The Washington Campus open-enrollment courses are unique, intensive, residency experiences in Washington, D.C. — for Executive, EMBA, MBA, and other types of graduate and professional students. Courses focus on how specific organizations and industries are affected by public affairs and public policy; how public policy is made and influenced; and how public affairs and public policy must be strategically, effectively, and ethically managed to create profitable and sustainable ‘win-win’ solutions for business, government, and society.

The Washington Campus courses are a distinctively valuable personal and professional development opportunity for both current and future business leaders. Participants learn directly from those who actually make and shape public affairs and public policy: corporate public affairs and government relations executives; leaders of associations, think tanks, and non-profit organizations; lobbyists; media; current and former members of Congress and congressional staff; current and former leaders in the Executive Branch and from independent regulatory agencies; and much more.

The Washington Campus, founded in 1978, is a non-partisan, non-profit 501(c)(3) higher education consortium. The Campus welcomes participants from diverse backgrounds and does not discriminate on the basis of gender, race, orientation, religion, national or ethnic origin, or disability.

Participating Consortium Members:
- Arizona State University
- University of California, Berkeley
- University of California, Los Angeles
- Emory University
- University of Florida
- Howard University
- Indiana University
- University of Michigan
- University of New Mexico
- University of North Carolina at Chapel Hill
- Northeastern University
- The Ohio State University
- Purdue University
- Rice University
- University of Texas at Austin
- Texas A&M University
- Many other program partners worldwide

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Executive/EMBA Courses 2020
Intensive Executive Residency Programs
Washington, D.C.

Strategically Managing Health Care Policy
September 28-30, 2020

Strategically Managing Public Affairs and Public Policy
June 15-17, 2020 - ONLINE OPTION
October 12-14, 2020

For more information and registration:
info@washcampus.edu

The Washington Campus
1150 18th Street NW, Suite 400
Washington, D.C. 20036
(202) 234-4446
info@washcampus.edu
Strategically Managing Health Care Policy  
**September 28-30, 2020**  
Washington, D.C.

Public affairs and public policy profoundly shape the entire health care sector. Executives, entrepreneurs, and health care professionals must understand how the public policy process works and how to more effectively navigate this evolving landscape. This course enables participants to interact directly with health care policy makers and influencers, regulators, and other experts. Participants gain a richer understanding of how to more strategically plan and successfully operate in such a complex and dynamic health care policy environment.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

**KEY COURSE TOPICS**
- Strategic Management of Health Care, Public Affairs, and Policy
- Breaking the Bank: Understanding Government Health Care Spending
- Health Care: The Legislative Policy Making Process
- Navigating the Acronyms, from CMS to FDA Regulatory Processes and Agencies
- Insurance and Costs; Coverage and Care: Medicare & Medicaid as Models?
- Shaping Health Policy: Strategic, Corporate, and Coalition Advocacy
- Emerging Issues in Health Policy: Ongoing Challenges and New Opportunities

“Perfect curriculum to understand the relationship between business and health care policy.”
— Recent Health Policy Participant

“Fantastic. Very informative. Relevant topics, knowledgeable speakers, valuable insights.”
— Recent Business & Policy Participant

Politics and economics of health care policy: Discussion with Governor Howard Dean, M.D.
Future of health policy: Ms. Susan Dentzer, former Editor-in-Chief of Health Affairs
Tour and discussion of health innovation and policy at Center for Total Health on Capitol Hill
Mr. Greg Meuer, VP, Facebook, on strategy and public policy
Lt. Gov. Michael Steele, former RNC Chairman, on why executives must understand government and politics
Ms. Wendy Cutler, former senior U.S. trade official, on strategically navigating trade negotiations and trade policy

Comments from Recent Participants

“The expertise, breadth and depth of this program, and the access it provides, is second to none.”

“Opened my eyes — applying this knowledge to my business will be incredibly valuable.”

“Excellent speakers. Exceptional learning. Best part of my professional education — terrific!”

“This course is essential for EMBAs, aspiring executives and entrepreneurs — anyone who is or soon will be in a leadership position.”

Strategically Managing Public Affairs and Public Policy  
**June 15-17, 2020**  
**ONLINE OPTION**  
**October 12-14, 2020**  
Washington, D.C.

