



New  
Politics  
Forum

Campaign Bootcamp 2012

New Politics Forum's  
**2012 Campaign Bootcamp**  
*So you wanna work on a campaign?*

Welcome to the New Politics Forum's 2012 Campaign Bootcamp, a unique annual event which combines traditional conference panels with hands-on workshops aimed at teaching participants the necessary skills for immediate entry working on a political campaign. We hope that you enjoy this process and find it helpful in whatever career and/or life path you choose.

### **YOUR MISSION.**

Learn everything you can from the active political professionals we bring in to teach our workshop sessions. Get business cards and contact info for as many people (both presenters and your fellow bootcampers) as you can. Work in multi-partisan groups to craft a campaign plan and presentation pitch for your assigned mock candidate. On Sunday, your team will pitch your plan to our mock "Texas Campaign Commission" a judging panel comprised of political professionals who will offer you feedback on your ideas.

### **THE LANDSCAPE.**

You and your teammates were recently hired to work on a general election campaign for a State Representative's race in the Houston, Texas area.

Your start date on the campaign is July 1, 2012. **Your "E-Day" is November 6, 2012.**

This packet includes general biographical and issue information for your candidate and your opponent that will help you to make strategic decisions regarding your campaign plan.

**This is a mock simulation.** The candidates are both fictional characters created for this exercise. All information collected for these candidates was comprised of current events and political issues in coordination with party affiliation. This is a nonpartisan educational exercise.

### **THE GUIDELINES.**

**Rule #1 Be creative.** How you present your campaign plan is up to you. Realize that it's a short pitch to convince the "Commission" to come on board with your candidate. Your team will try to win their financial support and their public endorsement, two key components that can make or break candidates.

**Rule #2 All "campaign plans" should include:** an overview of your campaign strategy with an explanation of your "big picture" ideas for getting your candidate elected and the general narrative of why your candidate wants to run for office.

## THE JUDGING CRITERIA.

The plan should include an overview of your campaign activities from now until Election Day, hitting on three main points:

- (1) Your Campaign Fundraising Plan
- (2) Your Campaign Communication & Message
- (3) Your Campaign Ground Game and GOTV (Get-Out-The-Vote) Strategy

The Texas Campaign Commission will **judge your campaign team** on four areas:

- (1) Creativity
- (2) Practicality of your plan and solutions
- (3) Presentation of Campaign Strategy, i.e. “your pitch”
- (4) Your Message Strategy

## HELPFUL TIPS FROM THE PROFESSIONALS.

- ✓ There is not one set way to run a campaign. Just make sure that you give adequate reasoning to support your strategy and ideas.
- ✓ **Use information from NPF panels and speakers in your campaign plan and pitch.** Presenters throughout the weekend will be sharing key trends and best practices for winning campaigns. Experienced “politicos” (esp. those on the Texas Campaign Commission, hint hint) will look for staffers who “know their stuff!” when choosing which campaign and candidate to support.
- ✓ **K.I.S.S.: Keep It Simple, Stupid.** Don’t try to overwhelm yourself or the judges with information. Think through your plan logically and only include what’s most important. Don’t get bogged down... know that the simplest plans and messages sometimes are the most effective.
- ✓ **Do not stress.** Creating a winning campaign strategy usually takes months to accomplish and includes countless conversations and planning sessions with seasoned campaign professionals who have been working in the field for years. We just want you to have the opportunity to get your feet wet, so that you have a general idea of what to expect your first day on the job.

