



July 8-September 15, 2018
Course Syllabus

- Review the email you received about the OLAA Community.
 - Class will be presented through a private group established for the Online Advocacy Academy in the ASRT Communities. Discussion posts and conference calls will be the primary sources of communication.
 - All times listed in the syllabus are Mountain time.
- Welcome, Orientation and Introduction Webinar – 6:30 p.m., July 2, 2018.

Module 1 – Who and What Makes a Good Advocate?

Begins: July 8, 2018

Ends: July 14, 2018

Objectives:

- Identify advocacy development opportunities for the affiliate.
- Identify skills that individuals may already have to assist them in becoming strong advocates for the profession.
- Develop skills to help make fellow R.T.s, patients and employers aware of professional issues.
- Enhance the visibility of the profession and each affiliate in the health care community.

Project:

In a short written statement (fewer than 200 words), describe how you plan to use the advocacy skills that you develop as part of your leadership journey. What are your goals and the advocacy goal of your affiliate society? How will your advocacy skills support you in your professional journey?

After you have completed your statement, please post it in your student folder in the Shared Files section in the OLAA Community using the following naming convention:

OLAA18_LastName_Module1. While in the OLAA Community, post one discussion question or comment about Module 1 and respond to at least one discussion from a classmate.

After completing Module 1, please start Module 2. Modules 1 and 2, along with the corresponding assignments, should be completed by midnight on July 28.

Other Activities:

- None.

Module 2 – Strategic Planning for Advocacy Efforts

Begins: July 15, 2018

Ends: July 28, 2018

Objectives:

- Learn strategic plan development and management.
- Set goals and benchmark progress.
 - SWOT analysis
 - Strategic planning tools
 - Benchmarking
 - Goal measurement

Project:

Create a model advocacy strategic plan for your affiliate based on a current issue that your affiliate may be facing or a trend in professional standards that you have identified. This project should include:

- A sample SWOT analysis.
- A strategic plan with at least two advocacy goals and two action items.
- Measurements you could use to assess your affiliate's progress.

After you have completed your project, please file it in your student folder in the Shared Files section in the OLAA Community using the following naming convention:

OLAA18_LastName_Module2.

Post one discussion question or comment about Module 2 and respond to at least one discussion from a classmate.

Modules 1 and 2, along with the projects, should be completed no later than midnight on July 28.

Other Activities:

- A class conference call to discuss the projects and Modules 1 and 2 will be held on July 26 at 6:30 p.m.
- All OLAA participants are encouraged to participate in the call. If you are unable to attend the call in person, you must listen to a recording of the call within 10 days of it being posted in the OLAA Community.

Module 3 – Researching the Issues and the Legalities of Lobbying

Begins: July 29, 2018

Ends: August 4, 2018

Objectives:

- Elements of researching legal standards
- Statutes and regulations
- Bill and regulation drafting
- State lobbying, filing and reporting
- Hiring and managing a lobbyist

Project:

There is no project for this module; however, you can reinforce what you've learned by researching and finding the following on your state legislature's website:

- Find your state's R.T. licensure law and regulations (or state radiation control regulations if there is not a licensure law in your state).
- Find your state's bill drafting manual.
- If your state has a licensure program, which agency or department manages its operation?
- Find who handles lobbyist registrations and reports in your state.

Share the information you found on your state's website in a Module 3 discussion post in the OLAA Community. Respond to at least one post from a classmate.

After completing Module 3, please start Module 4. Modules 3 and 4, along with the projects, should be completed by midnight on August 18.

Other Activities:

- None.

Module 4 – Working With Change Leaders

Begins: August 5, 2018

Ends: August 18, 2018

Objectives:

- Message development and creating opportunities for the public to become involved
- Collateral materials
- Advocacy events
- Knowing which lawmakers and stakeholders to target
- Legislative process

Project:

Create an advocacy campaign plan around the strategic plan you created for Module 2. Focus your campaign plan around a hypothetical situation such as encroachment, enhancing standards or establishing and defending licensure laws.

Submit the following for this project:

- Create two talking points to share with lawmakers or the public.
- Describe the attributes of a possible bill sponsor.
- Draft an introductory message about your issue to a friendly stakeholder.
- Draft an introductory message to an adversarial stakeholder.
- Create a followup message to a lawmaker.

