

University of Northern Iowa
Division of Leisure, Youth and Human Services

**Nonprofit Leadership Alliance Student Association
Spring 2016**

Course Number: LYHS 3183 and LYHS 4399 (2 credits)
LYHS 5399 (graduate level) (2 credits)

Class Meets: Mondays, 3:00 – 5:00pm, WRC 252

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10:30-11:30am M/W, 2-3pm T,
9:30-10:00am TH

NLASA Executive Director: Heaven Connelly
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**Our website includes a full listing of the NLA Student Association Leadership Team.*

Server Access: <\\ad-its\coe\groups\NLA> (must be authorized through NLASA Dir. of Information Mgmt.)

ListServ: If you want to email all members of the Alliance, send to uni-nonprofit@uni.edu

UNI NLA Website: <http://uni-nonprofit.org/> UNI NLA Facebook: <http://www.facebook.com/UNI.NLA>

National NLA Website: <http://www.nonprofitleadershipalliance.org/>

NLA is a member of the Cedar Valley Nonprofit Association. As a NLA student, you can participate in the events and activities sponsored by the CVNA. Please visit <http://cedarvalleynonprofitassociation.com/> to subscribe.

COURSE MATERIALS

Download the NLA Student Handbook from <http://uni-nonprofit.org/> and complete the Handbook quiz.

COURSE DESCRIPTION

The course is designed to present a professional development forum for students seeking certification in Nonprofit Management/Leadership from the Nonprofit Leadership Alliance. The course brings students together to examine professional preparation and practice issues through a series of activities that encourage critical analysis and self-exploration. The course serves as a professional network, a support group, a source of critical thinking exercises and a point of implementing student activities for the Nonprofit Leadership Alliance Student Association. The course is unique hybrid learning environment that offers a blend of “professional association” and “student organization” type activities.

COURSE GOALS

The course will be conducted with a “professional perspective.” The objectives of the course are to involve students in a variety of theoretical and applied learning experiences to develop:

1. Increase knowledge of the foundation and history of the human services profession.
2. Increase knowledge of the range and types of nonprofit organizations and professional development and support opportunities.
3. Increased knowledge of the current critical trends and issues in professional practice.
4. Improved ability to apply the principles and procedures of quality organization leadership and decision-making.
5. Improved ability to serve as a committed professional by promoting, advocating, interpreting, and articulating the concerns of human service systems for all populations and services.

COURSE POLICIES & RESOURCES

Americans with Disabilities Act: The Americans with Disabilities Act of 1990 (ADA) provides protection from discrimination for qualified individuals with disabilities. Students with a disability, who require assistance, will need to contact the Office of Disability Services (ODS) for coordination of academic accommodations. The office is located at 103 Health Center. Their phone number is 273-2676.

Academic Learning Center: I encourage you to utilize the Academic Learning Center's free assistance with writing, math, science, reading, and learning strategies. UNI's Academic Learning Center is located in 008 ITTC. Visit the website at <http://www.uni.edu/unialc/> or phone 319-273-2361 for more information.

Software Resources: lynda.com is a university-provided online library of high-quality instructional videos produced by recognized industry experts. It provides training on a wide range of software, computing, and professional skills. This is an excellent resource to use if you are unfamiliar with programs or software features needed for class.

Written Work: As a successful professional in any field, you must be able to communicate well in writing. When evaluating your work, I will look for quality, clarity, completeness and professionalism. In addition, your writing competence (including grammar, word choice, spelling, structure, etc.) will be part of the evaluation of each of your written assignments. Papers must be in 12-point font, one-inch margins on all four sides of page and be properly referenced using the 6th Edition APA (American Psychological Association) manual as a guide. The Writing Center offers one-on-one writing assistance open to all UNI undergraduate and graduate students. Writing Assistants offer strategies for getting started, citing and documenting, and editing your work. Visit the Online Writing Guide at <http://www.uni.edu/unialc/writingcenter/> and schedule an appointment at 008 ITTC or 319-273-2361.

