

IMPLEMENTING GOVERNANCE REFORM FOR DEVELOPMENT RESULTS

WORLD BANK-ANNENBERG SUMMER INSTITUTE IN COMMUNICATION AND GOVERNANCE REFORM

May 28-June 7, 2013

University of Southern California
Los Angeles

The World Bank Institute's Leadership and Governance Practice, the World Bank's External Affairs Operational Communications Department, the Annenberg School for Communication at the University of Pennsylvania, and the Annenberg School for Communication and Journalism at the University of Southern California are pleased to announce the **2013 Summer Institute in Communication and Governance Reform**. The course is primarily designed for strategists and advisers in the public sector and civil society, senior development professionals, and seasoned communication specialists who want to strengthen critical competencies in providing implementation support to change agents and reform leaders in developing countries.

The 9.5-day program will equip participants with knowledge about the most recent advances in communication and proven techniques in reform implementation. Participants will develop core competencies essential to bringing about real change, leading to development results in a wider range of sectors.

Participants will acquire critical skills in five key areas:

- **Interpreting** governance diagnostics and political economy analyses.
- **Crafting** multi-stakeholder collaboration, coalition and network building strategies and tactics to support reform.
- **Providing** communication skills that support the implementation of governance reforms.
- **Leveraging** social/digital media tools and analytics effectively.
- **Developing** communication metrics and applying monitoring and evaluation frameworks relevant to governance reform.

WHO SHOULD APPLY?

The course is intended for professionals working on reform initiatives around the world, including advisors in government, senior development practitioners and managers, senior communication professionals, and executives of public affairs, public relations, and advertising firms.

Successful applicants will possess:

- A minimum 10 to 15 years of professional experience in development with a focus on multi-stakeholder engagement.
- A masters degree or equivalent in communication, public affairs, political science, international relations, economics, or related field.
- Fluency in spoken and written English.

FEES

The fee for participation is US \$5,000 per person. This includes daily full-day instruction and meals during the sessions as well as site visits to leading entertainment, advertising, and media industry representatives. Participation fees will be used to make this Summer Institute a sustainable and regular annual effort.

HOW TO APPLY

To apply please visit our website at www.wbasc.net and fill out the 2013 application form. A Selection Committee will review applications.

APPLICATION DEADLINE: February 28, 2013

LOS ANGELES: FROM HOLLYWOOD TO SILICON VALLEY

Los Angeles is one of the most important media hubs of the world. The city provides a unique window on strategic communications where innovations in technology, entertainment, private and public sector media and civic organizations meet head on. Here, participants can get an insider's view of social marketing, technology, and entertainment as vehicles for policy change and implementation.

SUMMER INSTITUTE IN COMMUNICATION AND GOVERNANCE

"I was very impressed with the caliber and the quality of the people who came to participate in this program. They bring a lot of diverse experiences from different parts of the world with different challenges, and I find it to be extremely useful. Also, to the credit of my colleagues... the kind of work they did is quite impressive."

—General Manager,
Saudi Arabia

"You are empowering us with tools and ways of thinking and ways of approaching challenges that are going to have real added value on the ground."

—Associate Director,
United Arab Emirates

"I see a huge link between governance and strategic communication and therefore I was very keen to join this course.... This is one of the few courses I have seen, which actually brings governance and communication together."

—Governance Adviser,
Nepal

BACKGROUND

In 2011, The World Bank's Communication for Governance and Accountability Program (CommGAP),¹ the World Bank Institute's Leadership and Governance Practice, the Annenberg School for Communication at the University of Pennsylvania, and the Annenberg School for Communication and Journalism at the University of Southern California established a strategic partnership with a focus on strengthening the capacity of developing country professionals in supporting reform efforts on the ground. The partnership's overarching goal is to support the successful implementation of governance reform that leads to development results, even in the most difficult reform environments by focusing on communication strategies that can help enhance political, social and organizational will for reform and development.

In July 2011, the partners piloted a 10-day Executive Course in Communication and Governance Reform. The course introduced cutting-edge knowledge in three complementary areas: political economy analysis; strategic and political communication; and change management. From a pool of over 400 applicants, a total of 40 senior development practitioners and communication professionals from 19 countries in Africa, Asia, Latin America, and the Middle East were selected to participate.

Following the successful outcome of the course and the positive response from the course participants, the partners agreed to pursue the creation of a Summer Institute and launch the Executive Course as a regular offering. The first Summer Institute in Communication & Governance Reform was conducted in June 2012, at the University of Southern California, in Los Angeles. A total of 12 senior professionals participated from Africa, Asia, and the Middle East.

The course received high evaluation ratings (compared to the World Bank's average for similar programs) in terms of the quality of teaching, usefulness of the course and impact on increased participant knowledge and skills.

To support sustained engagement of course alumni and promote the formation of active practitioner networks, the Summer Institute aims to set up online platforms and collaborative tools for continuous knowledge exchange and learning.

¹ CommGAP was a 5-year program funded by the UK's Department for International Development (DFID), housed in the External Affairs Vice Presidency of the World Bank. The program aimed to promote the use of communication to help governance reform programs work under real-world conditions, as well as promote the building of democratic public spheres. With the conclusion of CommGAP in October 2011, the External Affairs Operational Communications Department is a co-sponsor of the Summer Institute.

