

# Spring 2014 COM 4930 Special Topics in Non Profit Leadership

## INSTRUCTORS

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## REQUIRED TEXT

### **NONPROFIT MANAGEMENT**

**ISBN:9781412994453**

**Author:WORTH**

**Edition:2ND**

**Year:2011**

## COURSE DESCRIPTION

Research indicates a growing interest in graduates opting for work in the public and non profit sectors. This course will allow students to examine strategies of how to set up a non profit organization from organizing and staffing, to communicating with internal and external constituencies in a non profit setting.

The course will also allow students in the private sector to effectively analyze their role in working with the non profit sector for philanthropic and service projects.

Students need to develop truly effective writing skills and oral communication abilities. You will have read from some of the world's most credible sources to support your views (the Economist, the Far Eastern Economic Review, WSJ, and industry journals) and used databases to find unbiased statistical support to improve your critical reasoning skills.

## COURSE OBJECTIVES

This course provides an overview of non profit entities, their history, their purpose, and leadership communication principles, and aims to teach you how to organize and package your ideas for the reader and listener more effectively and persuasively. You will learn how to communicate with external constituencies, how to work in teams, or how to form teams with people from different backgrounds, interests, philosophies, and goals. You will learn how to replace ineffective habits with good ones.

By the end of this course, you should be able to:

- Write more efficiently and strategically
- Write and revise for optimal concision and clarity
- Structure your ideas logically and persuasively in written form
- Deploy useful strategies for writing essential public documents (e-mails, memos, proposals, and reports)
- Convert written documents into oral presentations
- Organize your ideas appropriately for presentations

- Implement the use of reason and evidence within a presentation
- Employ the use of visual aids successfully in a presentation
- Establish and control verbal and nonverbal delivery skills
- Improve your ability to speak extemporaneously and impromptu

## COURSE REQUIREMENTS & EVALUATIONS

In order to pass this class, you must complete all required coursework. Evaluations for individual assignments and components of the course will be determined using the following point system:

### *Written Communication Unit:*

Leadership Communication Self-Assess.....	25
Proposal letter .....	100
Position Paper.....	100
Five article reviews.....	100

### *Oral Communication Unit:*

Informative Speech.....	100
Final Presentation.....	100
Public Service Component.....	400
Participation and Attendance.....	75
Total Points.....	1000

**(Public service component: 4 hrs out of class =100**

**16 hours service to charity=300)**

Your proposal letter will form the basis of your informative speech. Your position paper will form the basis of your oral portion for the final presentation. Your public service component consists of 4 hours in service to promotions we run. The other 16 hours will be applied to whichever charity you are serving.

Class participation is a significant part of this course. It includes your asking questions of our guest speakers, in class about readings, answering questions, offering suggestions, and completing peer and self evaluations, In-class work must be completed in class on the day assigned and may not be made up. Out-of-class work must be typed in the appropriate professional business format and sent as a Word attachment by the deadline specified.

#### GRADING SCALE

A	900-1000		C+	780-799
B+	880-899		C	700-779
B	800-879		D+	680-699

#### REQUIRED ATTENDANCE

This course is an application/performance course and differs from "pure" lecture courses. A student learns from watching, listening to, and critically evaluating other students' writing and presentations. Much of the value of the course is lost if you do not attend class. You are responsible for submitting assignments on their due dates and for keeping your presentation engagements. Even if you are absent, you should make every attempt to turn assignments in on time. It is important to understand that, unlike some of your other classes, this is a skills-based course. In other words, practice makes all the difference to writing and speaking skills; the more you write, or speak in public, the better you become at these tasks. Consequently, the effects of this course are cumulative, and absences will affect your progress and success dramatically.

Therefore, you are permitted two absences for any reason. For every absence beyond the two excused absences, 40 points will be deducted from your total score in the course (Thursday's double session counts as two absences). In order to receive credit for full attendance you must attend at least one and a half hours of a class meeting. Arriving late for class or leaving early will also be noted and you will be penalized 5 points for each infraction. If an emergency arises (medical condition, accident, or family situation) and you are unable to be make it to class, notify your instructor/s as soon as possible and provide written documentation (doctor or infirmary note, obituary, police report) by the next class meeting. If you miss more than one class, you should meet with your instructor and, if possible, make appropriate plans for you to make up your work or retake the course at another time.

#### ACADEMIC HONESTY

University policy requires that we remind you of the common sense values embodied in the University Honor Code. We assume that you are all familiar with the policy on academic honesty as stated at [http://www.reg.ufl.edu/01-02-catalog/student\\_life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). It will be assumed that the following pledge will pertain to all work you submit in this and all courses at UF: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Needless to say, plagiarizing the work of others or of online documents is not only a sign of inadequate character, but unnecessary insecurity about one's writing or speaking ability.

#### STUDENTS WITH PHYSICAL DISABILITIES

The classrooms used for your class should prove effectively accessible, but please let your instructor know if you require any special accommodations. The official statement on ADA issues states: "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

#### Word the Wise:

Phil and I are very laid back people. We don't raise our voices, get angry, or treat you unfairly. In return, you will do the work on time. We have a lot of content to cover and a lot of papers and presentations to grade. If you need an extension, please ask ahead of time. Please don't ask for more than one extension.

External Communication topics we may explore. If there is a burning issue you would like to discuss, let us know:

Structure of Non-profit and Public Agencies

News Releases and Media Relations

Press Releases and press conferences

Symposia, panel, conference scheduling, networking

Audience analysis and adaptation to multiple publics

Crisis Communication

Fundraising and Grant Writing

IT applications

Innovation and Ideas

Ethics, Constituent service, and Transparency

Public Budgeting, Finance, and Accounting

Letters to the Editor and Op-Ed pages

Strategic Organization

Transformational Leadership