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& By Appointment

PA 755: Information & Knowledge in the Public Service
Course Syllabus—Spring 2017 (Tuesdays)

This course will provide an overview of the development and management of data, information and knowledge in today's public and nonprofit sectors, focusing on applications for the future. It will cover the "hard" technical components of computer tools and technology for managing knowledge, without losing sight of the "soft" management needs and challenges in leveraging knowledge effectively within an organization. The class will be taught via lecture/discussion, online learning modules, presentations and applied projects.

Course Objectives- Students Will:

- Develop an understanding of the role of information technology and knowledge management in today's society and in public and non-profit organizations.
- Learn about new government and nonprofit technologies and how they are being used in their organizations
- Understand the rapidly changing role data, information and knowledge are playing in the public service
- Apply lessons of incorporating new technologies and utilize knowledge management applications in the student's own workplace
- Further develop their writing, oral presentation and critical thinking skills as well as knowledge about today's technology

Required Books

- Kelly, Kevin. 2016. *The Inevitable: Understanding the 12 Technological Forces that Will Shape Our Future*. New York: Viking Press.
- Shark, Alan R. 2015. *Technology and Public Management* Routledge, 02/2015. Routledge. VitalBook file.
- Townsend, Anthony M. *Smart Cities: Big Data, Civic Hackers, and the Quest for a New Utopia*. 2013. W.W. Norton.
- Case: 1800.0 The KIDSNET Story: Can a Medical-Information System Improve Public Health? <http://cb.hbsp.harvard.edu/cbmp/access/59637305>

Course Outline

1/24 Introduction to the Class. 6:00-7:15
Data, Information, Knowledge, Wisdom
The World is Flat.
Envisioning Data, Information and Knowledge.

Data

1/31 In Class Session.
Exploring Data using Excel and Tableau.
READING: Shark Ch. 1,2

2/7 ONLINE
The politics of data—Open data, Open government, E-democracy.
Technology Force 1-Becoming, 2-Cognifying
READING: Shark, Ch. 4
Townsend, Introduction, Ch. 1

2/14 In Class Session.
Geographic Data.
Big Data, Data Mining.
READING: Shark, Ch. 8
Townsend, Ch. 2

2/21 ONLINE
Technology Forces 3-Flowing, 4-Screening
Managing Social Media.
READING: Townsend, Ch.3

2/28 In Class Session.
Nikole Pagan, Data Services Manager, Horizons Foundation.
“Managing Data in Nonprofits”
Database Construction & Management
Managing Data.
READING: Townsend, Ch.4

Information Technology

3/7 DUE: DATA VISUALIZATION PROJECT
ONLINE
E-government & Web Service Delivery
Technology Forces 5-Accessing, 6-Sharing
READING: Shark, Ch. 3
Townsend, Ch. 5

- 3/14 DUE: MANAGING SOCIAL MEDIA EXERCISE
In Class Session.
Managing Technology.
Project Mgt, Managed Software & Procurement.
IT Performance
READING: Shark Ch. 5, 7, 9
Townsend, Ch. 6
- 3/21 SPRING BREAK
- 3/28 ONLINE
User Friendliness on the Internet
Case Study: The KIDSNET Story: Can a Medical-Information System
Improve Public Health?
Technology Forces 7-Filtering, 8-Remixing
READING: Townsend, Ch. 7
- 4/4 In Class Session.
Open Data Movements.
Ellie Tumbuan, Senior Consultant, The Justice Collective,
“Civic Technology and the Future”
Public Policy: Broadband, Telecommunications Policy, Digital Divide
READING: Shark: Ch. 6, 13
Townsend, Ch. 8
- 4/11 DUE: USER FRIENDLINESS EXERCISE
ONLINE
More online public policy: Freedom of Speech, Privacy.
Technology Forces 9-Interacting, 10-Tracking
READING: Shark, Ch. 15
Townsend, Ch. 9
- 4/18 In Class Session.
Security.
HR and other IT Management
READING: Shark Ch. 10, 12.
Townsend, Ch. 10, Epilogue
- 4/25 ONLINE
Smart Cities and Government.
IoT—The Internet of Things
Technology Forces 11-Questioning, 12-Beginning
READING: Shark, Ch. 14.
Across Sectors: Public, Nonprofit, and Private

