Division of Communication
Comm 349: Nonprofit Organizations
Spring 2016
Monday/Wednesday 12:35 – 1:50
CAC 236

Instructor: Cade Spaulding
Office: CAC 235
Office Hours: Mondays 2:15-3:15, Thursdays 11:15-12:15, and by appointment
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Course Description

Nonprofit organizations are all around us. They often fill a vital gap of social needs left by the government and business sectors of society. Understanding the many different types of nonprofit organizations and how they work is both fascinating and challenging. This course will explore the nature of nonprofit organizations as well as the leadership and management practices that structure and sustain them.

Course Outcomes:

Upon completion of this course, students will be able to:

1. **Identify** differences between the nonprofit, business, and government sectors of society and between different types of nonprofit organizations.
2. **Demonstrate** an understanding of nonprofit organization structures, governing bodies, leadership, and management practices.
3. **Engage** with local non-profit leaders and volunteers in our community.

Required Textbook

Worth, M. J. (2014). Nonprofit Management: Principles and Practices (3rd Edition). Thousand Oaks, CA: Sage. (Purchase)

Grading and Assignments

Online Tests	**20%**
Test #1	*10%*
Test #2	*10%*

Application Assignments	**70%**
NPO Profile	10%
NPO Profile Presentation	5%
Volunteer Journals (3 @ 5% each)	15%
Application E-portfolio	40%

Class Citizenship	**10%**

Active Participation, Attendance, Civility, Demonstrated Preparation, etc.

Grade Percentage Distributions
(Grades will be assigned using the following scale)

Letter		**Percentage Points**
A	=	100 – 93
A-	=	92.9 – 90
B+	=	89.9 – 87
B	=	86.9 – 83
B-	=	82.9 – 80
C+	=	79.9 – 77
C	=	76.9 – 73
C-	=	72.9 – 70
D+	=	69.9 – 67
D	=	66.9 – 63
D-	=	62.9 – 60
F	=	Below 60

Written Work Formatting Guidelines

All written material in this class (outlines, papers, etc.) should be typed and in final-draft form, conforming to the following formatting guidelines:

1. **.pdf** file format
2. Times New Roman
3. 12pt. font
4. 1" margins
5. double-spaced formatting (0 pt. spacing "before" and "after")
6. page numbers
7. APA citation style (in-text citations & References)
8. <u>All written materials should include a formal title page</u> with the following information centered on the page:
   - ✓ Your Name,
   - ✓ Submission Date,
   - ✓ Course Title,
   - ✓ Name of Instructor,
   - ✓ Title of Assignment

Assignment Descriptions:

<u>Tests</u>: Students will take two tests on course material (reading assignments & in-class material). Tests are online and open book/open notes.

<u>NPO Profile</u>: This assignment will help you learn more about an NPO of your choice. Here's what you will need to do:

1. **Choose an NPO you want to learn more about** (community, national, or international) (<u>GuideStar</u> is a searchable database of NPO's across the country)
2. **Write a 6 page research paper** identifying the NPO by name and describing it using the following methods found in textbook chapters 2 & 3:
   a. NTEE, IRS classification, Salamon's Anatomy, and the Social Enterprise Spectrum
   b. Characteristics of an NPO:
      - **Organized Entities**: When were they organized?
      - **Private**: Where do they get their revenue? (Revenue Dependency, Task Environment, etc.)
      - **Non-Profit Distributing**: (answered in IRS classification description above)
      - **Self-Governing**: What is their governing body (board of directors, board of trustees, etc.)? Who is on this governing body? What outside organizations/entities are involved?
      - **Voluntary**: How many paid staff vs. volunteers do they have? What kinds of volunteers do they have? How many volunteers?, etc.
      - **Of Public Benefit**: What public benefit do they provide?
   c. Open System Characteristics (Inputs, throughputs, outputs, etc.)
   d. Cultural Characteristics (Artifacts, Values, Norms, etc.)
3. **Create an infographic** - *Canva* is a highly intutitve and"free" online tool for creating Infographics (canva.com – link also available in D2L). It's pretty easy to use without any training but formal training on how to use Canva can be found via <u>Lynda.com</u>, a software training suite available to all students at UW-Stevens Point, under the tutorial title "Up and Running with Canva". You'll need to supply your campus user name and password to access Lynda.com training resources.

