

George Washington University
Trachtenberg School of Public
Policy and Public Administration
Presents

Virtual Lecture & Skill Building Week

for Students from
Renmin University
School of Public
Administration & Policy

Join us for a series of seminars on
public policy, budgeting, and urban
development from prominent GW
Trachtenberg School faculty.

JULY 5-9 | 8:00AM-10:30AM (BEIJING)

JULY 4-8 | 8:00PM-10:30PM (EST)

THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC

Trachtenberg School
of Public Policy
& Public Administration
THE GEORGE WASHINGTON UNIVERSITY



乔治华盛顿大学·Trachtenberg
公共政策和公共管理学院举办

为中国人民大学 公共管理学院学生的 线上讲座培训

与我们一起参加Trachtenberg
公共政策和公共管理学院的教
员举办的一系列有关公共政
策、预算、城市发展等等的线
上讲座及培训课。

7月5至9日上午8:00-10:30 (中国北京时间)

7月4至8日下午8:00-10:30 (美国东部时间)

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Program Agenda

DATE & TIME (BEIJING)

TOPIC & PROFESSOR

SKILL BUILDING

July 5th
8:00AM -
10:30AM

Public Policy and
Program Design &
Evaluation
*Dr. Kathryn
Newcomer*

- 1) Develop Theories of Change
- 2) Construct relevant performance measures
- 3) Develop learning agendas

July 6th
8:00AM -
10:30AM

Public Policy
Making Tools
Dr. Elizabeth Rigby

- 1) Define policy problems
- 2) Analyze policy alternatives measures
- 3) Communicate with elected officials

July 7th
8:00AM -
10:30AM

Public Budgeting
and Finance
Dr. Kate Yang

- 1) Develop budgeting systems
- 2) Develop strategies for improving accountability and performance
- 3) Interpret budgeting and accounting reports
- 4) Analyze tax policies

July 8th
8:00AM -
10:30AM

Strategies for
Community
Dr. Lori Brainard

- 1) Implement tools for effective offline and online engagement
- 2) Measure online engagement

July 9th
8:00AM -
10:30AM

Urban Planning
*Dr. Nancy
Augustine*

- 1) Use market mechanisms to shape urban development
- 2) Plan infrastructure to support development

Modules & Speakers



JULY 5TH: PUBLIC POLICY AND PROGRAM DESIGN & EVALUATION

Dr. Kathryn Newcomer
Professor of Public Policy and Public Administration

In this module, Prof. Newcomer will draw upon policy design literature and the evaluation capacity building (ECB) literature to help participants develop skills in building useful frameworks and processes to develop new programs or policies, and to evaluate existing policies or programs. She will describe how to develop processes, such as developing learning agendas, that can be employed to support intentional learning and impactful policies within public agencies. In addition, she will provide guidance on how to design organizational performance measurement systems that can support organizational learning.

SPEAKER BIO:

She served as the Trachtenberg School director for over 12 years, until July 2019. She is a Fellow of the National Academy of Public Administration, and currently serves on the Comptroller General's Educators' Advisory Panel. She served as an elected member of the Board of Directors of the American Evaluation Association (AEA) (2013-2015 and 2016-2018), and as AEA president for 2017. She served as President of the Network of the Association of Schools of Public Policy, Affairs and Administration (NASPAA) for 2006-2007. She routinely conducts research and training for federal and local government agencies and nonprofit organizations on performance measurement and program evaluation, and has designed and conducted evaluations for many U.S. federal agencies and dozens of nonprofit organizations.

Modules & Speakers

**JULY 6TH:
PUBLIC POLICY MAKING TOOLS**

Dr. Elizabeth Rigby
Associate Professor of Public Policy and Public Administration



In this module, Prof. Rigby will provide students with an overview of common tools of analysis used to guide policymakers when choosing the most effective policy to solve public problems. Of particular focus will be the use of multi-criteria policy analysis in which the analyst is able to systematically map the necessary trade-offs among conflicting priorities, constraints, and institutional capacity that structure the policymaking process. To put this learning into action, students will participate in a case study exercise in which they analyze and then make recommendations for maximizing the positive outcomes (and minimizing the negative outcomes) of a particular policy choice.

SPEAKER BIO:

In current research, Dr. Rigby examines the representation of the poor across state legislatures and in the U.S. Senate, public opinion regarding health disparities, achievement gaps and other forms of social inequality, and the ways academic research can be better utilized in the policymaking process. Her research has been published in a range of journals including: *American Journal of Political Science*, *Health Affairs*, *Journal of Policy Analysis and Management*, *Policy Studies Journal*, *Political Research Quarterly*, and *Journal of Health Politics, Policy, and Law*.

Modules & Speakers

JULY 7TH: PUBLIC BUDGETING AND FINANCE

Dr. Kate Yang
Assistant Professor of Public Policy and Public Administration



In this module, Prof. Yang will discuss the various budgeting systems and how they may improve transparency, enhance accountability, and guide policy making. Participants will develop skills in interpreting budgeting and financial reports. Further, Professor Yang will discuss the two distinct ways of financing public services, taxation and borrowing. Participants will apply the principles of taxation to evaluate government revenue policies.

SPEAKER BIO:

Lang (Kate) Yang teaches public budgeting and finance and conducts research on state and local public finance and financial management. For recent research projects, Dr. Yang examines how states address local government fiscal stress through monitoring, intervention, and bankruptcy authorizations. Further, she explores the information asymmetry between state and local governments as well as in the municipal bond markets, and how it affects the design and functionality of fiscal institutions. Lastly, she studies the incentives and impediments to government financial reporting, disclosure, and transparency. She publishes in journals including *Public Administration Review*, *National Tax Journal*, *Health Economics*, *Public Budgeting and Finance*. Prior to her academic career, she worked as a program evaluation specialist for the Minnesota state legislature.

Modules & Speakers

JULY 8TH: STRATEGIES FOR COMMUNITY

Dr. Lori Brainard
Associate Professor of Public Policy and Public Administration



In this module, Prof. Brainard will draw upon the civic engagement literature and the literature on social media in public administration, which will help participants understand why community engagement matters, how citizens and government use social media for community engagement, and the tools and challenges engaging communities and in measuring engagement.

SPEAKER BIO:

Dr. Brainard is primarily interested in communication. The bulk of her work focuses on how ordinary people, nonprofit and grassroots advocacy organizations, and government agencies use the internet to activate and mobilize for change and to disseminate information, conduct transactions, and engage in community building and collaboration. Her current research focuses on how students from the Marjory Stoneman Douglas High School in Parkland, FL—as well as other stakeholders and policy actors—have used social media for advocacy since the 2018 shooting.

Modules & Speakers

JULY 9TH:
URBAN PLANNING

Dr. Nancy Augustine
Professional Lecturer of Public Policy and Public Administration



In this module, Prof. Augustine will draw upon market mechanisms to help participants understand how they shape urban development. This lecture will also help develop skills in planning infrastructure to support urban development.

SPEAKER BIO:

Dr. Augustine's teaching and research are informed by more than 25 years of experience in various aspects of local government policy formation, research, implementation and evaluation, including more than ten years of experience as an urban planner at the local government level. In recent years, she has worked for the Pew Charitable Trusts, the National Conference of State Legislatures and Economic Systems, Inc.