



# **POLITICAL MANAGEMENT**

A decade<sup>+</sup> preparing students to work  
in and around politics





**Brittany Perreault**, MPM/14  
*Former lead speechwriter to Prime Minister Justin Trudeau  
Founder & CEO, Perreault Writing Co.*

*The Riddell Program is an excellent choice for anyone looking to work in politics. The professors are experienced, the coursework is practical, and the network is second to none.*



Before the introduction of the Clayton H. Riddell Graduate Program in Political Management in 2011, formal education and professional skills development in applied politics didn't exist in Canada. People learned on the go, making many mistakes along the way. Foreseeing a need for a structured approach, Carleton University created Canada's first graduate program in political management: a master's degree that can be 1-3 years, providing a professional foundation for students who will play leadership roles in political offices, parties, non-governmental organizations or firms that specialize in government relations, communications or public opinion research.

The groundbreaking Riddell program has spent more than a decade helping political staff and government relations professionals upgrade their skills and knowledge. It is the first and only program of its kind in Canada.



Former prime minister Stephen Harper, participates in a master class session with eager students.





**Our students gain the advantage of having access to Parliament Hill, essential individuals, and vital government institutions in Canada.**

Since the program's inception, classes have sometimes met in various rooms in the Centre Block, including the Senate chamber, and elsewhere in the parliamentary precinct. Students have heard from former prime ministers, cabinet ministers, members of Parliament, the clerks of the House of Commons and Senate, deputy ministers, and senior advisers to ministers and party leaders. This access to the centre of government is one of many components that makes the program the only one of its kind in Canada.

With a Master of Political Management (MPM) degree our graduates go on to work for members of Parliament, senators, cabinet ministers, government relations firms, industry associations, and non-governmental organizations. The skills learned in the program prepare alumni to face the halls of government confidently and professionally.

All courses are taught by experienced practitioners. They include David Colletto, president of Abacus Data, who teaches polling, and Guy Giorno, former campaign manager for the Conservative Party of Canada, who teaches campaigns.



## Carleton University's location in Ottawa is strategically important to the Clayton H. Riddell Graduate Program.

**Kevin Tetreault**, MPM/15  
*The Capital Hill Group*  
*Supervisor for a practicum student*

*Our experience this year was the best! A Riddell Program student joined our team to support our GovTech event series and provide much needed, timely assistance for our February 2020 summit. In fact, with his help, we were able to pull off our largest event yet. We look forward to working with the Riddell program again and leveraging the skills and excellent work ethic of their students.*

**Jim Armour**,  
*Summa Strategies*  
*Managing Partner*

*Summa Strategies has hired so many Riddell Program graduates over the years that we refer to it as our farm team. The practical skills taught in the program are a perfect fit for the work we do in government relations, communications and public affairs.*

▼ *Program fellow Bill Fox speaks at the annual pinning ceremony, where graduates receive their silver MPM pins.*

Our location in Ottawa affords our students unmatched opportunities to build vital connections with alumni, who, in turn, through our mentorship program, offer advice and support. Students further build strategic networks during their 10-week practicum placements in a political office and during events hosted by the program, including our annual Rt. Hon. Herb Gray Lecture.

Ottawa is a dynamic, cosmopolitan, livable, safe and affordable city, Canada's political capital is the perfect professional and academic laboratory for our students.







Students visit the Senate chamber to learn about the functioning of Canada's upper house.



