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## **MMC 6936 Nonprofit and Government Strategic Communications**

### **SUMMER 2019**

**# 3 CREDIT HOURS**

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The Nonprofit and Government Strategic Communications Course empowers students to confidently navigate through the unique not-for-profit landscape by developing the full scope of abilities required for successful strategic communications plan development. In this course, you will learn how to determine client needs, advise executives, create innovative tactics, coordinate partnerships and team engagement.

#### **INSTRUCTOR**

**Sylvia Gethicker, MMC**

#### **CONTACT AND OFFICE HOURS**

**[spgethicker@ufl.edu](mailto:spgethicker@ufl.edu)**

**703-623-1048**

- Please utilize the online Canvas instructional platform “Q&A Forum” in the discussion section for general course questions and clarifications. Your instructor will respond to these questions and provide feedback so all students can benefit.
- For individual student assignment inquiries, please call, text or send a message via Canvas or UFL email.
- Special instruction/tutoring: Zoom video conferencing office hours with your instructor available seven days a week by appointment. Please send a message via Canvas or UFL email with a couple options of availability.

#### **INSTRUCTOR BACKGROUND**

Ms. Gethicker is considered one of the most qualified Strategic/Crisis Communications/Media Relations consultants in the Washington, DC area with 30+ years’ experience. Her most recent assignment includes advising Assistant and Principal Deputy Assistant Secretaries of Defense for Health Affairs, three Deputy Assistant SecDefs, and 18 Policy Directors. (For bio see profile on Canvas)

#### **COURSE WEBSITE & LOGIN**

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange “Log in to e-Learning” button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the course menu on the left navigation. After clicking “All Courses,” you have the option to put the course on your dashboard by clicking on the star to the left of the course’s name. Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

## **COURSE DESCRIPTION**

*Why is this course important?* It is designed for current leaders and future professionals specializing in building awareness for organizations committed to integral domestic or worldwide support in humanitarian assistance, environmental advancements, government services, social justice, disaster relief, health/human services, ethical economic practices and education progression.

This course was designed is also be of value to business-sector communication practitioners by providing fresh, alternative strategic planning best practices that can be readily translated and integrated into overarching communications for business infrastructures, internal framework, corporate responsibilities, positive societal impact messaging and cultural considerations.

## **COURSE OBJECTIVES:**

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

- Develop a consolidated strategic plan for a major government agency and nonprofit
- Create innovative plan tactics for executive communications, conference promotion, branding, public affairs, internal communications, and social media
- Identify, translate and integrate organizational overall operational requirements, established mission, shifting goals and objectives into sound communication engagement tactics
- Determine effective branding initiatives for not-for-profit groups
- Offset narrowly constrained budgets through innovative tactics
- Deepen communication planning functional expertise in applicable platform-channel selection
- Overcome media fragmentation and diverse target audience competition
- Enhance team management facilitation and presentation competencies
- Locate lesser-known resources to support organizational and professional capacity building
- Expand knowledge, leadership practices and process familiarization to circumvent government bureaucracy and nonprofit challenges
- Integrate into planning established best practices from multiple top world progressive communication programs

## **ADDITIONAL COURSE FOCUS**

At the end of this period of instruction, students will be poised to answer the following questions with a clear knowledge of the unique communications and marketing needs of the overall non-profit and government setting:

- What are the differences in communication requirements for the not-for-profit landscape versus business sector?

- Why is the U.S. government considered a world leader in communication innovation and practices?
- How do you prepare communications for largescale conferences, symposiums and conventions?
- Why should plan development always include a robust internal communications strategy?
- What are some of the best not-for-profit information awareness strategies for websites and social media?
- Why are executive communications a primary focus for government and nonprofit organizations?
- How do you avoid lackluster presentations and other common pitch pitfalls to poise plans for success?
- Why are media tool kit development and distribution one the most effectual methods of ensuring partner and stake holder participation?
- What are the most successful methods in crafting messages to produce social action, donations, member recruitment or public advocacy?
- How do I develop a complete government and non-profit partnership strategic communications plan and presentation for my portfolio?

### **COURSE EXPECTATIONS**

A major part of graduate school is expanding the learning experience by collectively sharing knowledge and ideas that will benefit every member of the class in an effort to significantly increase your skill set capabilities.

Due to this being a highly interactive environment, at all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat all with respect, and contribute to the success of the class as best as you can.

To maximize course success each student is encouraged to:

- Regard deadlines as critical in the distance learning process
- Check for course updates and announcements several times a week in the “Q&A Forum” Discussion thread
- Complete assignments and participate in discussion posts/responses
- Watch prerecorded lectures and attend live lectures
- Ask questions when unclear about any element of course work
- Netiquette: All members are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### ***UNIVERSITY POLICIES AND ADMINISTRATIVE ASSISTANCE***

#### **• RESOURCES**

Your UJC advisor is your first point of contact for any questions regarding your major, your academic plan, and most academic policies.

Available at <http://www.distance.ufl.edu/> getting-help for:

- [\*Online Computing Help Desk- e-Learning Support Services\*](#)

The UF Computing Help Desk is available to assist students when they are having technical issues.

- [Online Library Help Desk](#)

The help desk is available to assist students with access to all UF Libraries resources.

- [Disability Resource Center](#)

If you have a physical, learning, sensory or psychological disability, please visit the Disabilities Resource Center.

- [Counseling and Wellness Center](#)

Would you like to speak to a counselor about a problem that you are having? Please visit the counseling and wellness center.

- [Dean of Students Office](#)

Do you need help resolving a conflict or would you like access to the student code of conduct? Visit the Dean of Students site.

