

Division of Communication  
**Comm 349/549: Nonprofit Organizations**  
 Spring 2018  
 M/W 2:00pm – 3:15pm, CAC 237

**Instructor:** Cade Spaulding, Ph.D.  
**Office:** CAC 323  
**Office Hours:** Monday/Wednesday 10am – 11am, and by appointment  
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### Course Description

This course will explore the nature of nonprofit organizations, including relevant historical, social, political, economic, and communication theories to explain why they exist and how they function, but also the mechanics of nonprofit governance, executive leadership, management practices, and methods for securing necessary funding. In addition to traditional research and in-class discussion, students will gain a practical understanding of nonprofits by volunteering at nonprofits in our community and interviewing experienced professionals.

### Course Outcomes

After finishing this course, you should be able to:

1. Explain the 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 Materials

Worth, M. J. (2014). *Nonprofit Management: Principles and Practices* (3<sup>rd</sup> Edition). Thousand Oaks, CA: Sage.

### Graded Work

<b><u>Class Citizenship</u></b>	<b>10%</b>
<i>Preparation, Class Activities, Attendance</i>	
<b><u>Exams</u></b>	<b>40%</b>
<i>Exam 1</i>	15%
<i>Exam 2</i>	25%
<b><u>NPO Projects</u></b>	<b>50%</b>
<i>Mini-Projects (individual, pass/fail)</i>	20%
<i>Final NPO Project (team, graded)</i>	30%

### Grade Distributions

letter grade minimum % shown

<b>A</b> = 93	<b>B+</b> = 87
<b>A-</b> = 90	<b>B</b> = 83
	<b>B-</b> = 80
<b>C+</b> = 77	<b>D+</b> = 67
<b>C</b> = 73	<b>D</b> = 63
<b>C-</b> = 70	<b>D-</b> = 60
<b>F</b> = 0	

## Explanation of Graded Work

Class Citizenship: Your class citizenship grade will come from three related areas: 1) consistent demonstrated preparation for class (ability to ask thoughtful questions, give accurate answers when called on, participation in class discussion of topics, etc.), 2) active and involved participation in class activities/assignments, and 3) overall attendance.

Exams: You will have two exams in this class – a midterm and a final. The final will be cumulative and each exam will cover material assigned from assigned chapter materials, class handouts, guest speakers, and/or class discussion/lecture.

Exams include T/F, Multiple Choice, and possible short answer essays. After taking each exam once, students will be able to see which questions they missed for all T/F and Multiple Choice questions before making their second attempt. Students will receive the highest score after two attempts. The initial score in D2L will not account for grades on short answer essay questions. Short answer essay questions will be graded once the exam closes in D2L. My turn-around time for grading short answer essays is 1-2 weeks.

Exams are open book and open notes, but not open partner/group. Show me what you know not what others know.

Mini Projects: these projects will include volunteering at least 10 hours at 1 or more Stevens Point area non-profits, interviewing non-profit CEO's, board members, and managers on course related topics, etc. Each mini-project will help you connect material we are covering in the class with actual non-profit "work" going on in the community. Mini projects are pass/fail.

NPO Problem Paper (20%) and Presentation (10%): Self-selected teams of 3-4 students will write a 10 page paper focused on a current problem affecting a single non-profit or multiple non-profits within our community/region. Students will do additional outside research (see source requirements below), including additional research on concepts/theories introduced in the course. The goal is to uncover the problem, explain it, diagnose possible causes of the problem, and propose justifiable solutions to remedy the problem. Papers must follow Written Work Requirements (below) and will be graded based on the Research Paper Standards (below).

Minimum paper research/source requirements include the following (course textbook, dictionaries, encyclopedias, and other reference materials do not count):

1. **5 interviews** with members of the nonprofit organization (CEO, board members, managers, volunteers, and/or paid workers, etc.)
2. **4 trade journal articles** (online/print periodicals published by professional membership organizations and associations on trends and issues relevant to a particular career, industry, or field),
3. **4 relevant scholarly peer-reviewed journal articles**,
4. **3 books** (no textbooks – must be credible)
5. **3 highly credible organization websites**

Each team will prepare an 8-10 minute formal presentation of their findings to share with the class. Presentations will be graded on:

**Delivery Mechanics:** appearance (professional for topic/chosen NPO, no sweats, hats, casual dress,

etc.), practiced (smooth delivery and transitions between team members, team members know what to say and when to say it, familiarity with power point material, etc.), avoids distracting mannerisms (hands in pockets, wringing hands, etc.), vocal delivery (appropriate volume, conversational tone, correct pronunciation of words/names, etc.), appropriate eye contact (avoid reading from notes, etc.)

**Power Point:** well organized content, use of key words to “trigger” ideas rather than too much text, attractive color/theme, appropriate text size, use of graphs and charts to summarize complex data, slides enhance delivery and don’t distract from message, etc.

**Content Knowledge & Quality of Conclusions:** demonstrated understanding of related course concepts/theories, research/source materials are credible, meet minimum expectations in # and type, sound reasoning used to explain how evidence justifies claims.

