

USC Price

Sol Price School of Public Policy
Executive Education Forum



Building Capacity For Leaders

EXED Forum For Local Leaders

Dates: October 27-28, 2017

Location: University of Southern California, USC Price Research Centers

Friday, October 27, 2017

8:00am-5:15pm- EXED Forum for Local Leaders

Friday, October 27, 2017

5:30pm-Networking night, University Club

Saturday, October 28, 2017

8:00am-5:15pm- EXED Forum for Local Leaders

Executive Education Forum

Curriculum for October 27 and 28, 2017

EXED Forum, Fall 2017- Price Research Centers

Breakfast and Networking Starting at 8:00 a.m. each day

To bridge the gap between theoretical learning and real-life experience, the key topics covered during the program will include the following:

October 27, 2017. 9:00 a.m. to 12:15 p.m.

Responding to the Turnaround in California Demographics



Course Description and Learning Objectives:

“Demography is back!” proclaimed the Economist magazine earlier this year. Of course, demographics are always present, but our awareness ebbs and flows, largely in response to how the waves of change crash upon our housing markets, pension plans, and local workforces. Demographics have long been the source of major policy issues, but we have focused usually only on their consequences, too late to make things better. That is an unfortunate misuse, because demography also holds the key to long-term foresight and

can help leaders achieve consensus for more sustainable policymaking. In this module, we will focus on providing a basic introduction to population dynamics and how they impact public and private institutions. We set these lessons in the context of the extraordinary turnaround in California demographics, changes that are so abrupt and sweeping that they sharply demonstrate how demographics reshape the fate of our cities. We begin with a brief discussion of why it is that decision-making is trapped in a focus on the present, even while the future is inexorably marching toward us. We mix into this a consideration of how the growing polarization in the electorate can be understood as a consequence of emphasis on static differences between age and ethnic groups. Understanding the population dynamics holds promise for local leaders to help their citizens and decision makers to rediscover consensus about mutual interests and shared fates.

Every city or county can find the census and forecast data needed to break the shortsighted and divisive impasse. As will be demonstrated in the workshop, age changes are the key to making sense of demographics. Surges upward or downward in any age group can have overwhelming impact on the services demanded by that age group. The dramatic swings in age growth from last decade to next decade are what make demographics of crucial importance: in the aggregate, children are plunging, young adults surging, middle age slumping, and retirees exploding. Consequences are played out in terms of housing (renters and owners) and workforce (retirees and their replacements). A key takeaway is how to construct and use the local trend in the senior ratio. Workshop participants are encouraged to launch their own critiques of the demographic myopia, either challenging how this can really be so powerful, or by offering their own witnessed examples of blunder.

The decision making use of demographic trends, most often, is carried out through guiding narratives that embed perceptions of earlier trends (which are often outdated). Recently introduced in Boom—a Journal of California was a set of new narratives for guiding California’s future, narratives that sharply differ from the earlier story line on every trend. Workshop participants will debate which trend reversals are most significant for changing the perceptions that guide our public decisions.

A set of basic background readings will be made available prior to the workshop, as well as handouts of key presentation materials. At the conclusion of this module, participants will have a stronger grasp of population dynamics and how they impact both housing and workforce. They also will have a working knowledge of how demographic framing can reshape public consensus, helping to get everyone on the same page about who we are and how we all profit together in the new California.

USC PRICE Faculty: **Dowell Myers, Ph.D.**
Director, Population Dynamics Research Group
USC Sol Price School of Public Policy

October 27, 2017. 2:00 p.m. to 5:15 p.m.

State of the Service: The Challenges that Face Municipalities Today



Course Description and Learning Objectives:

This session will provide a comprehensive overview of research on public organizations and management. We will review topics that are related to organizational goals and performance, decision making, and leadership. However, the primary focus of this session will be on the various motivations of public administrators, how those motivations translate to various work behaviors, under what conditions those motivations can change, and what implications this has on effective public service. The session emphasizes coverage of citizen engagement, frontline public service, emotional labor, burnout, and turnover.

USC Price Faculty: **William G. Resh, Ph.D.**
Assistant Professor
Chair, Department of Urban Planning and Spatial Analysis

October 28, 2017. 12:15 p.m. to 2:00pm-Lunch Session:

***“The Plumbing of the World is Changing:
Economic Development in a Digital World”***

This session will identify the shifts and pivots cities must make to successfully apply economic development strategies and public financing tools to bolster local economies by capturing private investment in a millennial driven technology fueled economy while taking advantage of the State’s focus on sustainability and climate action.



Larry J. Kosmont, CRE®
President & CEO
Kosmont Companies



Jose A. Vera
Managing Director
Stifel, Nicolaus & Company, Incorporated

October 28th, 2017. 9:00 a.m. to 12:15 p.m.

Homeland Security: Extremism in Our Communities



Course Description and Learning Objectives:

We are facing a clear and present danger. The recent road to the Charlottesville attack was not traveled in a night, or even a decade. Since 9/11, the uptick in violent extremism has not come from foreign threats. Instead, it is 'homegrown' and being committed by extremists who are inspired by a diverse collection of ideological motivations, based on race, religion and issue-orientation. Unfortunately, we've been conditioned to view terrorism as the exclusive province of religious minorities, and now the chickens are coming home to roost. This homegrown challenge is not unique to America, as our allies are experiencing similar challenges and attacks. Dr. Southers, director of the Sol Price School of Public Policy Homegrown Violent Extremism Studies Program, examines the complexity of this landscape based on his work here and abroad, offering its perception; some predictions and interdisciplinary community-based initiatives America should consider going forward.

Attendees will be presented with a "Mosaic of Engagement" approach, that will add to the security of our neighborhoods, in furtherance of violence preventions by exploring the following concepts:

- "Soft Power"
- Community defined risk factors
- Community defined strategies and tactics
- Consensus building
- Building "Whole of Community" capacity

USC PRICE Faculty: **Erroll Southers, M.P.A. and D.P.P.D.**
Professor, (teaching)
Director of Homegrown
Violent Extremism Studies Sol Price School of Public Policy
Safe Communities Institute
(SCI) Director of International Programs (CREATE)

October 28, 2017. 12:15 p.m. to 2:00pm-Lunch Session

"Grid Modernization Efforts and the Vulnerabilities of Cybersecurity"



Brandon Tolentino
Principal Manager
Southern California Edison (SCE)

October 28, 2017. 2:00 p.m. to 5:15 p.m.

The Power of Connecting: Part 1



Course Description and Learning Objectives:

This interactive presentation focuses on the “Power of Connecting” through presence, range of feelings, and empathic stance. Emerging trends in the field of public-sector leadership go beyond what have historically been considered as soft skills, such as communication, networking, and motivation. This presentation dives deeper into three self-awareness characteristics that aid in connecting with others on a human scale.

With our time together, we will:

- Gain new insights on how we show up
- Recognize a range of feelings within ourselves and the importance of recognizing it in others
- Dive deeper into what it means to show empathy in professional settings

USC Price Staff:

Dr. Paul Danczyk, Ph.D.

Director, Executive Education in Sacramento
USC Sol Price School of Public Policy