- [Student Complaints](#)

If you have an unresolved complaint or administrative issue while enrolled in a distance learning program, please contact us at [distance@dce.ufl.edu](mailto:distance@dce.ufl.edu)

### • **COURSE EVALUATIONS**

Students in this class will participate in the course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and seamlessly linked to UF's Canvas e-learning management system. Students are highly encouraged to complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

### • **SCHEDULE CONFLICTS/EMERGENCIES**

A major part of a distance-learners commitment is to accommodate for scheduled work or family-related events. One good time management piece of advice is to acquire the habit of posting discussions and assignments as much in advance as possible to accommodate unexpected events and schedule conflicts. On the rare occasion of long term medical or other emergencies, please contact your advisor and instructor as soon as possible. Students MUST inform their academic advisor before dropping a course. Your advisor will assist with notifying key personnel and discuss options for how to proceed with your degree program. Email your academic advisor and put "dropping a course" in the subject line. Your academic advisor will reply with the necessary procedures. (More information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>)

### • **UNIVERSITY POLICY ON ACADEMIC MISCONDUCT**

The University of Florida Honor Code was voted and passed by the Student Body in the fall 1995 semester. The Honor Pledge is:

*"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code. On all work submitted for credit by Students at the University of Florida, the following pledge is either required or implied: 'On my honor, I have neither given nor received unauthorized aid in doing this assignment.'* Academic honesty and integrity are fundamental values of the University community. Students should ensure they understand the UF Student

Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> or contact Student Judicial Affairs, 352-392-1261.

- **COLLEGE OF JOURNALISM AND COMMUNICATIONS EXPECTATIONS**

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is also every students' responsibility to ensure they never participate in:

- *Plagiarism:* Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.
- *Cheating:* Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment. It can include submitting the work of another, or reusing a paper composed for one class in another class.
- *Misrepresenting Research Data:* The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. Any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity and honesty.

Any violation of the above misconduct is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded. If you have additional questions, please refer to the Online Graduate Program Student Handbook you received upon admittance into the Program.

- **TECHNICAL ISSUES**

The university dictates that technical issues uploading graded work is not an acceptable excuse for missing deadlines. In the event you have any technical issues with the Canvas site, please contact the 24-hour UF helpdesk at (352) 392-HELP. If the help desk can't rectify the problem prior to a deadline, students may submit graded work to instructor at [spgethicker@ufl.edu](mailto:spgethicker@ufl.edu) prior to deadline.

## **COURSE LAYOUT**

- *Summer Course Length:* 13 weeks (May 13-Aug. 11, 2019)
- *Meeting Times:* No roll call or attendance is generally necessary in the distance learning online virtual course environments. However, there are three live lectures you are highly encouraged to attend on Mondays at 8 p.m. during Weeks 4, 7 and 11. You are required to attend the evening your final presentation is scheduled during Week 13 from 8-10 p.m. and you will have the opportunity to select the evening of your choice on a first-come, first-served basis.
- *Recorded Lectures:* Weekly lectures are pre-recorded for student scheduling convenience. An additional recording is available in Week 1 to address details of the syllabus and insight/background on your instructor. Lectures are provided at the beginning of each week to assist students to:
  - Achieve weekly learning objectives

- Reinforce timely curriculum concepts
- Serve as a catalyst for weekly discussions
- Provide guidelines for assignments, final project and presentation

If you have any questions after viewing any lecture, please post in the “Announcements/Q&A Forum” and responses will be posted within 24 hours.

- *Live lectures:* There are three live lectures via Zoom on Mondays at 8 p.m. EST during Weeks 4, 7 and 11 and established to:
  - Provide a forum for real-time class sharing and interaction
  - Encourage cohesive class unity
  - Opportunity to ask spontaneous questions on areas of study, discussions, assignments, final project/live presentation

Note: Students should make an effort to attend live lectures but for those students who have a conflict in schedules, please inform instructor in advance and include any questions you would like addressed. Live lectures will be recorded for the convenience of students unable to attend.

- *Discussions:* Discussion interaction is one of the most rewarding experiences in any college classroom. Each week after you read the assigned materials and view lecture, prepare your discussion post based on the topical question(s) listed in that week’s coursework. Each weekly required discussion post should be a minimum of 400 words. Link and cite any new reference justifications that may embellish the weekly topic. Please include a relative question at the end of your post for your classmates to respond to stimulate additional, relative dialogue. Each week you will post your initial reply in the “Discussions” tab by 11:59 p.m. Thursday
  - *Discussion Responses:* Each student is required to reply to two classmate’s initial weekly posts, and each reply should be a minimum of 200 words. Please don’t hesitate to share your viewpoint but please be respectful of the contributions of others to help create a class environment that is welcoming and not critical. Your goal should be to enhance the dialogue of your fellow classmates’ posts to facilitate and afford the best learning experience possible by sharing thought-provoking insight, experience, or recent industry progress/trends. Respond to at least two classmate posts by 11:59 p.m. Saturday. There is no prescribed discussion post during the final week.
- *Exam/Quizzes:* There are no exams or quizzes for this course.
- *Assignments:* You will have seven required assignments during the course duration due Sundays at 11:59 p.m. Beginning in week four, assignments will have a direct correlation to your final project. For example, the Week 4 assignment will focus on your partnership selections and overall concept of the proposed final project. To maintain continuity, all assignments will be submitted as a Word doc in the “Assignments” tab as an attachment:
  - Double spaced
  - Text in 12 pt. Times Roman font
  - Titles/subheads in Calibri font (any point size)
  - Any style bullets
  - Include at least three references
  - Minimum of two full pages of content (with the additions of a standard academic paper title and reference sheet)

- *Projects:*

- MID-SEMESTER PROJECT (Due Week 7): “Conference/Symposium Communications Planning” - One of the top focal areas for both non-profits and government agencies is hosting an annual event. An effective communication strategy is one of the most important success factors for the event and includes many promotional variables, logistical elements, and post-event measures. Students will work in assigned two-person teams to complete the Week 7 discussion and assignment to demonstrate two organizations working in unison towards common communication goals to support a largescale event. Each member of the team will respectively represent either the government agency or nonprofit organization they are featuring in their final strategic communications plan. Working in teams will simulate the brainstorming and collaboration that’s important for successful communication partnership integration for pre-event promotion, onsite communications, and post event publicity planning. This will be the only project during the course where students will receive a group grade.
- FINAL PROJECT (Due Week 13): “Government and Nonprofit Strategic Communications Plan” - The end of the course will culminate by completing a final project that demonstrates each student’s capabilities based on the learning objectives taught throughout the course. Having the students center the plan around a partnership will afford the experience to propose a consolidated communications plan for either a government and nonprofit client. Each student will prepare a strategic communications outreach plan between a non-profit organization and government agency of your selection. The plan can be developed from the lead perspective of the non-profit proposing the communication alliance to the government agency or written by a government agency for non-profit consideration. Most biweekly assignments have a direct correlation to the work required leading up the overall completion of the final project.
- FINAL PRESENTATION (Due Week 13): “ Final Project Pitch Presentation” - Within the nonprofit world, and especially the government, many good plans fall by the wayside for various reasons including mediocre responses and follow through due to lackluster pitches/and or presentations. A presentation with colorful visuals, unique content and interesting data, along with your distinct delivery to teammates, leaders and partners is what adds character, enthusiasm, confidence and your signature to the plan canvas. Each student will have 15-minutes to present their presentation to the instructor and approximately 7 classmates, with two assigned classmates providing a written critique and suggested grade.

