Technology and Public Service (3 credits)
Undergraduate Course 40:834:304
School of Public Affairs and Administration (SPAA)
Rutgers University – Newark Campus

Draft Syllabus

Fall 2015
Thursdays 6-9pm

Instructor Information
Dana Bochna, MPA
E-mail: danabochna@icloud.com
Office Hours: By appointment only

Course Description & Overview:
Government, nonprofit and for-profit organizations are recognizing the benefits of technology, innovation, social media and data driven decision-making. As such, all business and strategic operations are deploying technologies to improve data integrity in order to better serve its constituencies today and in the future. This course provides an introduction to technology - the trends, uses and future in the public sector. The course is designed for “non-tech savvy” individuals and serves as an overview to help students develop into well-rounded public service professionals. Based on course material and discussions, we will welcome guest speakers throughout the semester who will share their real-world experiences, career advice, and perspectives on current and future opportunities and challenges with technology in the public sector.

Course Objectives:

Upon completion of this course students will:
1. Develop an understanding of the role of technology and social media in today's society and in public organizations.
2. Develop an understanding of the opportunities and challenges of technology within the public sector.
3. Understand the skills, tools and concepts that are useful in information management and information technology in order to meet strategic goals and effective flow of information within organizations.
4. Be able to analyze and critique technology efforts based on current best practices.
5. Appreciate the role technology plays in the field.
SPAA Student Learning Outcomes:
• To be able to lead and manage in public governance
• To participate in and contribute to the public policy process
• To analyze, synthesize, think critically, solve problems, and make decisions
• To articulate and apply a public service perspective
• To communicate and interact productively with a diverse and changing workforce and citizenship

Course Materials & Text:

Articles: To ensure a relevant and timely discussion in class, current event and/or short articles will be assigned throughout the semester. These articles will be posted to Blackboard in a timely fashion (1 week in advance) to ensure students have ample time to read the material.

Course Ground Rules & Policies:
• Please make sure to turn off/silence all cell phones before class. If you must use your phone, please leave the room before doing so.
• This course is designed to be an interactive learning environment thus all questions, perspectives and opinions are important and valuable. Every student is encouraged to share their perspectives on the various course subjects as well as be respectful to other classmates’ opinions and views.
• The syllabus schedule and content may change at the discretion of the instructor. Such changes will be clearly announced in class and posted to Blackboard in a timely fashion.

Academic Integrity:
Principles of academic integrity require that every Rutgers University student -
• Properly acknowledge and cite all use of the ideas, results, or words of others
• Properly acknowledge all contributors to a given piece of work
• Make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
• Obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
• Treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
• Uphold the principles of the honor code
Assignments & Grading:

- Final grades for this course will encompass (1) participation and attendance, (2) written papers, (3) a website project & presentation and (4) a final exam in class.
- Late assignments are not acceptable. All assignments handed in late will receive a 10-point penalty from the original grade every 5 days that it is late. It is very important that all assignments are handed in on time.
- All written papers must include a cover sheet with your name, semester, date and course information. All papers must:
  - Be submitted in a Word Document
  - Use Times New Roman Font, Size 12
  - Have 1” margins and be double-spaced
  - Include page numbers at the bottom right corners
  - Be submitted electronically via Blackboard

Please also note that all written papers will be checked on Turnitin (see www.turnitin.com) which is a database of previously used papers and guards against plagiarism.

1. Participation & Attendance (15% OF GRADE):
   In order to ensure interaction and engagement between classmates, the instructor and guest speakers, participation during class is very important. Please make sure that you are prepared for class by completing all assigned reading before class. Throughout the semester, there may be short, surprise quizzes on reading assignments. Attendance in class is also a critical factor to success in this course as things discussed in class may be incorporated into the final exam.

Extra Credit Opportunities: The instructor may offer extra credit, which would be counted as part of your participation grade, if and when opportunities, relevant to the course material and public service, happen outside of the classroom (e.g. speaker events, volunteering, current event assignments, etc.). Advanced notice will be given if these types of opportunities occur.

