Sample Public Health Management Certificate Program Schedule

In-Person Session in Seattle (3 ½ days)

Day 1: Technology Review, Leadership, Quality Improvement, Project Management

- Complete practice discussion forum on the course website
- Complete scavenger hunt assignment
- Upload your Culture Chest Assignment to the course website
- Work on Project Management workbook in class

Day 2: SkillScope Assessment, Organizational Systems

- Complete readings on Organizational Systems
- Create personal goals and a development plan

Day 3: Organizational Systems, Project Management

- Complete readings on Organizational Systems
- Prepare a map of your public health program or team
- Complete Project Management workbook

Day 4: Culture Chest, Organizational Systems

- Culture Chest presentations

Personal Development Goal Deliverable

- Upload the personal development goals and development worksheet you completed at the on-site session

Project Deliverable

- Upload a 4-5 page project proposal

Organizational Systems Block

Week 1: Communication and Group Dynamics in Organizational Systems

Readings
- Active Listening: Hear What People are Really Saying
- Balancing Inquiry and Advocacy by Society for Organizational Learning

Individual Work
- Apply what you learned this week at your work.
- Post a write-up of your experience in the discussion forum and respond to at least two other people's reports.

Week 2: Innovation and Creativity in Groups

Readings
- Social Creativity: Making All Voices Heard
- The Complexity of Improvisation and the Improvisation of Complexity

Individual Work
- Apply what you learned this week at your work.
- Post a write-up of your experience in the discussion forum and respond to at least two other people's reports.

Week 3: Learning for Change in Organizational Systems

Readings
- Reflective Practice
- The Learning Organization

Individual Work
- Apply what you learned this week at your work.
- Post a write-up of your experience in the discussion forum and respond to at least two other people's reports.

Week 4: Principles for Organizational Change

Readings
- Places to Intervene in a System
- Dancing with Systems

Individual Work
- Write a 2-3 page paper on assigned topic.
- Post your paper on the discussion forum and respond to at least two other people's papers.

Tools of the Trade Webinar

Week 5: Impact and Influence

Individual Work
- Download and print the Impact and Influence tool prior to this week's webinar.

Program Evaluation Block

Week 6: Overview of Program Planning and Evaluation
Readings
- A Framework Featuring Steps and Standards for Program Evaluation

Individual Work
- Program Evaluation in Environmental Health online module
- Class Project Worksheet
- Part 1 of the Workbook for Evaluation Planning

Week 7: Stakeholders; Development of a Logic Model
Readings
- The Logic Behind Logic Models

Individual Work
- Logic Models and Outcome Measurement online module
- Part 2 of the Workbook for Evaluation Planning

Week 8: Planning and Designing Your Program
Readings
- Library information
- Evidence-based public health resources

Individual Work
- Review the Community Guide website
- Data Collection online module
- Part 3 of the Workbook for Evaluation Planning

Week 9: Data Collection and Analysis
Readings
- Developing an Effective Evaluation Plan
- Questionnaire Design
- 9 Rules for Writing Good Questions

Individual Work
- Part 4 of the Workbook for Evaluation Planning

Week 10: Data Management
Individual Work
- Review recording on Return on Investment

Week 11: Data Sources
Individual Work
- Part 5 of the Workbook for Evaluation Planning

Week 12: Drawing Conclusions & Reporting Results
Individual Work
- Prepare a presentation on your logic model or evaluation plan

Week 13: Student Presentations
Individual Work
- None assigned

Personal Development Goal Deliverable

- Write a reflection on your progress with your project development goals

Tools of the Trade Webinar

Week 14: Coaching
Individual Work
- Print out coaching workbook before this webinar

Project Deliverable

- Project Portfolio Review: Upload project-related documents that show the progress you've made to date

Financial Management Block

Week 15: Organizational Structure and Governance
Individual Work
- Find and upload your agency's organization chart
- Upload a one-page paper on the assigned topic

Week 16: Funding Sources
Individual Work
- Planning for Financial Success Workbook sections 1 & 2

Week 17: Budget Development
Individual Work
- Develop a budget for the example case (including description of work, budget development worksheet, budget narrative)

