

**Summer 2020**  
**Online FYC 6421: NONPROFIT ORGANIZATIONS<sup>1</sup>**

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**Course Description:** This course explores the realm of the nonprofit sector, especially the fundamental organizational and management aspects of nonprofit organizations. The course relies heavily on video lectures, reading assignments, student discussion forums and a project designed to provide students a hands-on experience by creating a development plan for a new nonprofit organization of their choice.

**Course Goal:** Students will gain knowledge on the various organizational structures and management functions of nonprofit organizations. Students will also develop working knowledge on establishing a new nonprofit organization, incorporating various best management practices.

**Course Objectives:** After completing this course, students will be able to:

- Understand the historical growth of the nonprofit sector in the US and its current status
- Understand the founding blocks of establishing a new nonprofit organization
- Demonstrate knowledge on sound program planning & evaluation, and strategic planning for a functioning nonprofit organization
- Interpret the importance of the executive leadership and human resources management for efficient nonprofit operations
- Explain appropriate nonprofit financial management practices and a systematic fund raising process with marketing orientation
- Interpret the various roles of volunteers and aspects of volunteer management
- Explain the legal framework within which the nonprofit sector operates and the key ethical considerations to promote goodwill
- Explain the fundamentals of risk management including risk analysis and mitigation practices
- Explain how the nonprofit sector operates in a global context and describe the organization and operations of an international nonprofit organization
- Understand how various sub-sectors of nonprofits operate
- Apply all the knowledge gained into completing a Development Plan that incorporates key elements for establishing a new nonprofit organization of students' choice

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<sup>1</sup> The Instructor reserves the right to change any aspect of this syllabus and to make appropriate updates.

**Required Readings:** Students are required to have the following text books for this course:

Renz, D. O., & Associates. (2016). *The Jossey-Bass Handbook of Nonprofit Leadership and Management*. San Francisco, CA: Jossey-Bass. (4<sup>th</sup> ed.) ISBN: 978-1-118-85296-5.

Salamon, L. M. (2012). *The State of Nonprofit America*. Washington, D.C: Brookings Institution Press. (2<sup>nd</sup> ed.) ISBN: 978-0-815-70330-3.

In addition, few other required readings will be made available through Canvas. Class resources, announcements, updates, and assignments will also be made available through Canvas, so check the course Canvas page frequently.

## GRADES

| <b>Grading Scale:</b> |               |
|-----------------------|---------------|
| <b>Letter Grade</b>   | <b>Points</b> |
| A                     | 970+          |
| A-                    | 920-969       |
| B+                    | 890-919       |
| B                     | 850-889       |
| B-                    | 820-849       |
| C+                    | 790-819       |
| C                     | 750-789       |
| C-                    | 720-749       |
| D+                    | 690-719       |
| D                     | 650-689       |
| D-                    | 600-649       |
| E                     | <600          |

| <b>Course Grading:</b> Grades will be based on the following: |                     |
|---|---------------------|
| 5 Assignments   | 450 points          |
| 5 Discussion Posts  | 250 points          |
| Course Project: Development Plan                              | 300 points          |
| <b>TOTAL</b>  | <b>1,000 points</b> |

## COURSE REQUIREMENTS

**Five Assignments (450 points):** Students will be required to complete five assignments designed to increase understanding of management functions of nonprofit organizations. Specific instructions for each assignment are provided on module pages and the assignment tools. These five assignments are:

**Assignment 1: Nonprofit Field Visit Report (75 points):** Students will visit a nonprofit organization, develop an organizational profile, and interview an executive staff member. Students will develop a written report on their field visit experience.

**Assignment 2: Foundations of the New Nonprofit (100 points):** Students will develop the concept, rationale, and governance of their new nonprofit organization.

**Assignment 3: Program and Evaluation Plan Paper (100 points):** Students will develop the program planning and evaluation elements of their own nonprofit organization.

**Assignment 4: Resource Development Paper (100 points):** Students will develop the human resources, volunteer management, and fundraising elements of their new nonprofit organization.

**Assignment 5: Development Plan/Course Project PowerPoint (75 points):** Students will develop a PowerPoint presentation overview of their development plan/course project.

**Five Discussion Forums (250 points):** Students will post their completed assignments on the discussion board by Tuesday at 11:55pm EST of the assigned week, along with comments about their experience in completing the assignment. Each discussion forum corresponds with an assignment (5 discussion forums, 50 points each, 200 points total). Between Wednesday and Friday 11:55pm EST of that same week, students will review and comment on at least 5 other classmates' assignment discussion posts. Specific information for the discussion forums are posted on the module pages and discussion tools.

**Course Project: Development Plan for a new Nonprofit Organization (300 points):** Students will incorporate knowledge gained about nonprofit management practices throughout the course into a required development plan for a new nonprofit organization of their choice. This course project will include elements from the previous assignments. Specific information for the development plan are posted on the module pages and assignment tools.

## COURSE POLICIES

### Academic Integrity

Carefully review the University of Florida's student honor code at the following websites: the process at: <https://sccr.dso.ufl.edu/students/student-conduct-code/> and *The Orange Book* at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

### Copyright Information

Please also review the use of copyrighted materials available at the following website: <http://www.library.health.ufl.edu/services/copyright.htm>

### Assignments and other Course Work Policy

All required assignments and the course project must be submitted by the due dates & times as per the syllabus. Students are expected to submit a written request to the instructor and secure permission for any deviation from the course schedule.