**Have fun!**

**THE NEW POLITICS FORUM**  
**2012 Campaign Bootcamp Agenda**  
June 1- June 3, 2012

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All activities will be held at the University of Texas at Austin  
LBJ School of Public Affairs, Room 3.122  
2315 Red River St.  
Austin, TX 78712-1536

**FRIDAY, JUNE 1, 2012**

1:30 pm

**REGISTRATION & CHECK-IN**

2:00 pm - 3:45 pm

**THE BEGINNING: 2012 CAMPAIGN BOOTCAMP**

*This opening session will give participants an opportunity to meet your fellow "bootcampers" and your 2012 Campaign Bootcamp mentors. Then, our mentors will go over the different types of political campaigns and the essential elements of a successful campaign plan.*

*Emily Einsohn, Annette Strauss Institute for Civic Participation*

- Program Coordinator for the New Politics Forum and Executive Communication Trainings at the Institute

*Jessica Colón, 2012 Republican Campaign Bootcamp Mentor*

- Owner, Colón & Co. a conservative political consulting firm
- Former 2009, "Rising Star" by Campaigns and Elections Magazine
- Former Chairwomen of the Young Republican National Federation

*Parag Mehta, 2012 Democratic Campaign Bootcamp Mentor*

- Special Assistant at the U.S. Department of Labor
- Former Director of Training for the Democratic National Committee
- Former Deputy Political Director, America Votes and Gov. Howard Dean for America

3:45 pm - 4:00 pm

Break

4:00 pm – 5:00 pm

### ORGANIZATION 101: CAMPAIGN MANAGEMENT

*Some of the best in the political business will show you how they organize their own campaigns. Our presenter will cover topics such as the organizational structure and hierarchy, the stages of a campaign, and how to create a team that works together and gets things done.*

*Instructor: Matt Mackowiak, President, Potomac Strategy Group, LLC*

5:00 pm - 5:15 pm

*Break*

5:15 pm - 6:15 pm

### ORGANIZATION 102: VOLUNTEERS – THE BUILDING BLOCKS OF YOUR CAMPAIGN

*In this session, you will learn how to identify, recruit, train, manage, and reward volunteers. It's all about relationship building and you will get to learn the “ins & outs” of volunteer management on a campaign.*

*Instructor: Tanya Tarr, Political Mobilization Director,  
American Federation of Teachers*

6:15 pm – 7:00 pm

### WORK SESSION I: ORGANIZING YOUR CAMPAIGN TEAM

*Meet your candidate and teammates. Begin talking about how you want to organize your work over the next two days. Our campaign bootcamp mentors will join you and will help you think through best practices.*

*Westwood Team – Jessica Colón  
Carter-Gonzalez Team – Parag Mehta*

7:15 pm – 8:30 pm

### DINNER AT EL CHILITO & NETWORKING

*We will all meet at El Chilito (<http://www.elchilito.com/>) to grab some tacos on your own and network with your fellow campaign bootcampers, mentors, and staff.*

*(This dinner and drinks not included in your registration fee. Participation is optional, but encouraged.)*



1:00 -1:45 pm

**“CAMPAIGN TALK: WHY ELECTIONS ARE GOOD FOR US”**

*A discussion with Dr. Roderick P. Hart, Dean of the College of Communication*

*Dr. Roderick P. Hart holds the Allan Shivers Centennial Chair in Communication at The University of Texas at Austin. His area of special interest is politics and the mass media and he is the author of twelve books, the most recent of which is *Political Keywords: Using Language that Uses Us* (Oxford University Press, 2005). He is also the author of DICTION 5.0, a computer program designed to analyze language patterns.*

1:45 pm - 2:00 pm

*Break*

2:00 pm - 4:00pm

**ORGANIZATION 201: TARGETING, VOTER CONTACT, VOTER FILES, POLLING**

*In this session, campaign bootcamp mentors will cover the essentials of targeting, voter contact, voter files, and polling. Our goal is to just get you comfortable with these concepts and offer a general overview of how campaigns use of each of these modalities.*

*2:00 – 2:45 pm Targeting with Parag Mehta*

*2:45 – 3:20 pm Polling and Voter Files with Jessica Colón*

*3:20 – 3:50 pm Voter Contact with Parag Mehta*

*3:50 – 4:00 pm Q &A*

4:00 pm - 4:30 pm

**SNACK BREAK** (*included in registration fee*)

4:30 pm – 6:30 pm

**MESSAGING 201: EARNED, PAID, AND SOCIAL MEDIA**

*Now you have your team organized, a general fundraising plan, and a basic message for your candidate. Learn from the “insiders’ perspective” how to leverage earned, paid, and social media.*

