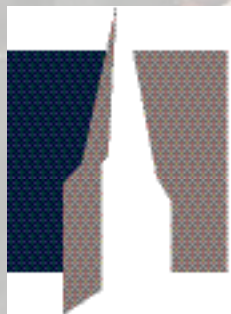


OUR FIRST YEAR



annual report 2015-2016



GEORGETOWN UNIVERSITY

INSTITUTE OF POLITICS
and PUBLIC SERVICE

Friends,

When I came back to the Hilltop last summer to build and launch the Georgetown Institute of Politics and Public Service (GU Politics) at the McCourt School of Public Policy, I had hoped that we would build something special.

Our mission was simple: at a time when young people distrust the political process so strongly, we wanted to help students see politics as a noble means to public service. We approached that mission with three main goals: 1) to pull back the curtain and give Georgetown students unprecedented **access** to the political system and the people in it; 2) to help students figure out **how to pursue a career** in politics and public service; and (most importantly) 3) push students to **challenge us** with *their* ideas on how to do it better.

Today, almost one year later, I'm floored by what we've been able to accomplish.

I had no idea that we'd pull off a major policy address by a leading presidential candidate, or a millennial town hall with the Speaker of the House. I had no idea we'd pull together two classes of Fellows that include a former Mayor, former Governor, former head of state, top journalists, and political operatives from both parties. I had no idea we'd bring four former 2016 presidential candidates to campus to share their reflections on running. Or three former heads of state for a panel on what it's like to run a nation.

I especially didn't know just how much the students here would impress me on a daily

basis. They don't get any credit for participating in our programs. They come because they're interested. They come to engage with the top practitioners in the field. They come to ask questions, and give us answers. They challenge us, push us, and educate us as much as we do them. I've lost track of the number of Fellows and speakers who have said to me that they now have a new perspective they are bringing back to their jobs.

All that in under a year. I may be biased, but I'd call that a good start.

At the end of the day, I think students are fully embracing our unofficial motto: Public Service is a Good Thing. Politics Can Be Too.

The following pages are meant to give you a sense of what our first year was like. With your continued support, I'm looking forward to building upon this success, and being inspired by more students, in the years to come.

Thanks for all you do.

Hoya Saxa!

Mo Elleithee
Executive Director

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By The Numbers

6,685

event attendees
during the year

104

student leaders

78

discussion
group sessions

41

discussion
group guests

79

speakers

62

events

44

mentor matches

10

fellows

1

inaugural year

Fellows Program

Overview

The cornerstone of GU Politics, our Fellows Program, connects students with political leaders in a setting where they can learn from one another and tackle some of the biggest political challenges of the day. We had some of the top names in politics, government, and media immerse themselves in campus life, leading a weekly off-the-record non-credit discussion group on a hot topic, holding office hours for students, and working with their "Student Strategy Teams" to come up with practical solutions to current challenges in our political system.



Our inaugural year included a former president, governor, and mayor, as well as leading journalists and top political operatives from both sides of the aisle. Our 10 Fellows held 78 discussion groups on topics ranging from what makes primary voters tick, the force of women in the political arena, the 2016 presidential campaign in real time, campaigning in a Super PAC world, to the changing electorate, and a youth movement in politics.



Fellows Program

Brianna Keilar

Senior Political Correspondent, CNN

Fall 2015 | Breaking News: Covering 2016 in Real Time



Millennials: Do they matter in 2016?

Covering the politics of guns in America

Guest: Jackie Kucinich, Senior Politics Editor, The Daily Beast

Breaking down the first Democratic debate

Race relations and the Presidential election

Political controversies: managing and creating crises

Guest: Brad Woodhouse, President, American Bridge

Look, they're human! Presidential candidates in the age of personality politics

Breaking down the fourth Republican debate

Circumventing the mainstream media in presidential campaigns

Guests: Zac Moffatt, Co-Founder, Targeted Victory

Peter Hamby, Head of News, Snapchat; GU Politics Advisory Board Member

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Luis Fortuño

Former Governor of Puerto Rico

Fall 2015 | The 2016 Election: Can the GOP Win the White House Again?



Week 1 **Can the GOP be competitive only in Congressional and State races? Can it prevail in a presidential cycle?**

Guest: Thomas Reynolds, former congressman from NY and Chairman of the NRCC

Week 2 **Has the GOP lost female and minority voters forever?**

Guest: Neri Martinez, Director of RSLC's Future Majority Project

Week 3 **Will immigration policy determine the 2016 cycle?**

Guest: Daniel Garza, Executive Director of The Libre Initiative

Week 4 **Will foreign policy continue to benefit Republicans in 2016?**

Guest: Daniel Runde, Global Analyst & Director – CSIS

Week 5 **How angry are American voters?**

Week 6 **The inevitability of Hillary Clinton – myth or reality?**

Guest: Mo Elleithee, GU Politics Executive Director

Week 7 **The 2016 primary calendar - who does it help and hurt?**

Week 8 **The role of the Electoral College in the 2016 election**



Charlie Spies

Election Law Attorney for Jeb Bush SuperPAC, Romney SuperPAC, and RNC

Fall 2015 | Money, Politics, and Free Speech: Campaigning in a Super PAC World

Resources to influence elections

Big Money: Have the ultra-rich hijacked American politics?

Guest: Ken Vogel, Politico Money and Politics Reporter

The road to 1237...and more!

Running a campaign in a SuperPAC world

Guest: Carl Forti, Political Director, American Crossroads and Crossroads GPS

Technology in elections

Independent expenditure advertising from 1988 to Jeb!

Guest: Larry McCarthy, Partner at McCarthy Hennings Media

From The West Wing to House of Cards

Regulating money and speech: Is the FEC effective?