<u>NPO Profile Presentation</u>: All students will give a 5 minute in-class presentation on their NPO profile. The presentation should utilize the infographic you've created to introduce the NPO you've researched and what you learned about it via the four methods for categorizing an NPO (NTEE, IRS Classification, Salamon's Anatomy, and the Social Enterprise Spectrum), primary characteristics of an NPO, systems characteristics, and cultural characteristics. On the day you present you should:

1. Dress professionally.
2. Use your Infographic as your visual aid during your presentation.
3. Follow good presentation delivery practices.
4. Stay within the time limit.
5. Be prepared for a 1 minute class Q&A connected to your NPO research after your presentation.

<u>Volunteer Journals</u>: As part of your course experience you will be volunteering 15 total hours at 3 different community NPO's. You will journal about your experiences and how they connect with the course material you are learning via textbook readings. Three 5-6 page journals will be submitted (1 every 5 weeks of the course) as part of this assignment. The final application assignment will require you to use your volunteer experiences and demonstrate your understanding of course materials.

<u>Application E-portfolio</u>: Your final assignment (in lieu of a final test) is to create an e-portfolio that uses assignments you've submitted throughout the semester to prove you have accomplished the learning outcomes for this course. More information on this assignment will be provided later in the semester.

Course Policies

Attendance: Regular class attendance is expected at this university. Coming to class will enhance your learning experience, provide opportunities to deepen your understanding and ability to apply course concepts and techniques, and engage with experienced nonprofit leaders from our community.

Late Work: I generally don't accept late work. If something is due, and you know you will be missing class that day, please turn in your work before class to get credit. I will either collect assignments on the day they are due in class or ask you to put them in the D2L drop box by midnight of the due date.

Americans with Disabilities Act (ADA) Policy Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

Academic Integrity: I expect all students to uphold principles of honesty, integrity, and mutual respect. Plagiarism will not be tolerated. This applies to all class work including but not limited to written work, individual/group projects, and exams. Please speak with me personally and/or refer to the UWSP Community Bill of Rights and Responsibilities (particularly Chapter 14: Student Academic Standards and Disciplinary Procedures) if you have any questions about the ethical expectations of your conduct in this class.

Tentative Course Calendar

Wk	Date	Topic	Assignments (Due on the day listed)
1	01/25	Introductions, Course Overview, Opening Remarks	
	Unit 1: Mapping the Terrain of NPO's		
	01/27	Introduction to Nonprofit Management The Nonprofit Sector	Ch. 1 (skim & read summary) Ch. 2
2	02/01	Understanding Nonprofit Organizations Work on NPO Profile Assignment	Ch. 3
	02/03	Understanding Nonprofit Organizations, Cont'd Work on NPO Profile Assignment	Ch. 3
3	02/08	Review: • Non-Profit Sector • Understanding Nonprofit Organizations	Ch. 2 & 3
	02/10	Nonprofit Governing Boards	Ch. 4
	NPO Profile Infographic OR Research Paper due in D2L Dropbox Friday, February 12 @ 5pm.		
4	02/15	NPO Profile Presentations	
	02/17	NPO Profile Presentations	
5	02/22	Executive Leadership	Ch. 5
	02/24	**Online Test over Chapters 1-5** No Class – Use time to take test	
6	02/29	Accountability and Performance Measurement	**Volunteer Journal #1 Due via D2L Dropbox (11:59pm)** Ch. 6
	03/02	Accountability and Performance Measurement	Ch. 6
7	03/07	Catch up day – Topic TBA	
	03/10	Strategic Planning and Strategic Management	Ch. 7
8	03/14	Capacity and Collaboration	Ch. 8
	03/16	Capacity and Collaboration	Ch. 8
9	03/21-03/25	Spring Break – No Class	
10	03/28	Managing Paid Staff and Service Volunteers	Ch. 9
	03/30	Marketing and Communication	Ch. 10
11	04/04	Marketing and Communication	Ch. 10
	04/06	**Philanthropic Fund-Raising**	**Volunteer Journal #2 Due via D2L Dropbox (11:59pm)** Ch. 11
12	04/11	Philanthropic Fund-Raising	Ch. 11
	04/13	**Online Test over Chapters 6-11** **No Class – Use time to take test**	
13	04/18	Earned Income Strategies	Ch. 12
	04/20	Government Support	Ch. 13
14	04/25	Financial Management	Ch. 14
	04/27	Guest Speaker TBA	
15	05/02	Advocacy and Lobbying	Ch. 15
	05/04	International Organizations	Ch. 16
16	05/09	Social Entrepreneurship	**Volunteer Journal #3 Due via**