**4:30 – 5:00 pm Earned Media with Jenifer Sarver**

*General Manager, Burson-Marsteller*

**5:00 – 5:30 pm Paid Media with James Aldrete**

*President and Creative Director, MAP Wins*

**5:30 – 6:00 pm Social Media with Vincent Harris**

*President and CEO, Harris Media, LLC*

**6:00 – 6:30 pm Q &A Sessions**

6:30 pm DINNER (*included in registration fee*)

6:30 pm – 10:00 pm OFFICE HOURS & CAMPAIGN TEAM GROUP TIME

*This is your opportunity to work in your teams and alongside of your campaign bootcamp mentors on your media strategies, crunch your “win numbers,” and begin to develop your campaign pitch for Sunday’s big meeting with the “Texas Campaign Commission.” Campaign Bootcamp mentors will be holding “office hours” at LBJ until 10:00 pm. Groups can choose to use this time however they wish.*

**SUNDAY, JUNE 3, 2012**

LBJ School of Public Affairs, Room 3.122

9:00 am BREAKFAST (*included in registration fee*)

9:30 am – 10:30 am RESEARCH ON POLITICAL CAMPAIGNS

*This session will cover how research is used to understand your candidate, your constituents, and your opponent.*

*Instructors:*

*David Holmes, Owner, Intrepid Government Relations*

*Zechariah Vaughn, Research Director with John Doner & Associates*

10:30 – 12:00 pm GROUP PREP TIME FOR CAMPAIGN PITCHES

*Get last minute advice from Bootcamp mentors, finesse your presentations, and take a few minutes to practice your pitch.*

12:00 pm LUNCH (*included in registration fee*)

12:15 pm – 1:45 pm PRESENTATIONS TO THE “TEXAS CAMPAIGN COMMISSION”

*There will be a panel of “judges” who are experts in the field of campaigns and politics that will provide constructive and helpful feedback on your campaign plan.*

*Matt Glazer, Executive Director, Progress Texas*

*Pasha Moore, founder of Holland Taucher Consulting Group*

*Parag Mehta, Special Asst. U.S. Department of Labor*

*Jessica Colón, Owner, Colón & Co.*



Sunday, June 3, 2012 Agenda cont'd.

1:45 pm -2:15 pm	THE END: BOOTCAMP DEBRIEF & PROGRAM EVALUATION
2:15 pm - 2:30 pm	PRESENT CAMPAIGN TEAM AWARDS
2:30 pm	CAMPAIGN BOOTCAMP 2012 GROUP PHOTO

The Annette Strauss Institute for Civic Participation would like to thank our sponsors and partners.

The New Politics Forum is sponsored by the generous support of the Hatton W. Sumners Foundation.



The New Politics Forum is a program of the Annette Strauss Institute for Civic Participation. To learn more about our research and educational outreach opportunities, visit us online at:

[www.annettestrauss.org](http://www.annettestrauss.org)



Location provided by the Center for Politics and Governance at the LBJ School of Public Affairs.



## 2012 CAMPAIGN BOOTCAMP SCENARIO

Your Candidate, Your Opponent,  
Election Timeline,  
Campaign District and Precinct Maps