### **COURSE MATERIAL REQUIREMENTS**

*General logistics:* You will need a PC and internet connection to access your online course hub, view the lectures, post discussions, and submit assignments.

*Required Reading Material:* All learning materials are provided each week in the form of current articles, white papers and information available through routine Internet channels.

### **COURSE DELIVERABLES AND SUBMISSION DEADLINES**

- Each weekly module begins Monday and ends Sunday

- All times noted are Eastern Standard Time
- All deadlines are prior to 11:59 EST p.m. unless otherwise noted
  - Discussion posts: Thursdays
  - Reply to two classmate posts: Saturdays
  - Assignments: Sundays
  - Final Presentation: 5 p.m. EST the evening of your scheduled presentation
  - Final Project: Thursday, Aug. 11, 2019
- Listed are the penalty grade percentage subtractions for late work:
  - Less than an hour late: -5%
  - More than an hour late but less than 24 hours late: -10%
  - More than 24 hours late but less than 48 hours late: -15%
  - More than 48 hours late but less than 72 hours late: -25%
  - More than 72 hours late but less than 7 days late: -50%
  - More than 7 days late: -100%

### **GRADING EVENTS**

- This course consists of the following graded events:
  - Discussions
    - 12 discussion posts
    - 24responses
  - 6 Weekly Assignments/1 Midterm Project
  - 1 Final Project
  - 1 Final Presentation

The total 100% distribution of maximum points awarded for the full course are as noted:

<u>Grading event</u>	<u>PTS</u>	<u>Total Course Points</u>
Weekly Discussion Posts	2	24 points
Weekly Discussion Replies	1	12 points
7 Weekly Assignments	5	35 points
<ul style="list-style-type: none"> <li>• (Weeks 2, 4, 6, 7, 8, 10, 11)</li> </ul>		
1 Final Presentation	12	12 points
1 Final Project	17	17 points

### **GRADE SCALE**

A	100% to	93%
A-	92% to	90%
B+	89% to	87%
B	86% to	83%
B-	82% to	80%
C+	79% to	77%
C	76% to	73%
C-	72% to	70%
D+	69% to	67%
D	66% to	63%
D-	62% to	60%

E	59% to	0%
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More information on UF grading policies are located at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> Requirements for attendance, assignments, and other graded work in this course are consistent with university policies found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **RUBRIC FOR DISCUSSION POSTS:**

2 points	1.5 points	1 point	0 points
Provided thought-provoking post to the weekly question(s) based on the lecture and reading materials prior to deadline. Included prerequisite 400-word count and follow-on question for classmates.	Discussion post did not meet the prerequisite word count/or lacked substance in addressing the question/or did not meet deadline.	Discussion post did not meet prerequisite word count and did not meet deadline.	No discussion posted

### **RUBRIC FOR ASSIGNMENTS:**

5 points	4 points	3 points	2 points	1 point	0 points
Excellent clarity of thought and composition; Shows understanding of all processes, conclusions; creative ideas and clean content with no errors.	Above Average composition; shows understanding of major processes; draws acceptable inferences and conclusions. Very few typographical errors/ or missed deadline under 24 hours.	Satisfactory completion; some content, explanations slightly ambiguous or unclear; contains some errors/ missed deadline 24-48 hours.	Below average completion of assignment; omits significant parts or fails to complete full assignment. Missed deadline 48-72 hours.	Unsatisfactory completion of assignment; unclear; major flaws in concept completion; Missed deadline 72-96 hours.	No assignment posted within 7-day deadline

\*For Final Presentation and Project Rubrics, refer to your course dashboard “Grading” section

### **CITATION FORMAT**

It’s not important to be letter perfect in listing your references. However, the overall habit of consistency in citations is a good general practice to avoid any ethical authorship misconceptions. You do not need to give sources for familiar proverbs, well-known quotations or common knowledge, only areas in which you quoted or paraphrased content from other sources.

There are several acceptable variations for annotating references, but for consistency of this class, let’s follow the highly-adopted Purdue Online Writing Lab in your discussions, responses,

assignments and final projects. Your final PowerPoint presentation will not require any citations, however, when using outside statistics, it is customary to list the source and year on the bottom of the slide.

If you have any questions about clear definitions, examples and the serious consequences of plagiarism, please refer to the University of Florida Code of Conduct:  
<http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html>

More detailed academically-acceptable citation format information can be found:  
<https://owl.english.purdue.edu/owl/resource/747/02/>

### Reference citation format examples:

Ebert, Roger. Review of *An Inconvenient Truth*, directed by Davis Guggenheim. *rogerebert.com*, 1 June 2006, [www.rogerebert.com/reviews/an-inconvenient-truth-2006](http://www.rogerebert.com/reviews/an-inconvenient-truth-2006). Accessed 15 June 2016.

*An Inconvenient Truth* (documentary movie). Directed by Davis Guggenheim, performances by Al Gore and Billy West, Paramount, 2006.

Leroux, Marcel. *Global Warming: Myth Or Reality? The Erring Ways of Climatology*. Springer, 2005.

Milken, Michael, et al. "On Global Warming and Financial Imbalances." *New Perspectives Quarterly*, vol. 23, no. 4, 2006, p. 63.

--- "Global Warming Economics." *Science*, vol. 294, no. 5545, 9 Nov. 2001, pp. 1283-84, DOI: 10.1126/science.1065007.

Regas, Diane. "Three Key Energy Policies That Can Help Us Turn the Corner on Climate." *Environmental Defense Fund*, 1 June 2016, [www.edf.org/blog/2016/06/01/3-key-energy-policies-can-help-us-turn-corner-climate](http://www.edf.org/blog/2016/06/01/3-key-energy-policies-can-help-us-turn-corner-climate). Accessed 19 July 2016.