Guests: Ann Ravel, FEC Chairman; Caroline Hunter, FEC Commissioner

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

John Stanton

DC Bureau Chief, BuzzFeed

Fall 2015 | Is There a Youth Movement in Politics?



- Week 1** Is there a youth movement in politics?
- Week 2** The rise of ISIS through social media
Guest: Ellie Hall, Reporter, BuzzFeed
- Week 3** The death of lobbying
Guest: Josh Holmes, former Chief of Staff, Senate Majority Leader Mitch McConnell
- Week 4** Millennials in the media
Guests: Tim Mak, Senior Correspondent, The Daily Beast
Ruby Cramer, Political Reporter, BuzzFeed
- Week 5** The evolution of conservative media
- Week 6** The power of the digital voice: social media and social revolution
- Week 7** The successes and failures of online organizing on legislation
- Week 8** Under 30 and on top of the world
Guests: Katie Grant, Communications Director & Senior Advisor for House Minority Whip Steny Hoyer; Mike Long, Communications Director, House Majority Leader Kevin McCarthy

Alvin Brown

Former Mayor of Jacksonville, FL, former official in the Clinton & Bush Administra-
Spring 2016 | Successes and Struggles of a 21st Century Mayor



- Week 1** What it takes to lead a city
- Week 2** Faith in the public square
Guest: Rep. Emanuel Cleaver (D-MO)
- Week 3** Creating 21st century jobs in America's urban core
- Week 4** Keeping America's cities safe
Guest: Mayor Karen Freeman-Wilson, Mayor of Gary, Indiana
- Week 5** The future of cities
Guest: Mayor Kevin Johnson, Mayor of Sacramento, California
- Week 6** Governing beyond partisan politics
Guest: Scott Smith, Former Mayor of Mesa, Arizona
- Week 7** The price of cutting costs in cities
- Week 8** The value of public-private partnerships
Guest: Jeff Scruggs, Co-Head of the Public Sector and Infrastructure Group, Goldman Sachs

Buffy Wicks

National Director of Operation Vote & Senior Staff for President Obama's Reelect Campaign

Fall 2015 | Democratic Politics in the Era of the Rising American Electorate



- Week 1** Obama voters - will they turn out in 2016?
- Week 2** Organizing for power
- Week 3** The power of the women's vote
- Week 4** Crafting a message
Guest: David Simas, White House Political Director
- Week 5** Taking on the NRA: The fight for gun violence prevention
Guest: Peter Ambler, Founder and Director, Americans for Responsible Solutions
- Week 6** Flacking for the President
Guests: Lynn Sweet, DC Bureau Chief, Chicago Sun-Times
Ben LaBolt, former National Press Secretary, Obama for America
- Week 7** When you win, how you lead: From campaigning to governing
Guest: Yohannes Abraham, Special Assistant to President Obama & Chief of Staff to Valerie Jarrett
- Week 8** A wake-up call for Democrats: The down-ballot fight

Laura Chinchilla

Former President of Costa Rica

Spring 2016 | Latin America and U.S. Latinos in the Context of the 2016 Campaign



- Week 1** The Latino vote and the presidential campaign
- Week 2** Latin America and the presidential campaign
Guest: Francisco Guerrero, Secretary for Strengthening Democracy, Organization of American States
- Week 3** U.S. immigration policy towards Latin America and its impact on the Latino vote
Guest: Julia Yansura, Program Associate, Inter-American Dialogue
- Week 4** U.S. trade policy with Latin America: A relevant issue to the presidential campaign?
- Week 5** The "war on drugs" between Latin America and the U.S. in the context of the presidential election
- Week 6** The U.S. presidential candidates and future implications for the U.S.-Latin American agenda

Patrick Dillon

Former White House Deputy Dir. of Political Affairs & Special Assistant to President Obama
Spring 2016 | The Never-Ending Campaign: Politics Influencing Policy



- Week 1** Policy in the Age of the Celebrity Campaign
- Week 2** Millennials: Does Growing Electoral Power Equal Policy Power?
Guest: Anne Johnson, Executive Director of Generation Progress
- Week 3** What Do the Polls Say? Poll-Driven Policy...or Not
Guest: Jeffrey Pollock, Lead Pollster, Priorities USA Action Fund
- Week 4** How Politics Can Deliver Big: Passing Health Care Reform
Guest: Lauren Aronson, Former Policy Director, White House Office of Health Reform
- Week 5** The Next President's To-Do List: The Politics of Climate Change and Immigration
- Week 6** Does Merrick Garland Have A Shot?
- Week 7** Campaigns in the Classroom: The Politics of Education Policy Reform
- Week 8** Make America Great Again vs Make America Whole Again:
Will Trump or Hillary Win This November?

Katie Packer

Fmr. Deputy Campaign Manager, Romney-Ryan 2012; Founder of Our Principles PAC
Spring 2016 | The Force of Women in the Political Arena



- Week 1** Women's Political Power: From Suffragette to a Majority
What Women Want
- Week 2** Guest: Christine Matthews, President of Bellweather Research
- Week 3** Newswomen Covering Campaigns
Guest: Karen Tumulty, National Political Correspondent, The Washington Post
- Week 4** Madam President
- Week 5** Is there a Republican War on Women?
Guest: Chris Hansen, Chief of Staff, Senator Cory Gardner
- Week 6** What Political Advertisers Can Learn About Women from Madison Avenue
- Week 7** What Are the Barriers to Women's Political Participation?
- Week 8** Do Women Lead Differently Than Men?
Guest: Rep. Barbara Comstock (R-VA)

Jackie Kucinich

Washington Bureau Chief, The Daily Beast
Spring 2016 | What Makes Primary Voters Tick? – Politics & Culture Wars



