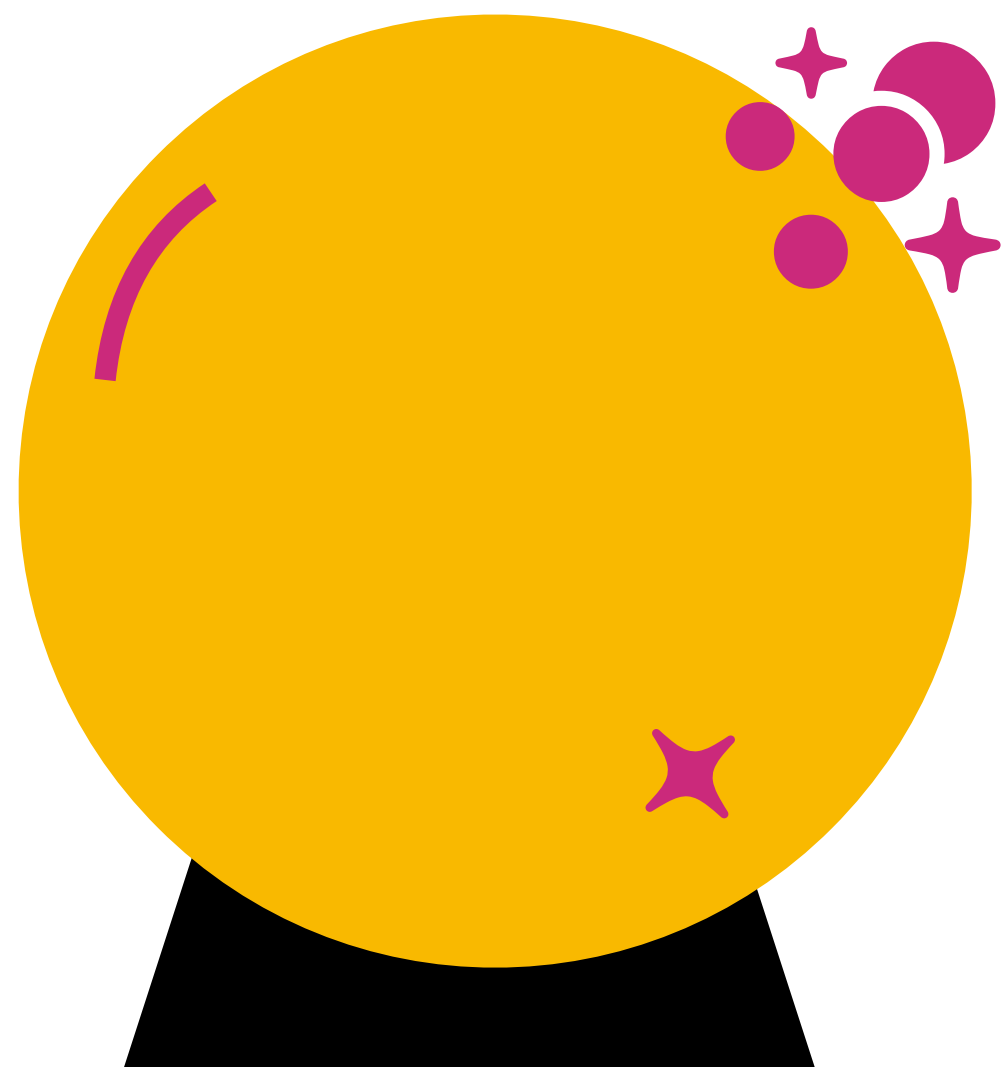


Intro to Advanced Policy & Practice

Prospective Policy Analysis

Systematic Examination of
Possible Future Policy Options



Jacob Campbell, Ph.D. LICSW
at Heritage University
Summer 2025 SOWK 588 Week 01

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

Review syllabus

Practice with the process of prospective policy analysis

Learning Objectives

Understand the significant assignments and general flow of this class.

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

SOWK 588

Course Syllabus



**SOWK 588 Advanced Policy Practice
Summer 2025, Online/Toppenish, 3 Credits**

INSTRUCTORS	Jacob Campbell, Ph.D., LICSW	
OFFICE HOURS	Toppenish Campus	Kennewick Campus
	Office: Simpkins Hall, Office 2126	By Arrangement
	Hours: By Arrangement	
	Other times by arrangement. Meetings can be in-person or via zoom. Schedule at https://vsp.ink/now	
PHONE	(509) 392-1056	EMAIL campbell_j@heritage.edu
DATE(s)	In-person sessions will be every other Saturday beginning 05/31/25 through 07/12/25. The online will occur every week.	

