

NORTHEASTERN ILLINOIS UNIVERSITY
Department of Economics
Syllabus Econ 320
Fall 2010

Course: WIP: Non-Profit Management, Administration and Communications
Instructor: Jacqueline M. Ward
Office: SCI 344E
Phone: 773-442-4502
Off. hours: Tuesdays and Thursdays 7-8 am and 1:30-3:30 pm

Required Textbooks:

- (1) Guffey, Mary E. Business Communications 6th edition. Cengage. 2009.
- (2) McCloskey, Deidre. Economical Writing 2nd edition. Waveland Press, Inc. 1999.
- (3) Geever, Jane C. Guide to Proposal Writing, Foundation Center. New York. 2007.

Course Description: This course serves the dual goals of introducing students to some of the management and administration issues facing non-profit businesses in the 21st century and preparing them with communication tools required in the professional world.

To familiarize students with issues facing non-profit organizations, each student will be required to secure an internship with a non-profit organization in their area of interest. All communications, written and oral, will be related to the internship including pre-entry correspondence (cover letters and resumes); internal communications (memos, letters of persuasion, positive and negative messages) and; external communications (proposals for funding).

The course will be taught as a hybrid course utilizing discussion boards, email and online participation in topic specific discussions related to their internships.

This course has been approved as a Writing Intensive course as part of the Writing Intensive Program (WIP). Successful completion of this course fulfills the Writing Intensive graduation requirement for Economics majors who entered the university in Fall 2008 or later. Speak to your advisor or visit <http://www.neiu.edu/~wip> for more information.

Class Attendance Policy: Success in this course will depend heavily on attendance and participation in the classroom and in the online environment.

Academic Integrity Policy:

The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.

Reading List and Assignment Schedule:

Week 1: Guffey, Mary Ellen **Business Communications**: Ch. 4:

Lecture: The Writing Process: Analyze, Anticipate and Adapt.

Week 2: Guffey Ch. 5:

Lecture: The Writing Process Pt. II: Research, Organize and Compose.

Week 3: Guffey Ch. 6:

Lecture: The Writing Process Pt. III: Revise, Proofread and Evaluate.

Week 4: McCloskey, Economical Writing: Pages 1-69.

In class assignment resumes and cover letters; informational interviews.

Lecture: Writing in the discipline.

Week 5: Guffey Ch. 7:

Lecture: Short Correspondence Part I: Email etiquette and memos.

Week 6: Guffey Ch. 8, 9 and 10:

Lecture: Short Correspondence Part II (Letters): Negative, positive messages; letters of inquiry to funders and persuasive letters.

****Course switches to hybrid, class meets once a week.**

Week 7: (1) Guffey: Ch. 13: (2) Geever: Proposal Writing: Pages 1-20.

Lecture: Long Correspondence: Formal Reports, Proposals and RFP's.

Week 8: Geever: Proposal Writing, Ch. 2

Lecture: Writing the Introduction. Narrowing the topic, researching the issue, gathering soft and hard data.

Week 9: Geever: Ch. 3

Lecture: the Problem Statement, gathering soft and hard data.

Week 10: Geever: Ch 4

Lecture: Writing the Objectives and Goals

Week 11: Geever: Ch. 5

Lecture: Writing the Methods Statements

Week 12: Geever: Ch. 5

Lecture: Writing the Evaluation

Week 13: Geever: Ch. 6

Lecture: Preparing the non-profit Budget

Week 14: Guffey: Business Communications Revisited: Writing Thank you letters: Positive news; Negative News.

Weeks 15-16: Power point presentations

Evaluation:

Pre-entry Communications Projects (1-2 pp each) x 3	18%
Short Form Correspondence (1-2 pp. each) x 4	22%
Internship Performance	20%
PowerPoint presentation	10%
Class Participation	10%
Funding Proposal (12-15 pp.)	<u>20%</u>
Total	100%

Pre-entry Communications Projects: Three (3) letters 1-2 pages in length. Students will revise and submit each letter up to three times before a final grade is assigned. Types of correspondence include: emails, thank you letters, letters requesting interviews.

Short Form Correspondence: Four (4) letters 1-2 pages in length. Students will revise and submit each letter up to two times before a final grade is assigned. Purpose is to assist students in honing their skills for short correspondence including: letters with negative/positive messages, persuasive letters (print and email) and letters of inquiry.

Internship Performance: Each student will be required to secure an internship with a non-profit organization for 8-10 weeks. Logs are required detailing your hours and activities. Full credit given for completing internship and fulfilling reporting commitments.

Powerpoint Presentations: Due at the end of the course based on the internship and the final proposal.

Online Participation: Weekly posts during the first 6 weeks, at least 3 posts per week once the internship begins and class meets only once a week.

Funding Proposal: (12-15 pages). During the course, students will research, develop and prepare a professional quality proposal for funding for the non-profit agency where they are conducting their internships.

Grading Policy:

90+=A

80-89=B

70-79=C

60-69=D

Below 60 =F

COURSE OBJECTIVES:

Course Objective 1: Provide students with tools for entry into professional world.

Criteria: Demonstrate proficiency in the preparation of: (note student will have an opportunity to submit each of the following up to 3 times before final grading).

1. Emails (proper etiquette)
2. Thank you letters
3. Letters requesting interviews

Course Objective 2: Provide students with written communication skills needed to manage their careers and career development.

