PMAP 3210-2: Introduction to the Nonprofit Sector

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Office Hours: Wed: 12:00-3:00 / by appointment	Class Time: Thurs 4:30 - 7:00
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Course Description

The course provides an overview of the United States nonprofit sector, specifically examining the broad scope of sector services and the overall operational challenges and decisions faced by nonprofit managers. The course will examine nonprofits' place in society with a consideration of the nonprofit sector's relationship to government and business. Attention will be given to the social settings in which nonprofit organizations function, the role of the nonprofit sector in the economy, and the range of services these organizations produce. The intent of the course is to increase students' awareness of the role and importance of the nonprofit sector and the potential of nonprofits as a place for employment.

Required Materials

- An Introduction to the Nonprofit Sector: A Practical Approach for the 21st Century by Gary M. Grobman, 6th Edition, Copyright 2021. White Hat Communications. ISBN: 1929109865 ($42-$50)

- Moblab Premier ($25)

- A computer with internet access and Microsoft Office or similar

Technology Requirements

Course content is accessible through iCollege. Students will need to be able to view videos, write and upload assignments, and participate with online activities. Students should have access to high-speed internet and updated software. Mobile devices may be used to view course content, upload assignments, and take assessments as determined by the instructor.

Prerequisites

None

Course Objectives

At the end of the course, students will be able to:

1. Understand the size and scope of the nonprofit sector, the services it provides, and the role of nonprofits as a third sector working with the public and private sectors

2. Comprehend the regulations surrounding nonprofit organizations and what separates these organizations from for-profit organizations.

3. Know the challenges in creating a nonprofit organization, and the strategy required to identify a societal need, establish a mission and vision to fulfill that need, and create a business strategy required to fulfill the mission.

4. Collaborate effectively and professionally in a team

Course Structure

Weekly Writing Assignments

Throughout the semester, you will submit twelve (12) weekly writing assignments either over email or uploaded via iCollege. Each assignment is worth twenty-five (25) points apiece or 2.5% of your overall grade. Each assignment will be in response to a question prompt posed in class and posted to iCollege and will be in relation to the weekly reading that week. For each weekly writing assignment, you will be required to answer the question fully and succinctly in two to three paragraphs, resulting in a half to a full page of writing.

Team Memos

Throughout the semester, you will be placed into teams of four to five students and will develop your own nonprofit organization. You will be required to submit a portfolio on your team's nonprofit at the end of the semester and will be required to give a 15-minute pitch presentation on your team's organization at the end of the semester. To ensure that each team is successful, you will be assigned five (5) memos throughout the semester, each worth seventy (70) points apiece, or 7% of your overall grade. These memos are meant to guide the construction of your portfolio and to provide me an opportunity to give you portfolio feedback throughout the semester. Each memo rubric will provide detailed instructions and guidelines as to what is expected for the memo.

Nonprofit Portfolio

At the end of the semester, you will compile the work your team has done throughout the semester into a nonprofit portfolio. This will not just be direct copying and pasting of the team

memos into a document. I expect each team to incorporate feedback throughout the semester and to update their sections with new material we learn throughout the semester. The portfolio should be formatted in a manner similar to an annual report that a nonprofit would produce. More information and guidelines will be provided on the assignment rubric. The portfolio will be due the final day of class, **Thursday, December 7th at 11:59 PM** and will be worth 200 points, or 20% of your overall grade.

Nonprofit Pitch

The final week of class, your team will give a 12 to 15-minute presentation on your nonprofit organization. Your team should structure the presentation similar to a pitch to donors, stimulating interest in donating to the organization and emphasizing the impact that your organization will make. Your full team is not required to present – you may have as many or as few members present as your team finds prudent. More information and guidelines will be provided on the assignment rubric. Your team will give its nonprofit pitch during the final exam time, **Thursday, December 7th at 4:15-6:45 PM**. *Note the 15-minute earlier start time!* The nonprofit pitch will be worth 150 points, or 15% of your overall grade.

