

PADP 4640 Introduction to the Nonprofit Sector

University of Georgia

Fall 2018

Class Information

- Class Meetings: Tu/Th 2pm – 3:15pm
- Classroom Location: Journalism 501

Instructor

Roger Qiyuan Jin, PhD Candidate

- Email: rjin@uga.edu
- Office: Baldwin Hall 414
- Office Hours: Thursday 12:30pm – 1:30pm, or by appointment

Course Description

This course will provide students with an overview of the nonprofit sector and nonprofit organizations. First, students will gain a working understanding of nonprofit sector and organizations from both historical and theoretical perspectives – what are nonprofit organizations and why they exist. Second, the course will cover the internal operations and management of nonprofit organizations. This not only includes areas that are unique to nonprofit organizations such as board governance, volunteer management, legal responsibilities and fund development, but also topics that apply to public and private organizations such as structure, strategic planning, human resources, public relations, performance management, etc. Third, the students will learn the vital role that nonprofit play in a broader political context through advocacy and civic engagement and opportunities and challenges they face in a world of competition and collaboration. Through active and experiential learning, researching and engaging in activities like in-class discussions, case studies and interaction with practitioners, students in this course will equip themselves with rich knowledge, skills and experiences to the nonprofit sector and nonprofit organizations.

Learning Goals and Objectives

By the end of the course, students will be able to

- Have a better understanding of the history, theories, and scope of the nonprofit sector.
- Learn how to create and strategically plan a nonprofit organization.
- Lead a nonprofit organization and effectively manage issues like performance, human resources, budgeting, fund raising and risks
- Understand the role of nonprofit organizations in a civil society and policy process

- Work effectively across boundaries of organizations and sectors

Course Material

- Required textbook

Pakroo, Peri H. (2017). *Starting & Building a Nonprofit: A Practical Guide*, 7th edition. Berkley: Nolo.

- Other readings and materials will be posted on eLC

Assignments

Group Discussion and Participation

Students are expected to actively participate in class through asking and answering questions, providing feedbacks to instructor, engaging in group discussion and other activities. You will be required to engage in group discussion of a case study during class in various weeks. Students will be divided into groups and assigned with one or two discussion questions based on the readings for that day. Students should complete the readings prior to class to participate effectively. Overall class participation grade will be graded by attendance, in-class engagement, group discussion and other class activities.

Midterm Exam

There will be an in-class, closed book midterm exam on Oct 16. It will consist of both multiple-choice and short answer questions. The exams will cover material from the readings, lectures, guest lectures and other in-class materials. Study guides will be distributed before the exams.

Nonprofit Design Proposal

One objective of this course is to equip you with the ability to create and strategically plan a nonprofit organization if you are interested in doing so in the future. The nonprofit design proposal assignment gives you the opportunity to practice and move toward that goal. This could be an individual or group project.

First, you will come up with an idea for a nonprofit organization that trying to solve a particular problem, help a certain group of people or achieve any mission you deem important.

Due on Sep 27: Tentative proposal

Second, by the time we finish Part II of the course, you will submit the final proposal for your nonprofit organization. The final paper should be more detailed and provide further information concerning your nonprofit design. The length of the final paper is approximately 3-5 pages in length (double-space). The grading rubric will later be posted on eLC.

Due on Nov 8: Final Proposal

Final Project

The final project of this course will be a semester-long effort to produce an individual report based on engagement with a local nonprofit organization. The report should mostly be based on

but not limited to an interview with one of the managers in that nonprofit organization. Students could choose to involve in other activities such as a field visit, office tour, or volunteering to gain a better understanding of that organization. However, an interview with a manager of that organization is required. This assignment is designed to give you the opportunity to obtain real world knowledge from a practitioner's viewpoint and gain a better and practical understanding of the topics we learn in the course. The assignment will be divided into three stages.

Step 1: Identify, research and contact a Georgia based nonprofit organization of your interests and obtain a written confirmation from a manager that he or she is willing to participate in an interview with you later in the semester.

Due on Sep 20: Written confirmation from a manager of a nonprofit.

Step 2: After getting confirmation of your interview request, you should conduct a thorough research on the organization you choose using web based, and archival/print resources. Based on this research, you will develop a 2-3 page report on their organization, along with a list of 5-10 interview questions that involve topics we cover in the course.

Due on Oct 18: First report on nonprofit organization and list of interview questions.

Step 3: Instructor will provide feedback to students on their report and interview questions. Students will make necessary revisions to the questions according to the feedbacks and conduct your interview with the manager your scheduled time. Students could also participate in other activities with the organization such as field visit, office tour or volunteering (not required). Based on the interview and experience from your other activities, each student will prepare a 5-10 page written report that summarizes their interview with the organizational representative, and connects their discussion to topics covered during class. The grading rubric will later be posted on eLC.

Due on Dec 6: Final report.

Final Presentation

During the final two class sessions, students will present their final report to the class and assess by the performance.

Grades

Assignment		Percent of Final Grade
Attendance and Participation		10%
Midterm Exam		20%
Nonprofit Design Proposal		15%
Final Project		
	Step 1	5%
	Step 2	10%

	Step 3	15%
Final Presentation		10%
Grand Total		100%

The grading scale for the class is: 93%-100% A, 90%-92% A-, 88%-89% B+, 83%-87% B, 80%-82% B-, etc.

Course Policies

Attendance

Attendance is required for all class sessions including guest lectures and I will take attendance every class. One point would be taken off your semester grade for each unexcused absence. For an excused absence, you must have legitimate reason such as family issue, sports, religious holidays and so forth. You should contact me in advance and provide me the documentation. If you are sick and cannot attend class, inform me as soon as possible, and bring documentation to the next breakout. Please come to class on time, more than 15 minutes late to class will be regarded as an unexcused absence.