			D2L Dropbox (11:59pm) Ch. 17
	05/11	Workshop Time – Application E-Portfolio	

17	05/18	University Assigned Finals Day (finals week is Monday, May 16 – Friday, May 20)
		        Day/Time: Wednesday, 2:45-4:45
		        Location: CAC 235 (my office)
		        Activity: Open Office Hour (No Attendancd Taken)	

NPO Profile Research Paper/Infographic Rubric					
	Advanced	**Proficient**	**Developing**	**Beginning**	**Unacceptable**
Writing Mechanics/Infographic Clarity & Interest	No grammatical, spelling, citation, or punctuation errors. The infographic has an exceptionally attractive layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material. 20	Almost no grammatical, spelling, citation, or punctuation errors The infographic has an attractive layout. It is easy to locate all important elements. 17	A few grammatical spelling, citation, or punctuation errors. The infographic has a functional layout, but may appear busy or boring. It is easy to locate most of the important elements. 15	Many grammatical, spelling, citation, or punctuation errors. The infographic has a cluttered looking or confusing layout. It is often difficult to locate important elements. 13	Grammatical, spelling, citation, or punctuation errors make document unreadable. The infographic layout is entirely distracting or confusing . It is almost impossible to locate important elements. 0
NPO Classification ▪ NTEE ▪ IRS Classification ▪ Salamon's Anatomy ▪ (member vs. public serving) Social Enterprise Spectrum (philanthropic vs. commercial)	Shows a comprehensive understanding of NPO Classifications. **20**	Shows a good understanding of most NPO Classifications. **17**	Shows a good understanding of some NPO Classifications. **15**	Does not seem to understand the NPO Classifications very well. **13**	Shows no understanding of NPO Classifications. **0**
NPO Characteristics Organized Entities (*Start date?*) Private (*Revenue, Tasks*) Non-Profit Distributing (*classification status?*) Self-Governing (*Type, Members, Influence via Affiliation*) Voluntary (*Paid vs. Volunteer Staff?, Types, # volunteers*) Public Benefit *(what provide/how?)*	Clearly explains characteristics of this NPO using substantive and highly credible sources/thoughtful reasoning to justify conclusions. **20**	Clearly explains all characteristics of this NPO using mostly credible sources/reasoning to justify conclusions. **17**	Explains most of the characteristics of this NPO using some credible sources/reasoning to justify conclusions. **15**	Explains some characteristics of this NPO using few credible sources/reasoning to justify conclusions. **13**	Explains few characteristics of this NPO. Conclusions lack any support. **0**
NPO System Processes Inputs, Throughputs, Outputs, Exchange/Feedback	Identifies substantive systemic processes of this NPO. 20	Identifies systemic processes of this NPO. 17	Identifies some systemic processes of this NPO. 15	Identifies few systemic processes of this NPO. 13	Identifies no systemic processes of this NPO. 0
NPO Culture Artifacts, Values, Basic Assumptions	Demonstrates comprehensive understanding of NPO's cultural artifacts, values, and basic assumptions. 20	Demonstrates clear understanding of NPO's cultural artifacts, values, and basic assumptions. 17	Demonstrates adequate understanding of NPO's cultural artifacts, values, and basic assumptions. 15	Demonstrates minimal understanding of NPO's cultural artifacts, values, and basic assumptions. 13	Demonstrates no understanding of NPO's cultural artifacts, values, and basic assumptions. 0
Total Score	**Presentation Mechanics**	**NPO Classification**	**NPO Characteristics**	**NPO System Processes**	**NPO Culture**