Plagiarism: This course and all others in the program are governed by the policies of the University of Northern Iowa, School of Health, Physical Education and Leisure Services. Specifically, please be aware the plagiarism will not be tolerated. No student shall submit the words, ideas, images, or data of another person as his or her own in any academic writing, essay, thesis, research project, or assignment in a course or program of study. Please consult the university's policies at <http://www.uni.edu/pres/policies/301.shtml> for more information about plagiarism and the consequences.

Attendance: The nature of this Practicum class is that much of the learning occurs through hands-on involvement on committees and other Association activities. Students are expected to be on time and in attendance for all class sessions. In the instance of a class absence, it is the student's sole responsibility to obtain material and information that may have been missed. Students who are absent more than one (1) class sessions will receive a reduction in their final grade. Those with three (3) or more absences, excused or otherwise, should meet with the instructor to assess their future in the course.

Late Assignments: Assignments are considered late if turned in any time after the *beginning of the class period of the assigned due date*. Assignments turned in any time after the class period of the assigned due date will be reduced (25%) of the total points possible for the assignment. Assignments will not be accepted one week beyond the initial due date unless you have received prior approval from the instructor.

LEARNING

INVOLVEMENT, LEARNING, & EVALUATION

Each student will be expected to engage in the following basic elements of involvement, which include:

Involvement on a NLA Association Committee

Each student will join and engage in the work of one of our NLA Association Committees. Students will take on an individual or group project within that committee to assist the Association (see descriptions at back of syllabus).

Service on a Community Engagement Team

We have several opportunities for you to choose from to be engaged in a project with a local organization. You will be able to select which projects you are most interested in working on this semester. You should align your community engagement project with one of the competencies you will address this semester.

Development and Submission of Competency Development Plan (CDP)

Each student needs to develop a self-directed learning plan for the semester, which will serve as a contract between the student and the instructor. CDP's communicate to the instructor which NLA competencies the student will focus on during their work in the NLA Student Association (Practicum class). CDP's should be completed in the format provided by the Instructor.

Submission of Reflection Portfolio

Your reflection portfolio is the culmination of your work this semester and should include an account and related materials of your involvement and learning throughout the semester. Your portfolio must include:

- Updated Competency Development Plan (CDP) – Should reflect all competencies addressed during the semester (see details below for how many competencies must be identified for an A and for a B).
- Updated NLA Profile (must be up-to-date through May 2016)
- Detail of the progress made towards your Competency Development Plan (CDP) – Your portfolio should focus on your learning and development through your NLA activities and experiences as well as other related learning experiences (those that may occur outside of class) this semester. List each of your selected competencies as a heading with a two-page reflection proceeding. Additionally, you must submit one piece of evidence for each competency addressed.
- Fundraising Log – Include your prospects and donors from the Giving Campaign, including money raised.
- Service Log – Include any hours and activities you completed towards our Service Partnership.
- Additional Association Activities log – Complete as needed to reflect time and efforts completed towards the Association that may not be reflected in your CDP (i.e. research assistance, Gold Star Boxes, etc.) and ensure it is signed by the appropriate people.

CONTRACT GRADES

For an "A," you must identify and address four competencies this semester through your involvement in the Association's activities and through related campus and community events. Three out of four competencies must be addressed in your Competency Development Plan (CDP) which will be submitted towards the first half of the semester and outlines how you intend to develop those competencies. Additionally, you can select one other competency at some point during the semester (as opportunities arise). You will then identify that competency and reflect on it, as you will the other competencies, in your final reflection portfolio.

For a "B," you must identify and address three competencies this semester through your involvement in the Association's activities and through related campus and community events. Two out of three competencies must be addressed in your Competency Development Plan (CDP) which will be submitted towards the first half of the semester and outlines how you intend to develop those competencies. Additionally, you can select one other competency at some point during the semester (as opportunities arise). You will then identify that competency and reflect on it, as you will the other competencies, in your final reflection portfolio.

COMPETENCIES

NONPROFIT LEADERSHIP ALLIANCE

CORE COMPETENCIES

Program Development

Highlights program design, implementation, and evaluation strategies applicable to all nonprofits (youth services, arts, environment, health, recreation, social services, advocacy, etc.)