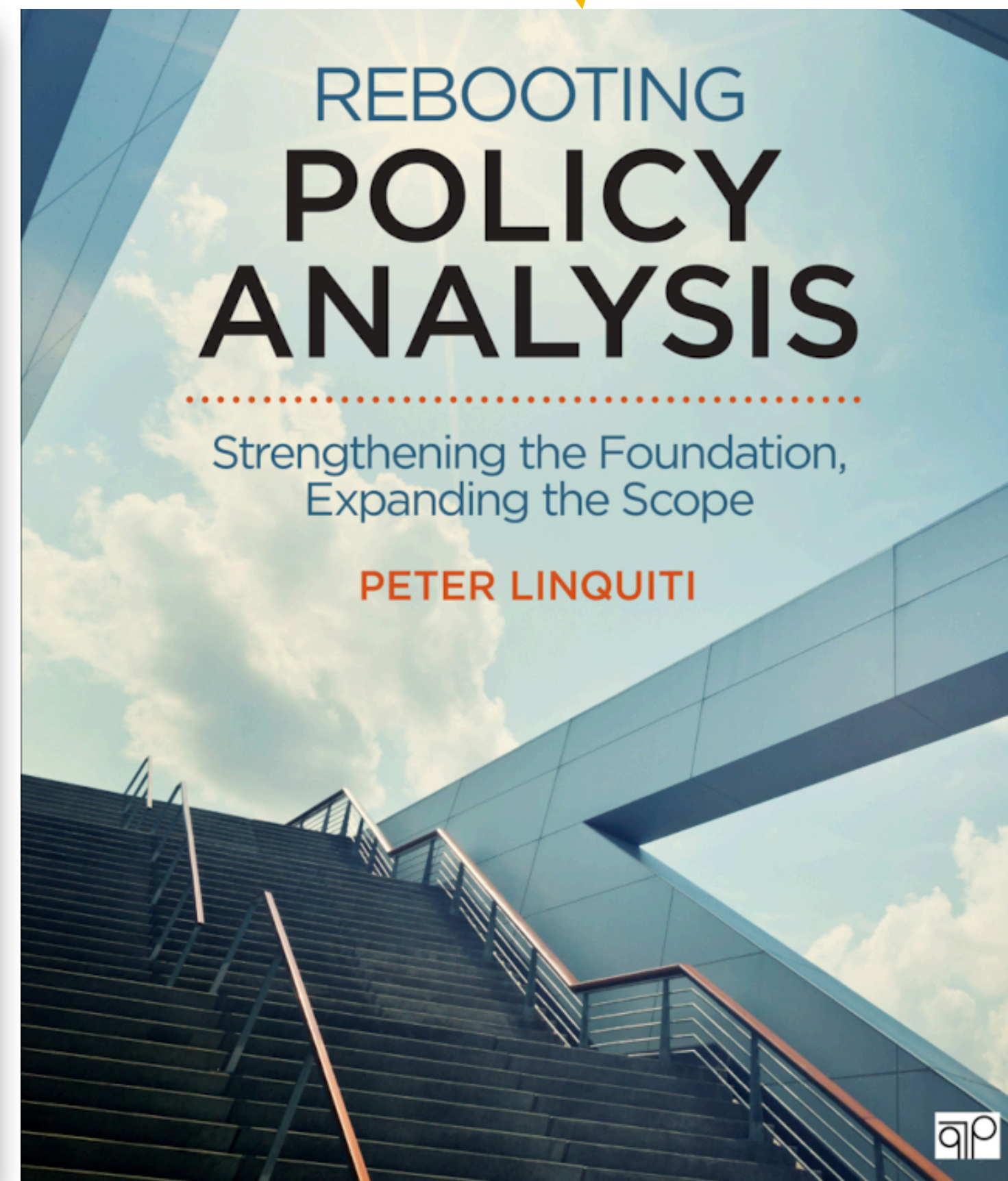