Knowledge Management

- 5/2 DUE: SECURITY CHECKLIST EXERCISE
In Class Session.
Knowledge Management
READING: Shark Ch. 11
- 5/9 ONLINE
Learning communities.
Managing Change with IT and Knowledge Management.
- 5/16 DUE: KNOWLEDGE AUDIT EXERCISE
In Class—Presentations.
- 5/23 DUE: FINAL PAPER

Course Requirements

Online Sessions

- Online Sessions: Class Reading and Active Discussion Required.
- Online Sessions: Technology Forces Required.
- Required: Class Reading and Active Discussion Required.
- Data Visualization (Due 3/7) 20%
- Exercises 50%
 - Social Media Strategy (Due 3/14)
 - User friendliness evaluation (Due 4/11)
 - Security checklist (Due 5/2)
 - Knowledge Audit (Due 5/16)
- Final Paper & Presentation (Due 5/23) 30%
(12-15 pages)

Exercise Content and Style Guides

The style sheets for these assignments will be provided in the iLearn site but some initial information is provided here.

Online Discussion

- All students are required to actively participate in online discussion in the iLearn space. This includes both posting discussion questions and responding to discussion questions.
- All students are required to selected **two (2)** of the Technology Forces and, the day prior to the beginning of the ONLINE session of the class on which those Technology Forces will be discussed, will post a summary and discussion of the Force. Each summary will include at least 300 words overview of that Tech Force and another 300 words on how that Tech Force could influence either the public or the nonprofit sector. These will all be posted in iLearn as the first entry in a

discussion thread about that Tech Force. Selection of Technological Forces topics will be done on the night of the first class.\

Data Visualization

With a partner, each student will use Tableau software to create data visualization from San Francisco 311 data. More details in iLearn.

Exercises

Four exercises will be completed by each student; most of them will be due two weeks after we have discussed them in class.

Final Paper

The final paper should be between 12 and 15 pages, double-spaced. The paper topic needs to be approved by the instructor. At least ten sources (journal articles and legitimate websites should be utilized from public affairs and technology journals and sites.

Academic Expectations

The University's expectations of you as a student are outlined in the 2009-2010 Bulletin and other University publications. All of the University's expectations for your conduct as a student apply in this class.

Electronic Devices: Turn off all cellular phones, pagers, electronic and noise-making devices while you are in the classroom. Laptop computers may be used for taking notes, but students should refrain from participating in any other online activities during class.

Attendance: Your attendance and participation is required. Arrive at the assigned room before the start of class. Tardiness is disrespectful to me and to your colleagues.

Late Assignments: Serious penalties exist for turning in an assignment after the due date. If the assignment is turned in one day to one week after the due date, the grade will be reduced by ten points. If the assignment is beyond one week late, no credit will be granted.

Class Discussion: Through discussion, we are likely to uncover diverse opinions, life experiences, and frames of reference. We each hold our own views and strong opinions. During our discussions, we must respect each others' views and allow everyone to participate. Please participate respectfully and positively. Also, make sure everyone has an opportunity for input and keep your comments brief and to the point.

Academic misconduct: Cheating, plagiarism, and all forms of academic misconduct will not be tolerated. The California State University has established procedures for disciplinary action pursuant to Section 41301 of Title 5 of the California Code of Regulations. Any student may be expelled, suspended, placed on probation, or

given a lesser sanction for discipline problems. The Student Discipline Officer, housed in the Dean of Students Office, is responsible for administering the Student Disciplinary Procedures for the California State University and should be contacted for further information.

Plagiarism: When writing, students must take great care in how they reference ideas and information sources. Never use someone else's words or ideas in your writing without proper attribution. The Department of Public Administration uses Diana Hacker's A Writer's Reference as the style guide for all writing in the MPA program. Consult this book for information on the appropriate use of quotations and how to cite information sources.

Disability access: Students with disabilities who need reasonable accommodations are encouraged to contact the instructor early in the semester. The Disability Programs and Resources Center is available to facilitate the reasonable accommodations process. The DPRC, located in SSB 110, can be reached by telephone at 338-2472 (voice/TTY) or by email at dprc@sfsu.edu.

Religious Holidays: The faculty of San Francisco State University shall accommodate students wishing to observe religious holidays when such observances require students to be absent from class activities. It is the responsibility of the student to inform the instructor, in writing, about such holidays during the first two weeks of the class each semester. If such holidays occur during the first two weeks of the semester, the student must notify the instructor at least three days before the date that he/she will be absent.