- The importance of needs assessment, asset identification, and other research findings that identify authentic community need
- Mission-driven program design and outcomes
- Adequate allocation of resources (staffing, space, funding, etc.)
- Inclusive programming strategies
- Program logistics and evaluation strategies

Volunteer and Human Resource Management

Highlights the knowledge, skills, and techniques for managing volunteer and paid staff

- Nonprofit human resource planning and management
- Staffing: recruitment and hiring
- Employment law and personnel policy in nonprofit operations
- Orientation, training, supervision, and evaluation of paid and volunteer staff
- Total rewards: compensation, incentives, and benefits
- Organizational and programmatic performance management and evaluation
- Organizational development, analysis and design

Financial Resource Development & Management

Highlights financial resource acquisition, budgeting, financial management, control and transparency in nonprofit organizations

- Methods and motivation for raising funds from traditional sources
- Emerging trends and innovations in financial resource development in nonprofit organizations
- Structure and responsibilities of the development function within nonprofit organizations
- Mission-driven resource development and budgeting
- Components and procedures for various types of nonprofit budgeting
- Transparency and accountability as critical values in nonprofit organization
- Fundamental principles and practice of nonprofit accounting and reporting
- Principles and standards for effective fiscal monitoring, control and compliance

Communication, Marketing & Public Relations

Highlights knowledge, attitudes and activities that nonprofit organizations use to understand, inform and influence their various constituencies

- Community development tools to build awareness and stakeholder relations in nonprofit organizations
- Public and community relations as functions in a nonprofit organization
- Marketing as a function in a nonprofit organization
- The role of organizational and personal communication within a nonprofit organization
- The role of advanced technologies in communications, public relations, and marketing in the nonprofit sector

Cultural Competency and Diversity

Highlights the development of cultural competency preparation for professional practice in culturally diverse settings

- The role of culture, alternative views, and difference when advancing mission and engaging in nonprofit management practice
- Self-awareness to reduce the influence of personal biases and values when confronting and navigating encounters, dilemmas, and challenges when working with diverse populations
- Intercultural communication when working with diverse populations

COMPETENCIES

CORE COMPETENCIES continued

Governance, Leadership & Advocacy

Highlights the stewardship and advocacy roles, responsibilities and leadership of the board of directors, staff and volunteers in the development of policies, procedures, and processes by which nonprofits operate and are held accountable

- Roles and responsibilities of a nonprofit board and its committees
- Differentiation between management and leadership across the nonprofit organization
- Essential function of strategic planning for effective operation and sustainability
- Board design, performance, and ongoing board development
- Development of leaders and their roles
- Critical function of nonprofit organizations in advocacy and the public policy process

Legal & Ethical Decision Making

Highlights basic laws, regulations and professional standards that govern nonprofit sector operations, including a basic knowledge of risk and crisis management, ethics, and decision-making

- Basic laws and regulations under which nonprofits incorporate and operate
- Concepts and practices associated with facility and operational risk management
- Concepts and practices associated with crisis management
- Alignment of personal and organizational values
- Standards and codes of conduct that are appropriate to nonprofit sector professionals, volunteers, and other stakeholders
- Decision-making models, methods, and application to nonprofit organizations

Personal & Professional Development

Highlights the nature of employment in the nonprofit sector, from researching career opportunities, applying and interview for a job, to continuing professional development

- Nonprofit career opportunities and expectations
- Application, interview and negotiation process
- Continuing professional development
- Networking and mentoring

Foundations & Management of the Nonprofit Sector

Highlights the history, contributions, and unique characteristics of the nonprofit sector and its management

- The historical development, role and significance of philanthropy, nonprofits and civil society
- The size, impact, types, and organizational design structure of nonprofit organizations from an American and international perspective
- The role of mission orientation for nonprofit organizations
- Unique characteristics and management complexity associated with the nonprofit sector

Future of the Nonprofit Sector

Highlights the dynamic nature of the nonprofit sector, the importance of continuous improvement, emerging trends and innovations, and the critical role research plays in shaping best practices