Revkin, Andrew C. "Clinton on Climate Change." *The New York Times*, 17 May 2007, [www.nytimes.com/video/world/americas/1194817109438/clinton-on-climate-change.html](http://www.nytimes.com/video/world/americas/1194817109438/clinton-on-climate-change.html). Accessed 29 July 2016.

Uzawa, Hirofumi. *Economic Theory and Global Warming*. Cambridge UP, 2003.

## WEEKLY LEARNING THEMES

- **Week 1** - Non-Profit and Government Communications Landscape Behind the Scenes Overview
- **Week 2** - Successfully Navigating through the Nonprofit and Government World
- **Week 3** – Best Practices of Government Communications
- **Week 4** – StratComm Plan Building: Maximize Success Utilizing Untapped Partnerships
- **Week 5** - StratComm Plan Building: Best Practices of Nonprofit Communications
- **Week 6** - StratComm Plan Building: Formatting, Elements and Core Competencies
- **Week 7** - Strategic Tactics: Providing Communications for Conferences, Symposiums, Forums and Workshops

- **Week 8** - Strategic Tactics: Social Media – Overcoming a Competitive Landscape with Innovative, Relevant Social Media Content and Channel Selection
- **Week 9** - Strategic Tactics: Collateral Material Development and Media Tool Kit Promotion
- **Week 10** - Strategic Tactics: Importance of Robust Executive Communications
- **Week 11** - Strategic Tactics: Creating Compelling Pitch Presentations
- **Week 12** - Strategic Tactics: Internal Communication Productive Value
- **Week 13** - Professional Resources and Final Project Presentations

<b>Graded event</b>	<b>Due Date (prior to 11:59 p.m.)</b>	<b>% of Grade</b>
Week 1 Discussion Post/Responses	Thurs, May 16/Sat, May 18	3%
Week 2 Discussion Post/Responses	Thurs, May 23/Sat, May 25	3%
Week 2 Assignment	Sunday, May 25	5%
Week 3 Discussion Post/Responses	Thurs, May 30/Sat, June 1	3%
Week 4 Discussion Post/Responses	Thurs, June 6/Sat, June 8	3%
Week 4 Assignment	Sunday, June 9	5%
Week 5 Discussion Post/Responses	Thurs, June 13/Sat, June 15	3%
Week 6 Discussion Post/Responses	Thurs, June 20/Sat, June 22	3%
Week 6 Assignment	Sunday, June 23	5%
Week 7 Discussion Post/Responses	Thurs, June 27/Sat, June 29	3%
Midterm Assignment	Sunday, June 30	5%
Week 8 Discussion Post/Responses	Thurs, July 4/Sat, July 6	3%
Week 8 Assignment	Sunday, July 7	5%
Week 9 Discussion Post/Responses	Thurs, July 11/Sat, July 13	3%
Week 10 Discussion Post/Responses	Thurs, July 18/Sat, July 20	3%
Week 10 Assignment	Sunday, July 21	5%
Week 11 Discussion Post/Responses	Thurs, July 25/Sat, July 27	3%
Week 11 Assignment	Sunday, July 28	5%
Week 12 Discussion Post/Responses	Thurs, August 1/Sat, August 3	3%
Final Project	Thursday, August 8	17%
Final Presentation	5 p.m. of Scheduled Presentation (Aug. 5-8)	12%
	<b>Total</b>	<b>100%</b>

## Weekly modules

### **Week 1**

#### ***Overview of Nonprofit and Government Communications Landscape***

Years before the corporate world or public had access to email, the government was already immersed into the super convenience of a virtual superhighway. This week we will also discuss why Strategic Communicators within the nonprofit and government community has significantly increased in demand, with thousands being hired yearly.

## **Learning Objectives**

Week 1 module objectives:

1. Familiarize yourself with the requirements and expectations to successfully navigate through this course of study.
2. Introduce yourself and become acquainted with your instructor and fellow classmates.
3. Analyze past and present digital paradigm and prevailing shifts within the communications landscape.
4. Study positive and significant government communication influences and attributions throughout the digital communications historical journey.
5. Why the role and position of strategic communicators is dramatically increasing, especially within the not-for-profit environment.

## **Lecture notes**

- Watch initial “Welcome Aboard and Syllabus Instruction” pre-corded lecture
- View “Government and Non-Profit Strategic Communications Overview” pre-recorded lecture

## **Course Readings**

1. Course Syllabus
2. [A Century of Government Communications](#) (UK Civil Service Quarterly, July 2018)
3. [This Day in History: One Huge Leap for Digital Communications at the White House](#) (White House Archives, Dec. 2014)

## **Discussions**

In the Canvas discussion “Welcome Aboard!” section, post a video about yourself so we can get to know you beyond the classroom. What you talk about is completely your choice, but it would be helpful to the overall course dynamics if you mention your undergrad degree major and prior work experience. Other possible topics (but completely up to you!) includes: Hometown/current location; Undergrad university; Hobbies; Passionate causes/volunteer programs; Favorite food, movie, musician, TV show, college/pro sports teams, vacation spot/dream destination.

## **Assignment**

No Week 1 assignment.

## **Week 2**

### ***Successfully Navigating through the Nonprofit and Government World***

One of the major derailments to any plan is added challenges at work. It is common in any work place to encounter a myriad of hurdles – including poor leadership, red tape, ill-equipped resources, miscommunications, or lack of internal support. Being prepared for these hindrances is half the battle as a strategic communicator project manager. More importantly we’ll work together to uncover some viable solutions into common problems to consider when drafting and

piloting your StratComm Plans. We'll also discuss some of the communication roles similarities and differences in the profit and small business vs. nonprofit and government environments. Lastly as part of Successfully Navigating through the Nonprofit and Government World we'll also talk frankly about the advantages and disadvantages of working within the nonprofit and government landscape so you can make more informed career

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## **Learning Objectives**

The Week 2 module learning objectives:

1. Describe and compare overall similarities and differences between government/non-profit vs. corporate/small business global communication programs.
2. How to strategize solutions to offset common and unique communication workplace challenges and incorporate into communications plan development.
3. Concentrate on building plans around the most positive aspects of your nonprofit such as more innovative freedoms, less red-tape, and closer management or interdepartmental working relationships.
4. A good plan coordinator needs to embrace the unexpected and exercise agility to overcome bumps in the road to keep the plan on track.
5. How top team leaders and managers emphasize Project Management into integrated performance.