## THE NUTS AND BOLTS

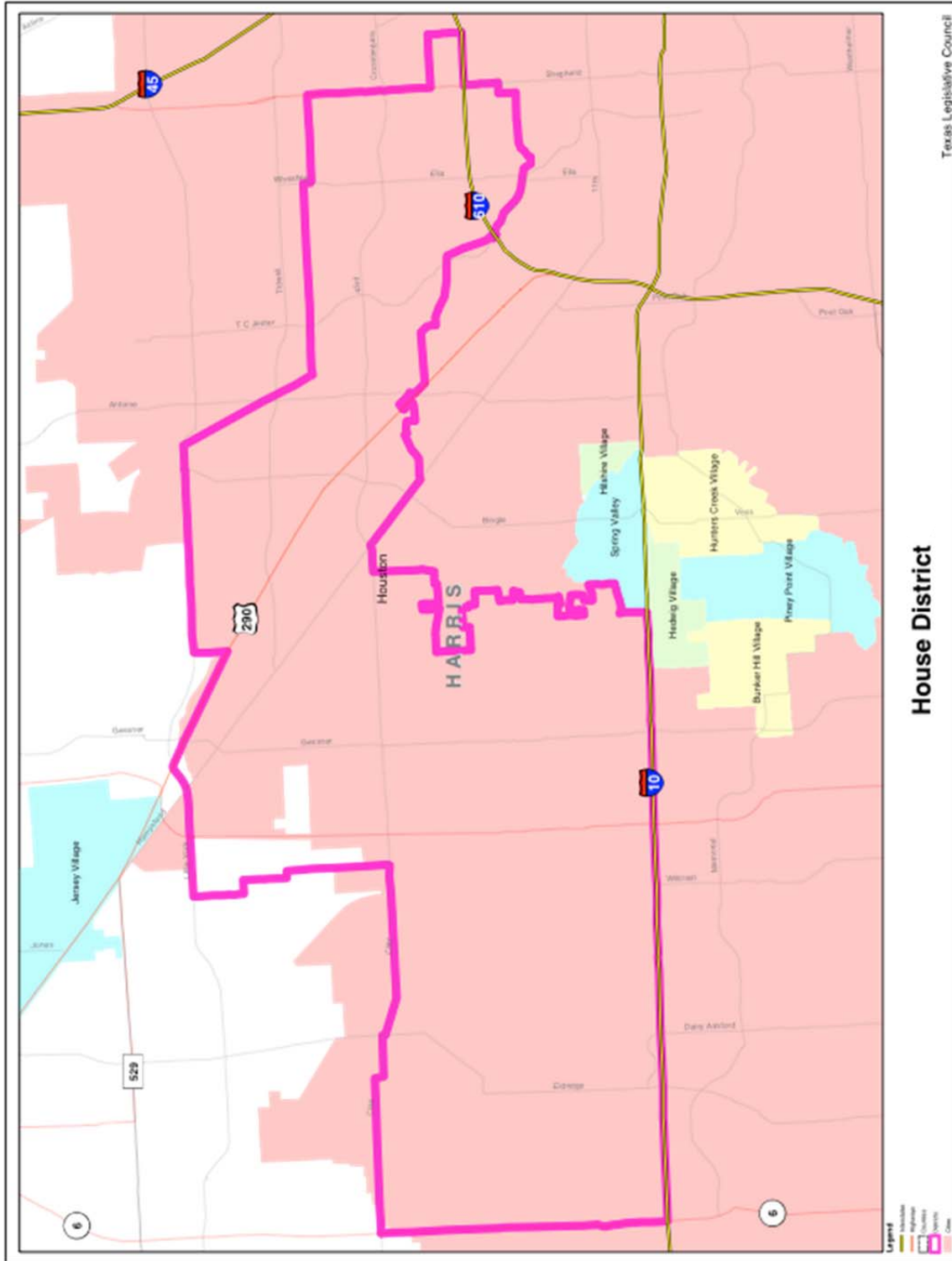
The following information and materials are included to help your campaign team get started on developing your campaign plan.