Grading Policy

The typical Georgia State University grading scale will be used. I reserve the right to curve the scale dependent on overall class scores at the end of the semester. Any curve will only ever make it easier to obtain a certain letter grade. The grade will count the assessments using the following proportions:

- **30%** of your grade will be determined by twelve (12) Weekly Writing Assignments (2.5% or 25 points each, 300 points total)

- **35%** of your grade will be determined by five (5) Team Memos (7% or 70 points each, 350 points in total)

- **20%** of your grade will be determined by the Nonprofit Portfolio (200 points)

- **15%** of your grade will be determined by the Nonprofit Pitch (150 points)

Grading Scale as follows:

- A: 93% and above

- A-: 92%-90%

- B+: 89%-87%

- B: 86%-83%

- B-: 82%-80%

- C+: 79%-77%

- C: 76%-73%

- C-: 72%-70%

- D+: 69%-67%

- D: 66%-63%

- D-: 62%-60%

- F: 59% and below

Note: Assignment percentages scale the points possible in the assignment. There are 1000 points possible in the course. For example, one writing assignment is worth 25 points or 2.5% of your final grade. Additionally, I like rewarding participation and will give out extra credit points for particularly insightful comments in class. Further extra credit opportunities may arise throughout the semester and will be announced both in class and on iCollege. Please note: **I will not give points at the end of the semester to bump your final grade. You can easily earn extra credit throughout the course, so *you* have the power to marginally impact your grade.**

Regarding Team Assignments: 70% of your course grade will be determined by team assignments. This can result in unfair distributions of work and other poor outcomes. To prevent this, you will all be creating a team charter for your first team memo to establish expectations and roles for the group early on. This will also help me grade individual contributions to the team. My default grade will be assigning the full team the same grade; however, **I reserve the right to assign individual grades based upon my own judgment and feedback from team members.** As such, it is in your individual best interest to be the best teammate you possibly can be.

Course Policies

Late Work Policy

Assignment due dates are posted in the course schedule, as well as iCollege. All assignments are due at 11:59 PM on their due date may be emailed to me, handed in at the beginning of class, or uploaded on iCollege prior to the 11:59 PM deadline. You are always welcome to turn work in early; however, **I reserve the right to decline extensions requested after a deadline.** If you know you're going to be gone on the day an assignment is due, please either turn in your work early or let me know ahead of time so an arrangement can be made.

Late assignments will be accepted for no penalty if a valid excuse is communicated to the instructor before the deadline. Without communication after the deadline, assignments will be accepted for a 10% deduction in points per day until communication is established and a plan to turn in the assignment is put into place. After this any assignments handed in will be given 0. Please keep communication open with me. I want to extend grace as much as possible while maintaining consistent policies.

Make-Up Course Policy

Throughout the semester, it is entirely possible that a student or the instructor will have to miss class due to an illness or scheduling conflict. Depending upon classroom technology, I will try to record lecture for you if know ahead of time that you will be missing class. If this is not possible, my slides will be available on iCollege. It is the responsibility of the student to ensure that they receive lecture materials for missed classes In the case that the instructor contracts an illness, I will send you all more detailed instructions on a case-by-case basis.

Part of my job as a university professor is representing Georgia State University at academic conferences and seminar presentations. I will be traveling on the following dates course dates: **September 21st and November 16th**. I will be canceling lecture on these dates.

Electronic Recordings of Course Instruction

Please be aware that all classroom instruction, including student participation in classroom activities, is subject to recording and dissemination on the University's secure course management system (iCollege). The recordings will be made available only to students enrolled in the course to facilitate online learning and review. Students are expressly prohibited from capturing or copying classroom recordings by any means; violations will be subject to disciplinary action. Instructors who wish to use a recording outside of class must obtain the written consent of any students who are personally identifiable in the recording. I only plan on recording courses when a student cannot make it to class for health or university sanctioned reason.

Attendance Policy

The University expects regular class attendance by all students. It will be much easier for me to get you lecture materials if you let me know ahead of time that you will be missing class. The class does not have attendance points, and materials can be turned in over the internet; however, the course will be significantly more difficult if you do not regularly attend class. As such, if you know that you are going to be missing class, **please let me know**.

Make-Up Exam Policy

As there are no exams in this course, I do not have a make-up exam policy. However, if you are unable to attend the nonprofit pitch presentations on 12/7 from 4:15-7:45 PM, please let me know in advance so we can schedule a make-up time for you to present before final exam week. Note: This only applies to you if your entire team cannot make it to the final presentation day.

Academic Honesty

Any instances of plagiarism will be handled via the GSU policy. Lack of knowledge of the policy is not a sufficient excuse for violating the policy. Your assignments for this class are entirely writing-based; therefore, any writing that did not originate from you or your team, or ideas that either did not originate from you or your team without proper citation will be considered plagiarism. Furthermore, the direct copying and pasting of AI-generated content as an assignment submission will be considered to be plagiarism. You should not use these programs as a solo author for assignments anyway, as they tend to generate false citations.