**Darcy Walsh,**  
*SVP and General Manager,  
Edelman Ottawa Canada*

*The growth of the Master in Political Management program has not only proven valuable to Carleton University, but also extremely valuable to Canada's capital and beyond. The program helps shape industry individuals of the highest quality through courses that focus on real world political skills and ensures students come away with a strong understanding of Canada's institutions. Edelman has had great success with two graduates, both of whom are now permanent members of our Ottawa team. Edelman looks forward to continuing to be a supportive partner and sponsor of the Riddell Graduate Program in Political Management.*

**Melissa Rumble,** *MPM/15*  
*Senior Advisor,  
Communications and Public Diplomacy  
at Embassy of the Kingdom of the  
Netherlands in Canada*

*It can take years to learn how Canada's political system works, and the Riddell Program distills it into a one year crash course with some of the country's most prominent experts. It opens a network of colleagues and opportunities that would otherwise be inaccessible. The classes will get you the practical knowledge you need and immerse you in the real world of political work, while helping you pursue your desired field with a tailored practicum.*

*—There really isn't another program like this out there.*

▼ *Students pose with Green Party leader Elizabeth May after the 2019 federal leaders' debate.*



## Learn from experienced professionals

All our courses are taught by experienced practitioners, such as Anne McGrath and David Coletto.



### Anne McGrath

**National Director,  
New Democratic Party,  
Program Fellow and Course Instructor**

*Anne McGrath is the national director of the New Democratic Party and brings to the stage a wealth of knowledge from her experience:*

- Deputy chief of staff to Alberta Premier Rachel Notley;
- President of the NDP (2006-2009);
- Chief of staff to three federal leaders of the New Democratic Party: Jack Layton, Nycole Turmel, and Thomas Mulcair;
- Part of the NDP's core team that catapulted the party to official opposition status during the 2011 election;
- The party's national director from 2014 to 2015 and again since 2019.

*Ms. McGrath continues to be actively involved in education, organized labour, and equity issues, to name but a few of her interests.*



### David Coletto

**CEO of Abacus Data,  
Adjunct Professor**

*Dr. Coletto, the founder of Abacus Data, specializes in helping organizations connect and engage with millennials and Gen Z (Canadians born after 1980) to develop evidence-based strategies to enhance corporate consciousness and responsibility.*

*Today, Abacus Data is one of Canada's leading polling firms. Dr. Coletto and his team of research consultants and strategists deliver research design expertise and imperative advice to some of Canada's leading corporations, including pharmaceutical, transportation, educational, tourism, telecommunications, natural resources, media, arts and cultural, and retail. He also advises elected officials and senior-level decision-makers at the federal, provincial, and municipal government levels, advocacy groups, and political leaders.*



**Whether at the federal, provincial, or municipal level, the theatre of democracy is exhilarating and essential.**



▲ *Former prime minister Joe Clark speaks to students in POLM 5001 (Parliament and Parties)*

All levels of government require staff equipped with tactical skills and strategic understanding.

Political managers are indispensable resources for the practice of democracy and the institutions they serve.

### **What can I learn?**

The program equips students to contribute to constructive politics, well-informed policy decisions, and the ethical functioning of Canadian politics. All students study ethics, strategic communications, media relations, political writing, and political institutions. Depending on their electives, students may also learn about public opinion research, campaigns, advocacy and government relations, policy development, political marketing, and political leadership.

### **Where can I work as a graduate?**

Graduates of the Riddell Program work as policy analysts, campaign managers, legislative assistants, communications officers, operations managers, and lobbyists. They are employed by non-governmental organizations, labour unions, industry associations, corporations, and the offices of the prime minister, premiers, federal and provincial Cabinet ministers, senators, members of Parliament, members of the provincial legislatures, and city councillors.

### **A foundation like no other!**

Carleton University's Master of Political Management offers students a foundation to pursue leadership roles in Canada's parties, political offices, and government relations firms. It is grounded in the academic understanding and critique of democratic processes and institutions.





## Doris Mah

Doris Mah entered the Riddell Program at Carleton part-time in 2020 while working as Chief of Staff to Peter Julian, the NDP MP for New Westminster-Burnaby. In addition, Mah, who immigrated to Canada from Hong Kong as a teenager, created the Stand with Asians Coalition (SWAC) to unite grassroots activists across Canada in the fight against racism, hate, and discrimination.