- Research design, implementation and analysis methodologies
- Recognizing and responding appropriately to external factors that impact nonprofit decision making
- Emerging trends in organizational structure and governance
- Emerging language and innovations that define and shape the future of the nonprofit sector, such as terms such as community benefit organizations, community impact vs. community service delivery, etc.
- Role of advanced technologies that enhance efficiency and effectiveness of nonprofit organizations
- The global nature of the nonprofit sector and structure of international nonprofit organizations (INGOs)

COMMITTEES

UNI NLASA COMMITTEES

Membership/Social

Major Tasks: Lead recruitment of new members; represent NLA at campus and community events, including Up-Close Days, student organization fairs, etc.; facilitate one social event for members each month; organize the recognition of graduates; manage use and care of NLA display; organize new initiative to recognize high school students engaged in community service (tentative)

Skills Needed: Able and willing to speak in front of groups for recruitment activities; creativeness in developing social events for members; enthusiasm for recruiting and involving new members

Benefits: Develop public speaking skills; meet new people; gain experience in representing NLA; develop skills in event planning

Potential Competency Area(s): Program Development
Cultural Competency & Diversity
Communication, Marketing, & Public Relations

Resource Development/Fundraising

Major Tasks: Plan and manage all aspects of the annual giving campaign during the fall semester; organize and facilitate Duck Dash fundraising event in the spring; organize Younkers Community Day fundraiser in the fall and spring; recruit Alliance members to cover shifts during other fundraising opportunities, including concession stands, Dome clean-up, and Gold Star Boxes

Skills Needed: Organizational skills; comfortable handling money; creativeness in developing campaign theme and activities to keep Alliance members engaged and enthusiastic about campaign; computer skills, especially using Excel, for managing donor information; computer skills related to designing campaign materials (i.e. brochures)

Benefits: Gain experience in managing a fundraising campaign from start to finish, a critical component of all nonprofits; great resume builder; be instrumental in enabling students to attend the Alliance Management/Leadership Institute

Potential Competency Area(s): Financial Resource Development & Management
Volunteer & Human Resource Management
Communication, Marketing, & Public Relations

Professional Development

Major Tasks: Secure guest speakers to attend Alliance meetings; plan professional development workshops and activities for members; recruit nonprofit executive directors for "Exec Meet & Greet" in the fall; recruit nonprofit professionals to participate in case study experience in the spring; inform NLA students of campus and community resources and opportunities for professional development; inform NLA students of scholarship opportunities (i.e. NextGen); assist Vice-President in the planning of the Alliance Management/Leadership Institute

Skills Needed: Interested in issues related to professional development; relate well to other people; possess good communication skills; able to do research; inventive and creative

Benefits: Meet professionals in the nonprofit sector; become "expert" in professional development issues; strengthen communication skills; develop leadership skills

Potential Competency Area(s): Program Development
Personal & Professional Development
Future of the Nonprofit Sector

Community Service

Major Tasks: Manage all aspects of the NLA 500-Hour Service Project; work with community partner to plan and implement service project activities; create opportunities for Alliance members to volunteer; market service project on campus and in community; manage request for proposal (RFP) process in the spring; work with Volunteer Center of Cedar Valley to organize UNI Volunteer Fair in the fall

Skills Needed: Willingness to try new things; ability to work independently and with others in a team; communication skills; organizational skills and ability to follow-through on assigned tasks; interpersonal skills in working with both Alliance members and partner agency

Benefits: Opportunity to assist in planning and implementing one of the major initiatives in the Alliance; opportunity to create meaningful community service experiences for Alliance members; gain organizational skills; gain experience working on a team

Potential Competency Area(s): Program Development
Volunteer & Human Resource Management
Communication, Marketing, & Public Relations

COMMITTEES

UNI NLASA COMMITTEES continued

Marketing and Communications

Major Tasks: Design and manage all marketing efforts for the Alliance, including the website, brochures, WRC display case, newsletter, social media outlets, etc.; update and compile media packets; manage press releases for the Alliance; ensure consistent look and design across all marketing materials; manage photo releases for the Alliance; photograph Alliance students, activities, and events