Disability Accommodation

Students who wish to request accommodation for a disability may do so by registering with the Access and Accommodation Center. Students may only be accommodated upon issuance by the Access and Accommodation Center of a signed Accommodation Plan and are responsible for providing a copy of that plan to instructors of all classes in which accommodations are sought. Please do so within the first two weeks of class so that we can get a plan into place for the duration of the semester.

Student Basic Needs

Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. Furthermore, please notify me if you are comfortable in doing so. This will enable me to provide resources that I may possess. The Embark program at GSU provides resources for students facing homelessness.

Additional Information on the Embark Program – Panther's Pantry: Panther's Pantry aims to alleviate the stress associated with short-term food insecurity by providing food and basic necessities to the Georgia State Community. Currently enrolled students can visit Panther's Pantry once per week to receive 1 food bag + 1 hygiene bag per visit. We have Panther's Pantries at Atlanta, Decatur, Dunwoody, and Clarkston campuses. Students can access any of the locations for their weekly visit. You'll only need your PantherID card and to complete a short form upon arrival. Panther's Pantry also offers additional support to students in need of assistance with academics, housing, employment, mental health, and more. For additional information, visit their website https://pantry.gsu.edu.

Student Evaluation of Instruction

Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing the course, please take the time to fill out the online course evaluation. I read course evaluations every semester and try my best to integrate the feedback into my lectures going forward. I do find these incredibly valuable, so please take the student evaluations seriously.

Syllabus Change Policy

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice. If any of the dates of major papers or examinations are to be changed, advance notice of a week (or more) will be given."

Weekly Schedule

The course syllabus provides a general plan for the course; deviations may be necessary. As such, the schedule is tentative and subject to change. Some chapters may not be covered due to time constraints, and students will not be responsible for knowing the content from those chapters. Assignment due dates are not flexible, and all assignments are due at 11:59 PM on the due date.

Week 1, 08/21 - 08/25:
- Course Introduction and Section Overview – Chapter 1

Week 2, 08/28 - 09/01:
- Sector History – Chapter 2
- Writing Assignment 1 Due 8/31 at 11:59 PM

Week 3, 09/04 - 09/08:
- Mission and Vision Statements – Chapter 6
- Teams Assigned and Begin Charter Work
- Writing Assignment 2 Due 9/7 at 11:59 PM

Week 4, 09/11 - 09/15:
- Regulatory Issues – Chapter 4
- Writing Assignment 3 Due 9/14 at 11:59 PM

Week 5, 09/18 - 09/22:
- Science of Philanthropy Initiative Conference – No Class 9/21

Week 6, 09/25 - 09/29:
- Nonprofit Governance – Chapter 5
- Writing Assignment 4 and Team Memo 1 (Group Charter) Due 9/28 at 11:59 PM

Week 7, 10/02 - 10/06:
- Fundraising and Grants – Chapters 8 and 10
- Writing Assignment 5 and Team Memo 2 (Mission and Vision Statements and Organizational Structure) Due 10/5 at 11:59 PM

Week 8, 10/09 - 10/13:
- Budget and Financial Management – Chapters 10 and 11
- Writing Assignment 6 Due 10/12 at 11:59 PM

Week 9, 10/16 - 10/20:
- Marketing – Chapter 9
- Writing Assignment 7 and Team Memo 3 (Financial Structure) Due 10/19 at 11:59 PM

Week 10, 10/23 - 10/27:
- Public Relations and Communications – Chapter 14
- Writing Assignment 8 Due 10/26 at 11:59 PM

Week 11, 10/30 - 11/03:
- Personnel – Chapter 12
- Writing Assignment 9 and Team Memo 4 (Communications and Outreach Strategy) at Due 11/2 11:59 PM

Week 12, 11/06 - 11/10:
- Diversity – Chapter 13
- Writing Assignment 10 Due 11/9 at 11:59 PM

Week 13, 11/13 - 11/17:
- Association for Research on Nonprofits and Voluntary Action Conference – No Class 11/16.
- **Writing Assignment 11 (*Still*) Due 11/16 at 11:59 PM**

Week 14, 11/20 - 11/24:
- Thanksgiving – No Class 11/23

Week 15, 11/27 - 12/01:
- Ethics – Chapter 7
- Writing Assignment 12 and Team Memo 5 (Personnel and Diversity Strategies) Due 11/30 at 11:59 PM

Week 16, 12/04 - 12/08:
- Presentations 12/7 from 4:15-7:45 PM
- Portfolio Due 12/7 at 11:59 PM