

Nonprofit Leadership & Development

COM 466 **SPRING 2020** TUE 6:00–8:45pm 3 credit Service-Learning class

Required course for the Nonprofit Minor; Departmental Elective for Communication Majors
Concentration Elective for Public & Interpersonal Comm, Public & Govt. Accounting,
Political Science Public Policy & PRT Management Majors; NO Pre-Req's
OPEN TO ALL MAJORS & COLLEGES [30 service hours are required; some during class time; schedules flexible]

Nonprofit Leadership and Development is a service-learning course that challenges students to make a 30 hour service commitment to one of 20 pre-screened local nonprofit agencies during the semester. Students will receive a selection of agencies & projects to preference after they register for the class. Several short "registration" assignments are required prior to DAY ONE to help students critically examine theories of communication, leadership and fund raising with the following Learning Outcomes:

- Compare different leadership styles; analyze when and where they are used appropriately
- Evaluate the effectiveness of a nonprofit organization's capacity-building
- Evaluate the effectiveness of a strategic plan, vision, and mission statement
- Analyze options for resource development and generate fundraising strategies
- Identify the challenges of nonprofit governance and practice strategies for improving communication with the board or trustees, staff, and volunteers
- Analyze communication strategies for diverse constituents in challenging situations



In addition, the course will emphasize these five **Nonprofit Leadership Challenges** as threaded throughout the Minor in Nonprofit Studies:

- Aligning mission, methods, and resources
- Balancing individual interest and the common good
- Earning the public trust
- Capitalizing on opportunities associated with diversity
- Moving beyond charity to systemic change



Course Requirements:

- Read text and selected current nonprofit journals and publications
- Students are responsible for transportation and purchase of internship insurance.
- No exams, but shared postings, In-Class activities and discussions are key components of class
- Thirty hours of individual service to a selected Nonprofit Partner as a member of a team/group
- Written and In-Class Team Presentation on Nonprofit Partnership & Service Experience
- Written Journal assignments, an in-class debate, and four short Articulated Learning papers

***Please AVOID ADDITIONS to class after Jan. 1 as Agency partner teams have been selected by then and there are 2 critical small assignments due before class begins. Adding the class after January 1 makes it a little more difficult on the student & agency ***



Some previous service learning Nonprofit Partners include:

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| • Susan G. Komen for the Cure | LGBT Center of Raleigh |
| • Boys & Girls Clubs of Raleigh & Wake County | Raleigh City Museum |
| • NC State Engineering Foundation | Curamericas Global |
| • A Place at the Table | ARTS NC State |
| | NC Science Olympiad |



Selected skills enhanced or developed in COM 466 include:

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| • Volunteer recruitment, training, evaluation, appreciation and development | |
| • Persuasive, interpersonal & public speaking | Event planning |
| • Critical thinking, writing and editing | Marketing and promoting |
| • RFP, grant-writing and fund-distribution | Conflict resolution |