## **Lecture notes:**

Watch "Navigating through the non-profit and government world" pre-recorded lecture

## **Course Readings**

1. [Pros & Cons of Careers In Nonprofit Organizations](#) (SoFi.com, October 2018)
2. [Difference Between for Profit & Not for Profit Marketing](#) (SmallBusinessChron.com, February 2019)
3. [Examples of Communication Problems in the Workplace](#) (SmallBusiness.Chron.com, March 2019)
4. [Top Communication Problems in the Workplace](#) (alert-software.com, September 2017)
5. [9 Common Challenges in Project Management & Their Solutions](#) (ProofHub.com, June 2018)

## **Discussion**

A major part of creating a successful strategy that most don't consider is identifying any challenges and possible pitfalls in your work environment that could derail any elements within the scope of the plan. Think of a situation you became really frustrated at work. As a plan coordinator/project manager--how can you consciously strategize a pathway to avoid a similar problem?

## **Assignment #1**

Prepare an infographic that describes and compares the similarities, differences, challenges and advantages in communication practices for: 1) Government agencies; 2) Corporations; 3) Nonprofit organizations; 4) Small businesses. (\*Note: For students who need an easy to use

graphic program, recommend Microsoft Publisher if you have the Microsoft Office Suite, or the free basic [Easel.ly](https://www.easel.ly/) program.)

## Week 3

### *Best Practices of Government Communications*

This week we're going to delve deep into Government Communications and discuss some best current practices, especially noting several nations who have outstanding government communication programs and lessons we can learn from them.

### **Learning Objectives**

The Week 3 module objectives:

1. Analyze the various innovative methods the government is communicating to citizens.
2. Provide examples how public service communication is raising standards, delivering timely messages and building trust worldwide.
3. Explore the top practices in government communications to emerge from the U.S., United Kingdom, and Canada.
4. Examine the overall advantages of any organization developing, maintaining and maximizing a government-inspired strategic communications planning focus.
5. Examine and discuss the Joint Chiefs of Staff Strategic Communication Integrating Concept plan to achieve strategic communication objectives within the context of a broad international effort.

### **Lecture notes**

Watch "Best Practices of Government Communications" prerecorded lecture

### **Course Readings**

1. [Government Communication Plan 2019/20](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/674421/government-communication-plan-2019-20.pdf) (gcs.civilservice.gov.uk)
2. [4 strategies that are defining the future of city communications](https://www.medium.com/@citycommunications/4-strategies-that-are-defining-the-future-of-city-communications-2018) (Medium.com, April 2018)
3. [Eight challenges for the Government Communication Service in 2018](https://www.campaignlive.com/article/eight-challenges-for-the-government-communication-service-in-2018) (campaignlive, April 2018)
4. [8 Best Practices in Government Communications](https://www.resultsmap.com/blog/8-best-practices-in-government-communications) (ResultsMap.com, August 2017)
5. [Strategic Communication Joint Chiefs of Staff Integrating Concepts](https://www.jcs.mil/Portals/0/PDF/Strategic%20Communication%20Joint%20Chiefs%20of%20Staff%20Integrating%20Concepts%20Final%20Version%20171214.pdf) (JCS, Dec. 2017 \*Please just skim through this 113-page document)

### **Discussion**

Although the Department of Defense Strategic Communication Joint Integrating Concepts shared in the lecture and readings were originally designed for military battlefield leaders, explain how two of the concepts (see below) could translate into a similar approach for nonprofit or other government agencies.

1. *Integrate joint communication engagement to maximize the desired effect on selected audiences.*
2. *Coordinate communication efforts with the efforts of other agencies and organizations within guidance provided by higher authority.*
3. *Conduct a continuous engagement program with respect to selected key audiences, as the foundation for all other communication efforts.*
4. *Conceive every action based on its potential cognitive impact, consequences and effects on various audiences in the operational area and beyond.*
5. *Actively engage in the debate over global military actions.*
6. *Anticipate, monitor, understand and quickly counter the influence efforts of adversaries and competitors.*
7. *Develop deep knowledge of selected audiences to the point that courses of action start to become intuitive.*
8. *Formulate and produce tailored, resonant and culturally attuned messages that reach intended audiences through the surrounding noise.*
9. *Focus on the most popular opinion leaders and moderates.*
10. *Adapt continuously and iteratively based on feedback about the effects of communications.*
11. *Decentralize strategic communication at each level within broad parameters established by higher authority.*

## **Assignment**

No Week 3 assignment

## **Week 4**

### ***Core StratComm Plan Building: Maximize Success Utilizing Untapped Partnership and Stakeholder Resources***

The formation of nonprofit and/or government partnerships is becoming an increasingly common way to find and maintain competitive advantages. This is particularly important while battling a low level of communication budgets within the nonprofit sector, and oftentimes nonexistent funding for new communication initiatives within the government. Pooling resources through partnerships is a win-win situation that flourishes a synergistic environment teeming with motivation, success and new energy.

## **Learning Objectives**

The Week 4 module objectives:

1. Determine which two partnering organizations you will feature in your final project, as well as any additional stakeholders.
2. How to maximize communication manpower and resources through the pursuit of key partnerships to achieve value-added communications.
3. Importance to an overall plan to include organization-wide strategies to identify the information needs, attitudes and perceptions of key stakeholders.
4. Examine worldwide health impact of collaborative communication efforts.

5. Effective partnering requires a special culture of building all participants' capacity to partner and attention throughout the life cycle of a partnering endeavor.

## **Live Lecture notes**

This week will feature a live lecture on Monday at 8 p.m. EST, "Core StratComm Plan Building: Maximize Success Utilizing Untapped Partnership Resources."

