

PLSC 435 Nonprofit Management and Leadership Winter 2016 Syllabus

Time: T 6 – 8:40 PM

Room: 420 Pray-Harrold

Professor: Laura Schultz Pipis, MPA

Phone: 734-734-8661

Office hours: 5 – 6:00 PM (before class) – Political Science Department

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Introduction:

The nonprofit sector has been growing steadily, both in size and financial impact, for more than a decade. Between 2003 and 2013, the number of nonprofits has increased by 2.8 percent; from 1.38 million to 1.42 million. Public charities, in particular, grew 19.5 percent during this same time period. The growth rate of the nonprofit sector has surpassed the rate of both the business and government sectors. In 2015, there were over 1.5 million nonprofit organizations. Nonprofits are also a major employer, accounting for 11.4 million jobs and over 10.3 percent of all private sector employment in 2012 nationwide (including Michigan). Nonprofits touch every aspect of our lives.

It is purpose of this class to introduce you to the nonprofit sector and its characteristics, such as differences between nonprofits, public and private organizations; the role of the Board of Directors, volunteer management, fundraising. This class is a survey class of the work happening in a nonprofit. This class will also give you the skills needs to start a career in the nonprofit sector. The class combines theory with practice.

Regarding theory, we will learn about:

- The need for a nonprofit sector
- Leadership issues (role of the board of directors, executive leadership, relationship between board and executive director)
- Management issues (mission and mission statement, strategic management and strategic planning, human resource management, managing staff and volunteers)
- Marketing
- Fundraising (basic aspects)

Regarding the practical aspect of the class, this class uses Academic Service-Learning (AS-L) methodology to:

- allow students to learn through active participation
- allow students to acquire skills and knowledge about nonprofit organizations in real life settings
- extend learning beyond the classroom and into the community.

There are two types of AS-L projects in this class:

1. Work or volunteer with a nonprofit organization for at least 20 hours. Students will be responsible to identify an organization to work with, to contact the organization and to establish a relationship with it. The professor will provide assistance and guidance as needed. If a student already works in or with a nonprofit organization, the student needs to find another nonprofit for the As-L project.

2. There is a possibility 2-3 students will be selected to work on the Student Funders' Project. This project is in collaboration with the Graduate Nonprofit Management and Leadership Class, and the undergraduate and graduate Fundraising class; these students will work as funders. They will have a budget of \$4-5000 to distribute to nonprofit organizations. The tasks will include: identify an area that needs to be funded, create a Request for Proposals (RFP), distribute it, create selection criteria, read the applications, and select the organizations to be funded. These students will work directly with the professor.

Relationship with the Nonprofit Leadership Alliance program: This class counts towards the completion of several NLA competencies.

Required reading:

1. Wolf, Thomas. Revised 2012. Managing a Nonprofit Organization: Updated Twenty First Century Edition. Simon & Schuster. New York
2. Heyman, Darian Rodriguez. 2011. Nonprofit Management 101. A Complete and Practical Guide for Leaders and Professionals. Jossey Bass

Assignments:

1. Academic Service-Learning projects

2. Case studies:

Students will write a paper (*up to* five pages long, Font 12, double spaced, one inch margins) explaining how to solve the case, if and how the case applies to their work and interests. *For the case study analysis use of the class materials, readings and class discussions is a must.* Use the case study outline provided in class. If the case has Discussion Questions at the end, answer those.

Write the bibliography used (this will constitute the sixth page).

If you use articles/information from the web – please make a copy and attach it to the case study analysis.

The case study will be discussed in class on the date that it is due (after you turn in your papers).

The papers are due at the beginning of the class. No late papers will be accepted!

3. As-L volunteer service report

Each student will prepare a report about his or her practical experience in the nonprofit organization. Include lessons learned from and challenges faced in the experience. The report has to be max 5 pages long, double spaced. The format of the report will be discussed in class.

4. Report Presentations

During the final weeks of the term students will make a 10 minutes professional presentation about their As-L experience.

5. Final exam will be a take home exam.

Grading:

Case studies:	40%	On-site volunteer report:	20%
Report presentation:	20%	Final Exam:	20%

A note about attendance: Regular attendance is expected and will be noted for each class. Attendance will be a consideration in final grading.

Behavior expectations:

Correspondence: When you are corresponding with your professor, your colleagues and agencies, use a professional language. Use salutation and sign your name. If you use e-mail, write the topic of your correspondence in the subject line and don't forget to use spell check. *I will not reply to e-mails that are not professional and do not have a subject line.*

Classroom conduct: Students are expected to abide by the **Student Conduct Code** and assist in creating an environment that is conducive to learning and protects the rights of all members of the University community. Incivility and disruptive behavior *will not* be tolerated and may result in a request to leave class and referral to the *Office of Student Judicial Services (SJS)* for discipline. Examples of inappropriate classroom conduct include repeatedly arriving late to class, using a cellular telephone, or talking while others are speaking. I expect all cell phones to be turned-off during class. If you need to have the cell phone one for emergency purposes, you need to inform me before class starts. Use of computers is allowed, but only for class purposes. You may access the Code online at www.emich.edu/sjs.