2. Written Papers (25% OF GRADE):
   - Your Bio: Please submit a 1 - 2 page bio summary - Your short paper should include the following: a bit about you (e.g. where you are from, your general interests, etc.), your professional/career aspirations, and what you hope to get out of this course.
   - Two Case Study Analyses: You will be assigned two relevant technology case studies throughout the semester. Each student is required to write a 4 to 5 page paper analyzing the case and providing recommendations based on the concepts covered in the course.
3. Website Project & Presentation (30% OF GRADE):
At the beginning of the semester, you will choose a nonprofit organization or
government website to critique and analyze based on the following:
usability/functionality, content, constituency engagement, and security/privacy
policies. You will also provide your likes and dislikes of the site and your own
recommendations to the organization or agency. Your paper (20%) should be 6 – 7
pages. From your findings, you will also be required to make a 5-7 minute
presentation (10%) with a PowerPoint to the class.

4. Final Exam (30% OF GRADE):
A final exam will be given at the end of the semester. You will be tested on all
content covered in class and in the readings. The format of the exam will be short
essay answers and multiple choice.

Grading Scale: Final grades will be assigned according to the following scale –
A = 90 -100
B+ = 87 - <90
B = 80 - <87
C+ = 77 - <80
C = 70 - <77
D = 60 - <70
F = <60

Course Calendar: Class Schedule, Reading & Assignments:

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<thead>
<tr>
<th>DATE</th>
<th>TOPIC &amp; READINGS</th>
<th>ASSIGNMENTS DUE</th>
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<tbody>
<tr>
<td>Wk 1:</td>
<td>Introduction and overview of course</td>
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<td>Wk 2:</td>
<td>Current trends &amp; role of technology in the public</td>
<td>Biography Paper Due</td>
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<td>Wk 3:</td>
<td>Innovation &amp; Big Data – how is it improving public</td>
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<td>Wk 4:</td>
<td>Ethics, Transparency &amp; Security</td>
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<td>Wk 5:</td>
<td>Guest Speaker/s</td>
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<td>Reading TBD</td>
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<td>Wk 6: October 8, 2015</td>
<td>Citizen &amp; Stakeholder Engagement; Social Media Engagement &amp; Strategies in the Public Sector</td>
<td>Case Analysis Paper I Due</td>
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<td>Reading TBD</td>
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<td>Wk 7: October 15, 2015</td>
<td>Technology and the Nonprofit Sector</td>
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<td>Reading TBD</td>
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<td>Wk 8: October 22, 2015</td>
<td>The Human Factor: Managing the Human Resource Function in a Technology Environment</td>
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<td>Reading TBD</td>
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<td>Wk 9: October 29, 2015</td>
<td>Guest Speakers</td>
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<td>Reading TBD</td>
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<td>Wk 10: November 5, 2015</td>
<td>Technology, Planning &amp; Performance Measurement</td>
<td>Case Analysis Paper II Due</td>
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<td>Reading TBD</td>
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<td>Wk 11: November 12, 2015</td>
<td>The Digital Divide</td>
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<td>Reading TBD</td>
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<td>Wk 12: November 19, 2015</td>
<td>The Future of Technology in Public Service</td>
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<td>Reading TBD</td>
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<td><strong>Wk 13: November 26, 2015 – NO CLASS – HAPPY THANKSGIVING!</strong></td>
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<td>Wk 14: December 3, 2015</td>
<td>Website Presentations During Class Part I</td>
<td>Website Project Paper Due</td>
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<td>Wk 15: December 10, 2015</td>
<td>Website Presentations During Class Part II</td>
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<td>Review for Final Exam</td>
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**FINAL EXAM – Official Date TBD**

*exam will take place one day during Rutgers exam period December 15, 2015 until December 22, 2105*