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### PSC 495.01: Nonprofit Management and Public Service

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## **Political Science 495 – Nonprofit Management & Public Service – Fall, 2003**

### **Instructors:**

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Office Hours: Wednesday: 9-10:30 AM

### **Course Purpose**

Students will gain awareness and understanding of the complexity of nonprofit management issues and operations. Emphasis is on active student participation and the development of knowledge pertaining to nonprofit and public service skills including problem solving, critical thinking, writing and public speaking. This course is a requirement for students seeking certification in the American Humanities program.

### **Course Description**

This course is designed to expose students to a breadth of aspects involved in nonprofit management and public service. The text will serve as a reference on each topic, but additional reading materials will supplement the topics as appropriate. Topics to be addressed include leadership, organizational culture, nonprofit strategic planning, program development and evaluation, human resource development, communication, risk management, and volunteer action in a democratic society.

### **Course Objectives**

At the conclusion of the course, students will be able to:

1. Identify leadership styles and organizational culture pertaining to nonprofit management
2. Understand nonprofit strategic planning, program development and evaluation
3. Demonstrate knowledge of human resource development/management
4. Explain the purpose, responsibilities, and structure of nonprofit boards
5. Articulate a personal philosophy of nonprofit leadership and ethics
6. Understand nonprofit fundraising and financial management approaches
7. Understand lobbying and advocacy as they pertain to the nonprofit sector
8. Explain and implement strategies for marketing and public relations
9. Understand roles and techniques for effective community collaboration
10. Understand the role of the nonprofit sector in contemporary societies
11. Improve effective communicate in written and verbal forms

## **Requirements**

Students are expected to attend each class session and complete course assignments as specified. An integral portion of this class requires that students be present and participate in group exercises completed in class. Each class session is the equivalent of missing 3 regular classes. Therefore, people who miss more than two class sessions will have their grade reduced by one full grade point.

If you know that you will miss a class, you must make arrangements to take the quiz prior to the class session. No make-up quizzes will be offered.

## **Assignments & Grading Criteria**

Weekly Quizzes (10 of them, 10 true-false or fill-in-blank questions each	20%
Interview with nonprofit leader	20%
Program Proposal Write-Up	20%
Final exam (take home essay)	20%
Group Participation Journal (Two sets, 5% for each set)	10%
Class Participation (preparedness for class, participation in discussions/exercises)	10%

**Late Assignment Policy:** Assignments handed in late will be reduced by 1/3 grade point if handed in by Friday of the week due; by 2/3 grade point if handed in the following class session; by 1 full grade point if handed in by Friday of the following week, etc.

**Graduate Student Assignment:** In order for students to receive graduate credit for the course, all graduate students must complete an additional Team Development Analysis (in two sets). These assignments will account for 5% of the 10% group participation journal grade as noted above and the group participation journal assignment for graduates students will make up the remaining 5%.

## **Required Reading**

1. Text Book: *The Complete Guide to Nonprofit Management*, 2<sup>nd</sup> Edition, Smith, Bucklin & Associates, Inc. 2000, Published by John Wiley & Sons, Inc.
2. Reserve Binder - Assigned "Key Concept Notes" and articles on reserve in the Mansfield Library

WEEK	TOPICS	READINGS	ASSIGMENTS/DUE DATES
1 Sept. 2	Overview of Course requirements and approach; history and introduction to nonprofit organizations; introductions of instructors and students		Distribute case study to be read by next class
2 Sept. 9	Conceptual elements, vision, mission; program planning and evaluation, strategic planning	Complete Guide, pp. 3-26 Key Concept Notes for Week 2 (vision and mission) Reserve Article by Mulhare on Strategic Planning  Grad students only: reserve reading on team development	Assign nonprofit interviews  Distribute personal skill assessment forms  Distribute graduate student assignment
3 Sept. 16	Leadership in a non-profit context	Key Concept Notes for Week 3 (leadership) Reserve Article by Sergiovanni Reserve Article by Drucker (Interview with Max De Pree) Reserve Article from the Mercury News Business section on Brain Drain	Personal skill assessment forms due  Date and time of interview due  Quiz on Week 2
4 Sept. 23	Organizational theory and culture; emotional intelligence, conflict resolution	Key Concept Notes for Week 4 (organizational theory and culture; emotional intelligence) Article by Backman and Smith, "Healthy Organizations, Unhealthy Communities?" Reserve Reading by Whetton and Cameron on "The importance of competent managers, etc., pages 3-11	Assign group participation journal  Quiz on Week 3

5 Sept. 30	Boards of Directors; Executive Director; human resource development; organizational structure and lines of authority	Complete Guide, pp. 27-34; 309-318 Reserve Reading Book on Excellence, Chapter 6 "Human Resources" Key Concept Notes (human relations) Reserve Article by Drucker (interview with David Hubbard)	Quiz on Week 4
6 Oct. 7	Nonprofit Interview Presentations		Nonprofit interview write-up due Nonprofit presentation due  Quiz on Week 5
7 Oct. 14	Personnel policies; working with volunteers; office environment;	Complete Guide, pp. 319-325; Key Concept Notes for Week 7 (working with volunteers) Reserve Article by Drucker (Leo Bartel)	
8 Oct. 21	Marketing and public relations;	Complete Guide, pp. 55-79; 169-204	Quiz on Week 7 Distribute Program Proposal Assignment
9 Oct. 28	Fundraising and financial management	Complete Guide, pp. 97-122; 283-308 Key Concept Notes for Week 8 (components of grant proposal)	Quiz on Week 8 Group Participation journal set one due Graduate Student assignment part one due
10 Nov. 4	Legal requirements and risk management (computer)	Complete Guide, pp. 327-346 Key Concept Notes for Week 10 (risk management) Reserve Article by Borgsdorf and Pliszka (risk management)	Quiz on Week 9
11 Nov. 11	Veterans Day – no class		

12 Nov. 18	Case Study Program Proposal Presentations		Program proposal due – individual write-ups and group presentations Quiz on Week 10
13 Nov. 25	Advocacy and Lobbying; Information Technology	Complete Guide, pp. 205-228; 249-282 Key Concept Notes for Week 13 (advocacy and lobbying)	Assign Readings for Week 15 Distribute Take-Home Exam
14 Dec. 2	Community Collaboration and Communications	Reserve Article: Chapters by Chrislip Reserve Article by Reilly, “Collaboration in Action; An Uncertain Process” Key Concept Notes for Week 14 (on Communications and Collaboration)	Quiz on Week 13
15 Dec. 9	Role of Nonprofits	Assigned articles from Reserve Readings: As assigned during Week 13	Written outline of Reading key points due  Quiz on Week 14  Group participation journal set two due Graduate assignments part two due
16 Dec. 16	Final Exam		Take-home final due