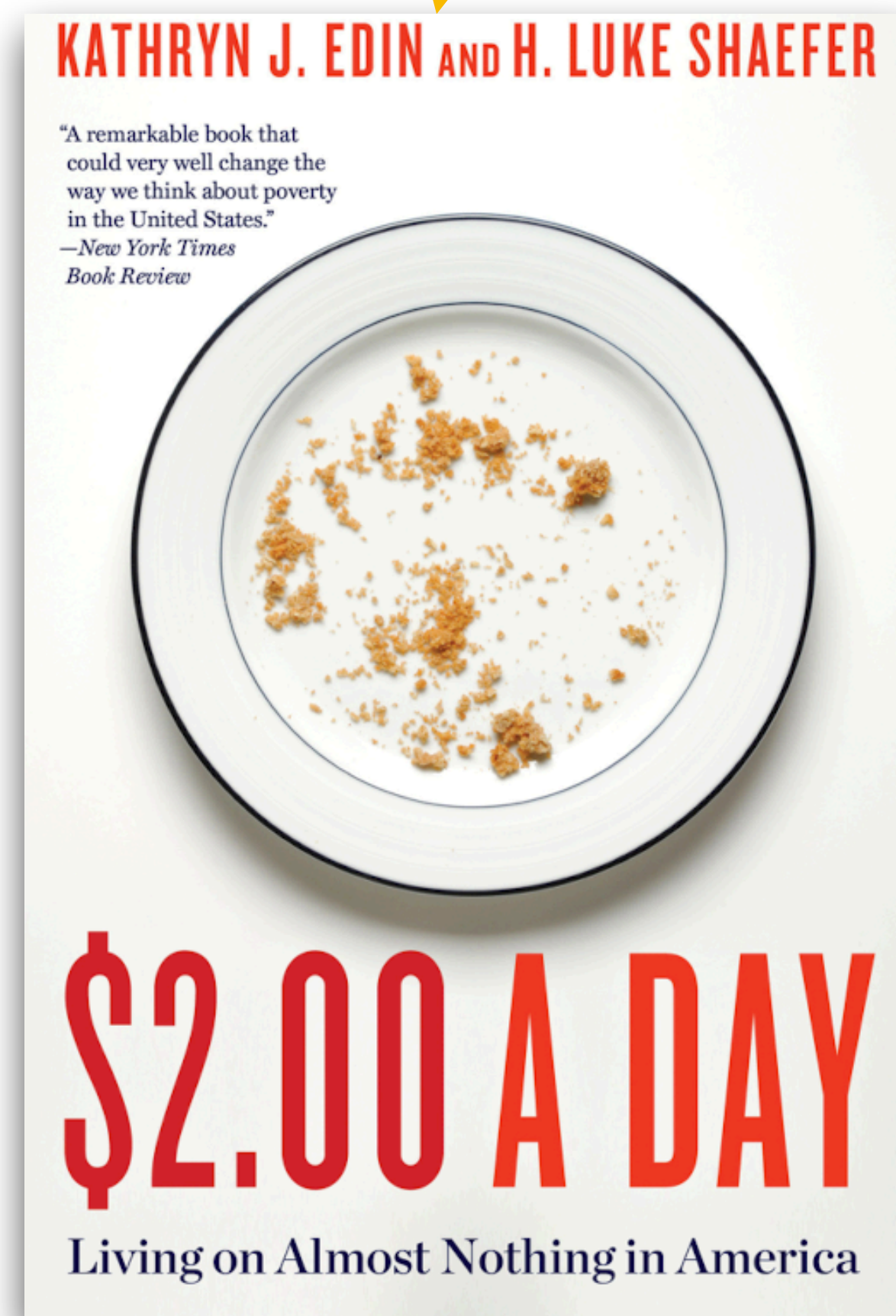
Land Acknowledgement