The Washington Campus’ intensive, experiential, executive residency courses are a unique personal and professional development experience. Participants interact directly with policy makers, influencers, and top executives in both the private and public sectors. Course objectives focus on how public affairs and public policy must be strategically, effectively, and ethically managed in order to create profitable and sustainable “win-win” solutions for business, government, and society.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

**KEY COURSE TOPICS**
- Strategic Management of Corporate Public Affairs
- 360 Degree Advocacy: The New Business of Lobbying
- Navigating Critical Regulatory Agencies and Processes
- The Role and Strategic Use of Associations and Coalitions
- Public Affairs, Policy, and the New Media Landscape
- Managing the Politics and Economics of Trade Policy
- Policy Case Studies — e.g., Tax, Cyber, Immigration, Environment

“The expertise, breadth and depth of this program, and the access it provides, is second to none.”

“Opened my eyes — applying this knowledge to my business will be incredibly valuable.”

“Excellent speakers. Exceptional learning. Best part of my professional education — terrific!”

“This course is essential for EMBAs, aspiring executives and entrepreneurs — anyone who is or soon will be in a leadership position.”
STRATEGICALLY MANAGING PUBLIC AFFAIRS AND PUBLIC POLICY
A Washington, D.C. Executive Seminar

Day 1 @ The Washington Campus
Strategic Management of Business, Public Affairs, And Public Policy
Dr. Mike Lord, President, The Washington Campus

Understanding the Politics and Process of Legislative Policy Making
Senator Trent Lott, Senior Counsel, Squire Patton Boggs; Former Senate Majority Leader

Lobbying 2.0: Strategic 360 Degree Business Advocacy
Hon. Bruce Mehlman, Founder, Mehlm & Co.; Former Asst. Secretary of Commerce for Technology

Corporate Public Affairs and Government Relations: A Global C-Suite Perspective
Ms. Carolyn Brehm, Founder and CEO, Brehm Global Ventures; Former Vice President, Global Government Relations, Procter & Gamble

Navigating the Politics and Economics of International Trade Policy
Ms. Wendy Cutler, Managing Director, Asia Society; Former Deputy U.S. Trade Representative

Evening Reception and Networking at POV

Day 2 @ Capitol Hill / Capitol Hill Club
Navigating Regulatory Processes, Agencies, and Advocacy
Mr. Michael Fitzpatrick, Senior Counsel and Head of Regulatory Advocacy, GE

The Politics, Economics, and Business Impacts of Macroeconomic and Tax Policy
Dr. Doug Holtz-Eakin, President, American Action Forum
Former Director, Congressional Budget Office & Chief Economist, Council of Economic Advisers

Meetings with Members of Congress, Staff, and Committee Staff; Congressional Committee Hearings

Immigration Policy: Challenges for Business and Government
Ms. Theresa Cardinal Brown; Director of Immigration and Cross-Border Policy, BPC

Visit and Discussion, U.S. Capitol – How Congress Works (Or Not)
The Honorable Cliff Stearns, President, U.S. Association of Former Members of Congress

Evening Reception at National Press Club
The Impact of Media on Public Affairs, Politics, and Policy
Mr. Rick Klein, Political Director, ABC News
Mr. James Hohmann, National Political Correspondent, The Washington Post

Day 3 @ The Washington Campus
Understanding the Strategic Role of Associations and Coalitions
Mr. Jim McGreevy, President and CEO, The Beer Institute

Cybersecurity Policy: Challenges for Business and Government
Ms. Kristin Royster, Senior Vice President, Global Cyber Security Public Policy, Bank of America

Managing Business Strategy, Public Affairs, and Public Policy: Facebook
Mr. Greg Maurer, VP, Public Policy, Facebook; Former VP, Corporate Affairs, UPS

Public Policy, Politics, and Profit: Why Business Leaders Must Understand Government
Lt. Gov. Michael Steele; CEO, The Steele Co. & MSNBC Political Analyst; Former Chairman, RNC

Integration and Conclusion, Presentation of Certificates
Sample 3-Day Agenda
(Actual Previous 2019 Agenda, 2020 Agenda Pending Scheduling)