- Week 1** Iowa and Everything After
- Week 2** Keeping Your Frenemies Close
Guests: Brian Walsh and Rodell Mollineau, founders of Rokk Solutions
- Week 3** After Scalia
Guest: John Stanton, DC Bureau Chief, BuzzFeed News; GU Politics Fall 2015 Fellow
- Week 4** The Power of Going Negative
- Week 5** Recapping the SEC Primary: The New Super Tuesday?
- Week 6** The 'Burn It To The Ground' Movement: How the Tea Party and Other Outside Groups Have Impacted Congress and Politics in General
Guest: Eric Cantor, Former House Majority Leader; Vice Chairman & Managing Director, Moelis & Company
- Week 7** Truthers! The New Conspiracy Theories
- Week 8** I Was Told There'd Be No Math: Demystifying the Delegate Debacle

Director's Lunches

We provide Fellows with unique experiences during their time on campus, in return for the enormous commitment they make to the university. Director's Lunches are a way to expose Fellows to Georgetown's leadership and notable members of the Georgetown community. These are intimate, off-the-record, casual conversations between Fellows and the featured guest, to explore topical issues of the day.

This year, Fellows had the opportunity to meet with:
John J. DeGioia, President of Georgetown University
Secretary Madeleine Albright, former U.S. Secretary of State; Michael and Virginia Mortara Distinguished Professor of Diplomacy
Melanne Verveer, former Chief of Staff to First Lady Hillary Clinton and Executive Director of the Georgetown Institute for Women, Peace and Security
John Carr, Director of the Initiative on Catholic Social Thought and Public Life at Georgetown University



Student Strategy Teams

Each Fellow is assigned a group of five students (their Student Strategy Team) who help them throughout the semester — researching for their discussion groups, promoting their sessions and speaking events, connecting them with other student groups and the rest of the campus community. Student Strategy Team members get exclusive one-on-one and small group time with Fellows and advise them — on ways to better connect politics, government and media to their generation. In our inaugural year, a total of 156 students applied for 50 Student Strategy Team positions.



Political Hackathon

Each semester, Student Strategy Teams sit down with their Fellows and decide the one thing they dislike most about politics. Then they are tasked with spending the semester coming up with a fix. Fellows mentor their teams through the process, and the semester culminates with presentations from each Student Strategy Team where they explain their diagnoses and prescriptions. Students drive the process by identifying the problems, and finding the solutions, and when the Fellows go back into the real world of politics, it's our hope that they take a whole new perspective with them.

Students' hackathon projects included "#BuildTheBench," a social media campaign and movement to support youth representation in elected office, "The Anti-Echochamber," news content that goes against what you might ordinarily read, a toolkit for legislators on voter access, "Hacking the Presidential Primary," a proposal to fix the presidential primary system, and "The Millennial Project," a "kickstarter" for millennials to run for office. All ten projects from our inaugural year will be published this summer.

“

I never thought I would have the chance to work with the former governor of my hometown [Luis Fortuño] at Georgetown; the Student Strategy Team made that possible. The SST was an incredible experience which gave me unique access to knowledge, experience, and advice from a great public servant. Yet the most rewarding aspect was being able to work on solving a political problem with a politician. Nowadays, you don't get to do that often.

Omar Torres (COL '18)

”

Overview

In its first year, GU Politics sponsored or hosted **62 events** (20 in the fall, 42 in the spring), featuring a diverse range of **79 distinct speakers**, and drawing a combined total of **6,685 attendees** at our events over the course of the year.

Taking advantage of our location in the heart of the nation's capital, we've been able to bring many of the smartest and best known political figures in the country to campus — not to talk at students, but to have real conversations with them. We've had an impressive mix of Republicans and Democrats, elected officials and campaign operatives, political journalists and media personalities headline and moderate events. We've hosted a student town hall with the sitting Speaker of the House; an address on democratic socialism from U.S. Senator and Democratic presidential candidate Bernie Sanders; a panel on governing with three former heads of state; fireside chat-style conversations with former presidential candidates; and debate watch parties featuring political commentary led by top strategists.



We launched a series of events that have become fixtures of GU Politics programming:

HIPPSters (Hoyas in Politics and Public Service) — where we bring back Georgetown alumni to share their path from the Hilltop to where they are today.

Reflections on Running — where presidential candidates from the 2016 cycle share their campaign journey, the motivation to run, and reflect on the race after suspending their campaigns.

Debate Watch and Election Returns Watch Parties — where political operatives break down what happens behind the scenes and provide their commentary on the race. We integrated a “second screen” experience to the watches, so we could Skype with journalists and operatives in the debate hall and on the ground, and invited data and digital experts to track in real-time what was trending on social media.

Women & Politics — where we highlight women in politics and challenge traditional ideas about what constitutes “women's issues.”

Fellows Brown Bags — where Fellows go beyond the Discussion Group and chat informally with students about the personal and the political, sharing insights about their career paths, and the news of the day.



