STRATEGIC POLICY DESIGN:
A GUIDE TO STATECRAFT

TUESDAY 30 - WEDNESDAY 31 AUGUST 2011

FEATURING

Dr Jack C. Chow, Distinguished Service Professor at Carnegie Mellon's Heinz College of Public Policy, and a founding faculty member of Heinz's Washington DC program.

ADVANCED EDUCATION PROGRAM

Carnegie Mellon University - Australia's Advanced Education Program (AEP) offers elite, practical and relevant professional development for executives and busy professionals. By selecting from a diverse range of courses, participants can ensure their skills are current and competitive, without the commitment of full-time or part-time study.

For more information on the Advanced Education Program, visit www.cmu.edu.au/AEP.

ABOUT THE COURSE

This course aims to introduce participants to the central frameworks used by senior policymakers at the presidential and ministerial levels to establish a nation's set of priorities and goals, and mobilising assets to accomplish them. Although styles of governance vary across cultures and political systems, and policy personnel frequently turnover, there are consistent patterns used in the construct and implementation of national and international policy.

The course lays forth framework elements drawn from international policy literature, enunciated government policies, and original research, and organises them so that participants may appreciate policy architecture as it is developed and, as practitioners, use it in the conduct of policymaking.

Participants will be introduced to the essential components of strategic goals, the criteria used to construct operational objectives, the three major realms that guide a policy's design, and a simple "three P" method useful for the development of new policies. The course will draw from case studies, speeches, and the participants' own experiences to illustrate concepts. Interactive discussion and simple exercises will be conducted to reinforce ideas and give participants practice at generating and assessing policy designs.

The course would benefit those involved in, or with an interest in, policymaking - either as current practitioners, students, or publicly involved citizens. The outcome is a detailed understanding on the founding rationales of policymaking and how they can inspire effective statecraft by national leaders.

ABOUT DR JACK CHOW

Dr Jack C. Chow is a Distinguished Service Professor at Carnegie Mellon's Heinz College of Public Policy, and is a founding faculty member of Heinz's Washington DC program. He was the United States Ambassador on Global HIV/AIDS for Secretary of State Colin Powell, and was the first Assistant Director-General of the World Health Organization on HIV/AIDS, Tuberculosis and Malaria.

Dr Chow held senior positions throughout the U.S. Government, including the State Department, the House and Senate Appropriations Committees, the White House Office of Science and Technology Policy, and the U.S. Department of Health and Human Services. He has worked in the private sector as a management and policy consultant at the RAND Corporation, McKinsey & Company and PRTM (now PricewaterhouseCoopers). His opinions and perspectives have been published in Foreign Policy magazine and major newspapers.

His academic degrees include: MPA in international policy from Harvard's Kennedy School, MBA from the University of Chicago, MS from Berkeley, MD from the University of California at San Francisco, and BA from the University of Pennsylvania.
VENUE
Carnegie Mellon University - Australia
220 Victoria Square (Torrens Building), Adelaide

REGISTRATION DEADLINE
Friday 19 August 2011

COST
Tuition AUD $1,980 incl. GST

Cancellation fee of AUD $500 will apply 10 days prior to course commencement. Name changes permitted if you are unavailable to attend.

Contact our Admissions Office to find out if you are eligible for tuition fee assistance.

REGISTER TODAY
T +61 (0) 8 8110 9910
E admissions@cmu.edu.au
F +61 (0) 8 8211 9444
W www.cmu.edu.au

PROGRAM SCHEDULE

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<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>25 August 2011</td>
<td>Participants receive pre-course reading materials</td>
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<tr>
<td>Tuesday 30 August</td>
<td>9am – 5pm Course commences (meals provided)</td>
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<tr>
<td>Wednesday 31 August</td>
<td>9am – 5pm Course concludes (meals provided)</td>
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# Registration Form

**Fax To:** + 61 (0) 8 8211 9444  
**Email:** ADMISSIONS@CMU.EDU.AU

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<td>Dietary, Mobility Access or Other.</td>
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**Questions About the Advanced Education Program**

Colin Underwood  
Senior Programs Manager  
**T** +61 8 8110 9904  
**M** 0421 337 907  
**E** colinund@cmu.edu.au  
**W** www.cmu.edu.au/aep

**To Register**

Admissions Office  
**T** + 61 (0) 8 8110 9910  
**E** admissions@cmu.edu.au  
**F** + 61 (0) 8 8110 9444  
**W** www.cmu.edu.au/aep

Payments must be received 72 hours prior to the course commencement by cash, cheque or transfer of funds.

- **EFT Payment to:** ANZ Bank  
  - **Account Name:** Carnegie Mellon University, Tuition a/c  
  - **Account No:** 837038545  
  - **Bank BSB Code:** 015010  
  - **Bank Address:** 121 King William St, Adelaide SA 5000 Australia

**Carnegie Mellon University - Australia**

220 Victoria Square  
Adelaide, South Australia 5000 Australia

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