

**PADM 7336 –Nonprofit Management
Fall 2021**

Thursdays, 6:00-8:40 PM

Meeting: TBA

Instructor: Jessica Key, MPA

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Overview:

This course is designed to give MPA and Nonprofit Management Certificate students a broad view of management issues facing the nonprofit sector. The topics covered in this course will prepare students for further study of nonprofit management, as well as provide a practical foundation for students who may work with public-private partnerships or forge other relationships with third sector organizations while working in the public service. The materials presented in this course will present practical applied knowledge as well as introduce students to the body of literature on nonprofit and voluntary organizations.

The material and exercises in this course will address each of the four major learning objectives for the Graduate Certificate in Nonprofit Management:

- Core Knowledge - knowledge and understanding of the nonprofit sector, including theories of the sector, principles of management and administration, and the unique nature of the nonprofit sector.
- Research Ability - the ability to find research reports, and to read, analyze, and understand such reports at a basic technical level.
- Applied Critical Thinking - the ability to identify problems within an organization, in both case studies and real-life settings, and develop and implement appropriate solutions to the problem.
- Communications Skills - the ability to present information to others in both professional and informal environments in an effective manner, whether in written, verbal, or other formats.

Required Texts:

Worth, Michael J. (2016) Nonprofit Management: Principles and Practice, 5th Edition. Thousand Oaks, CA: Sage ISBN 978148337599

Jessica Key is inviting you to a scheduled Zoom meeting.

Topic: Nonprofit Management

Time: Jan 21, 2021 06:00 PM Central Time (US and Canada)

Every week on Thu, until May 6, 2021, 16 occurrence(s)

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: <https://ualr->

[edu.zoom.us/meeting/tZIlcemvpjkjHtxuZrGFf5iBmDaOsTAqzMn6/ics?icsToken=98tyKuGupj0qHdyXuR2PRpwAGo_oc-3xiHpEgrdFiSX3JAZVNwrUO8ZDHaFLMcK](https://ualr-edu.zoom.us/j/91234567890)

Join Zoom Meeting
<https://ualr-edu.zoom.us/j/86860782948>

Meeting ID: 868 6078 2948
One tap mobile
+13017158592,,86860782948# US (Washington D.C)
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Dial by your location
+1 301 715 8592 US (Washington D.C)
+1 312 626 6799 US (Chicago)
+1 646 558 8656 US (New York)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 669 900 9128 US (San Jose)

Meeting ID: 868 6078 2948
Find your local number: <https://ualr-edu.zoom.us/u/kcuCZj09ok>

Office Hours and Contact: I am available to meet with you during my on-line Office Hour every Thursday immediately following class. We can discuss any questions or issues you have about the class while online. Any questions you have during the week please feel free to email me directly and I will respond within 24 hours. I am aware that many of you have increased anxieties, work, and caretaking responsibilities in the midst of this situation. Please stay in touch with me and let me know if you have any concerns about completing an assignment so that I can work with you to ensure your success in our course. If you have any technological concerns (e.g., limited access to the internet or computer), let me know so that we can work through those issues and figure out the best solution.

Course Break Down		
Class Attendance (You can't make up these points) Note: Each student will provide highlights on one chapter.	6 @ 25 Points	150 points
Case Studies (I will provide Sample Case Study)	3 @ 50 points	150 points
Fundraising Project	1@ 100 points	100 points
Grant Writing Project	1 @ 200 points	200 points
Final Project and Presentation	1 @ 350 points	350 points
Total		950 points

Course Requirements: *Please note that all assignments and papers should be submitted on time. Late assignments will be accepted with 10 point penalty per day.*

Course Participation: **Student participation is arguably the most valuable component of this course.** Students should attend class prepared to discuss the readings and engage in conversations about the subject matter. It is important to note that students will not automatically receive a full grade for simply showing up to class or asking an occasional question. Rather, students are expected to earn their participation grade by acquainting themselves with the course material ahead of time and discussing it with the instructor and other students.

Note: *Please note that the dates for each topic are tentative.* Some topics will require greater discussion and more time than others. Students are expected to attend all class sessions and to be prepared for the next topic by completing readings ahead of time. In the event of significant schedule changes, students will be notified of the changes both in class and by the distribution of a new schedule.

Academic Integrity:

According to UALR policy, the following actions are subject to grade penalty and disciplinary action:

Cheating on an examination or quiz: To give or receive, to offer or solicit information on any quiz or examination. This includes the following classes of dishonesty:

(a) copying from another student's paper; (b) use during the examination of prepared materials, notes or text other than those specifically permitted by the professor; (c) collaboration with another student during the examination; (d) buying, selling, stealing, soliciting, or transmitting an examination or any material purported to be the unreleased content of a coming examination, or the use of such material; (3) substituting for another person during an examination or allowing such substitution for oneself; (f) bribery of any person to obtain examination information.

Plagiarism: To adopt and reproduce as one's own, to appropriate to one's own use and incorporate in one's own work without acknowledgement, the ideas of others or passages from their writings and works.

Collusion: To obtain from another party, without specific approval in advance by the professor, assistance in the production of work offered for credit to the extent that the work reflects the ideas or skills of the party consulted rather than those of the person in whose name the work is submitted.

Duplicity: To offer for credit identical or substantially unchanged work in two or more courses, without specific advance approval of the professors involved.