Fall 2015

HIPPster Event: “From the Hilltop to the West Wing”

Dan Pfeiffer (COL'98), GU Politics Advisory Board Member and former Senior Advisor to President Barack Obama

1st Debate Watch Party — GOP Debate Watch

Phil Musser, former Senior Advisor to Mitt Romney, Tim Pawlenty, Susana Martinez, Bobby Jindal

Patrick Ruffini, Republican Digital Strategist, Echelon Insights
Co-sponsored with GU College Republicans

HIPPster Event: “From Hoya to Media Maven”

Michelle Jaconi (SFS, GRD), Vice President and Executive Editor, Independent Journal Review

“Scandal” Season Premiere Watch Party

Politics of the Papal Visit

U.S. Senator Tim Kaine (D-VA)

Luis Fortuño, former Governor of Puerto Rico and GU Politics Fall 2015 Fellow

John Carr, Director, Initiative on Catholic Social Thought and Public Life

Talking Politics: The Road to the 2016 Presidential Race

Mo Elleithee, GU Politics Executive Director; Brooke Brower, MSNBC Political Director; David Chalian, CNN Political Director; Kristen Soltis Anderson Republican Pollster

Co-sponsored with School of Continuing Studies

Career Chat: Getting Your Start on a Political Campaign

Buffy Wicks, GU Politics Fall 2015 Fellow and former Senior Staff, President Obama's 2008 and 2012 Campaigns

Alex Stroman, Director of Surrogates and Media Training, RNC; former Executive Director, South Carolina Republican Party

Co-sponsored with Cawley Career Education Center

Battle for the Ballot — How Progressives are Fighting for Voting Rights

Ari Berman, Author of Give Us the Ballot

Alex Padilla, California Secretary of State

2nd Debate Watch Party — Democratic Debate Watch

Mo Elleithee, GU Politics Executive Director

Buck Cram, Strategist at Brigade

Special appearance by Brianna Keilar, GU Politics Fall 2015 Fellow & CNN Senior Political Correspondent from the debate hall

Co-sponsored with GU College Democrats

Is the Mainstream Media in Cahoots with Conservatives?

David Brock, Chairman, Media Matters for America

Hadas Gold, Reporter for Politico

3rd Debate Watch Party — GOP Debate Watch

Brad Dayspring, former Senior Advisor to Unintimidated PAC (2015) and former Deputy Chief of Staff to Majority Leader Eric Cantor

Patrick Ruffini, Republican Digital Strategist, Echelon Insights

Co-sponsored with GU College Republicans

HIPPster Event: “Navigating Chaos on the Campaign Trail”

Joe Kildea (BSBA, JD), former Rand Paul Campaign Rapid-Response Director

A Conversation with Valerie Jarrett

Valerie Jarrett, Senior Advisor to President Barack Obama

Hack the Debate Hackathon

Co-sponsored with Independent Journal Review

What are Women's Issues

Margie Omero, Managing Director, Purple Strategies

Kristen Soltis Anderson, Echelon Insights

4th Debate Watch Party — GOP Debate Watch

Katie Packer, GU Politics Spring 2016 Fellow and former Deputy Campaign Manager for Romney/Ryan 2012

Pete Eskew, Head of East Coast Operations, Signal Labs

Co-sponsored with GU College Republicans

Workshop: How to Tell a Story in 6 Seconds or Less

Benny Johnson, Creative Director, Independent Journal Review

Student Advisory Board-Led Political Trivia Night 1

Co-sponsored with The Tombs

Bernie Sanders: An Address on Democratic Socialism in America

Conservative Feminism? Rewriting Gender Politics from the Right

Amanda Carpenter, former Communications Director for Senator Ted Cruz

Mindy Finn, former Senior Advisor, Digital, Republican National Committee

SE Cupp, GU Politics Advisory Board Member and Columnist and CNN Contributor

Spring 2016

State of the Union Watch Party

5th Debate Watch Party — GOP Debate Watch

Doug Heye, Former Communications Director for the RNC and former Deputy Chief of Staff for Communications for House Majority Leader Eric Cantor

Pete Eskew, Head of East Coast Operations, Signal Labs

Co-sponsored with GU College Republicans

Channeling Obama: National Security, Communications, & Politics in a Complex World

Ben Rhodes, Deputy National Security Advisor for Strategic Communications for President Barack Obama

Mo Elleithee, GU Politics Executive Director

Bernadette Meehan, former Spokesperson for the White House National Security Council

Co-sponsored with the Institute for the Study of Diplomacy

Building Cities of Opportunity for All: Policy Solutions for Economic Development

Mayor Muriel Bowser (Washington, DC)

Mayor Mick Cornett (Oklahoma City, OK)

Mayor Sly James (Kansas City, MO)

Mayor Nan Whaley (Dayton, OH)

Co-sponsored with the McCourt School of Public Policy, Georgetown Public Policy Student Association, Georgetown Public Policy Review, and McCourt School Policy Innovation Lab

The Ups and Downs of an Insurgent Campaign

Barry Bennett, former Campaign Manager for Ben Carson

Doug Watts, former Communications Director for Ben Carson

HIPPster Event: “The Making of a Mayor”

Gary Soiseth, Mayor of Turlock, CA

GU Politics Inaugural Iowa Mockus (Mock Caucus)

Sara Fagen, former White House Political Director (President George W. Bush) and GU Politics Advisory Board Member

Patrick Dillon, former White House Deputy Political Director (President Barack Obama) and GU Politics Spring '16 Fellow

Nedra Pickler, former White House Reporter, AP

Co-sponsored with GU College Republicans, GU College Democrats

Bipartisanship in America

Jon Huntsman, former Ambassador, Governor, and Presidential Candidate

Co-sponsored with No Labels Georgetown

Fellows Brown Bags

Jackie Kucinich, Washington Bureau Chief, The Daily Beast

Patrick Dillon, Former White House Deputy Director of Political Affairs and Special Assistant to President Obama

Katie Packer, Former Deputy Campaign Manager, Romney-Ryan

2012; Founder, of Anti-Trump 'Our Principles' PAC

Laura Chinchilla, Former President of Costa Rica

Alvin Brown, Former Mayor of Jacksonville, FL

6th Debate Watch Party — GOP Debate Watch

Josh Holmes, former Chief of Staff to U.S. Senate Leader Mitch McConnell

Pete Eskew, Head of East Coast Operations, Signal Labs

Co-sponsored with GU College Republicans

Getting Started on Your Campaign Career

Chelsea Kammerer (COL'04), former Obama for America Midwest Regional Political Director