## Written Work Requirements

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, Times New Roman, 12 pt. Font, 1" margins, Double-spaced (0 pt. Spacing before and after), pg #'s
2. **Free of obvious spelling, grammar, or formatting mistakes**
3. **Follows APA Style (in-text citations & References page)**
  - UW-Stevens Point Library Citation Styles Information ([click here to access webpage >>](#))
  - Purdue Online Writing Lab (O.W.L.) APA Citation Guidelines ([click here to access webpage >>](#))
4. **All papers must include a formal title page listing:**
  - student(s) name(s), class title, assignment, # of text pages (not including references page and appendices), submission date, and list of team member responsibilities.

## Research Paper Standards

Adapted from *Writing Research Papers and Literature Reviews* by Suzanne McCorkle, Ph.D. (Boise State University) & Melanie J. Reese, Ph.D. (Boise State University/Idaho State Dpt. of Education)

A superior research paper will contain the following organizational and stylistic components:

1. INTRODUCTION
  - Has a clear statement of purpose/thesis
  - Previews the sections of the paper or how the argument is organized within the paper
2. BODY
  - Presents themes distilled from the literature rather than a source-by-source summary of what was read
  - Doesn't over rely on any one source for the majority of information (an excellent paper is a distillation of concepts you draw from many sources.)
  - Definition and documentation of all key terms come from credible professional sources (peer-reviewed journal articles, industry-specific association journals/magazines, NOT general-purpose dictionaries). Define key terms at first usage within the paper rather than in a "glossary" section.
  - Proper documentation of information (APA Style). It is the student's responsibility to understand the rules of documentation for both quotation and summarized materials (see Written Work Requirements above)
  - Only cite sources you have personally read and had the original source in your hands/on your screen. Indirect sources should be cited using the "cited in" convention discussed in APA style manual.
3. CONCLUSION
  - Recognition of limitations in source material, access to credible professionals, research, etc. that should be considered with your final assessment(s)
  - Any meaningful discoveries within literature or research project that might be productive future areas to research
  - Summary statement reinforcing your purpose/thesis that concludes the paper
4. REFERENCES
  - Separate page from the last page of text in your paper
  - Follows APA Style (esp. no bulleted lists)
5. APPENDIX
  - Include all interview questions, graphs, charts, and any other non-text material referenced to within the body of the paper or required as part of the assignment.
  - Follows APA Style

## Course Policies

### **Attendance**

Regular class attendance is expected and roll will be taken randomly throughout the semester. Many of the concepts, laws, policies, and theories related to nonprofit organizations and nonprofit management are challenging and it will be difficult to do well without regular class attendance.

### **Late Work**

I generally don't accept late work. If something is due, and you know you will be absent that day, please turn in your work early to get credit.

### **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/team 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.

Comm 349/549: Nonprofit Organizations Course Calendar

Wk	Day	Topic	Due Today
1	01/23	Introductions, Course Overview, etc.	
	01/25	Nonprofit Sector	READ: Worth Ch. 2
2	01/30	Nonprofit Sector	Worth Ch. 2 Continued
	02/01	Mini Project 1: <i>Bring a Nonprofit to Class Day</i>	
3	02/06	Foundation Theories	READ: Worth Ch. 3
	02/08	<b>No Class - Mini Project 2 Workday</b>	
4	02/13	Mini Project 2: <i>Why Nonprofits? Team Presentations</i>	
	02/15	Governing Boards	READ: Worth Ch. 4
5	02/20	Executive Leadership	READ: Worth Ch. 5
	02/22	Executive Leadership Community NPO Leadership Panel	TBA
6	02/27	Accountability & Performance	READ: Worth Ch. 6
	03/01	Paid Staff and Volunteering	READ: Worth Ch. 9
7	03/06	Workday - Mini Project 3: NPO Volunteering	
	03/08	Workday - Mini Project 3: NPO Volunteering	
8	03/13	Mini Project 3 NPO Volunteering Partner Presentations	
	03/15	Strategic Planning and Management	READ: Worth Ch. 7
9	03/20	Midterm Exam Review	
	03/22	<b>Midterm Exam – No Class</b>	<b>Opens: 03/15 at 12am, Closes: 03/17 at 11:59pm</b>
10		SPRING BREAK – No Class on 03/27 & 03/27	
11	04/03	Overview of Final Project	Choose Final Project Teams and NPO
	04/05	<b>No Class – Teams Meet to Create Project Plans</b>	
12	04/10	Marketing and Communication Possible Guest Speaker	READ: Worth Ch. 10 Due: Team Project Plans
	04/12	Fund-Raising Possible Guest Speaker	READ: Worth Ch. 13
13	04/17	Earned Income Strategies Possible Guest Speaker	READ: Worth Ch. 14
	04/19	<b>Mini Project 4: <i>Your NPO's Income Strategy</i></b>	
14	04/24	Capacity and Collaboration	READ: Worth Ch. 8
	04/26	In-Class Final Project Workday	
15	05/01	<b>No Class – Final Project Workday – Work as Teams</b>	
	05/03	NPO Problem Presentations	
16	05/08	NPO Problem Presentations	
	05/10	Final Exam Review	
17		<b>Final Exam: Opens 05/14 at 12am, Closes: 05/18 at 11:59pm</b>	