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 diverse client populations; create culturally tailored interventions; predict results; and evaluate outcomes. They will compare the Universal Declaration of Human Rights with the National Association of Social Workers (NASW) Code of Ethics, and social welfare policies in United States.

Textbooks

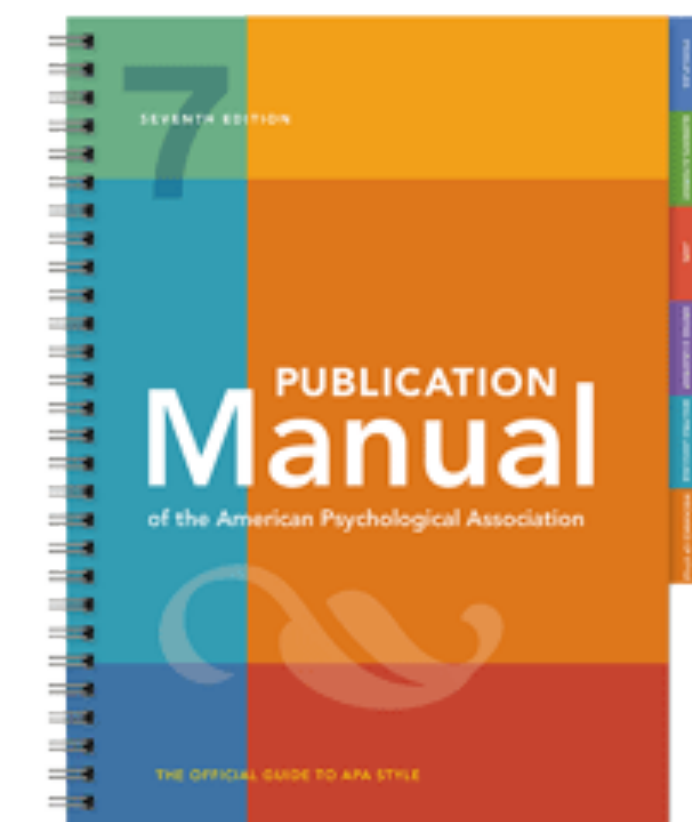


Helpful Resources

Library Guides

Native Americans

Latinx/Hispanic



Key Assignment

Policy Analysis and Advocacy Project

Part A

Policy Analysis Paper

Part A

Policy Advocacy Presentation

Assignments

8 Weeks

Weekly Online Discussion Forum

4 Class Sessions

Attendance and In-Class Participation

Two

Take Home Exams

Part A

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.

Include



- ✱ 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.
Analize 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.

Part B

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



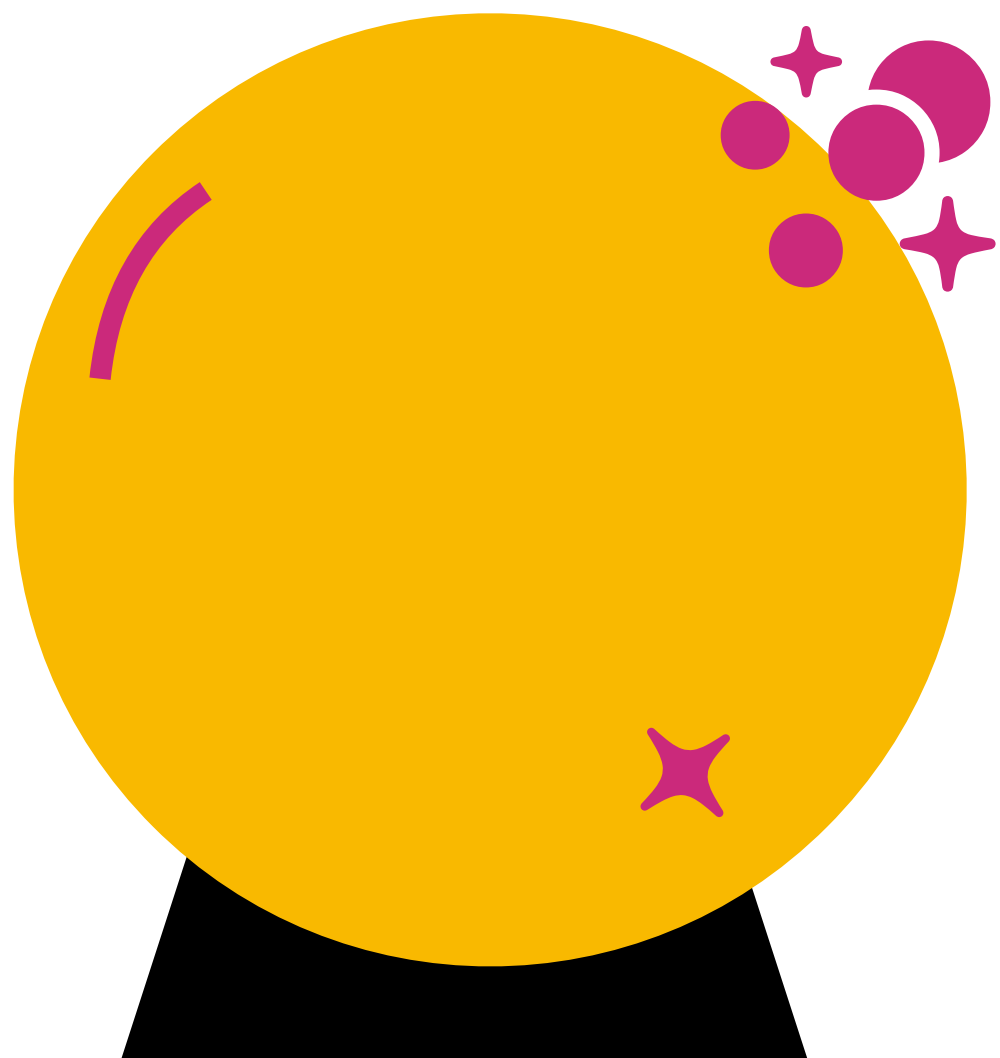
Policy Advocacy Presentation and Competency 5 Practice Behaviors Rubric

