

## Tentative Course Schedule Fall 2005

### August

- W, 8/24 Course Introduction, Review Syllabus  
Discuss Service-Learning Group Projects, Paper and Presentation, Current Event Application  
Experience Inventory for Service-Learning project
- F, 8/26 Introduction to Service-Learning  
Case Scenario: *The Supply Side of Volunteerism, Cases and Applications in Nonprofit Management*  
Pages 71-72  
*The Path to a Civil Society Goes through the University*  
**Reading Assignment: Managing a Nonprofit pgs. 17-41, due 8/29**
- M, 8/29 What is a nonprofit organization?  
Service-Learning project groups assigned and meet during class
- W, 8/31 What is a nonprofit organization?  
Case Scenario: *Images of Third-Sector Organizations and Participants, Cases and Applications in*  
Nonprofit Management Pages 33-34

### September

- F, 9/2 Why do nonprofit organizations exist?  
Case Scenario: *Why a third sector?* Cases and Applications in Nonprofit Management Pages 35-37  
Discuss Research Projects/Presentations  
**Assignment: Bring a job description for a nonprofit position you are interested in to class due 9/9**  
**Reading assignment: The Content of their Character: The State of the Nonprofit Workforce and**  
**Winning the Talent War, and Managing a Nonprofit pgs. 85-110, due 9/12**
- M, 9/5 **Labor Day, No class**  
**Service Learning projects should be started by this week!**
- W, 9/7 Why do nonprofit organizations exist?  
*The Public Loses Out When Charities Become Too Businesslike*
- F, 9/9 Launching a Nonprofit Employment Campaign  
Resume/Cover Letter Development  
*Charities Fast-Track Jobs*  
**Assignment: 1<sup>st</sup> draft resume/cover letter due 9/16, 2<sup>nd</sup> draft due 9/23**
- M, 9/12 *Current Event Application: Hiring Trends for Young Nonprofit Professionals*  
Entry level Careers  
Networking with Nonprofit Professionals  
What are nonprofit employers looking for?  
How to use your resources in nonprofit job searching
- W, 9/14 Introduction to Service Learning Reflection  
**Reading Assignment: Managing a Nonprofit pgs. 45-81, due 9/19**  
***A Big Job, by Mary E. Medland, Chronicle of Philanthropy, due 9/19***
- F, 9/16 Guest speaker: Jack Register  
Executive Director: Community Health Partnership  
Board member: North Carolina Youth for Tomorrow (NCYT)  
**1<sup>st</sup> draft resume/cover letter due today**  
**Journal Entry 1 due today**
- M, 9/19 Executive Boards  
Case Scenario: *Board Membership Has its Privileges*  
Service-Learning Reflection

- W, 9/21      *Current Event Application: Nonprofit Boards*  
Dynamics of Executive Board/Director Relations  
*Case Scenario: Nonprofit Board Governance*  
**Reading Assignment: Managing a Nonprofit 149-172, due 9/28**  
**Marketing the Message, By Suzanne Perry, due 9/28**
- F, 9/23      *Current Event Application: Risk Management*  
Board Liability and Risk Management  
*Case Scenario: Greed, Sex, and Abuse of Power*  
**Final draft resume/cover letter due today**
- M, 9/26      Guest Speaker: Robyn, Peace Corps  
**Reading Assignment: Managing a Nonprofit pgs.235-273, due 10/3**  
***Giving Ticks Upward, by Debra E. Blum, Chronicle of Philanthropy, due 10/3***
- W, 9/28      For Profit vs. Nonprofit  
Jenny Miller, Executive Director, United Way
- F, 9/30      *Service-Learning Reflection: Marketing*  
Marketing Strategies for Nonprofit Organizations  
**Journal Entry 2 due today**
- October**
- M, 10/3      Marketing Strategies for Nonprofit Organizations  
*Case Scenario: New Pointe School of Dance*
- W, 10/5      *Current Event Application: Marketing and Fundraising*  
Fundraising Fundamentals  
**Assignment: Mid term Case Analysis due 10/12**
- F, 10/7      *Current Event Application: Marketing and Fundraising*  
Fundraising and Event Planning  
**Journal Entry 3 due today**
- M, 10/10      **Fall Break**
- W, 10/12      Presentations  
**Mid term due today**
- F, 10/14      **No class**
- M, 10/17      Presentations  
**Journal Entry 4 due today**
- W, 10/19      Presentations  
**Assignment: Research 1 foundation that matches your nonprofit organization's needs. Obtain a description of the foundation and its giving programs and guidelines, due 11/2**  
**Reading Assignment: Cases and Applications, pgs. 39-46, due 10/26**
- F, 10/21      Presentations  
**Research papers due today**
- M, 10/24      *Current Event Application: Diversity in Nonprofit*  
Service-Learning reflection: Diversity
- W, 10/26      Community Building: Working with Low Wealth Communities

