

Sample NLC Institute Curriculum

Comprised of 2009 Institute Trainings from Around the Nation

JANUARY - Entrepreneurship

1. Life Entrepreneurship 1.5-Day Workshop

Trainer: Christopher Gergen, President of New Mountain Ventures

Brief Description: Fellows begin NLC's Institute with a deep exploration of the entrepreneurship concept and are divided into core support teams. Together, Fellows assess their ability to tolerate the necessary risk to create an extraordinary career path. Fellows work with each other and the facilitator to sketch out their short term and long term goals. Throughout the rest of the NLC Institute, entrepreneurship teams continue to meet and mutually support each other in their efforts to position their lives for maximum achievement.

2. Guest Speaker on Political Entrepreneurship

Speaker: Chris Gabrieli, Founder of Mass2020

Brief Description: Former MA Gubernatorial candidate, and well known venture capitalist/entrepreneur Chris Gabrieli discusses the value of an entrepreneurial mindset. Using the example of Mass2020, his extended-school-day advocacy organization, Gabrieli demonstrates how the progressive movement is built through creativity and ability to take advantage of opportunity.

FEBRUARY - Communications

1. Public Speaking Half-Day Workshop

Trainer: Christina Harbridge, Founder of Allegory

Brief Description: Fellows are prepared to speak like pro's in front of any size audience or in media outlets by focusing on authenticity, confidence, and connecting with audience emotions. Fellows are required to give a sample speech and undergo collective feedback.

2. Press Skills

Trainer: Gil Meneses, former DNC Spokesman

Brief Description: Fellows are educated in all aspects of professional press and media operations, trained to write press advisories and releases, and make a press/media pitch.

3. Television and Radio Communications

Trainer: Eric Jaye, Campaign Manager for San Francisco Mayor Gavin Newsom

Brief Description: An explanation of the media business, and the creative and strategic process behind tv and radio advertising efforts, with a discussion of how the media landscape is changing.

4. Speech writing

Trainer: Ryan Clancy, West Wing Writers Group

Brief Description: An interactive workshop on how to craft a speech with a strong storyline, memorable visuals, effective language and pacing, and a message that resonates.

5. Messaging and Strategic Communications

Trainer: Amy Hunt, President of A House on Fire Inc.

Brief Description: A training that focuses on developing a core message that will resonate with the public, and the strategic framework of disseminating a message.

MARCH – Political Management

1. Polling, Focus Groups, and Market Research

Trainer: Ben Tulchin, Founder of Tulchin Research

Brief Description: Everything you need to know about how to develop, execute, and analyze polls, focus groups and market research – with case studies.

2. Predictive-Analytical Voter Targeting

Trainer: Amy Gershkoff, Founder of Changing Targets Media

Brief Description: Exploring the cutting edge, data-driven, statistical targeting models that drive modern voter contact strategies.

3. Voter File Management

Trainer: Jim St. George, Founder of the Voter Activation Network VAN

Brief Description: Learn how to manage a voter file and large data systems from the developer of the Obama campaign's voter file.

4. Opposition and Self Research

Trainer: Mike Gehrke, former DNC Research Director

Brief Description: How to know your opposition, and your own vulnerabilities; what works; case studies of effective and ineffective candidate research; and insider political baseball.

5. Campaign Management , Strategy, and Field Half-Day Seminar

Trainers: Casey O'Shea, former DCCC National Field Director
Brian Smoot, former DCCC National Political Director

Brief Description: From the guys who led the charge to build the Democratic majority in the House of Representatives, learn and understand the manager's #1 job: to develop and manage a strategic budget. Plus, an in-depth look at the front lines of political campaigns and management case studies.

6. Guest Speaker on Running for Office

Speaker: Andrea Cabral, Sheriff of Suffolk County (Boston), MA

Brief Description: What it takes to run a successful progressive campaign for office and then serve in elected office, from the perspective of an unlikely candidate and popular public servant.

APRIL - Internet and Technology

1. Understanding the Progressive Blogosphere

Trainer: Markos Moulitsas, Founder of DailyKos.com

Brief Description: Understanding the norms and culture and influence of the progressive blogosphere, and how to become a contributor and/or work with blogs to advance progressive causes

2. Social Media Training

Trainer: Leslie Bradshaw, Communications Director of New Media Strategies Inc.

Brief Description: Ensuring all Fellows are 100% competent to build strong profiles and leverage social media – including Facebook, LinkedIn, Twitter, and other online communities.

3. Online Organizing

Trainer: Dr. Alan Rosenblatt, Vice-President of Center for American Progress

Brief Description: Fellows learn the do's and don'ts of online organizing, analyze internet trends, and discuss how to take advantage of the next wave of internet innovation.

4. Online Advertising

Trainer: Josh Koster, Managing Partner of Chong Designs

Brief Description: Fellows learn how to execute cutting-edge online advertising campaigns, using Google ads, blog ads, and more. They discuss how to track results and create metrics for success, and pitfalls to avoid too.

5. Storytelling and Viral Media

Trainer: Jonah Sachs, President of Free Range Studios

Brief Description: Fellows learn what works and spreads in viral media, and discuss how to create compelling / surprising / interesting progressive stories that will take off.

MAY – Fundraising and Finance, and Graduation

1. Candidate and Campaign Fundraising

Trainer: Ken Maxey, Deputy Political Director of the DNC

Brief Description: The nuts and bolts of campaign fundraising strategy and the skills needed to be successful.

2. Economics and Corporate Finance

Trainer: Josh Becker, Founder and Chair of Full Circle Fund

Brief Description: The corporate side of finance and fundraising, including venture efforts and various techniques for raising money and selling equity.

3. Nonprofit Fundraising

Trainer: Patrick O'Heffernan, Founder of InTheStudio.com

Brief Description: How to raise money and build sustainable not-for-profit organizations, including grants, large, and small dollar fundraising.

4. Graduation Speaker

Speaker: Tim Murray, Lt. Governor of Massachusetts

Brief Description: NLC's Graduation Ceremony