

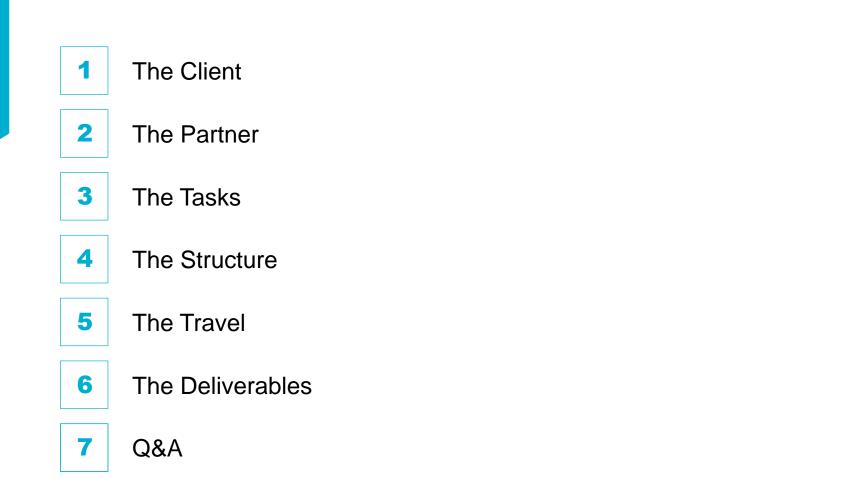
## Universität Augsburg Wirtschaftswissenschaftliche Fakultät

# Spring 2022 IU O'Neill School V600 Global Capstone

Enhancing the Political Engagement of Americans Living in Germany

Jonah Otto, MPA 22.09.2021

# Agenda



# 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

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# 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.

#### • <u>"Get Out The Vote" (GOTV) Opportunity & Growth Analysis</u> – 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?