Skills Needed: Interest and skills in some area that is related to developing marketing materials such as pamphlets, brochures, online mediums such as e-newsletters and updating the website; experience setting up and updating organizational information on social media outlets (i.e. Facebook); experience in photography

Benefits: Gain experience in developing and maintaining promotional material for an organization over multiple mediums; develop marketing materials that will be used in real world applications to promote the organization; see your efforts taken all the way to a completed project that will be seen by not only the Alliance members, but by other individuals and nonprofit organization in the community as well

Potential Competency Area(s): Communication, Marketing, & Public Relations

Research

Major Tasks: Identify topics of interest for research; engage in meaningful research to advance understanding of the nonprofit sector; conduct literature reviews; conduct surveys, interviews, etc. to collect data; compile results; create poster presentation

Skills Needed: Interest and skills in research (i.e. finding relevant journal articles, etc.); able to work independently or with a partner; able to compile and disseminate meaningful results from research; comfort or desire to work on public speaking skills

Benefits: Dive into an area of interest to you and expand your understanding of a particular aspect of nonprofit management; gain research skills that are useful in many professional roles; be a part of securing over \$8,000 of funding support for our AMI experience; develop public speaking skills by presenting at a national conference

Potential Competency Area(s): Communication, Marketing, & Public Relations

COURSE SCHEDULE

Please note: This schedule is plan and is subject to change as needed to meet the needs of the UNI NLASA.

Date	Topic(s) & Agenda	Assignments
Jan. 11	Introductions & Association Overview Review of Syllabus	
Jan. 18	NO CLASS: MARTIN LUTHER KING JR. DAY	
Jan. 25	Leadership Team Retreat	
Feb. 1	Nonprofit Leadership Alliance Student Association Meeting Formation of NLASA Committees & Community Engagement Teams	Due: NLA Student Handbook Quiz (on eLearning)
Feb. 8	Community Engagement Teams - Meet with Community Partners, 3pm Nonprofit Leadership Alliance Student Association Meeting Leadership Team Mtg., 4:30-5:00pm	
Feb. 15	Nonprofit Leadership Alliance Student Association Meeting NLASA Committees Community Engagement Teams	Due (All): Competency Development Plan Due (New Members only): Creation of profile on NLA website
Feb. 22	Nonprofit Leadership Alliance Student Association Meeting NLASA Committees Community Engagement Teams AMI Attendees Mtg., 4:30-5:00pm	
Feb. 29	AMI Recap – 3:15-3:45pm Professional Development – Nonprofit Explore-A-Ganza, 3:45-5:00pm	Business Casual Attire
March 7	Nonprofit Leadership Alliance Student Association Meeting NLASA Committees Community Engagement Teams	
March 14	Nonprofit Leadership Alliance Student Association Meeting Spring Social	
March 21	NO CLASS: SPRING BREAK	
March 28	Nonprofit Leadership Alliance Student Association Meeting NLASA Committees Community Engagement Teams Leadership Team Mtg., 4:30-5:30pm	
April 4	Nonprofit Leadership Alliance Student Association Meeting Community Engagement Teams Professional Development – Guest Speaker(s)	Polos or Business Casual Attire Due: Final competency for CDP identified
Friday, April 6	Cedar Valley Nonprofit Awards Luncheon (hosted by NLA) *Includes an approximate cost of \$15 (scholarship assistance available)	Business Casual Attire
April 11	Nonprofit Leadership Alliance Student Association Meeting Duck Dash (NLA Spring Fundraising Event), 4-5pm	
April 18	Nonprofit Leadership Alliance Student Association Meeting NLASA Committees Professional Development – Guest Speaker(s) Leadership Team Mtg., 4:30-5:30pm	Polos or Business Casual Attire
April 25	Nonprofit Leadership Alliance Student Association Meeting NLASA Committees Wrap-Up Community Engagement Teams Wrap-Up Leadership Team Mtg., 4:30-5:00pm	Due: Draft Reflection Portfolio
May 2	Final Meeting End of Semester Social	Due: Final Reflection Portfolio