## **Course Readings**

1. [Promoting Effective Partnering: Collaboration and Communications](http://effectivepartnering.org) (effectivepartnering.org)
2. [Four Steps to Building a Strong Partnership Culture](http://ImagineCanada.com) (ImagineCanada.com, Jan. 2018)
3. [Collaboration Toolkit Sample](http://HHS.gov) (HHS.gov Office of Adolescent Health)
  - a. [Organizational Partnership Readiness Assessment](#)
  - b. [Barriers and Challenges to Partnerships](#)
  - c. [Evaluating Potential Partnership worksheet](#)
  - d. [Collaborative Practices Inventory \(CPI\)](#)
4. [New USAGov Program Aims to Help Partnership Agencies Market Within the Federal Government](http://digital.gov) (digital.gov, April 2018)

## **Discussion**

Select and research a local, county, state or federal government agency of your choice that you will be featuring in your final project. Also select and research a local, regional or national nonprofit organization you feel could serve as a synergistic, collaborative outreach partnership and answer the following questions:

- Where do common and unique touch points intersect in mission/goals of each organization?
- Why do you think this will be a good partnership?

## **Assignment #2**

Your partnership plan should be developed from the lead perspective of the non-profit proposing the communication alliance to the government agency or written by a government agency for non-profit consideration. Based on the two organizations you selected for your final project, include each organization's:

- History and purpose
- Mission and vision
- Partnership communication comparison in a SWOC format (Strengths, Weaknesses, Opportunities and Conflicts of Interests)
- Approximately three top communication goals
- Approximately five top communication objectives

## Week 5

### *Best Practices of Nonprofit Communications*

Reinventing the wheel in pursuit of seeking successful communication practices can waste valuable time. Let's follow the lead of some of the top nonprofit agencies to pave the way in developing your planning with the proven strategies and tactics known to prosper and excel.

### **Learning Objectives**

The Week 5 module objectives:

1. Examine what strategic messaging and methods are more likely to convince target audiences of the overall value of nonprofits and government services.
2. Analyze Australian government efficiency in providing branding guidelines to non-private sector.
3. Examine the elements of reputation management in branding success.
4. Better understand why crisis communications and management reputation is uncharted territory and not well planned for most not-for-profit organizations.
5. Provide approaches and insight from industry leaders to more deeply understand how to communicate value proposition.

### **Lecture notes**

- Watch “Best Practices of Non-Profit Strategic Communications Branding and Strategic Messaging,” prerecorded lecture

### **Course Readings**

1. [Two Masters of Communications Discuss Branding of Nonprofit Sector](#) (NonProfitQuarterly, December 2017)
2. [6 Essential Tips for Getting Through Any Nonprofit Crisis](#) (TheBalancesSmallBusiness, Jan. 2018)
3. [Member Engagement and Communications](#) (Case study, Canadian Society of Association Executives)
4. 2019 Nonprofit Communications Trends report (PDF)
5. [20 Creative Nonprofit Fundraising Ideas](#) (MightyCauseFoundation)
6. [Facebook for Nonprofits – 10 Tips and Best Practices](#) (Dropbox, November 2018)
7. [Nonprofit Marketing : Challenges, Strategies and Best Practices](#) (NonpriftInformation, April 2018)

### **Discussion**

Conduct research on one of the partners or stakeholders you selected for your plan that went through a large or small crisis and critique how the organization handled the situation. What brand reputation management methods or tactics do you suggest for your plan to ensure a better outcome?

## **Assignment**

No week 5 assignment

## **Week 6**

### ***Core Strategic Communications Plan Building***

Strategic clarity is the first step in developing an effective communications plan for your organization. How you get there is first understanding the mission, vision and goals through what is commonly referred to as the Business or Strategic Plan and generally heralded as the nucleus of a group's operations. This is one of those driven points to ensure your efforts are well targeted for the overall good of the organization. Among the many values of aligning the StratComm Plan with the organizational plan is it will direct better positioning for the right messages to the right audiences. Your plan tactics will solidify the right timing and channels.

## **Learning Objectives**

The Week 6 module learning objectives:

1. Compare organizational requirements between the profit-centric business industries vs. government/non-profit landscape.
2. Identify how operational goals can translate into more plausible communication strategies. Discover how to effectively develop a government and non-profit-style strategic communications plan.
3. Create effective messages to highlight your organization's overall programs, offerings and services.
4. Describe the connection between communication and sustainability.

## **Lecture notes**

- Watch "Core StratComm Plan Building Begins with Integrating Your Organization's Business Plans, Goals and Objectives" prerecorded lecture

## **Course Readings**

1. [Step-by-step instructions creating Strategic Communications Plan](#) (Health&HumanServices.gov)
2. [Developing a Communications Strategy](#) (National Council of Voluntary Organisations)
3. [Getting Started with Non-profit Communication planning](#) (wildapricot.com)
4. [Ultimate Tool Kit: Communication Strategy Templates, Examples, and Expert Tips](#) (Smartsheet.com)

## **Discussion**

Based on the Strategic Communications Plan development methods and examples mentioned in the lecture, readings, or through additional research—discuss several of the guidelines you find the most value and how you plan to use these specific elements to build the core of your plan.

## **Assignment #3**

Format and outline your StratComm Partnership Outreach Plan. This week you will develop a:

- Visually appealing cover
- Table of Contents
- Integrate Week 4 assignment in the plan
- Place holder for each section
- For your Measurements and Metrics section -- Determine by what methods you will measure your plan
- Begin a reference page

## **Week 7**

### ***Strategic Tactics: Providing Communications for Conferences, Symposiums, Conventions, Forums or Seminars***

One of the top focal areas for both non-profits and government agencies is hosting local, regional, national or international conferences, symposiums, summits, and forums. Before, during and after communications surrounding these events can be a time-consuming proposition. Let's discover how to efficiently streamline the integrated communication process, as well as discuss successful promotional, publicity, and fruitful onsite practices.

## **Learning Objectives**

The Week 7 module objectives:

1. Why an effective event communication strategy is one of the most important goals for most not-for-profit organizations and includes many promotional variables, logistical elements, and post-event measures.
2. Which new mobile apps can help you become more efficient in communication tasks leading up to event?
3. What are common glitches in a conference and how to avoid them.
4. How best to keep attendees engaged by taking advantage of all the latest tools and techniques available.
5. How to work with a partner designing a customized communication strategy to increase event visibility and value.