Syllabus: The schedule provided in this syllabus summarizes the instructor's intentions for the semester; however, the instructor reserves the right to make changes. Any changes will be communicated in class and/or through your SFSU email account.

AS OF December 21, 2016
THIS INFORMATION IS SUBJECT TO CHANGE
College of Health & Social Sciences
Standard Wording for All Syllabi

Spring 2017

From: Dean Alvin Alvarez

B. CHSS Policy

Syllabi are to incorporate the Academic Senate Policy regarding finals week, the deadlines or withdrawals, late adds, CR/NC option and information related to course registration and Disability Programs and Resource Center. A sample listing of the required College policies are shown below.

Final Exam: According to Academic Senate policy F76-12 a time period is set aside at the end of each semester for a formal examination period. All classes are expected to meet during the final examination period whether an examination is given or not. The final examination schedule is published each semester in the Class Schedule, http://www.sfsu.edu/~acadres/final_exams/finals17.htm

CHSS Withdrawal Policy: The last day to drop a class is February 10th, 2017 until 11:59pm.

Administrative drops will no longer be permitted or approved after February 10th. Starting February 11th - April 24th you must submit a paper withdrawal petition. Withdrawal from a class starting **February 11th** will be considered for *serious and compelling* reasons only and **must have accompanying documentation**. The following reasons are **not** considered *serious and compelling*: Changing your major, poor performance, class not required for graduation/major, lacking the pre-requisite, instructor forgot to drop me, not attending class or more time needed for other classes. If you wish to withdraw from class due to unexpected changes in your work schedule, illness or family emergencies, **documentation will be required**, along with a copy of unofficial transcripts. Submit your petition **within a reasonable timeframe (e.g., within 2 weeks of a change in work hours, illness, etc.)**. From **April 25th - May 16th, 2017**, you may not withdraw from a class or the University, except only in the case of a **documented** serious illness or verified accident.

Withdrawals cannot be initiated electronically and must be submitted using a paper application. All electronic submissions of withdrawals will be denied automatically by the Associate Dean. **You are only allowed to withdraw from a maximum of 18 units and take a class no more than 2 times at SF State.** Approval from the instructor and/or Chair does not constitute automatic approval from the Associate Dean so continue attending class until a decision is made. Please refer to the following website for further information on withdrawal policies: <http://chss.sfsu.edu/src>.

CR/NC Option: The last day to request CR/NC option is March 17th, 2017 until 11:59pm. The Associate Dean will not approve requests for changes if you miss this deadline.

Late Add Policy: The period to add classes via permission numbers is January 23th - February 10th, 2017 until 11:59. It is your responsibility to procure a late permission number from your instructor and add the class. Faculty cannot add you into a class. Starting **February 11th**, a Waiver of College Regulations petition must be signed by your instructor, Chair and CHSS Associate Dean to add. This will be approved only if there was an administrative error.

Check your registration through SF State Gateway. Sign up for CR/NC, drop and add classes by the appropriate deadline online through *SF State Gateway*. **ALWAYS** check your registration after making any changes and **BEFORE** deadlines to be sure you are registered properly for your classes. Deadlines for all registration procedures, including withdrawals and requests for credit/no credit, are listed in the class schedule and will be strictly adhered to by the instructor, the Department Chair and the Associate Dean of College of Health & Social Sciences. **It is ALWAYS the student's responsibility to ensure their schedule is correct, even if the instructor indicates they will drop you.**

The information contained here can be viewed on the Registration Calendar at the following website: <http://www.sfsu.edu/~admisrec/req/reqsched2173.html>.

Disability Programs and Resource Center: Students with disabilities who need reasonable accommodations are encouraged to contact the instructor. The Disability Programs and Resource Center (DPRC) is available to facilitate the reasonable accommodations process. The DPRC is located in the Student Service Building and can be reached by telephone (voice/TTY 415-338-2472) or by email (dprc@sfsu.edu).

Student Disclosures of Sexual Violence: SF State fosters a campus free of sexual violence including sexual harassment, domestic violence, dating violence, stalking, and/or any form of sex or gender discrimination. If you disclose a personal experience as an SF State student, the course instructor is required to notify the Dean of Students. To disclose any such violence confidentially, contact:

The SAFE Place - (415) 338-2208; http://www.sfsu.edu/~safe_plc/

Counseling and Psychological Services Center - (415) 338-2208; <http://psyservs.sfsu.edu/>

For more information on your rights and available resources: <http://titleix.sfsu.edu>