After you have completed your project, please post it in your student folder in the Shared Files section in the OLAA Community using the following naming convention:

OLAA18_LastName_Module4.

While in the OLAA Community, participants must post one discussion post about Module 4 on the discussion board and respond to at least one post from a classmate.

Modules 3 and 4, along with the projects, should be completed by midnight on August 18.

Other Activities:

- A class conference call to discuss the projects and Modules 3 and 4 will be held on at 6:30 p.m. on August 16.
- All OLAA participants are encouraged to participate in the call. If you are unable to attend the call in person, you must listen to a recording of the call within 10 days of it being posted in the OLAA Community.

Module 5 – Telling Your Advocacy Story To Get Others Involved

Begins: August 19, 2018

Ends: August 25, 2018

Objectives:

- Public and Media Relations
 - What are public relations?
 - Public relations and advocacy.
 - Creating a PR plan
 - Media relations
 - Crisis communications

Project:

There is no project for this module; however, there are things to do on your own that will reinforce what you've learned. Completing these items will help prepare you for Module 6.

- Find the websites for the network television affiliate stations (ABC, NBC, CBS, FOX, etc.) in your area and websites for major newspapers in your state.
- Find the most recent news item posted on your affiliate website. When was it published?
- Find a sample of a news item on ASRT's website.
- If you have not already done so, sign up for alerts on ASRT's [Facebook page](#) (American Society of Radiologic Technologists) and [Twitter feed](#) (@ASRT).

Before starting Module 6, please complete the Module 5 project to visit websites and collect the information above. Share the information you found in your Module 5 discussion post in the OLAA community. Remember to respond to at least one post from a classmate.

After completing Module 5, please start Module 6. Modules 5 and 6, along with the projects, should be completed by midnight on September 15.

Other Activities:

- None.

Module 6 – Sustaining the Effort

Begins: August 26, 2018

Ends: September 8, 2018

Objectives:

- Identify issues and trends and refresh your long-term advocacy strategic plan.
- Learn methods for attracting new advocacy volunteers.
- Develop an advocacy volunteer succession plan.
- Budget for long-term affiliate advocacy.
- Create long-term relationships with lawmakers, including a political action committee.

Project:

Write a short essay (no longer than 2,000 words). In your essay:

- Identify the resources your affiliate has in place to support your sample advocacy strategic plan and the resources that the affiliate needs to create a robust advocacy effort. You do not need to create an exhaustive list of resources, but please list two resources already in place and two resources to develop.
- Detail how you plan to build a long-term strategic advocacy plan that helps the affiliate successfully deal with unexpected issues and prepare the membership to take action. Include what you think the first step in plan creation should be.

After you have completed the Module 6 project, please post it in your student folder in the Shared Files section in the OLAA Community using the following naming convention:

OLAA18_LastName_Module6. While in the OLAA Community, please post one question or comment about Module 6 on the discussion board and respond to at least one post from a classmate.

All OLAA projects must be completed by September 15. There will be a class conference call at 6:30 p.m. on September 6 to discuss Modules 5 and 6. All OLAA participants are encouraged to attend and participate on the call before the session ends on September 15.

Modules 5 and 6, along with all OLAA projects must be completed by midnight, September 15.

Other Activities:

- A class conference call to discuss the projects and Modules 5 and 6 will be held on at 6:30 p.m. on September 6.
- All OLAA participants are encouraged to participate in the call. If you are unable to attend the call in person, you must listen to a recording of the call before midnight on September 15.

Wrap-up and Course Completion

Begins: September 9, 2018

Ends: September 15, 2018

- All projects for Modules 1, 2, 4 and 6 must be posted to your folder in the Shared Files section of the OLAA Community no later than midnight on September 15.
 - All discussions must be posted by midnight on September 15.
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- An evaluation form will be emailed to participants the week of September 9. ASRT would appreciate your input on what OLAA discussions, module content and projects you found to be the most useful for your advocacy journey.
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- Certificates of completion will be mailed to OLAA graduates the week of September 24. To receive a certificate of completion, you must have completed all module projects, discussion posts and course evaluation, and participated in or listened to all conference calls by midnight, September 15.