### November 6, 2012 - Uniform Election Date

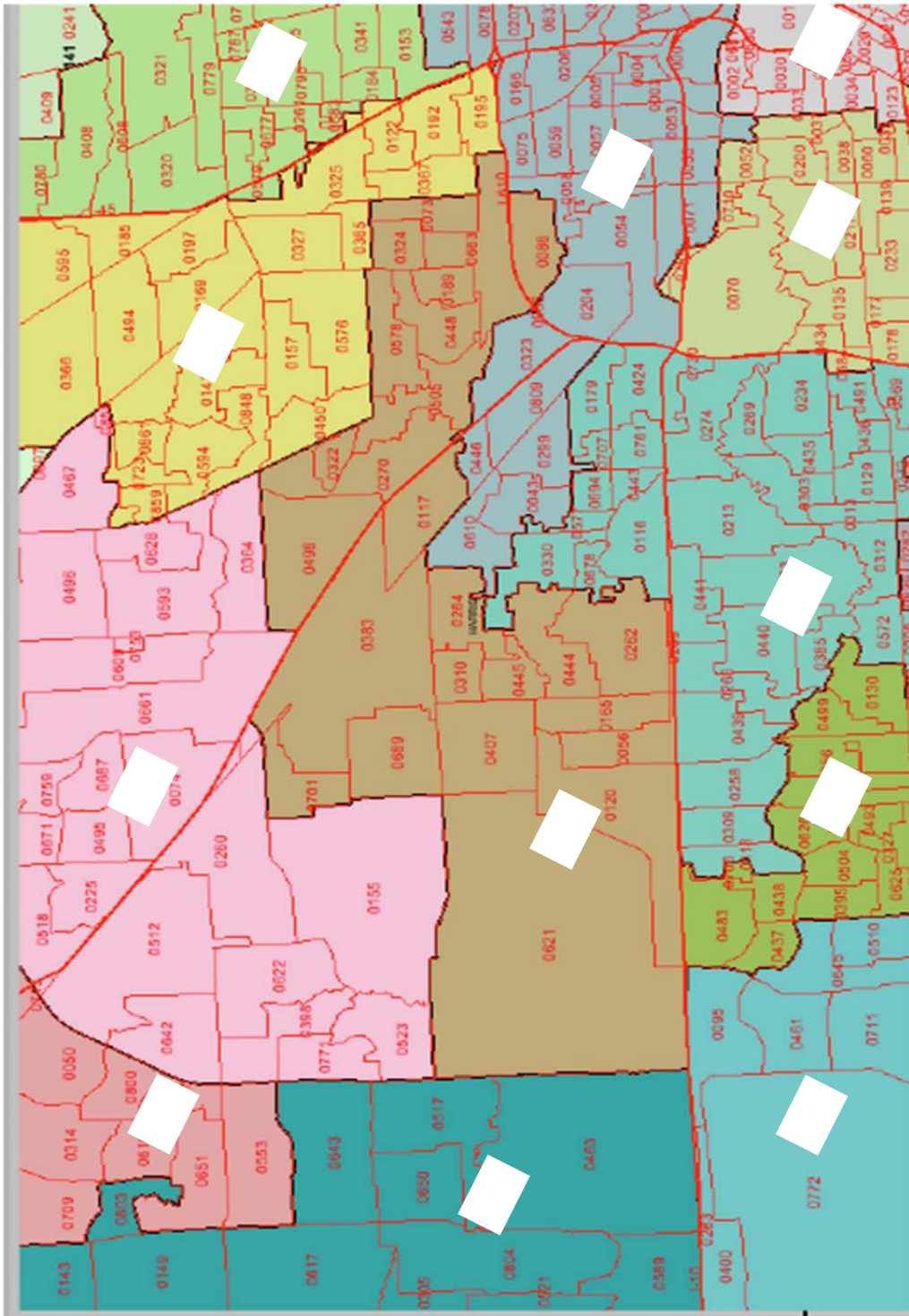
Authority conducting elections	County Clerk/Elections Administrator/ Local political subdivisions
First Day to File for Place on General Election Ballot (for cities and schools ONLY) (filing deadline for other political subdivisions may vary) <sup>2</sup>	July 21, 2012 (Even though the first day to file falls on a Saturday, this does not require the filing authority to hold weekend office hours to receive candidate applications.)
Last Day to Order General Election (or Special Election on a Measure)	August 20, 2012 (NEW LAW: 78th day before election day)
Last Day to File for Place on General Election Ballot (for local political subdivisions ONLY)	August 20, 2012 (NEW LAW: 78th day before election day)
First Day to Apply for Ballot by Mail (does not apply to FPCA)	September 7, 2012
Last Day to Register to Vote	October 9, 2012 (Tuesday, which is next business day after Columbus Day)
First Day of Early Voting	October 22, 2012 (Monday, which is next business day after statutory deadline)
Last Day to Apply for Ballot by Mail (Received, not Postmarked)	October 30, 2012 (Received, not Postmarked)
Last Day of Early Voting	November 2, 2012