Brian Bartlett (MPP'10), former Romney for President War Room Director (2012)

Co-sponsored with the Graduate Career Center, Edmund A. Walsh School of Foreign Service

Iowa Returns Watch

Buffy Wicks, GU Politics Fall 2015 Fellow; former Senior Staff, President Obama's 2008 and 2012 Campaigns

Gentry Collins, former RNC Political Director and Executive Director of the Iowa Republican Party

Co-sponsored with GU College Republicans, GU College Democrats, Georgetown Public Policy Student Association, and Georgetown Public Policy Review

7th Debate Watch Party — Democratic Debate Watch

Mo Elleithee, GU Politics Executive Director

Patrick Dillon, GU Politics Spring 2016 Fellow, former Deputy Political Director for President Barack Obama

Co-sponsored with GU College Democrats

Georgetown Board of Regents Winter Meeting: Election Outlook Panel

Kevin Madden, GU Politics Advisory Board Member and former Senior Advisor and Spokesman for Mitt Romney's presidential campaign

Stephanie Cutter (L'97), former Deputy Campaign Manager for President Barack Obama's 2012 reelection campaign

NH Returns Watch

Colin Reed, Executive Director, America Rising; former Campaign Manager, Scott Brown for Senate (NH, 2014);

Skype appearances by: Lauren Zelt, Press Secretary for Senator Kelly Ayotte (R-NH) and Pete Kavanaugh, former New Hampshire State Director for Obama 2012

Co-sponsored with GU College Republicans, GU College Democrats, Georgetown Public Policy Student Association, and Georgetown Public Policy Review

8th Debate Watch Party — Democratic Debate Watch

Lis Smith, former Deputy Campaign Manager for Martin O'Malley for President

Co-sponsored with GU College Democrats

Spring 2016

Student Advisory Board-Led Political Trivia Night 2

Co-sponsored with *The Tombs*

GU Votes Voter Registration Party

Co-sponsored with *Georgetown University Student Association, GU College Democrats, and GU College Republicans*

HIPPster Event: "From Diplomat to DJ & Hoya to Hack"

Ben Chang, former State Department Foreign Service Officer
Mo Elleithee, GU Politics Executive Director; Former DNC Communications Director

Super Tuesday Returns Watch

Sarah Isgur Flores, former Deputy Campaign Manager, Carly for President

Co-sponsored by *GU College Republicans, GU College Democrats, Georgetown Public Policy Student Association, and Georgetown Public Policy Review*

Reflections on Running: A Conversation with Former Governor Mike Huckabee

Women & Politics Panel

Katie Packer, GU Politics Spring 2016 Fellow and former Deputy Campaign Manager for Romney/Ryan 2012
Buffy Wicks, GU Politics Fall 2015 Fellow; former Senior Staff, President Obama's 2008 and 2012 Campaigns

Co-sponsored with *Georgetown University Women in Leadership (GUWIL)*

HIPPster Event: "Meet the Press Secretary"

Lauren Zelt, Press Secretary, Senator Kelly Ayotte (R-NH)

Challenges of Governing

Laura Chinchilla, former President of Costa Rica

Danilo Turk, former President of Slovenia

Mehdi Jomaa, former Prime Minister of Tunisia

Co-sponsored with *Club de Madrid, Edmund G. Walsh School of Foreign Service*

Reflections on Running: A Conversation with Former Hewlett-Packard CEO Carly Fiorina

Co-sponsored with the *McDonough School of Business, Business, Society and Public Policy Initiative*

How Short-termism is Breaking Washington

Eric Cantor, former U.S. House Majority Leader

Moderated by Jackie Kucinich, GU Politics Spring 2016 Fellow and Washington Bureau Chief, *The Daily Beast*

Mo Elleithee, GU Politics Executive Director

Reflections on Running: A Conversation with Former Senator Rick Santorum

Reflections on Running: Open Mic with Governor Martin O'Malley and Huffington Post Candidate Confession Podcast Recording

Sam Stein, Senior Politics Editor, *The Huffington Post*

Co-sponsored with *The Huffington Post*

Student Advisory Board-Led House of Cards Event

David Eichenbaum, Democratic media consultant and actor

Inside the East Wing with First Ladies' Chiefs of Staff

Tina Tchen (First Lady Michelle Obama)

Anita McBride (First Lady Laura Bush)

Melanne Verveer (First Lady Hillary Clinton)

Moderated by Claire Shipman, journalist and author

Co-sponsored with *Georgetown University Women's Center, GU Women in Leadership, Georgetown Institute for Women, Peace and Security, Georgetown Women's Alliance, Georgetown Women in Public Policy Initiative, and Georgetown Women in International Affairs*

Career Chat: Your Start in Data & Politics

Benjy Messner (COL '12), Principal at Precision Strategies

David Seawright (CCT '13), Director of Analytics & Product Innovation at Deep Root Analytics

Co-sponsored with *Cawley Career Education Center*

Career Chat: Starting in Public Affairs Political Consulting

Matt McDonald, Partner, Hamilton Place Strategies

Patrick Dillon, Spring 2016 Fellow and Partner, Hilltop Public Solutions

Chelsea Walliser, Principal, 270 Strategies

Co-sponsored with *Cawley Career Education Center*

HIPPster Event: "From the Hilltop to The State Capitol"

Ohio State Senator Capri Cafaro (SCS'01)

Former Ohio State Senator Mark Wagoner (CAS'94)

The Republican Party's Future: 2016 and Beyond — A Conversation with U.S. Senator Tim Scott (R-SC)

Pivotal Challenges Ahead for the Future Leadership of the United Nations

Colum Murphy, President, Geneva School of Diplomacy

Co-sponsored with the *Edmund G. Walsh School of Foreign Service*

The Future of Conservatism: A Conversation with U.S. Senator Mike Lee (R-UT)

Leading Ladies: A Conversation with U.S. Senator Claire McCaskill (D-MO)

Moderated by Susan Davis, NPR Congressional Reporter

Co-sponsored with *Women in Public Policy Initiative, McCourt School of Public Policy, and Georgetown Public Policy Review*

Student Town Hall with Speaker Paul Ryan

Overview

Some of our best events this year were entirely conceived and run by students. Our Student Advisory Board took the lead on six initiatives in our first year, running the gamut from social activities to vital civic engagement efforts.