Disability/Inclusivity Statement:

“If you have a preferred name that is different than that provided to me in BOSS, please let me know. Also, please share with me your pronouns so that I may refer to you correctly. My pronouns are she/her/hers.” It is the policy and practice of the University of Arkansas at Little Rock to create inclusive learning environments consistent with federal and state law. If you have a documented disability (or need to have a disability documented), and need an accommodation, please contact me privately as soon as possible, so that we can discuss with the Disability Resource Center (DRC) how to meet your specific needs and the requirements of the course. The DRC offers resources and coordinates reasonable accommodations for students with disabilities. Reasonable accommodations are established through an interactive process among you, your instructor(s) and the DRC. Thus, if you have a disability, please contact me and/or the DRC, at 501-569-3143 (V/TTY) or 501-683-7629 (VP). For more information, please visit the DRC website at www.ualr.edu/disability.

DATE	TOPIC	CHAPT ERS
September 17 th	Zoom 5:30 Introduction and Overview Professional Field of Study/Overview Leadership online test	None
September 18 th	Zoom 10:00-11 Case Study 1 Discussion – The Hershey Trust Zoom 11:00-12 Executive Leadership – Beth Goodrich Zoom 12:00-1:00 Strategy and Building Capacity – Rebecca Estep 1:00-2:00 Lunch Group Time 2:00-2:30 Fundraising-Rhonda Aaron Group Time 2:30-5 Fundraising Project Work	4, 5, 7
September 19 th	Zoom 9:00-10:00 OhNo Swim Club Case Study Zoom 10:00-11 Fundraising Project Presentations Zoom 11:00-12 Managing Staff and Volunteers – Michelle Barnes Zoom 12:00-1:00 Social Entrepreneurship – Chris James Individual Time 1:00-4:00 Work on Final Project 4:00 Rough Draft of Final Project	9, 13,16
October 8th	5:30-6:30 Marketing & Communications 6:30-7:30 Case Study 2 Discussion- Rebranding 4-H	10
October 9th	Zoom 11:00-12:00 Financial Management Group Time 1:00-2:00 Grant Project Work Face-to-Face 2:00-3:00 Government Grants & Contracts- Laura McClellan Face-to-Face 3:00-5:00 Grants Project Due and Presentations	9, 12, 15
October 10th	Zoom 10:00-11 Advocacy and Lobbying- Marquita Numan Face-to-Face 1:00-until Final Nonprofit Presentations	11
November 19	Final Papers Due	

NOTE: I reserve the right to alter the syllabus to better suit the needs of the class.

Grant Application Project- Group Project

Students will form groups of 2-4 people and create a single nonprofit with a mission statement and apply for a grant. The grant can be for any amount that you see fit as long as it is justified in the Executive Summary.

The Executive Summary should present a clear and concise statement that captures the essence of your proposed project. Executive Summary components included in your application:

Mission of your organization (100 word max.)

Project name

Requested dollar amount of grant

Why undertake this project: The need (300 word max.)

Project objectives (1,500 word max.)

Activities or methods your project will implement (1,500 word max.)

Number of people impacted

Target demographics

Target geographic area

How you will use the grant funds requested (200 word max.)

Project Super Summary (100 word max.)

Case Studies- There will be four case studies submitted this semester. This is your time to use your critical thinking skills. *You will* examine case studies used in the text, and will require students to critically analyze each case study in the context of theories and concepts discussed in class. Each assignment should be no more than two pages in length using a double-spaced, 12-point font with 1” margins.

These questions are guiding questions. Do NOT number your paper 1-3 and answer the questions. See the sample case study for more guidance on how to complete a case study analysis. You are to provide feedback as a consultant based on the guiding questions. You are NOT retelling the story.

Assignment 1: Case 4.2 Page 110 Questions 1-3 Hershey Trust

Assignment 2: Case 10.1 Page 298 Questions 1-3 Rebranding 4-H

OhNo Swim Club Case Study

Fundraiser- Power Point Style (Maximum 6 slides) 200 points

Students will also create a fundraiser for their nonprofit. Below are all questions that will guide you on what should be on your 6 slides. Do NOT try and include all this information within the six slides. As you present these are some of the things that will naturally be said within your presentation.

When will it be?

Who will you invite?

What is the purpose of the event?

What is the theme?

Is there a dress code?

What is the theme? Is a masquerade ball?

Will there be entertainment?

Will there be free liquor?

Door prizes? Raffles?

Live band?

Free puppies?

What is the mission of the organization? What is the purpose of the event and objective?
What purpose will the funds serve for this event?
How much are tickets to the event? What is the objective? To raise awareness?
What can guests expect when they arrive?
Why should they come other than to give money?

Final Project: Create A Nonprofit 300 points

Create a **One page** PowerPoint/PDF showcasing your nonprofit's website.

Name of Organization

Who the organization will serve? List the statistics of the people served by your organization.

What is the Mission Statement?

What is the Vision Statement?

Create a list of four partners for your organization. **NAMES only**

Emergency Situation: What is the need that the organization will meet?

What is currently going on in the world/region/county/city that calls for the need of your organization. List statistics and the reasoning why your organization can help make a difference.

Board of Directors: Name, Qualifications, duties and the reasons why they were chosen for the position. **MUST** be at least three sentences for each description.

Chairman of the Board/President Vice President Secretary Treasurer

Create the bylaws for your nonprofit. **I will send out Sample By Laws.**