From the Texas Secretary of State website: <http://www.sos.state.tx.us/elections/voter/2012dates.sht>

### HOUSE DISTRICT MAP



PRECINCT MAP



## JIM WESTWOOD

### *The Incumbent*

- \* **Occupation:** Small Business Owner
- \* **Education:** Texas A&M University, Cum Laude, 1990. B.S. in Political Science, B.B.A. in Marketing
- \* **Hometown:** Houston
- \* **Political Party:** Republican
- \* **Legislative Experience:** Texas House of Representatives, 2003 – Present

### **Biographical Information**

Born and raised in Houston, Jim Westwood was elected in November 2002 to represent the people of the district in the Texas House of Representatives. His district is comprised of the greater Houston area. Representative Westwood serves as a member of the prestigious Business & Industry Committee, as well as the Vice Chairman of the Elections Committee and Vice Chairman of the Local and Consent Calendar. He serves as a member of the House Redistricting Committee as well.

Jim has been recognized on a number of occasions for his hard work in the Texas legislature. He was awarded “Taxpayers Best Friend” by the Texas House Republican Caucus, and he was recognized by the police chiefs of the six largest cities in Texas for his determination to pass common sense criminal justice legislation which supports local law enforcement.

His legislative accomplishments include the Graffiti Accountability Act of 2007, restoring the Pledge of Allegiance in public school classrooms, strengthening common nuisance laws to crack down on illegal activities such as gambling, prostitution, illegal drug use and gang activity, and setting up a program to reimburse hardworking teachers who spend their own money to provide for our children in the classroom.

Jim is also a co-founder of the Texas House of Representative’s “Air Quality Caucus,” a bi-partisan group committed to finding clean air solutions for our community and state.

A graduate of Scantamore High School, which he now has the privilege to represent, Westwood earned Bachelor’s Degrees in Political Science and Marketing from Texas A&M University. After graduating with honors, Westwood returned home to start the small retail business he operates today.

Jim and his wife, Dianne, are both active members of Second Baptist Church and live in Spring Branch area of Houston. They have four children, Franklin, Hope, Sawyer and Reagan.

## JIM WESTWOOD

### *Policy and Issue Statements*

- FOR Capping Property Tax Appraisals at 5% or Less
- FOR Requiring a Texas Photo ID to Vote
- FOR Public School Classroom Excellence & Fair Teacher Pay
- FOR Lower Taxes & Reduced Government Spending to Encourage Economic Growth & Job Creation
- FOR Aggressive Flood Control Efforts Through Increasing the Use of Retention Ponds
- FOR Legislation that is Tough on Crime and Supports Local Law Enforcement
- FOR Increased Border Security
- FOR Giving Municipalities Greater Authority to Enforce Apartment Standards
- AGAINST Obamacare
- AGAINST Tolling Existing Free Roads
- AGAINST Amnesty

### JIM WESTWOOD SUPPORTS:

- **Strong Families**  
Families intent on giving their children the hope of a better tomorrow, the promise of a safe and secure today, and an appreciation and respect of yesterday.
- **Limited Government**  
A government that promotes policies to unlock individual potential and unleash economic growth. Government that does not try to be all things to all people.
- **Opportunity For All**  
The opportunity to chart one's own course – start a business, chase a dream, or build a life regardless of gender, race, or religion.
- **Personal Responsibility**  
Individuals taking personal responsibility for their own actions and a criminal justice system based on this idea. With freedom comes responsibility.
- **Rugged Individualism**  
The entrepreneurial spirit of the individual that continues to solidify Texas as a world economic power.