Criteria: Demonstrate proficiency in the preparation of:

1. Letters with negative and positive messages.
2. Persuasive letters
3. Letters of Inquiry
4. Memos (print and email)

Course Objective 3: Through internships and class discussions, students will learn about opportunities with non-profits and acquire marketable job skills.

Criteria: Students will:

1. Secure a volunteer position with a non-profit agency in their area of interest.
2. Prepare and submit cover letters and resumes to prospects by 2nd week of class.
3. Communicate via print and email memos to the instructor decision on final internship.
4. Journal experiences at the non-profit agency (these will be due weekly and are non-graded assignments allowing the student an opportunity to practice writing)

Course Objective 4: Guide students through the process of individually and collaboratively preparing at least one type of long report.

Criterion: Develop a 12-15 page, submission quality proposal for funding for a non-profit organization.

Course Objective 5: Refine student's abilities to give engaging, persuasive, educational and well-organized presentations by providing students with multiple opportunities to develop and practice effective oral communication skills.

Criteria: Successfully execute multiple oral presentation tasks:

1. Set up a series of "Informational Interviews" with staff at non-profit organizations in their field(s) of interest.
2. Practice mock interviews with peers. (non-graded)
3. Prepare short (5 minute) oral presentation to the class (non-graded)
4. Present a peer reviewed 10-12 minute PowerPoint presentation of their final proposal for funding.

LEARNING OUTCOMES:

By the end of this course students should be able to:

- Explain the importance of communication in business.
- Write with clarity and precision.
- Describe the process of writing effective business messages.
- Be able to respond to a Request for Proposal (RFP) from a public or private foundation.
- Demonstrate the use of persuasion in communications.
- Develop and prepare effective pre-entry communications.
- Prepare a well planned, well organized and well constructed long report both individually and collaboratively.
- Have a working knowledge of management and administration issues facing non-profits.
- Identify when and where to use graphics in managerial communication.
- Deliver an oral report using PowerPoint software.

See my notes on the proposal.

ASSIGNMENT SHEET:

J. WARD

Proposal for Funding

320-01- Non Profit Management, Administration and Communications

Fall 2010

Task

Assume that you have been hired as the Fund Development Manager for your non-profit agency. You are to research funding sources and select a private or government foundation which has previously funded projects similar to the one that you are proposing. Your funding appeal will require you to thoroughly research your topic and prepare a well researched and documented problem statement/needs assessment; specific objectives for the program as well as; methods to carry out the proposed programs.

Audience

Private or government foundation that has funded similar projects in the past. The foundation receives hundreds of unsolicited proposals each quarter, so your appeal should be concise and provide a compelling argument as to how this project serves the "greater good."

Purpose

The purpose of this assignment is to provide students with the following:

- Marketable skills that can be applied in both the non-profit and public sectors including "grantsmanship" skills.
- Experience responding to "Requests for Proposals" for funding.
- Practice writing long reports for diverse audiences.
- An opportunity to apply economic analysis to a real world situation.

Due Dates

Proposed Project approved

[Week 9]

Outline

Week 13]

Written Proposal

[Week 15]

Oral Presentation

[Weeks 15 and 16]

Format

Please double space and use 12 font Arial type. Include "Works Cited" page. Document sources using either APA or MLA format. Use at least three (3) sources other than the textbook. The final proposal should be 12-15 pages in length and follow the format presented in class, including a detail itemized budget.

Oral presentation should be at least 10 but no more than 15 minutes long.

Evaluation Criteria: (See attached Rubric for evaluation of written proposal)

No late assignments will be accepted. A missed oral presentation will result in an incomplete grade.

Other Information: Please contact me by email at j-ward4@neiu.edu

Proposal Writing Grading Rubric

	Beginning 1 point	Developing 2 points	Accomplished 3 points	Exemplary 4 points	% of Score
Introduction	Describes the applicant agency and its qualifications for funding (credibility)	Clearly establishes who is applying for funds.(b) describes agency purposes and goals	.Describes clients/ constituents; provides evidence of accomplishment	Offers statistics to support accomplishments; supports qualifications	20
Problem Statement/ Needs Assessment	Relates to purposes and goals of the organization;	Problem is of reasonable dimensions; supported by statistical evidence;	Supported by statements from authorities; stated in terms of client's needs and problems;	Is not the "lack of a program"; makes no unsupported assumptions; free of jargon.	20
Program Objectives; Describes the outcomes of the grant in measurable terms.	At least one objective for each problem committed to in problem statement.	Objectives are outcomes not methods.	Answers who? Will do what? By When?	Objectives are measurable, if at all possible.	20
Methods	Relates to purposes and goals of the organization;	Problem is of reasonable dimensions; supported by statistical evidence;	Supported by statements from authorities; stated in terms of client's needs and problems;	Is not the "lack of a program"; makes no unsupported assumptions; free of jargon.	20
Evaluation	At least one objective for each problem committed to in problem statement	Objectives are outcomes not methods.	Answers who? Will do what? By When?	Objectives are measurable, if at all possible.	10
Budget	Proper format And terminology. Only form introduced	In class receives full points.	**Source: The Foundation Center, Guidelines for Proposal NY.	Writing and Grantsmanship. New York, NY.	10