- F, 10/28      *Current Event Application: Community Building*  
*Community Building: Working with Low Wealth Communities*  
**Journal Entry 5 due today**
- M, 10/31      Introduction to Grant Writing: Foundation Research
- W, 11/2        *Current Event Application: Grant Writing*  
Grant Writing 101
- F, 11/4        *Current Event Application: Grant Writing*  
Grant Writing 101
- M, 11/7        Service-Learning Reflection  
Ethical Case Study
- W, 11/9        Current Event Application: Ethics and Politics  
*Ethical and Political Issues*  
*Anna Lieberman, Deceased, Cases and Applications pgs. 97-102*  
**Reading assignment: Managing a Nonprofit pgs. 277-307, due 11/14**
- F, 11/11      *Current Event Application: Ethics and Politics*  
Ethical and Political Issues  
**Journal Entry 6 due today**
- M, 11/14      Strategic Planning 101  
Case Study Camp Cartoon  
**Reading Assignment: Managing a Nonprofit pgs. 311-342, due 11/21**
- W, 11/16      *Current Event Application: Strategic Planning*  
Strategic Planning 101  
Case Study: Camp Cartoon
- F, 11/18      The Future of the Nonprofit Sector  
**Journal Entry 7 due today**
- M, 11/21      *Current Event Application: The Future of Nonprofit*  
Final Service-Learning Reflection
- W, 11/23      **University Break**
- F, 11/25      **University Break**
- M, 11/28      Group Final Project Presentations
- W, 11/30      Group Final Project Presentations
- F, 12/2        Group Final Project Presentations
- M, 12/5        Group Final Project Presentations  
**Group Final Paper due**  
**Journal Entry 8 due today**

**Introduction to Nonprofit  
IDS 2536: Section 101  
M/W/F 12:00-1:00  
Fall 2005 Syllabus  
Instructor: Michelle Brown  
Office Phone: 262.6977  
  
Home Phone: 828.262.5288  
Email: brownmd@appstate.edu**

## **Course Description**

This course will explore many facets of nonprofit organizations including organizational structure, laws and regulations in nonprofit, employment and working conditions, entry methods into nonprofit careers, and segments of the nonprofit world of work. This course will also explore guiding principles, philosophy and the mission of nonprofit organizations from an interdisciplinary approach-studying them from a societal, historical, political, legislative, and economical point of view.

This will be accomplished through Service-Learning projects, assigned readings and research, group discussions and reflection, papers and presentations, and research projects.

## **Course Objectives**

Students will:

- Research the history of nonprofit and career fields in nonprofit from a societal, historical, political, legislative and economical point of view by reading selections of articles, books, and web resources. Students will use these learning tools during classroom/group discussion, Service-Learning reflection and as resources for projects and papers.
- Become more aware of values, biases, and feelings about nonprofit work and develop a greater awareness of how they can use their skills to make a difference in an area of nonprofit work through a 30 hour Service-Learning group project. Students will make connections between in-class and out-of-class learning during class reflection and activities, journal writing and a final group project. Students will use their journals and final projects to reflect on their experiences and how their opinions, values or biases may have changed or been enhanced through Service-Learning.
- Develop an understanding of the management and organization of nonprofit organizations including executive director and board relations, fundraising and marketing fundamentals and grant writing basics. This will be accomplished through class readings and discussions, case studies, mid term exam, Service-Learning project, research project and final project.
- Explore in great detail a societal issue they are passionate about and how nonprofit organizations are making a difference in this issue. This will be accomplished by completing a research project and presentation on a societal issue in an area of nonprofit work that they are passionate about pursuing. Students will explore laws and regulations affecting the issue, how society views the issue, and what is being done politically about the issue.
- Learn about different venues of entry level employment in the nonprofit sector including, fundraising/development, grant writing, entrepreneur, volunteer coordination, management, etc., through required readings, class discussions and guest speakers. By interacting and networking with professionals working in the field of nonprofit during Service-Learning projects and guest speaker presentations, students will become exposed to and learn from professionals currently working in the field of nonprofit. Students will demonstrate their understanding of entry level nonprofit employment through journal entries, reflection and research projects.
- Develop and improve skills in job searching and marketing in the nonprofit world of work. Students will accomplish this through completing a resume and cover letter. As students meet and network with nonprofit professionals during Service-Learning projects, students will gain greater insight about preparing for a career in nonprofit.