- **Principled, Innovative Leadership**  
Principled leaders with an understanding of Texas' heritage and a clear vision for Texas' future. Leadership that is unwavering in the face of criticism, steadfast when confronted with adversity, and committed to building a better State.
- **Honest Compassion**  
A society assisting those in need rather than a government trying to solve every problem by simply throwing more money at it.
- **Quality Education**  
An educational system that prepares children for tomorrow's workplace regardless of race, wealth or geographical location. Education is the bedrock of freedom and the gateway to opportunity.
- **Freedom**  
Freedom that is God given, affirmed by our Founding Fathers, articulated in the Declaration of Independence, and protected by the Constitution.
- **Property Taxes**  
Support placing a five percent cap on annual increases in property tax appraisals. For more information, please visit [AppraisalCap.com](http://AppraisalCap.com). Support mandatory disclosure of appraisal history for past five years on property tax statements. Friendly hours and more flexible options for protesting tax appraisals.
- **Public Education**  
Support pay raise and stronger state health plan for teachers. Support efficient spending and improved resources for the classroom. Mandatory jail time for kids who attack teachers.
- **Neighborhood & Community Improvement**  
Support local economic development and transportation efforts. Require public notification when drug treatment facilities plan to locate next to our homes and schools. Recruit additional funds to redevelop main roads and other key thoroughfares. Ensure funding for improvements to Gullies and Bayous to protect against future flooding. Support local county control over alcoholic beverage permits.



*Other Legislative Priorities:*

- Strongly oppose a state income tax
- Strongly support local community control
- Support local law enforcement and legislation that is tough on crime
- Protect firefighters and other first responders who are exposed to hazardous materials in the line of duty, especially in the case of a terrorist attack
- Support tough gang graffiti abatement measures that cut down on youth “tagging”
- Support strong repercussions against “Deadbeat Dads” who fail to hold up to their child support obligations
- Increase integrity of elections to protect against voter fraud
- Support increased state and federal patrols along the border to stop drug smuggling and illegal immigration that threatens our national security
- Support veteran affairs programs that come before the legislature

**Fundraising Information:**

Cash on Hand as of July 1 - \$177,136.32

Contributions Goal \$250,000

## JESSICA CARTER-GONZALEZ

### *The Challenger*

- \* **Occupation:** Teacher
- \* **Education:** University of Texas at Austin, B.A. Government, Psychology
- \* **Hometown:** Houston, Texas
- \* **Political Party:** Democrat
- \* **Legislative Experience:** Precinct Chair and State Democratic Executive Committeewoman for Senate District

### **Biographical Information**

Jessica Carter-Gonzalez is a lifelong resident of the district who is running for State Representative because she believes new leadership is needed to allow the Legislature to put aside partisan politics and get to work solving real problems in Houston.

After graduating from the University of Texas at Austin, Jessica came home and for the last seven years she has taught at her alma mater, Scantamore High School and Clinton Middle School. Jessica and her husband Carlos, who is a businessman, are the proud parents of a 10-month-old daughter and a 4-year-old son, and Jessica assists in coaching his Little League teams. Jessica is an active member of the Houston Federation of Teachers and a steward for Clinton Middle School. She is also an active Life Member of the Houston Livestock Show & Rodeo and has volunteered for the last 6 years.

As a veteran educator, Jessica believes in giving back to her community. As a State Representative, Jessica won't talk in sound bites like most politicians, but will speak from her experience as a teacher, parent and taxpayer who knows the problems we deal with every day affect all our families, whether we are Democrats, Republicans or Independents.

While in college, Jessica served on the legislative staff of State Representative Mark Homer, where she analyzed policy proposals, drafted legislation, and worked with committees. Her father, Ken Carter, also represented a significant part of the current district as a member of the Texas House of Representatives for over a decade.

Jessica is a uniquely qualified candidate who will use her experience in the classroom, her understanding of the Legislature, and her sense of the community she has always called home to serve the people of her district. She understands what our district needs and how to get things done. Whatever the issue that everyday Texans face - education, health care, safety, transportation or taxes - Jessica will be a State Representative we can trust to work for all of us.

