Emerging Issues: Advocacy Through Lobbying

University of Florida Levin College of Law

Summer Syllabus – LAW xxx – 1 Credit

Professor Cash Jackson

**Office:**

**Office Phone:**

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**Office Hours:** 1:00PM – 3:00PM

**Meeting Time:** Monday-Thursday 9:00AM – 12:30PM

**Location:** HH285D

**Course Description:**

This course explores the principles and practices of advocacy through lobbying, focusing on the legal and ethical considerations involved in influencing legislative and regulatory processes. Students will examine the role of lobbyists in shaping public policy, the legislative process at the federal and state levels, and the regulatory framework governing lobbying activities. Through lectures, seminar style discussions, and in-depth readings, students will develop practical skills in effective advocacy, coalition-building, and navigating the complex landscape of lobbying regulations.

**Student Learning Objectives:**

* Understand the Role and Impact of Lobbyists: Students will be able to describe the functions and influence of lobbyists in the legislative process, including how they shape policy decisions, advocate for specific interests, and interact with lawmakers and regulatory agencies.
* Navigate the Legislative Process: Students will gain a comprehensive understanding of the legislative process, including how bills are introduced, debated, amended, and passed.
* Evaluate Legal and Regulatory Frameworks Governing Lobbying: Students will review and assess the existing legal and regulatory frameworks that govern lobbying activities, including registration requirements, disclosure laws, and restrictions on lobbying practices. They will analyze how these regulations impact lobbying effectiveness and ethical conduct.
* Develop Advocacy Strategies within Legal and Ethical Boundaries: Students will learn to design and implement effective advocacy strategies for engaging with legislators, the Executive Office of the Governor, and other lobbyists and consultants. They will develop skills in crafting persuasive arguments and utilizing appropriate channels for influence.

**Required Reading Materials:** Guide to State Legislative Lobbying, 3rd Edition by Robert L. Guyer. Supplemental reading materials will be distributed during class, if necessary.

**Course Expectations:**

* Active Participation: Students are expected to engage in class discussions. Regular attendance and engagement are crucial for a deep understanding of the course material.
* Timely Completion of Assignments: All assignments, including discussion boards and essays, must be submitted on or before the deadline. Lae submissions will incur penalties unless prior arrangements were made.
* Critical Thinking and Analysis: Students should demonstrate critical thinking and analytical skills in their written work and class discussions.
* Respectful Discourse: Students are expected to engage respectfully with peers and instructors. Constructive feedback and diverse viewpoints should be handled professionally and thoughtfully. Discriminatory and offensive behavior against classmates will not be tolerated.

Students will receive one credit for the compressed courses, and the courses are graded (not pass/fail).

**Attendance and Preparation:**

This is a compressed course and daily attendance is mandatory. Missing more than one class hour may result in a reduction of your final grade. Missing more than two class hours may result in a failing grade or no credit for the course. The Levin College of Law’s policy on attendance may be found [here](https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies).

**Students with Disabilities:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click [here](https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/transfer/additional-information) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

**Compliance With Uf Honor Code:**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Law Honor Code located [here](https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/additional-information/honor-code-and-committee/honor-code). The UF Law Honor Code also prohibits use of artificial intelligence, including but not limited to ChatGPT and Harvey, to assist in completing quizzes, exams, papers, or other assessments unless expressly authorized by the professor to do so.

**Information On Uf Law Grading Policies:**

The Levin College of Law’s mean and mandatory distributions are posted on the College’s website and this class adheres to that posted grading policy. The following chart describes the specific letter grade/grade point equivalent in place:

|  |  |  |  |
| --- | --- | --- | --- |
| Letter Grade | Point Equivalent | Letter Grade | Point Equivalent |
| A (Excellent) | 4.0 | C (Satisfactory) | 2.0 |
| A- | 3.67 | C- | 1.67 |
| B+ | 3.33 | D+ | 1.33 |
| B | 3.0 | D (Poor) | 1.0 |
| B- | 2.67 | D- | 0.67 |
| C+ | 2.33 | E (Failure) | 0.0 |

The law school grading policy is available [here](https://www.law.ufl.edu/life-at-uf-law/office-of-student-affairs/current-students/uf-law-student-handbook-and-academic-policies).

