DRAFT SYLLABUS

PUAD 580: STRATEGIC ISSUES FOR NONPROFIT EXECUTIVES

Summer 2020

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Office hours: by appointment

If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center (DRC) at 703.993.2474. All academic accommodations must be arranged through that office.

I. COURSE DESCRIPTION

In this course, students will learn about key issues that nonprofit executives need to address in order to prepare their organizations for success in an ever-changing environment. The course will address strategic planning, storytelling through marketing and social media, and delve into issues that are impacting the culture of nonprofits, including diversity and inclusion. You will have the opportunity to get the front-line perspective from a regional nonprofit CEO.

II. COURSE FORMAT AND REQUIREMENTS

Format and Participation. There is great interest in understanding how nonprofits “really” work. In this course you will learn about the sector from a practitioner's perspective. The assignments are geared to position students to interact with nonprofit CEOs, conduct research using digital tools, and prepare students to evaluate processes for nonprofit leaders who can improve their organizations.
1. **Writing Assignment 1:** Select a nonprofit organization of your own choice. You may choose an organization you are working for or with; you are volunteering for; or in which you have interest. Interview a C-suite individual CEO, CFO, CIO or COO. Prepare a double-spaced 5 – 6 page paper (12 pt font), comprising of:
   a. A description of the agency (history, size structure, services and activities, funding) address the C-Suite Executive success factors, culture, innovative model from that nonprofit. It could be a v-log, or podcast (7 to 10 minutes).

   - The paper or vlog or podcast is due XXX

2. **Writing Assignment II:** (FINAL PROJECT) You are a consultant hired by a nonprofit to perform a diagnostic on the strength of their organization. Using the tools you have learned in class, develop an eight page brief that focuses on four of the areas we have reviewed. Select a nonprofit you will be doing your research on *(by session 3 you need to let the instructor know the nonprofit you have selected)*. Your brief should be in the form of a PowerPoint (note page for each slide will have your written work). Your presentation should have a section on issues observed, findings, and practical recommendations. Each student will be required to present their project to the class (10 minutes presentation, 5 minutes questions from your fellow students).

### III. **EVALUATION AND GRADING**

Grading Scale:
- A+ = 98-100; A = 94-97; A- = 90-93
- B+ = 87-89; B = 83-86; B- = 80-82
- C = 70-79; D = 60-69; F = 0-59

Evaluation:
- Class Participation 25%
- Writing Assignment I 20%
- Writing Assignment II 40%
- Oral Presentation to Class: 15%

**Important Dates** *(please check academic calendar to confirm):*
- Last day to add classes XX
- Final drop deadline XX
- Web Withdrawal Period (100% tuition liability) XX
IV. Course Schedule Outline

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V. Reading Materials


SESSION 1: JUNE 2 - INTRODUCTION

Introduction of the Course
Why nonprofits matter, “best in class” nonprofits and why
Interactive session for students to learn from each other on their goals from the course.

Prep Reading for Next Session:

SESSION 2: JUNE 9 – STRATEGIC PLANNING

Strategic Planning – Planning the Future
  How to set up goals/objectives/tactics
  Understanding the mission and vision (and the difference)
  Survey of many strategic planning systems
  Review of ingredients a good strategic plan should have

Pre Reading and Home work for Next Sessions

Peer Assignment: Survey and be prepared to contrast two nonprofit websites (one that works on that does not) why, use examples, use visuals. There will be pair shares on this assignment.


Wainger, Liz. Prism of Value: Connect, Convince and Influence When It Matters Most. Telemachus Press, 2018

SESSION 3: JUNE 16 – MARKETING AND COMMUNICATIONS

Communications/Marketing –
  The use of social media
  Components of website design
  Multiplatform outreach (twitter, Facebook, linked in, Instagram)
  Using video to tell a nonprofit’s story (essence of testimonials)
Discussion of Peer Assignments.

**SESSION 4: JUNE 23 - TELLING YOUR STORY**

Expert Speaker on Storytelling (45 minutes)

Further review of Peer Assignment


PROJECT: interview a C-suite individual and write a 5 to 7-page paper that addresses success factors, culture, innovative model from that nonprofit. It could be a v-log, or podcast (10 minutes)

**SESSION 5: JUNE 30 – CULTURE OF NONPROFIT**

Understanding How Advances, Energizers, Evaluators and Harmonizers impact organizational culture.

Expert Speaker on Organizational Culture (45 minutes)


**SESSION 6: JULY 7 – DIVERSITY AND INCLUSION/FINAL PRESENTATIONS**

Building a diverse and inclusive workforce
Developing values through the culture work

Start presentations on Final Project

**SESSION 7: JULY 14 – FINAL PRESENTATIONS**

Wrap-up
Evaluations of class