COURSE SYLLABUS

The Impact of Relationships and Coalitions Course

Deepen your ability to engage external partners by building strong interagency and public-sector coalitions that support mission goals.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/the-impact-of-relationships-and-coalitions



CustomerRelations@graduateschool.edu • (888) 744-4723

Course Outline

Module 1: Analyze the Importance of External Stakeholders to the Organization

- Define external stakeholders and classify levels of involvement (active, affected, interested, influential) and why engagement matters.
- Map, prioritize, and plan engagement/communications (methods, frequency, roles) using the Power–Interest Grid (p. 12) and stakeholder tables (pp. 9–10, 13–16).
- Analyze stakeholder needs with targeted interview/survey questions for other agencies, end users, and contractors; align to core requirements (pp. 11–12).
- Strengthen communication skills—active listening, clarity/conciseness, feedback, and channel selection—to keep stakeholders informed and satisfied (pp. 12–14).

Module 2: Develop Interagency Working Relationships and Partnerships

- Explain why work gets done “through and with others”; use guiding questions for interagency projects (plan, customers, milestones, shared resources) (pp. 17–18).
- Differentiate informal partnerships, public-private partnerships (P3), and people-public-private (P4); weigh benefits and risks, and leading collaboration practices (pp. 18–20).
- Establish work agreements and MOUs—purpose/scope, roles, duration, confidentiality, risks, and signatures—with legal/ethical considerations (pp. 21–23).
- Nurture relationships and review for success: watch for warning signs (e.g., duplication, unclear accountability) and use metrics/alliance management to improve (pp. 24–26).

Module 3: The Impact of Communicating with the Public and Customers

- Apply fundamentals of effective, ethical, and culturally sensitive communication; match styles and channels (in-person, virtual, web, phone, text, email) to audience needs (pp. 28–31, 38–43).
- Build a strategic communications plan—purpose, audience, channel, timing, and ownership—and a service strategy with clear standards and feedback loops (pp. 31–32).
- Analyze citizen experience end-to-end; ask the right questions, focus on what can be done, and address gaps between promises and delivery (pp. 32–35).
- Evaluate effectiveness with KPIs and methods such as focus groups, discussion forums, control groups, tiger teams, and web/social

analytics (pp. 37–40).