GU VOTES

GU Votes is a student-led initiative, created to expand civic awareness and increase voter registration levels among Georgetown students, institutionalize civic engagement efforts on campus, and make registering to vote an automated activity among freshmen starting in the fall of 2016.

In the 2015-2016 school year, GU Votes student leadership launched a campaign called **#1000GUVotes** on campus and social media with the goal of registering 1000 students to vote through an online platform, TurboVote. They held voter registration events and partnered with campus media to publicize GU Votes initiatives.

In the coming year, the group will be focusing on integrating themselves into New Student Orientation, publishing an online voter registration guide, and filming PSAs with prominent Georgetown alumni.



Career Chats

We quickly learned that students are hungry for practical career advice. While Georgetown students have the luxury of going to school in Washington, where internship opportunities on Capitol Hill, the White House, and political consulting firms abound, what was lacking was exposure to both the people and professions that might be less obvious. Inspired by student demand, we launched a "Career Chats" Series to bring in political operatives who shared with students tangible career advice on getting a start on a political campaign, to a job at the intersection of data and politics, and demystifying political consulting.

Career Chats were born out of students' desire to get some tactical advice and the best part was students identified the topics and moderated the conversations. Career Chats have allowed students to see that there are alternatives to working for a large, established consulting firm and there is a future in politics and public service, particularly.



Political Trivia

One thing that DC political nerds of all ages and political affiliations can agree on? We. Love. Trivia. The Student Advisory Board partnered with popular Hilltop hangout *The Tombs* to host GU Politics Trivia Nights. Fellows, staff, and students alike got in on the fun as we tested our knowledge of U.S. politics, history and presidents as we competed to win prizes.

Politics and Culture

We are all intrigued by the intersection of politics and culture — that’s why shows like *The West Wing*, *House of Cards*, and *Veep* are so frequently dissected. Our students launched a “Politics and Culture” events series to dig in and separate fact from fiction in their favorite shows. Student Advisory Board member Rachel Hirsch (MPP ‘16) kicked off the series by putting together an event to debrief the latest season of “House of Cards” with long-time Democratic media consultant and former “House of Cards” actor, David Eichenbaum. There will be lots more to come in this series in the 2016-2017 school year.

mockus

In the lead up to the Iowa Caucuses, we heard the same question over and over again — “What is a caucus?” Student Advisory Board member and Iowa native Scott Syroka (COL ‘16), eager to help explain his state’s beloved tradition, came up with the idea of a Mock Iowa Caucus (aka Mockus).

We brought in some friends with Iowa political experience to help explain the process, and then it was the students’ turn to take what they had just learned and caucus for their favorite candidate. The results of the packed-house GU Mockus even got a mention in POLITICO’s Playbook.



Hoyas in Iowa

From the very beginning of the year, students dreamed of being able to visit Iowa in the run up to caucus night, and they made those dreams a reality. They planned their own trip to Iowa and reported back to the rest of us on the Hilltop about what it was like to be on the ground via the hashtag, #HoyasInIA.

#HoyasInIA Itinerary for 1/29/16–2/3/16

FRIDAY, JANUARY 29th

Tour of the Iowa Caucuses Microsoft Media Center with Norm Sterzenbach, former Executive Director of the Iowa Democratic Party

Visits to iconic Iowa spots including Java Joe’s Coffee House, Smokey Row Coffee, and CentroDSM

SATURDAY, JANUARY 30th

Hillary for America (HFA) Canvass Kickoffs with Mayor Bill de Blasio, and Fmr. Congresswoman Gabby Giffords and Mark Kelly

Meeting with Brad Anderson, Iowa State Director for Obama for America 2012

Milkshakes with Jennifer Jacobs, Chief Politics Reporter for The Des Moines Register, at the Drake Diner

Des Moines Register/Bloomberg Iowa Poll Release Party

Marco Rubio campaign rally (and a run in with GU Politics Advisory Board Member EJ Dionne!)

Dinner at Trostel’s Greenbriar (complete with a sighting of Donald Trump Jr.)

SUNDAY, JANUARY 31st

Filmed an interview for NBC Washington

Martin O’Malley Canvass Kickoff

Tour of Marco Rubio’s Iowa campaign HQ

Dinner with friends from the UChicago IOP at DjangoDSM

HFA rally at Lincoln High School with Fall 2015 Fellow Brianna Keilar

MONDAY, FEBRUARY 1st

Coffee with Paula Dierenfeld, Mayor of Johnston, IA

Meetings with Iowa State Senator Janet Petersen and Des Moines School Board Member Cindy Elsbernd

Shopping excursion to RAYGUNshirts

Johnston 3 precinct caucus at Summit Middle School



Overview

From the beginning, we promised to connect students with public servants. What better way than to actually connect them one-on-one? The GU Politics Mentorship program was designed to create personal relationships between students and practitioners where they could pick each other’s brains, explore career advice, or just sit back over coffee and talk politics.