Students with Disabilities

If you have a condition that makes it difficult to complete the work described in this syllabus, please notify the Disability Resource Center and the instructor within the first two weeks of class in order to develop alternative arrangements. All information and documentation of the disability will be confidential. All documentation must be received and relayed to the instructor within the first four weeks of class.

Plagiarism and Academic Honesty

You should abide The University of Georgia's Academic Honesty Policy and the Student Honor Code. Any kind of violations will not be tolerated. You could refer to the UGA's Academic Honesty Policy at <http://ovpi.uga.edu/academic-honesty/academic-honesty-policy>. Contact me or honesty@uga.edu if you have any questions.

Administrative Details

- The course schedule is a general plan for the course; deviations announced to the class by the instructor may be necessary.
- Please put your cellphone in mute. You are welcome to use electronic devices for course purposes. However, using them with class-irrelevant activities will lower your participation grade.

Course Schedule

Week 1

Aug 14 -- Introduction and Overview

Aug 16 -- Overview of the Nonprofit Sector

- Pakroo, Introduction (p. 1-8)
- The Nonprofit Sector in Brief (2015)
- A Historical Overview

Week 2

Aug 21& 23 -- Nonprofit Sector/Organization from Historical and Theoretical Perspectives

- Worth (2017). Chapter 3: Theories of the Nonprofit Sector
- Seelos and Mair (2005). Social Entrepreneurship
- Watch (Video): Social entrepreneurs & The future of philanthropy

Week 3

Aug 28 -- Naming and Structuring of Nonprofit

- Pakroo, Chapter 1

Aug 30 -- No Class

- Contact Local Nonprofit Manager
- Brainstorm nonprofit design ideas

Week 4

Sep 4 -- Strategic Planning

- Pakroo, Chapter 2

Sep 6 -- **Guest Lecture** by Sayge Medlin

- Assistant Director of *J.W. Fanning Institute for Leadership Development* at UGA

Week 5

Sep 11 & 13 -- Board Governance

- Pakroo, Chapter 4
- Smith (2010). Hybridization and Nonprofit Organizations
- Group Case Study: The American University & The Hershey Trust.

Week 6

Sep 18 & 20 -- Managing Human Resources

- Pakroo, Chapter 5

- Worth (2017). Chapter. 9: Managing Staff and Service Volunteers
- Group Case Study: Getta Grant, Rita Writer, & Bob the Builder
- DUE: Written confirmation from a manager of a nonprofit.

Week 7

Sep 25 -- **Guest Lecture** by Spencer Frye

- GA House of Representative
- Executive Director of *Athens Habitat for Humanity*

Sep 27 -- Fundraising

- Pakroo, Chapter 6
- Tentative design proposal DUE

Week 8

Oct 2 & 4 -- Managing Budget and Finance for Nonprofit

- Pakroo, Chapter 3 and 12
- Group Case Study: Hull House & Corcoran Gallery of Art and Corcoran School of the Arts
- Case study: The Theater Budget

Week 9

Oct 9 -- Measuring and Evaluating Performance

- Evaluation Resource Center Toolkit (Chpt. 2 and 3)
- Innovation Network (2016). State of Evaluation 2016

Oct 11 -- No Class, Project working day

Week 10

Oct 16 -- **Midterm Exam**

Oct 18 -- **Guest Lecture** by Brianna Yoder

- Co-Founder of *(fem)me*
- First Report and Interview Question Due

Week 11

Oct 23 & 25 -- Marketing and Public Relations

- Pakroo, Chapter 9, 10 & 11
- Social media effectiveness
- Group Case Study: AARP & Susan G. Komen Foundation

Week 12

Oct 30 & Nov 1 -- Risk Management and Insurance. Contracts and Agreements

- Pakroo, Chapters 7 & 8
- Pojasek (2013). Organizations and Their Contexts.
- Steen and Smith (2007). An Assessment of the Minimization of Risk

Week 13

Nov 6 -- **Guest Lecture** by Tommy Valentine

- Volunteer Coordinator at *Extra Special People*

Nov 8 -- Ethics

- Rhode & Packel (2009). Ethics and Nonprofits
- Group Case Study: Rise and Fall of the Great and Powerful Nonprofit Director
- Final Nonprofit Design Proposal Due

Week 14

Nov 13 -- Civic and Political Engagement

- Nonprofit Service Organizations and Civic Engagement
- Handy, Shier, and McDougale (2014). Nonprofits and the Promotion of Civic Engagement.
- (Optional) Dodge and Ospina (2016). Nonprofits as “Schools of Democracy”.

Nov 15 -- Advocacy and Cross-sector Collaboration

- Reid and Montilla, Chapter 1 and 2
- Goldkind (2014). E-advocacy in Human Services.
- Kania and Kramer (2011). Collective Impact.
- Case Study: Public-Private Partnerships for Green Spaces in NYC.

Nov 20 & 22 -- No Class, Thanksgiving Break

Week 15

Nov 27 & 29 -- Innovation, Change and Future of Nonprofit Sector

- Nonprofits of the Future
- Top Challenges Facing Not-For-Profit CEOs Today
- McDonald, R.E. (2007)
- Frumkin, P. and A. Andre-Clark. (2000)
- Case Study 5: Appalachian Mountain Club

Week 16

Dec 4 -- Project Presentation

Dec 6 -- Project Presentation (Final Report Due)

Additional Resource:

- [BoardSource](#): inspire and support excellence in nonprofit governance and board and staff leadership
- [Nonprofit Quarterly Newsletter](#) (daily compilation of nonprofit news):
- [National Council for Nonprofits](#)
- [Independent Sector](#)