



Universität Augsburg
Wirtschaftswissenschaftliche
Fakultät

Spring 2022 IU O'Neill School V600 Global Capstone

*Enhancing the Political Engagement of Americans
Living in Germany*

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Agenda

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The Client

Democrats Abroad Germany (DAG)

- Democrats Abroad (DA)
 - Official overseas arm of Democratic Party, USA
 - Recognized by the DNC
 - Equivalent of a US state party
 - Volunteer run, nonprofit association
- DAG
 - Country Committee of DA
 - Nearly 16,000 members
 - 14 local Chapters, 8 Policy Issue Caucuses
- Key Activities for Americans Living Abroad
 - Register US citizens to vote
 - Assist in properly requesting, completing and submitting ballots
 - Provide opportunities for political engagement
 - Advocate for issues and policies



- Kenton Barnes
 - Chair, DAG
- Jonah Otto
 - Munich Chapter Vice Chair, DAG

The Partner

Universität Augsburg

- Faculty of Business and Economics
 - Department of Management and Organization
- Master Students
 - Interests in Public Policy and NGO Management
 - Backgrounds in Management Sciences
- Integrated into groupwork
- Increased level of internationality
- Enhanced project management skills



The Tasks

Of essential strategic and operational importance

- DAG Fundraising and Financial Assessment – *Emily Lines, DAG Vice Chair*
 - Assess current fundraising portfolio and provide strategic recommendations
 - Evaluate merchandising program and provide strategic recommendations
 - Analyze efficiency of current IT solutions for finance and accounting
 - *Concentration Matches*: Nonprofit Management, Public Financial Administration, Policy Analysis, Information Systems, etc.
- Strategic Analysis of DAG Caucus System – *Kaili Morris, DAG Caucus Coordinator*
 - Establish best practices and standard operating procedures for the Caucus Committee
 - Create a member survey to gather stakeholder feedback on interests and expectations of the Caucuses
 - Perform an inter-organizational assessment to understand opportunities for the Caucuses to collaborate with other areas of DAG
 - *Concentration Matches*: Nonprofit Management, Policy Analysis, Public Management, etc.
- “Get Out The Vote” (GOTV) Opportunity & Growth Analysis – *Teresa Ritterhoff, DAG GOTV Coordinator*
 - Develop best practices for potential member identification, registration and long-term retention
 - Assess methods for achieving success while remaining compliant with GDPR (EU data privacy regulations)
 - Coordinate with US state and county parties to attain access to overseas voter data
 - *Concentration Matches*: Nonprofit Management, Policy Analysis, Information Systems, Public Management, etc.
- DAG Communications & Advertising Assessment – *Kaitlyn Kennedy, DAG Communications Coordinator*
 - Complete assessment, critique and review of current communications & advertising portfolio
 - Provide strategic recommendations for effective outreach in the lead-up to the 2022 midterm election cycle
 - *Concentration Matches*: Nonprofit Management, Policy Analysis, Public Financial Administration, Public Management, etc.

The Structure

International, Multicultural Teams

- Self-divide into 4 groups
 - 1 group per task
 - Students from Uni-Augsburg will be placed with each group, as possible
 - Each group selects a leader
- Each group leader coordinates with Jonah and their task's DAG point person for information and resources
- Each group completes their necessary work independently, collaborating with the other groups when necessary
- The 4 task group leaders work together to collate and format the final report into one cohesive document



The Travel

Meeting the Client & the Partner

- During spring break 2022
- Optional
- One half week in Augsburg/Munich, one half week in Berlin
- Workshop sessions with the Partner
- Meeting and reporting to the Client
- Cultural excursions to build cultural and historical context



The Deliverables

The Products of the Groups

- Group Work Plan
 - Map out how and when work will be completed throughout the semester
 - Presented by the group leader
- Group Progress Report 1
 - Display progress, report changes and detail remaining work
 - Presented by the group leader
- Group Progress Report 2
 - Report progress and remaining work to Client during travel component
 - Traveling group members present in person, non-travelling group member present via Zoom
- Final Written Report
 - Group leaders combine all of their teams' work into one detailed report of findings to be presented to client
- Final Presentation
 - Groups decide how to divide up the presentation of the final report to the client
 - The client and partner will participate via Zoom



Questions?