## JESSICA CARTER-GONZALEZ

### *Policy and Issue Statements*

#### JESSICA CARTER-GONZALEZ SUPPORTS:

- New leadership at the Texas Department of Agriculture that will devise an effective global marketing program to assist our producers in selling their products, including training in the use of new technology and the Internet.
- Ensuring affordable, quality health care in rural areas through incentives to recruit and retain physicians and other health care providers, grants and zero interest loans for public hospitals, programs that bring enhanced medical technology to rural areas, and equalizing Medicare reimbursements to rural hospitals.
- The state should support research and development of environmentally sound alternative energy systems that create markets and jobs and help achieve energy independence.
- Public policy initiatives should be adopted that make it affordable for small businesses to provide health insurance for their employees.
- Workers and employers both benefit from a workers' compensation system that provides affordable coverage for employers, meaningful compensation to injured workers, the right of workers to choose their own doctor, incentives for employers to retain injured employees, and due consideration for the rights of workers within the legal system.
- Increasing our national security through the competent use of nonviolent intervention, mediation, and conflict resolution at home and abroad and to ensure that war is always a last resort.
- Full utilization of all federal funds that have been set aside specifically to improve the health of Texas children, and we oppose the redistribution of those funds for the benefit of children in other states. Jessica supports full restoration of the original CHIP program and policies, reinstatement of the simplified application process, and a 12-month period of continuous health coverage. We support a moratorium on removing any children from CHIP rolls until the state contractor and enrollment broker have proven that problems have been resolved and CHIP caseload trends show stability.

## Educating Our Children

- “We must do a better job when balancing the needs of our public schools with our taxing needs. I believe Texas can do better!” – Jessica Carter
- We need a tax structure that is fair and balanced so that we can afford to increase funding for public education. Currently, middle-income families pay twice as high a share of their income as do the wealthiest families. Tragically, our poorest families pay more than three times as great a share of their earnings in taxes as do the wealthy. Raising property taxes should not be the only solution to funding education. Educated children benefit all of us in Texas and the costs should be carried equitably.
- When it comes to safeguarding and improving public education, Texas can do better! Teachers are one of our greatest resources and should be compensated as such. Currently, Texas’ average teacher salary is ranked 37th in the nation. That just isn’t good enough. We must be able to offer competitive salaries to our teachers.
- Texas has the fastest growing population of children in the country and all of our children must be prepared to enter the workforce. We must raise our current graduation rate up from the nations’ lowest to a respectable top 20 ranking. Our states’ future economic prosperity rests in our ability to provide Texas with a well-educated workforce.
- As a product of Texas public schools, and a parent of a child in public school, I am fully committed to ensuring that each child receives a quality public education in Texas. The promise of a free and equitable public education drew many of our ancestors to Texas. This was a radical idea at the time. It should not be a radical idea now!

## Healthy Families

- “When it comes to caring for our citizens, Texas can do better!”
- Healthy Texans are good for our economy. When children and adults have access to affordable healthcare they are more productive in school and work. School attendance, grades and test scores improve and graduation rates increase. An educated workforce is vital to our economy, and healthy employees result in greater productivity for businesses.
- Access to healthcare for all Texans must be improved. Our state’s uninsured rate is approaching 25% and it’s no longer just the poor who can’t afford healthcare premiums. We must address the rising cost of healthcare.

- Our seniors need help. Nationally, Texas has one of the lowest Medicare reimbursement rates for nursing homes and the vast majority of these care facilities fail to meet federal quality of care standards. Further, budget cuts have devastated many of the programs providing services to seniors. We must evaluate the needs of our seniors and work to restore funding to legitimate programs.
- We must ensure that every Texan who needs mental health services is able to receive the necessary care. When it comes to mental health services, Texas ranks 46th in the nation. This may not mean much until you, your child or family member faces a mental health problem. We must make accessing quality, affordable mental healthcare for all who need it a priority.

### **Fundraising Information:**

**Cash on Hand as of July 1, 2012 - \$94,078.64**

**Contributions Goal \$300,000**