NPO Profile Presentation Rubric					
	Advanced	Proficient	Developing	Beginning	Unacceptable
Presentation Mechanics	Demonstrates noticeably flawless and significantly high preparation, organization, and dynamic delivery skills (clear eye contact, vocal variety, and use of visual aid). **20**	Demonstrates high preparation, organization, and delivery skills (clear eye contact, vocal variety, and use of visual aid) with only a few noticeable areas for improvement. **17**	Demonstrates moderate preparation, organization, and delivery skills (clear eye contact, vocal variety, and use of visual aid) with some noticeable areas for improvement. **15**	Demonstrates minimal preparation, organization, and delivery skills (clear eye contact, vocal variety, and use of visual aid) with many noticeable areas for improvement. **13**	Demonstrates no preparation, organization, and delivery skills (clear eye contact, vocal variety, and use of visual aid). Substantive improvement needed. **0**
NPO Classification ▪ NTEE ▪ IRS Classification ▪ Salamon's Anatomy ▪ (member vs. public serving) ▪ Social Enterprise Spectrum (philanthropic vs. commercial)	Shows a comprehensive understanding of NPO Classifications. **20**	Shows a good understanding of most NPO Classifications. **17**	Shows a good understanding of some NPO Classifications. **15**	Does not seem to understand the NPO Classifications very well. **13**	Shows no understanding of NPO Classifications. **0**
NPO Characteristics **Organized Entities (***Start date?*) **Private (***Revenue, Tasks*) **Non-Profit Distributing** *(classification status?)* **Self-Governing (***Type, Members, Influence via Affiliation*) **Voluntary (***Paid vs. Volunteer Staff?, Types, # volunteers*) **Public Benefit** *(what provide/how?)*	Clearly explains characteristics of this NPO using substantive and highly credible sources/thoughtful reasoning to justify conclusions. **20**	Clearly explains all characteristics of this NPO using mostly credible sources/reasoning to justify conclusions. **17**	Explains most of the characteristics of this NPO using some credible sources/reasoning to justify conclusions. **15**	Explains some characteristics of this NPO using few credible sources/reasoning to justify conclusions. **13**	Explains few characteristics of this NPO. Conclusions lack any support. **0**
NPO System Processes Inputs, Throughputs, Outputs, Exchange/Feedback	Identifies substantive systemic processes of this NPO. **20**	Identifies systemic processes of this NPO. **17**	Identifies some systemic processes of this NPO. **15**	Identifies few systemic processes of this NPO. **13**	Identifies no systemic processes of this NPO. **0**
NPO Culture Artifacts, Values, Basic Assumptions	Demonstrates comprehensive understanding of NPO's cultural artifacts, values, and basic assumptions. **20**	Demonstrates clear understanding of NPO's cultural artifacts, values, and basic assumptions. **17**	Demonstrates adequate understanding of NPO's cultural artifacts, values, and basic assumptions. **15**	Demonstrates minimal understanding of NPO's cultural artifacts, values, and basic assumptions. **13**	Demonstrates no understanding of NPO's cultural artifacts, values, and basic assumptions. **0**
Total Score	**Presentation Mechanics**	**NPO Classification**	**NPO Characteristics**	**NPO System Processes**	**NPO Culture**