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, and enablers to implementation.
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.

Last class, what's the plan?

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



Small Group Step 0

Small groups of 3 or 4 with people around you. We are going to go through Linquiti'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 (Liquiti, 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

Pros	Cons

- **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 Critiera 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.*”

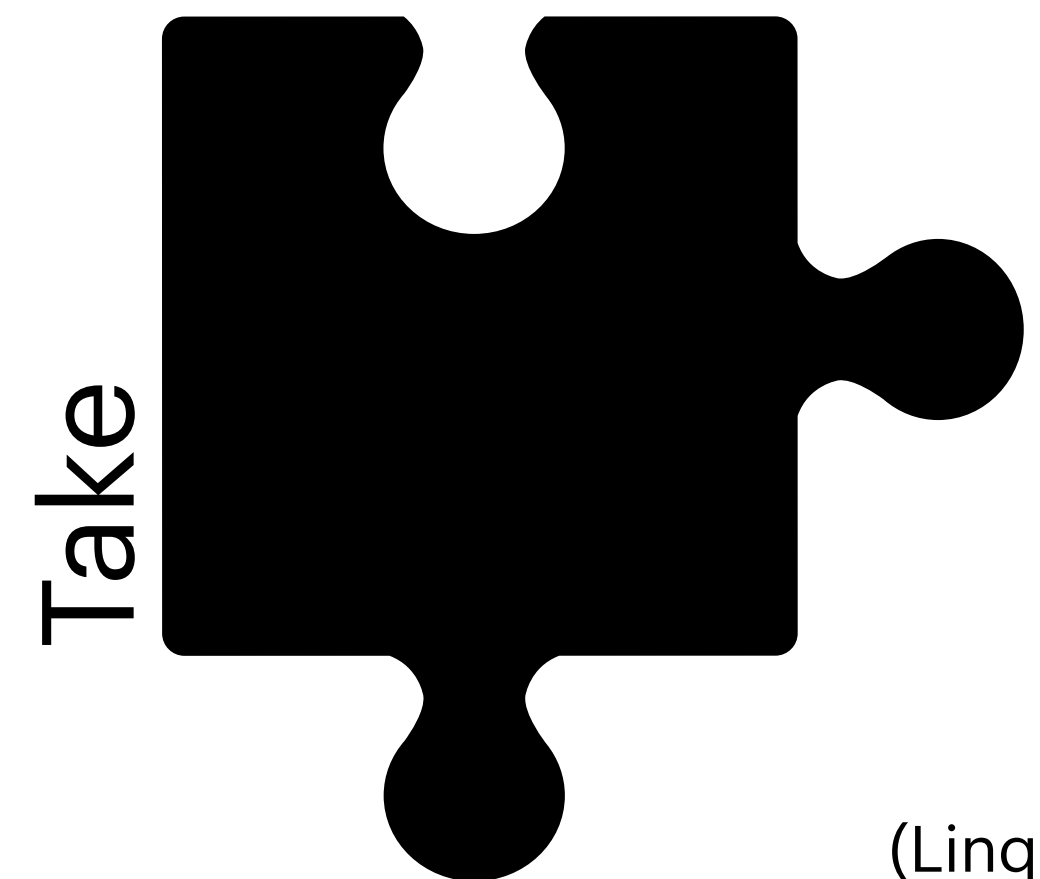
(Linguisti, 2022, p. 29)

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