Whether it’s the young aspiring politician paired with a deputy campaign manager of a presidential campaign, or the student journalist who wants to learn about political reporting paired with a CNN correspondent, or a student who wants to be a diplomat paired with a Foreign Service Officer and former White House National Security Council spokesperson, our mentorship program has brought like-minded students and practitioners together to learn from each other and hopefully develop long lasting relationships.

Our barrier to entry was low — any students could sign up and we make matches on a rolling basis. Student demand in our inaugural year exceeded our expectations with over 120 students requesting a mentor.

SAMPLE LIST OF MENTORS

DC City Councilmember

Ohio State Senator

CNN Senior Political Correspondent

Senior Political Reporter, POLITICO

Managing Editor, Bloomberg News

Washington Bureau Chief, Chicago Sun-Times

Principal Undersecretary of Defense for Personnel and Readiness, U.S. Department of Defense

Communications Director & Senior Advisor, Congressman Jim McDermott

Staff Director, U.S. Senate Banking Subcommittee on Financial Institutions

Director, Albright Stonebridge Group

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We both have gotten a lot out of the program. For me, it’s been a good way to see the world of political journalism anew, especially in such a hectic election year. For Emily, I think, it’s given her a unique connection to a working journalist and the opportunity to ask very frank questions about a competitive industry. I imagine we’ll stay in touch even after the official mentorship program ends.

Nancy Cook, Senior Health Care Reporter, POLITICO (Mentor)

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Overview

Created thanks to the generosity of Patricia and Jon M. Baker, Sr. (C'64), the Baker Center for Leadership & Governance is a major center at Georgetown within the Institute of Politics and Public Service at the McCourt School of Public Policy. Premised on the notion that there is a growing distrust in the fundamental institutions of society, the Baker Center serves as a conduit for collaboration, bringing together stakeholders from government, business, nonprofits, academia, and faith-based organizations, to tackle pressing global challenges and engage in the important work of restoring faith in our institutions. The Baker Center's mission is to promote civil dialogue and debate, spur creative thinking and imagination, and inspire a new generation of leaders.

Each year, the Baker Center will identify a theme—a persistent policy challenge that contributes to the erosion of trust in our fundamental institutions. A yearlong exploration of the topic and its multiple dimensions will guide a series of programming, culminating in the annual Baker Forum. For its inaugural year, the Baker Center is focusing on the issue of “Shared Prosperity,” and the first forum is scheduled for January 2017. Visit bakercenter.georgetown.edu for more information on the Baker Center and its programming.

We launched the Baker Center with an inaugural event on April 26th with a town hall conversation on “Restoring Trust” with a diverse cross-section of leading thinkers and decision-makers.

- Moderated by
Steve Inskip
Host, NPR's Morning Edition
- Sonal Shah**
Executive Director, Beeck Center for Social Impact + Innovation
- Stephanie Rawlings-Blake**
Mayor of Baltimore
- Michelle Jaconi**
Vice President & Executive Editor, Independent Journal Review
- John Carr**
Director, Initiative on Catholic Social Thought and Public Life at Georgetown University



Overview

From Georgetown campus press like The Hoya and The Voice, to mainstream outlets like The Washington Post and NBC, to digital outlets like BuzzFeed and the Independent Journal Review, GU Politics has earned great coverage for its events and programming in our inaugural year. Our active social media presence, coupled with news-making events, has led to successful social strategies like the #BernieAtGU hashtag trending nationally on Facebook and Twitter, and engagement with Hoyas and beyond on Facebook, Twitter, Snapchat, and Instagram.



The New York Times
Democratic Socialism Will Be Topic of Bernie Sanders Speech at Georgetown

The Washington Post
Paul Ryan to millennials: 'Look at the policies, not at the person'

POLITICO
Bernie Sanders sets date for much-anticipated socialism speech

BREITBART
GEORGETOWN STUDENTS LINE UP IN RAIN TO HEAR BERNIE SANDERS SPEAK

The Georgetown VOICE
Fiorina talks candidacy, leadership with GU Politics

IJR
Iowa Caucus Party at Georgetown Is Unlike Anything You Would Expect From a Modern College Campus

STATS

2,036 Twitter followers	100K+ Twitter profile visits
2,574 tweets	1.7M Twitter impressions
2,000 email audience	50% email open rate (average)
1,407 Facebook page likes	~1,000 returning site visitors (last 30 days)
~1,700 new site visitors (last 30 days)	

Overview

Our student leaders are the backbone of what we do at GU Politics. In our first year, more than 100 students took on leadership roles, serving on the Student Advisory Board, working on the GU Votes initiative, helping Fellows as part of Student Strategy Teams, and making sure events ran smoothly on the Special Operations Team.

Student Advisory Board

The Student Advisory Board is a critical component of GU Politics. Student Advisory Board members work in tandem with the staff to plan and promote programming, engage a diverse group of students across campus, and carry out the mission and long-term vision of the Institute.

Student Advisory Board members can be found at every single GU Politics event, holding meetings on the floor of our offices when we've run out of chairs, and are constantly generating thoughtful advice and fresh ideas. They are an extension of our staff and make everything that we do possible.



Naomi Lim
MPP '17
SAB Co-Chair



Helen Brosnan
COL '16
SAB Co-Chair



Kayla Auletto
MPP '16



Sean Buckley
MSB '16



Madwa Nika-Cadet
MPP '17



Rachel Hirsch
MPP '17



Cole Horton
SFS '18



Chris Maloney
SCS '17



Scott Syroka
COL '16



Christian Ueland
MPP '17



Shweta Wahal
SFS '16



Jack Welty
SFS '16



GU Politics is a community that I didn't know I needed until I joined. It has been one of the most fulfilling experiences I've had during my four years at Georgetown. It has been invaluable to be a part of the inaugural Student Advisory Board and craft a mission with



such amazing fellow students and with Hanna, Sophie, and Mo, responsive and inspiring leaders that Georgetown is so lucky to have. Not only have I been allowed to unapologetically geek out about politics, but I've also learned a lot about event planning, public speaking and most importantly, to pursue the causes I'm passionate about.