## **Live Lecture notes**

Attend live Week 7 lecture Monday at 8 p.m. EST "Strategic Tactics: Providing Communications for Conferences, Symposiums, Conventions, and Seminars" [Lecture portal](#)

## **Course Readings**

1. [11 Steps to a Successful Event Communications Strategies](#) (Forbes.com, March 2018)
2. [How to Design an Efficient Communication Plan for your Next Event](#) (Eventtia.com, March 2018)

3. [The Beginner's Guide to Event Communication: Strategy, Plan & Tools](#) (Whova, November 2018)
4. [Event Apps: The Complete List \(Updated 2019\)](#) (EventManagerBlog, Feb. 2019)

## **Discussion**

With your assigned midterm project partner, research one or two negative comments/complaints posted on social media from a conference/convention attendee's perspective which could be contributed to some level of subpar communications on the part of your selected nonprofit or government agency. Together brainstorm the top three tactics you recommend for your plans to minimize complaints.

## **Mid-term Project/Assignment #4**

One of the top focal areas for both non-profits and government agencies is hosting an annual event. An effective communication strategy is one of the most important success factors for the event and includes many promotional variables, logistical elements, and post-event measures. Students will work in assigned two-person teams to complete the Week 7 discussion and assignment to demonstrate two organizations working in unison towards common communication goals to support a largescale event. Each member of the team will respectively represent either the government agency or nonprofit organization they are featuring in their final strategic communications plan. Working in teams will simulate the brainstorming and collaboration that's important for successful communication partnership integration while you prepare your pre-event promotion, onsite communications, and post-event publicity planning.

## **Week 8**

### ***Strategic Tactics: Overcoming a Competitive Landscape with Innovative, Informative Social Media Content and Channel Selection***

It's not surprising that engaging social media is considered an integral component of any strategic communications plan. This is especially important when ensuring target message accuracy in the not-for-profit scene. The burgeoning global communications competitive landscape increases the requirement to continually evolve connective social media.

## **Learning Objectives**

The Week 8 module objectives:

1. Discover USAGov complementary omni-channel platform that helps any agency amplify their key messages.
  - The site serves the public as the front door to government information and services by aggregating and disseminating information.
  - The Outreach and Marketing team specializes in partnering with agencies to develop and promote initiatives that are tailored to different audiences.
  - Recommends best practices to use social media to augment citizen-facing communications and unique needs of social media at the city, county and state

- government level with a focus on transparency, authenticity, responsiveness and customer service.
2. Identify successful social media strategies for governments, leading digital cities, and innovative public-sector agencies.
  3. How the transformation of government global operations, along with an unprecedented rise in citizen expectations have created extraordinary demands on not-for-profit communicators in effectively building transparency.
  4. Which are some of the most comprehensive, informative, and popular government and nonprofit websites that afford timely, spot-on information in a manner that enhances the viewer experience?
  5. Which social media platforms are best to produce social action, donations/member recruitment or public awareness?

## **Lecture notes**

- Watch Week 8 “Strategic Tactics: Overcoming a Competitive Landscape with Innovative, Informative Social Media Content and Channel Selection” prerecorded lecture.

## **Course Readings**

1. [Social Media Engagement for Public Effectiveness: Small Nonprofits](#) (NonprofitQuarterly.com, January 2018)
2. [Social Media Best Practices for Nonprofits: A comprehensive guide](#) (Mediacause.com, November 2017)
3. [Social Media Best Practices: A guide for local governments](#) (lizalberg.com, August 2016)
4. [13 Video Trends We're Super Excited About for 2019](#) (Wistia.com, Dec. 2018)
5. [Study shows changing ways international nonprofits use social media to directly connect with public](#) (uk.edu, April 2018)
6. [How Government Agencies can Leverage the Power of Social Media – 7 Best Practices](#) (Roberta Cinus, Dec. 2018)

## **Discussion**

Provide a critique for both of your partner websites and the areas that most need improvements.

## **Assignment #5**

Develop the most visibly integral section of your StratComm Plan--your social media strategies and tactics. Your social media section will include all the details for:

- Websites
- Messages
- Social media channels (Include at least one channel the organization currently doesn't utilize)

## Week 9

### **Strategic Tactics: Collateral Material Development and Media Tool Kits Promotion**

One of the most effectual methods of ensuring partner and stake holder participation is providing collateral materials and support resources in the form of turnkey media tool kits. Preparing a tool kit involves coordinating premier product development based on available partnering assets. Media tool kits can contain videos, articles, infographics, brochures, posters, publications, web content, billboards, presentations, radio spots and a host of social media messages designed to continually enhance communication program success for each communication team.

### **Learning Objectives**

The Week 9 module objectives:

1. How developing Media Toolkits provide your partners, supporters and advocates with convenient resources to spread the word.
2. Examine Federal Social Media Community of Practices Toolkit designed to help agencies evaluate the accessibility of their social media programs for persons with disabilities required by law for government agencies.
3. Assess how the audience experience is enhanced by media tool kits that attract viewers, maintain communications, and deliver complementary products and services.
4. Observe the League of Women Voters social media tool kit and guidelines for Facebook, Instagram and Twitter.
5. Discuss key messages, graphics, videos and photos from the FEMA Fire and Safety Social Media Tool Kits customized for various audience information and usage.

### **Lecture notes**

- Watch “Strategic Tactics: Collateral Material Development and Media Tool Kit Promotion” prerecorded lecture.

### **Course Readings**

1. [Why use a media tool kit?](#) (Child welfare information gateway)
2. [How to Create a Nonprofit social media toolkit for your fundraising campaign](#) (jscSocialMarketing.com, July 2017)
3. [Food Allergy, Celiac & Asthma Awareness Month Tool Kit 2018](#) (AllergicLiving.com, May 2018)
4. [Federal Tool Kit to Improve Social Media Accessibility](#) (Digital.gov)

### **Discussion**

We’ve all heard about the devastating wildfires that plague California, especially the 2018 record mass destruction of almost 2 million acres, \$3.5 billion structural damages, \$2 billion in fire suppression, and 96 civilians and six firefighter lives lost. Look over the contents of the tool kits

provided by the [FEMA Fire prevention and safety social media toolkits](#) hosted on the U.S. Fire Administration website.

What is your overall impression of the site and the tool kit messages centric to wildfire residential preventive safety measures? What types of items are not included you feel would be additionally resourceful? Give an example of a non-profit or government agency that could partner with the U.S. Fire Administration in getting the word out to curtail future devastation?