### Accommodation Policy

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

## Student Support Services

As a student in a distance learning course or program you have access to the same student support services that on campus students have. For course content questions contact your instructor. For any technical issues you encounter with your course please contact the UF computing Help Desk at 342-392-4357. For Help Desk hours visit: <http://helpdesk.ufl.edu/>. For a list of additional student support services links and information please visit: <http://www.distance.ufl.edu/student-services>

## Special Accommodations

Students requesting disability-related academic accommodations must first register with the Disability Resource Center. <http://www.dso.ufl.edu/drc/>  
The Disability Resource Center will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

## Complaints

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.  
U Matter We Care, [www.umatter.ufl.edu/](http://www.umatter.ufl.edu/)

### Course Calendar

| Module | Topic                             | Lessons (video lectures)   | Readings  | Assignments Due*                         |
|--------|-----------------------------------|--|---|--|
| 1      | Nonprofit Sector in the USA       | Introduction & Course Overview<br><br><u>Module 1.1:</u> History, Roles & Classification<br><br><u>Module 1.2:</u> Scale & Scope of the Sector   | Renz 1&2<br>Salamon 1<br><br>IRC Org. Reference Chart & # of Nonprofits in the U.S. 2003-13 | None!                                    |
| 2      | Founding Blocks of a Nonprofit I  | <u>Module 2.1:</u> Starting a Nonprofit Organization<br><br><u>Module 2.2:</u> Governance and Governing Documents<br><br><i>Guest Interview: Janna Magette, (Former ED) Girls Place Inc.</i> | Renz 3<br>Salamon 3   | None!                                    |
| 3      | Founding Blocks of a Nonprofit II | <u>Module 3. 1:</u> The Board of Directors – Roles and Responsibilities<br><br><u>Module 3.2:</u> The Board of Directors – Legal Duties  | Renz 5<br>Salamon 4<br><br>IRS Form 1023  | <u>Assignment #1:</u> Field Visit report |

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| 4  | Program Planning & Evaluation              | <u>Module 4.1: Program Planning</u><br><u>Module 4.2: Program Evaluation</u>   | Renz 10,11&16<br>Salamon 2<br><br>Logic Models             | Discussion Forum #1   |
| 5  | Strategic Planning                         | <u>Module 5: Strategic Planning</u><br><br><i>Guest Interview: Tom Kay, Alachua Conservation Trust</i>   | Renz 8&9<br>Salamon 7<br><br>10 Keys to Strategic Planning | <u>Assignment #2:</u><br>Foundations of the new nonprofit paper |
| 6  | Leadership & Human Resource Management     | <u>Module 6.1: Executive Leadership</u><br><u>Module 6.2: Human Resources Management</u><br><br><i>Guest Interview: Betsy Duncan, Gainesville Rabbit Rescue</i>  | Renz 22&23<br>Salamon 18                                   | Discussion Forum #2   |
| 7  | Fiscal Management, Bookkeeping & Auditing  | <u>Module 7.1: The Budget &amp; Accounting</u><br><u>Module 7.2: Financial Statements &amp; Auditing</u>   | Renz 17&21<br>Salamon 6                                    | <u>Assignment #3:</u><br>Program and Evaluation Plans paper     |
| 8  | Fundraising                                | <u>Module 8.1: Philanthropy and the Nonprofit Sector &amp; Introduction to Fundraising</u><br><br><u>Module 8.2: Methods of Fundraising</u><br><br><i>Guest Interview: Anthony Clarizio, ElderCare of Alachua County</i> | Renz 18&19<br>Salamon 13                                   | Discussion Forum #3   |
| 9  | Volunteer Management                       | <u>Module 9.1: Role of Volunteers in the Nonprofit Sector</u><br><br><u>Module 9.2: The Volunteer Management Process</u><br><br><i>Guest Interview: Marcia Conwell &amp; Aksha John, Bread of the Mighty Food Bank</i>   | Renz 24<br>Salamon 19                                      | <u>Assignment #4:</u><br>Resource Development paper             |
| 10 | Marketing, Community Relations, & Advocacy | <u>Module 10.1: Marketing the Nonprofit Cause</u><br><br><u>Module 10.2: Community Relations &amp; Communications</u>  | Renz 13&14<br>Salamon 10                                   | Discussion Forum #4   |

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|    |   | <u>Module 10.3: Advocacy &amp; Lobbying</u>  |                        |  |
| 11 | Legal & Ethical Aspects of Nonprofit Management | <u>Module 11.1: Legal aspects of Nonprofit Management</u><br><u>Module 11.2: Ethical considerations in Nonprofit Management</u>  | Renz 4&7<br>Salamon 16 | None!  |
| 12 | Risk Management                                 | <u>Module 12.1: Types of Nonprofit Risks</u><br><u>Module 12.2: Strategic Risk Management</u><br><br><i>Guest Interview: Jenn Petion, (Former Executive) Partnership for Strong Families</i>                                 | Salamon 5              | <u>Assignment #5: Development Plan PowerPoint</u>                                  |
| 13 | International Perspectives on Nonprofits        | <u>Module 13.1: Nonprofits around the World</u><br><u>Module 13.2: International Non Governmental Organizations</u><br><br><i>Guest Interview: Kathy Colverson, Former Executive of Heifer International &amp; ACDI/VOCA</i> | Salamon 8              | Discussion Forum #5<br><br><b><i>Development Plan due on Friday, August 7!</i></b> |

*\*Assignments are due on Fridays at 11:55pm EST. Discussion posts are due Tuesdays at 11:55pm EST. Comments on at least 5 others' discussion posts are due Fridays at 11:55pm EST.*