Week 18: Budget Development, continued
Individual Work
- Create a detailed budget spreadsheet for your project

Week 19: Spending Plans
Individual Work
- Write a one-page paper on the assigned topic
- Develop a spending plan based on your budget

Week 20: Budget Decision-Making
Individual Work
- None assigned

Week 21: Economic Evaluation
Individual Work
- Write a two-page paper on the assigned topic

Week 22: Fraud and Internal Controls
Individual Work
- None assigned

Tools of the Trade Webinar

Week 23: Facilitating Meetings
Individual Work
- Print out Facilitating Meetings workbook before this webinar

Personal Development Goal Deliverable

- Write a reflection on your progress with your project development goals

Conflict Resolution Block

Week 24: Five Key Principles of Dispute Resolution
Readings
- Integrative Negotiations
- Examples of Parties' Interests

Individual Work
- Watch the pre-recorded lecture

Week 25: Applying the Principles
Readings
- Preparing to Negotiate
- Debriefing Negotiations
- The Corby Case

Individual Work
- Meet with your assigned partner to negotiate the Corby Case
- Post answers to the assigned questions in the discussion forum

Week 26: The Use and Language of Consensus
Readings
- Example Reports and Key Findings of Sample Cases

Individual Work
- Post your answers to the assigned questions in the discussion forum

Week 27: Using Tools of Consensus to Strengthen Organizations
Readings
- Practical Tools and Techniques for Effective Meetings
- Sample Case Study

Individual Work
- Post your answers to the assigned questions in the discussion forum

Week 28: Effective Communications in Negotiations
Readings
- Communication and Relationship Management
- Tips and Techniques for Effective Communication

Week 29: The Manager as Mediator
Readings
- Preparing for Difficult Conversations
- The Manager as Mediator
- Negotiating Tactics

Individual Work
- Work with your assigned partners to negotiate the assigned case

Week 30: Negotiating Multi-Party Disputes
Readings
- Negotiating as a Representative
- Complex Multi-Party Negotiations
- Convening, Managing, and Facilitating Committees
- Examples of Ground Rules

Week 31: Reducing Resistance to Change
Readings
- Implementing Negotiated Agreements
- Nine Ways to Reduce Resistance to Change

Individual Work
- Post your answers to the assigned questions in the discussion forum

Project Deliverable

- Project Portfolio Review: Upload project-related documents that show the progress you've made to date

Tools of the Trade Webinar

Week 32: Presentation Skills
Readings
- Effective Presentations Toolkit

Individual Work
- Watch the Creating Dynamic Presentations video series

Personal Development Goal Deliverable

- Write a reflection on your progress with your project development goals

Health Communication Block

Week 33: Health Communication Campaigns
Readings
- Simply Put: A guide for creating easy-to-understand materials

Individual Work
- Identify a public health communication campaign
- Post your answers to the assigned questions in the discussion forum

Week 34: Risk Communication Principles
Individual Work
- Complete the Emergency Risk Communication online course

Week 35: Working with the Media
Individual Work
- Watch the pre-recorded lecture on working with the media
- Find a press release about a health issue of interest

Week 36: Text Messaging and Social Media
Readings
- Social Media Toolkit

Individual Work
- Post your answers to the assigned questions in the discussion forum

Tools of the Trade Webinar

Week 37: Policy Briefs
Readings
- The Policy Brief
- Guidelines for Writing Policy Briefs
- Policy Briefings Handout

Project Deliverable

Weeks 38 & 39: Scholar Presentations
- During the last month of the program, there will be webinars organized for you to present your Integrated Project. Each scholar will have about 15 minutes (10 minutes for the presentation and 5 minutes for questions) for a formal oral presentation. Faculty, mentors, and program staff will also be invited to these presentations. All scholars are required to attend and participate in two of the sessions. In one session, you will be presenting your project with three or four other scholars. In the other session, you will be watching in order to leave feedback for the presenters on their presentations.

Project Deliverable

Final Report
- At the end of the program year, you must prepare and submit a 6-8 page final report. This report should be a stand-alone product that fully explains the intent and outcomes of your project.