*“The Riddell Program has given me the perspective to understand how Ottawa works and how best to translate that into very common and simple language to communicate to our constituents.”*

## Alex Maheu, MPM/16

Before entering the Riddell Program, Alex Maheu had enjoyed a ten-year career in politics and government relations, serving as an adviser to a Member of Parliament, assistant to a cabinet minister, and manager of government relations and policy for the Canadian Urban Transit Association. He pursued an MPM to sharpen his political expertise and strengthen his skill set. He is now vice president of Summa Strategies, a government relations firm.

*“The Riddell Program is a must for anyone wanting to work in politics or looking to better understand the machinery of government. Students taking the program learn from the best in the business and gain valuable insights into the world of public policy. This program is built to shape the leaders of tomorrow.”*





## Upgrade your skills and knowledge

Study Political Management full-time or part-time for a flexible work/life balance that fits your needs.

*A huge benefit for people looking to advance their careers in the political arena!*

Study at your own pace, complete the program in one, two, or three years, and develop a core foundation that employers are seeking.

## A valuable network

As a student in Political Management, you gain the unique opportunity of joining a large network of political professionals and of taking part in our mentoring program. Professors, guest speakers, and alumni offer insight into the inner workings of the political world and introduce you to key players in the field, who will be valuable contacts when you graduate from the Riddell program.

### **Tessa Seager**, MPM/19

Tessa Seager was a lawyer in Vancouver with experience on various campaigns—but she was looking for more. She pursued a degree in political management to help broaden her career from one in law to one in politics and advocacy. After graduating, Tessa landed a position with McMillan Vantage Policy Group, heading up the public relations firm's Vancouver office. She now serves as director of government affairs (BC) for the Council of Canadian Innovators.

*"The Riddell Program is a prerequisite for those looking to understand politics truly. Students walk away from the one-year program with the skills needed to succeed in elected office or public affairs."*





# The Faculty of Public Affairs

The Clayton H. Riddell Graduate Program in Political Management, part of Arthur Kroeger College, is an intensive master's degree that provides a professional foundation for students intending to pursue leadership roles in politics. Political management, at its core, is an integral part of the Faculty of Public Affairs (FPA).

FPA is the only faculty of its kind in Canada, with 225 scholars who seek to interact with and bring positive change to the community and the world around them. Ideally suited to its location in Ottawa, Ontario — Canada's capital city — FPA brings together academic units that deal directly with politics, government, and civil society.

We are dedicated to fostering informed citizenship and educating graduates to address regional and global challenges. Through thought-provoking and innovative programs, our mission is to foster informed citizenship and help build democracy at home and abroad. Accept the challenge and be part of Canada's only political management program at Carleton University.

► [carleton.ca/fpa](http://carleton.ca/fpa)



Improve Governance & Public Policy  
Build a Better Society  
**Build Better Democracy**  
**Foster Informed Citizenship**  
Address Regional & Global Challenges



## Why study Political Management?

The program draws on Carleton's longstanding strengths and faculty expertise while analyzing Canadian politics and governance, voting behaviour and electioneering, leadership, policy development, political communication, public opinion measurement and the design of persuasive campaigns.

- Learn from accomplished political practitioners in their field.
- Learn ethics, a paramount guiding principle.
- Learn to understand political adversaries.

## Advance in your career!

Are you already working within a political environment? Do you wish to advance your career, open doors to a bright future?

Consider a flexible approach to earning a Master of Political Management and commit to studying for two to three years part time.

## What are the requirements?

Applicants must:

- Hold an honours baccalaureate or equivalent with a minimum average of a B+ (77%-79%)\*;
- Demonstrate a commitment to and aptitude for political management;
- Have prior involvement in party or campus politics, grassroots organization, political advocacy, or similar experience.

Although there is no formal second language requirement for the degree, individuals aiming for a political career should speak English and French, Canada's two official languages.