Shweta Wahal (SFS '16)



Special Operations Team

The Special Operations Team provides the people power needed to carry off all of our events without a hitch. Students on the Special Operations Team get hands-on events management training from staff and enjoy front row seats and backstage access to all of our events. The Special Operations Team launched in January and after just one semester their membership has grown to more than 40 students. This semester they received access to field excursions to the Speaker's Balcony and the East Wing of The White House.



GU Politics, and the Operations Team, has been integral to my freshman experience at Georgetown by giving me access to amazing speakers and events that no other school could bring together.

Max Magid (COL '19)



Meet Our Board

The GU Politics Advisory Board consists of a distinguished and varied group of professionals from the political and media worlds. Members meet each semester, to provide guidance, advice, and suggestions. They participate in programming by serving as speakers and moderators at events, and they mentor students. They serve as ambassadors for the Institute and assist us in expanding our network, allowing us to serve more students.



Ron Christie

Former policy advisor to Vice President Cheney and Special Assistant to President George W. Bush
Adjunct Professor, McCourt School of Public Policy

Chris Cillizza (COL '98)

Political Reporter, The Washington Post
Founder, "The Fix" blog

S.E. Cupp

Columnist, New York Daily News
CNN Contributor and former host of "Crossfire"

E.J. Dionne

Columnist, *The Washington Post*
Senior Fellow, The Brookings Institution
Professor, McCourt School of Public Policy

Sara Fagen

Former White House Political Director for President George W. Bush
CNBC Contributor

Tina Flournoy (COL '78, L '84)

Chief of Staff, Office of President Bill Clinton

Peter Hamby (COL '03)

Head of News, Snapchat
Former Emmy award-winning political reporter, CNN

Abby Huntsman

Fox News Channel Anchor/Reporter
Former Co-Host, MSNBC's "The Cycle"
Former media advisor, Jon Huntsman for President

Ron Klain (COL '83)

Former Chief of Staff to Vice Presidents Biden and Gore
Ebola Response Coordinator, Obama Administration
Senior Debate Preparation Advisor to Obama, Kerry, Gore and Clinton
Adjunct Professor, Georgetown University

Joe Lockhart COL '82

Executive Vice President of Communications for the National Football League
Former chief spokesman and senior advisor to President Bill Clinton
Former VP of Global Communications, Facebook

Kevin Madden

Former senior advisor and spokesman for Gov. Mitt Romney's 2008 and 2012 presidential campaigns
Former Press Secretary to then-House Majority Leader John Boehner

Dan Pfeiffer (COL '98)

Former White House Senior Advisor to President Obama
Former White House Communications Director

Alex Skatell

Founder and CEO, *Independent Journal*

Ashley Spillane

Millennial Engagement Expert
Former President, Rock the Vote



MO ELLEITHEE | Executive Director

Before launching the Institute, Mo spent nearly two decades as one of the top communications strategists in the Democratic Party, helping political leaders and organizations figure out how to tell their story. Most recently the Communications Director of the Democratic National Committee, he is a veteran of four presidential campaigns, including as Senior Spokesman on Hillary Clinton's 2008 campaign.



SOPHIE KIM GOLDMACHER | Director of Programming

Prior to joining the Institute, Sophie spent four years at the White House. She served as Deputy Director of the President's Commission on White House Fellowships, where she managed the selection process for the White House Fellows program, the nation's premiere fellowship for leadership and public service. She is a graduate of Wellesley College and Georgetown's McCourt School of Public Policy, where she founded the Women in Public Policy Initiative.



HANNA HOPE | Operations and Student Engagement Manager

Hanna hails from Atlanta, Georgia, where she previously worked on Michelle Nunn's US Senate campaign. She grew up talking politics and current events around the dinner table every night, and is now pinching herself that she gets to be at the center of the action at GU Politics and in Washington, DC. She has a special interest in the intersection between faith and politics. When she's not in the office, Hanna can be found cooking for friends and family, reading up a storm, and hiking. She graduated from Georgia State University, where she received her Bachelor's in Business Administration.



LAUREN MULLINS | Director of Communications for the McCourt School of Public Policy

Lauren is responsible for all strategic internal and external communications for McCourt. She manages the School's brand through traditional and social media, maintains the school's website and social media presence, and is responsible for the School's events strategy and execution. She has 15 years of experience in communications, public relations and marketing, including several years in the private sector where she worked for a variety of public affairs and corporate clients.



MEGHAN-ROSE O'NEILL | Program Manager, Baker Center for Leadership & Governance

Meghan-Rose moved to DC in January 2010 after completing an undergraduate degree in Political Science and History at Centenary College and a graduate degree in Diplomacy and International Relations at Seton Hall University in New Jersey. After moving to DC, Meghan-Rose worked for the Washington Center for Internships and Academic Seminars for over five years, helping thousands of students navigate the challenging and rewarding experience of a full time internship. When not on campus, Meghan-Rose can be found teaching yoga or participating in numerous activities with Team Red, White and Blue.



JUDY FEDER | Faculty Liaison

Judy Feder is a professor of public policy and, from 1999 to 2008, served as dean of what is now the McCourt School of Public Policy. A nationally-recognized leader in health policy, Judy has made her mark on the nation's health insurance system, through both scholarship and public service. In 2006 and 2008, Judy was the Democratic nominee for Congress in Virginia's 10th congressional district. Judy has a B.A. from Brandeis University, and a master's and Ph.D. from Harvard University.



Georgetown