**Observance Of Religious Holidays:**

UF Law respects students’ [observance of religious holidays](https://catalog.ufl.edu/ugrad/1617/regulations/info/attendance.aspx).

* Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
* Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
* Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

**Exam Delays And Accommodations:**

The law school policy on exam delays and accommodations can be found [here](http://www.law.ufl.edu/student-affairs/current-students/forms-applications/exam-delays-accommodations-form).

**Statement Related To Accommodations For Students With Disabilities**

Students requesting accommodations for disabilities must first register with the Disability Resource Center (https://disability.ufl.edu/). Once registered, students will receive an accommodation letter, which must be presented to the Assistant Dean for Student Affairs (Assistant Dean Brian Mitchell). Students with disabilities should follow this procedure as early as possible in the semester. It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester. Students may access information about various resources on the UF Law Student Resources Canvas page, available at <https://ufl.instructure.com/courses/427635>.

**Student Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click [here](https://gatorevals.aa.ufl.edu/students/) for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens and may complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students [here](https://gatorevals.aa.ufl.edu/public-results/).

**Recordings Of Class**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor and Student Conduct Code.

**Aba Out-Of-Class Hours Requirements:** ABA Standard 310 requires that students devote 120 minutes to out-of-class preparation for every “classroom hour” of in-class instruction.

**Course Breakdown and Readings:**

Day 1: Introduction to Advocacy Through Lobbying and the Legislative Process

* Overview of the role of lobbyists in the democratic process:
  + Exploring the definition and purpose of lobbying in a democratic nation and the types of lobbying efforts
    - i.e. direct lobbying vs. grassroots lobbying
* Historical perspectives on lobbying and its evolution in the United States:
  + Understanding the structure and functions of legislative bodies,
  + Overview of the federal and state legislative processes, and
  + Analysis of key stakeholders and decision-makers in the legislative arena
* Ethical considerations in lobbying and professional codes of conduct

Day 2: Development of Lobbying Strategies

* Identifying legislative strategies:
  + Analyzing policy issues,
  + Setting goals and objectives
* Research and information gathering:
  + Legislation in Florida and neighboring states
* Communicating with legislators:
  + Key elements of persuasive communication in lobbying,
    - Crafting a message that tailors to different audiences,
    - Adapting to changes in the legislative environment,
    - “Buying” what the legislature is “selling”.

Day 3: The Appropriation and Budget Process

* Legislative priority discussions,
  + What are the key issues relevant to the client for the legislative session?
  + Analyzing the appropriation document(s)
* General Appropriations Act and agency budget analysis,
* Appropriation Committees and Budget Conference

Day 4: Case Studies in Lobbying and Course Recap

* Utilizing media and grassroots mobilization in advocacy efforts.
* Analysis of real-world lobbying campaigns and their outcomes,
* Lessons learned from successful and unsuccessful lobbying effort.

**Day 1 Readings: Introduction & Fundamentals**

1. **Introduction to Lobbying**
   * Read the Introduction and Chapters 1-2
     1. “What is Lobbying?”
     2. “Assessing Your Chances of Legislative Success”
   * Focus on understanding the key concepts of lobbying, the role of lobbyists, and the legislative process.
2. **Overview of State Legislatures**
   * Get acquainted with how state legislatures operate and their key components.

**Day 2 Readings: Lobbying Strategies & Techniques**

1. **Developing Lobbying Strategies**
   * Read Chapter 3:: “Developing the Lobbying Campaign”.
   * Learn about strategic planning, goal setting, and tailoring your approach to different legislative contexts.
2. **Effective Communication with Legislators**
   * Focus on techniques for effective communication, including crafting persuasive messages and understanding legislators' needs.

**Day 3 Readings: Practical Applications & Case Studies**

1. **Lobbying Tactics and Practices**
   * Read Chapters 6-8:
     1. “Legislative Procedure”
     2. “The Lobbying Visits”
     3. “Working with Legislative Committees”
   * Study various tactics used in lobbying, including grassroots lobbying, coalition building, and direct lobbying.
2. **Case Studies and Real-World Applications**
   * Examine real-world examples to see how theoretical concepts are applied in practice.

**Day 4 Readings: Legal and Ethical Considerations**

1. **Legal Framework and Regulations**
   * *Supplemental reading material to be provided in class.*