Applicants whose first language is not English or have not completed a previous degree at an English-language university must demonstrate fluency in English via any one of the criteria outlined on the Graduate Admissions website.

*\*We have accepted applicants who have not met this requirement if they have extensive professional experience in political management.*

▼ Students at the 2019 Pinning Ceremony at the Senate of Canada Building, where they received their silver MPM pins. We're looking forward to the day when we can hold such events again.





# The Carleton Experience

Carleton University is a dynamic, research-intensive institution committed to providing students with an outstanding learning experience and excellent career outcomes. The university is home to more than 31,000 full-time and part-time students from across Canada and over 150 countries worldwide. The beautiful Carleton campus is considered the most accessible in Canada.

Located in Ottawa, Canada's Capital City (a G7 capital), Carleton is situated on sixty-two hectares of land just south of Ottawa's city centre where the Rideau River and the historic Rideau Canal (a UNESCO World Heritage site) meet. Pleasant residential neighbourhoods, city parks, and bike paths flank the university campus.

Dynamic, innovative, practical, hands-on commitment to teaching, research, and learning allows you to focus on your career objectives. Add experiential learning to the mix with a local and global focus, and you gain access to countless opportunities for learning to happen both inside and outside the classroom.

Carleton offers a wide variety of opportunities to cross disciplines, span international borders and explore new perspectives. Extensive support programs help students succeed, including around-the-clock support for students with disabilities.

As a Carleton student, you'll have access to an unparalleled package of academic and co-curricular initiatives to complement and support your university experience, including:

- The Student Experience Office (SEO);
- Centre for Student Academic Support (CSAS);
- Academic Advising Centre;
- International Student Services Office (ISSO);
- Paul Menton Centre for Students with Disabilities (PMC);
- Health and Counselling Services;
- University Registrar's Office (RO);
- Career Services;
- Clubs and Societies;
- Carleton Athletics.

Did we mention the campus is a short distance from Parliament Hill, high-tech hubs and an incredible concentration of national and international organizations?







Enjoy over  
900 km of  
cycling paths  
and trails



Walk from  
campus to  
Mooney's Bay  
beach



Explore the  
biodiversity  
and history of  
Gatineau Park

Photos by Ottawa Tourism.

## Exploring Ottawa

Consistently ranked as one of Canada's most livable and safe cities, Ottawa is part of the spectacular National Capital Region, which spans the Ontario-Quebec border, crisscrossed by the Ottawa, Gatineau, and Rideau Rivers. You can explore the region year-round on foot, bicycle, or skis, along hundreds of kilometres of trails and multi-use paths. And of course, the Rideau Canal — a designated UNESCO World-Heritage site — is just steps from Carleton's campus, so you can paddle or skate to the heart of the city to explore Parliament Hill, our national museums and galleries, and the tastes and sounds of the Byward Market.

Ottawa is also known for its many festivals such as Bluesfest, Tulip Festival, Winterlude, and much more.

## A Snapshot

With an area of 2796 km<sup>2</sup>, Ottawa and the greater Ottawa region covers more land areas than Vancouver, Calgary, Edmonton, Toronto, and Montreal combined.

Ottawa has the largest tech park and federal employment node in Canada. It's home to a young, vibrant, entrepreneurial workforce, with a bilingual rate of 44%, and more engineers, scientists, and PhDs per capita than any other city in Canada.

For graduate students who choose to study here, Ottawa offers invaluable research facilities and work opportunities at the numerous agencies, institutions, and businesses located in the city — no matter where your tastes and interests lie, you'll find something here for you!





We invite you to join us in this signature degree program in Canadian politics to learn and advance your career, either full-time or part-time, at Carleton University.



Clayton H. Riddell  
Graduate Program  
in Political Management

2434R Richcraft Hall Building  
Carleton University  
1125 Colonel By Drive  
Ottawa, ON, K1S 5B6

613-520-3455  
mpm@carleton.ca

[carleton.ca](http://carleton.ca)