NP 530 John Carroll Nonprofit Administration Program
Professional Communications for Nonprofit Administrators
Fall 2014

Wednesdays, 6:30-9:15 pm
Room: AD 249
Instructor: Janus S. Small
jsmall@janussmallassociates.com
216-991-6003 (office)
216-408-2711 (cell)

Course Description: This course familiarizes nonprofit administrators with the scope and breadth of communications needs within and surrounding the nonprofit sector, emphasizing persuasion, communication in organizational settings, and the diversity of nonprofit audiences and constituencies.

Objectives:

- To explore the scope of the nonprofit sector and some differences and similarities between the nonprofit and for profit sectors
- To explore differences and similarities within nonprofit sector disciplines, for example, faith-based, arts and culture, social service, and economic development organizations.
- To analyze the multiple stakeholders to be reached by nonprofit leaders
- To gain communications skills and an understanding of communications tools to reach these stakeholders
- To investigate the impact of current events and issues on the leadership and communications efforts of nonprofit organizations today

Methods: Student input and shared experiences will be an essential part of this course which will be highly interactive, with a variety of teaching methods used including but not limited to instructor lectures, guest speakers, student presentations, and active discussion.

Requirements:

- Students will be expected to attend all course sessions, come prepared to participate, and to actively participate in each session.
- Students will be expected to complete all assignments in a timely, creative and thorough manner.
- Students will be expected to contact the instructor in a timely manner with questions about assignments and/or the course.

Grading:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>25%</td>
</tr>
<tr>
<td>Group Interview Project</td>
<td>20%</td>
</tr>
<tr>
<td>Book Presentation</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
<tr>
<td>Optional Mentor Project – EXTRA CREDIT</td>
<td>10%</td>
</tr>
</tbody>
</table>

(Points may be deducted on assignments turned in late.)
Class Sessions: Please note that content and speakers are subject to change.

9/3 Review of Nonprofit Resources and Student Introduction Presentations
Session content overview: Student and instructor introductions based on instructor-provided guidelines; review syllabus, guest speaker/interview assignment, book presentation assignment, and role of mentors. Choose guest speaker for group interview project assignment.
Assignment due for next class: Come prepared to select books.

9/10 Review of Nonprofit Resources, continued Review and prioritize recommended book lists
Session content overview: Discussion of nonprofit communications and leadership readings; reading and book presentation assignment specifics; discussion on scope of nonprofit field as related to guest speakers and their organizations; guest speaker interview project assignment specifics.
Assignments due for future classes:
Assignment due: Guest speaker interview presentations will be held between 10/1 and 11/12
Assignment due: Readings - Books each student will be reading but not presenting to be completed by 12/3 sooner if possible.
Assignment due: Review each speaker’s website in advance of her/his presentation and come prepared with questions to ask each speaker
Assignment due: Book presentations – individual dates between 10/15 and 12/3
Final Exam due: 12/17, no later than 9:00 PM via email; see details on last page of this syllabus

9/17 WORK IN GROUPS AT TIME AND LOCATION OF YOUR CHOICE

9/24 Nonprofit Community Connections, Part 1
Session content overview: Introduction and discussion of Mentor program; discussion of scope and diversity of nonprofit sector.

10/1 Economic Development and the Nonprofit Sector
Session content overview: The Cleveland Film Society and its Cleveland International Film Festival has leveraged significant economic impact requiring specialized communications efforts. Guest speaker: Marcie Goodman (The Cleveland Film Society) with student group

10/8 Communications Professionals
Session content overview: The roles and relationships among communications/marketing professionals, nonprofit leaders, and volunteers and the multiplicity of available communications tools.
Guest speaker: Kim St. John- Stevenson (Ink+ LLC) with student group

10/15 Regional Thinking, Regional Communications
Session content overview: Outstanding communications across multiple counties and audiences is critical for regional success. Student Presentations on communications books (2 presentation).
Guest speaker: Katie Montgomery (Ohio and Erie Canalway) with student group
10/22  Unique Constituencies and Communications Challenges of Faith-Based Organizations

**Session content overview:** Faith-based organizations serving the general public have a multiplicity of constituencies to reach and a variety of messages to deliver. Student Presentations on communications books (2 presentations).

**Guest speaker:** Anita Cook (West Side Catholic Center) with student group

10/29  Re-Branding a Longtime Community Asset

**Session content overview:** Changes in funding and best practices in the field of homeless services require re-branding of Transitional Housing Inc.

**Guest speaker:** Sherri Brandon (Transitional Housing Inc.) with student group

11/5  Arts and Culture Plus

**Session content overview:** The Multiple roles and audiences of community arts organizations will be discussed. Student Presentation on communications books (2 presentations).

**Guest Speaker:** Howard Parr (Akron Civic Theatre) with student group

11/12 Fundraising and Communications

**Session content overview:** The critical relationship between successful fundraising and broad-reaching communications will be explored from a social services perspective.

**Guest speaker:** Kevin McDaniel (United Way Services of Cleveland) with student group

11/19  Student Presentations

**Session content overview:** Student Presentations on communications books (up to 6 presentations).

11/26  NO CLASS

12/3  Student Presentations

**Session content overview:** Student Presentations on communications books (up to 6 presentations).

12/10  Trends in the Field

**Session content overview:** Open discussion on themes surfacing during the semester including sources for further investigation with focus on communications for nonprofit leaders.

12/17  Final Exam Due no later than 9:00 PM via email to:
jsmall@janussmallassociates.com AND jsmall@jcu.edu. I will send a confirmation of receipt email with two hours of receiving final paper. If you do NOT receive my confirmation email within this timeframe, please re-send.