## Required Text

Golembiewski, R. and Stevenson, J. (1998). Cases and Applications in Nonprofit Management

Itasca, IL: F.E. Peacock Publishers, Inc.

Wolf, T. (1999). Managing a Nonprofit Organization in the Twenty-First Century. New York, NY: Simon & Schuster Inc.

## Attendance:

Attendance is **strongly recommended** for this class. The structure and nature of this course **requires** individual/group participation and interaction. In order to participate, you must be present. Your participation grade will be affected by attendance. Late work will not be accepted.

## Grading:

Projects, papers, class assignments and participation will be evaluated on the following point based system.

Service-Learning Journals	80
Resume/Cover Letter	20
Mid-Term Case Analysis	70
Current Event Application	30
Research Project/Presentation	100
Peer Evaluation	40
Service- Learning Group Paper	80
Service-Learning Group Presentation	80

**Total possible points** **500**

<b>A</b>	<b>500-465</b>	<b>C+</b>	<b>399-380</b>	<b>F</b>	<b>Below 300</b>
<b>A-</b>	<b>464-450</b>	<b>C</b>	<b>379-365</b>		
<b>B+</b>	<b>449-430</b>	<b>C-</b>	<b>364-350</b>		
<b>B</b>	<b>429-415</b>	<b>D+</b>	<b>349-330</b>		
<b>B-</b>	<b>414-400</b>	<b>D</b>	<b>329-300</b>		

## Class Requirements

### Reading Assignments

You will be required to read various reading assignments. These assignments will enhance class/group discussion, and reflection. Students will also be expected to use these assignments as a part of their journal writing and projects.

### Participation

The majority of this class will be discussion, not lecture based. This requires participation and feedback from every class member. Participation comes in many forms, attentiveness, listening, and speaking. As a part of this class, you are expected to be an active participant.

### Service Learning Group Project Projects begin week of September 5

**\*More details about Service-Learning will be given in class.**

Students will be organized into teams of three to six members and during the course of the semester will complete a Service-Learning project with a Watauga County nonprofit organization on a specific project (fundraising, marketing, event planning, grant writing, etc.). The teams will be expected to work with the management of the agency to determine the facets of the project. These will be real issues facing real nonprofits. Several projects have been identified in advance of the course. Groups will be assigned to projects based on diversity of majors and interests indicated on information sheet. Each student will complete 3 hours of service per week for 10 weeks (30 cumulative hours during the semester).

Each group is expected to meet with the nonprofit agency and identify project needs by the week of September 5<sup>th</sup>. Projects can certainly be started before this date! Periodic updates on project progress will be expected during Service-Learning reflection.

### **Service-Learning Journals**

You will be required to submit 8 one page typed journal entries throughout the semester that will be collected and graded. Journals should be used to record your thoughts and feelings about your projects, what you are learning, challenges, successes, etc. **Guided questions will be created to stimulate connections between what you are learning at your sites to what you are learning in the classroom.**

### **Resume/Cover Letter**

You will be required to complete a rough draft and final draft of your resume.  
You will be required to submit a rough and final draft of a cover letter.

### **Mid-term Case Analysis**

Students will complete an individual take-home midterm case analysis of a nonprofit case.

### **Current Event Application**

For this assignment students will individually search the newspaper, news and trade magazines, and/or listserves for articles/stories, of real live organizations that are facing challenges posed by course topics. These events should be current and take place within the last year. Individuals will be assigned a topic and will be responsible for presenting the case to the class when the topic is covered. The presentation (15 minutes maximum) shall entail a summary of the problem and an analysis and set of recommendations using class material. Please provide class a copy of the article and a handout providing a synopsis of issue and recommendations.

### **Projects/Presentations**

*\*More details about these projects will be given in class.*

### **Research Project/Presentation**

You will be required to research and present on an area of nonprofit you are passionate about pursuing. This research can include internet research, library research, and any other resources you find useful. Upon completion of this project, students should have a greater awareness of how the issue/problem is affected politically, economically and socially and what nonprofit organizations are doing about the issue/problem.

### **Service-Learning Final Group Project/Presentation**

Each group will complete a final paper and presentation on their Service-Learning project. This final project should incorporate what you have been learning from your Service-Learning sites and from your required readings, class discussions, and guest speakers. Your group **should** be working on these final projects throughout the semester.

### **Peer Group Evaluations**

Along with the final paper, students will be required to fill out confidential peer evaluations grading each team member in three areas: initiative and originality, commitment to team and project and share of workload. **This evaluation will be 20% of the student's project grade.**