University Policies:

Students With Disabilities: If you wish to be accommodated for your disability, EMU Board of Regents policy #8.3 requires that you first register with the Access Services Office (ASO) in room 203 King Hall. You may contact ASO by telephone at (734) 487-2470. Students with disabilities are encouraged to register with ASO promptly as you will only be accommodated from the date you register with them forward. No retroactive accommodations are possible.

Notice to all foreign students (F and J visa): To comply with all federal regulations, please contact the EMU office of International Students (OIS), 244 EMU Student Center, 734.487.3116

Academic Honesty:

Each student in class is expected to adhere to the highest standards of academic honesty. Cheating and plagiarism violate the rules of the University and the ethical standards of professional public administration. Cheating and plagiarism will be punished to the full extent allowed by University rules and regulations. Plagiarism is generally defined in your student handbook as presenting as your own work that done by someone else, even if only an idea and/or not quoted directly. Cite, quote, and when in doubt, ask the instructor. Those caught cheating will be given a zero for the work in which the cheating occurred. Possible plagiarism will be dealt with on a case by case basis. In addition, you may be referred to the Office of Student Judicial Services for discipline that can result in either a suspension or permanent dismissal. The */Student Conduct Code/* contains detailed definitions of what constitutes academic dishonesty, and it can be accessed online at www.emich.edu/sjs <<http://www.emich.edu/sjs>>

Observance of Religious Holidays

University Policy: Eastern Michigan University recognizes the rights of students to observe religious holidays without penalty to the student.

University Practice: Students will provide advance notice to their instructors in order to make up work, including examinations that they miss as a result of their absence from class due to observance of religious holidays. If satisfactory arrangements cannot be made with the appropriate instructor(s), students may appeal to the head(s) of the department(s) in which the course(s) is/are offered.

There are many resources on line regarding the observance of religious holidays; here is one site with an extensive listing of holiday dates: <http://www.interfaithcalendar.org/2015.htm>

Class schedule*:

* The professor reserves the right to make changes to the schedule. The schedule may change based on the pace of the class. Any changes will be announced -in class- at least one week on advance.

Week 1: January 12

- Introductions and Course Orientation
- The state of the Nonprofit sector
- *Understanding Nonprofit Organizations* (Wolf, Chapter 1; Heyman Chapter 1)

Week 2: January 19

Identify academic service learning projects

- Jan 18: *Nonprofit Law* (Heyman Chapter 11)
- History & Evolution of the Nonprofit Sector

Week 3: January 26

Finalize academic service learning projects

- *The Board* (Wolf Chapter 2; Heyman Chapters 30 and 31)

Week 4: February 2

- *The Workforce* (Wolf Chapters 3 and 4; Heyman, Chapter 8 and 9)

DUE February 2: CASE STUDY 1: Outgrowing the Governing Board

Week 5: February 9

- *Volunteer Management* (Heyman, Chapter 32 and 33)
- *Possible Guest Speaker*

Week 6: February 16

- *Marketing and Public Relations* (Wolf Chapter 5; Heyman Chapters 25 and 29)

Due February 16: CASE STUDY #2: Sara and Karl Show

Week 7: February 22 – February 28 - winter recess. No classes.

Week 8: March 1

- *Fundraising* (Wolf, Chapter 8, Heyman, Chapters 18-22)
- *Possible Guest Speaker*

DUE MARCH 1: CASE STUDY #3: Public Relations: Up to PAR?

Week 9: March 8

- *Financial Management* (Wolf Chapter 6 and 7, Heyman, Chapter 13)

Week 10: March 15

- Strategic planning (Wolf, Chapter 9, Heyman, Chapter 9)

DUE MARCH 15: CASE STUDY #4: Higher Education Harvest (Harvard University)

Week 11: March 22

- Leadership (Wolf Chapter 10; Heyman Chapter 3)

- *Possible Guest Speaker*

Week 12: March 29

Other NPO issues:

- Risk Management (Heyman, Chapter 7)
- HR challenges (Heyman Chapter 10)

DUE MARCH 29 CASE STUDY# 5: "Investing in Excellence" by David Bury & Stephen Procter

Week 13: April 5

- Careers in the Nonprofit sector (Heyman, Chapter 4)
- As-L Presentations?

Week 14: April 12

- As-L Presentations

Week 15: April 19

- As-L Presentations
- Final exam will be handed out
- **Due: As-L Reports**

Week 16: April 26

- **Final Exam due!**

ENJOY THE CLASS!