## **Assignment**

No week 9 assignment

## **Week 10**

### ***Strategic Tactics: Importance of Robust Executive Communications***

One of the shared challenges facing nonprofits and the government is the need for continual funding and support. One primary need for a proactive government executive communications program is to establish and maintain a symbiotic relationship with legislative agencies for funding, authorizations, bills, laws, and/or rulings. Nonprofit executive communications are considered the lifeblood of both external and internal relations. Among the tactics in a good executive communications program include creative social media, speechwriting/presentations, webinars, media interviews, town halls, speaker's bureau, community boards and forums.

## **Learning Objectives**

The Week 10 module objectives:

1. Look at the value of a creating a Speaker's Bureau for your organization. Government and most non-profit speakers do not require speaker fees which puts them in high demand.
2. The communicator's role in building "Executive Presence" is an essential cornerstone to inspiring confidence, training, and proactively increasing the visibility of the organization.
3. Cross-cultural emphasis is an increasingly common feature in today's globalized workplace. Communicators must devise new communication strategies for executives to successfully interact with increasing multicultural partners, clients and workforce.
4. Examine the speech methodologies to effectively advise leadership in communicating organizational conflicts, changes or transformations.
5. Government and nonprofit executives conduct speeches and presentations much more often than their business counterparts. Although speeches need to be conformed for each audience and event, there are some common approaches that will assist communicators in timesaving speechwriting and presentation development.

## **Lecture notes**

- Watch "Importance of Robust Executive Communications" prerecorded lecture.

## **Course Readings**

1. [Executive Presence: What Is It, Why You Need It And How To Get It](#) (Forbes, 2018)

2. [Center for Disease Control Speaker's Bureau](#) (CDC.gov)
3. [Do's and Don'ts of Executive Change Communications](#) (ResultsMap, 2018)
4. [How to Nail Your Nonprofit's Elevator Pitch](#) (Classy, 2018)

## **Discussion**

Most organizations generally default to exclusively engaging only one (possibly two) of its executives when speaking to external groups. Discuss the advantages of adding a speaker's bureau to your plan and other individuals by job title you would recommend for the speaker's program and what type of audiences they would be best suited?

## **Assignment #6**

This assignment is a practical exercise designed to encourage independent thinking, leadership and resourcefulness. Now that you've had the opportunity to establish a good portion of your plan based on specific guidance, this assignment purposely has no prerequisite parameters to give you full creative license in formulating the Executive Communications portion of your final project.

## **Week 11**

### ***Strategic Tactics: Creating Compelling Pitch Presentations***

There are always certain elements of a plan that are expected, but it's your distinct manner of presenting and providing updates to leaders, partners and teammates that adds character, confidence and your signature to the plan canvas. Within the government, many good ideas fall by the wayside for various reasons--chief among them are mediocre leadership and teammate responses due to lackluster pitches. Let's identify and avoid the common pitch pitfalls to poise you for success and make your sweat equity more meaningful.

## **Learning Objectives**

The Week 11 course objectives focus:

1. Giving a presentation can be tough for those not born with natural eloquence and public speaking ability but can be compensated by using enthusiasm, motivation and packing your presentation with colorful visuals, unique content and resounding ideas.
2. How to understand pattern recognition on what executives generally expect in a good presentation and subsequently tailoring a synthesized pitch that proactively answers questions.
3. Following a checklist to deliver high-impact presentations includes consideration to preparation, purpose, audience, attention grabbing opening, context, main messages, visuals, examples, benefits, relevancy, and strong closing/call to action.
4. Overcoming a cookie-cutter presentation begins with the perfect mix of creative slides to make your pitch memorable.
5. When pitching a plan, don't forget to follow simple concepts and practices that make your presentation fun and enjoyable.

## **Live Lecture Notes**

- Attend live lecture on Monday at 8 p.m. EST “Strategic Tactics: Building Compelling Pitch Presentations”

## **Course Readings**

1. [20 Ways to Improve Your Presentation Skills](#) (Wordstream 2018)
2. [Presentation skills: Top tips for developing high-impact presentations](#) (CivilServiceLearning)
3. [100+ Creative Presentation Ideas](#) (Visme, 2018)
4. [10 Secrets of Making Every Presentation Fun, Engaging, and Enjoyable](#) (Lifhack, 2018)

## **Discussion**

Research a presenter or presentation on YouTube you find captivating and share some of the elements and unique features you plan on incorporating in your presentation.

## **Assignment #7**

Your last assignment is to plan out your StratComm Plan internal communications section. The internal strategy enables important conversations and engagement within an organization and between partners. Formulate the best methods to keep the full spectrum of your partnering workforce informed and updated, to include what they can do to positively impact the goals and objectives.

## **Week 12**

### ***Strategic Tactics: Internal Communications Productive Value***

As the saying goes, “A happy employee is a productive employee,” and you are more in the driver seat as a communicator than you think with having an impact on your workforce. One of the consistent top expectations noted on employee satisfaction surveys is “being continually informed.” StratComm planning should always include and extend into internal elements and communicating continuously to reap a full-scale harvest.

## **Learning Objectives**

The Week 12 module objectives focus:

1. Town Halls transcend distance and assist management in keeping employees, families, partners, members or key stakeholders informed on important new information.
2. How to respond to employees requesting more engaging, participatory, virtual and innovative internal communication events.
3. Explore “Workplace at Facebook” as one of the fastest growing internal platforms accessible across global locations that makes it easy and convenient to share news, updates and increase internal collaboration.
4. Let’s look at what’s popular in successful internal communication management tools to keep the status of each task clear to ensure nothing is overlooked.

5. Your internal communications plan prospers when reflecting diverse perspectives by forming a committee, council and focus group to properly formulate the voice of your workforce.

## **Lecture notes**

- Watch “Strategic Tactics: Internal Communications Productive Value” prerecorded lecture

## **Course Readings**

1. [5 innovative ways to improve internal communications](#) (ServiceRocket, 2018)
2. [Town Hall of the Future Will Be Interactive and Collaborative](#) (sli.do, 2018)
3. [Top 15 Internal Communications Tools for 2019](#) (snapcomms, 2018)
4. [7 top internal communication tools that make you more effective](#) (insights, 2018)

## **Discussion**

Research a free or moderately priced internal communication’s tool. Include the features of the tool and some of the specific ways you plan to utilize to more efficiently achieve your internal communications strategy goals.

## **Assignment**

No assignment for Week 12

## **Week 13**

### ***Professional Resources and Final Presentations***

This last week of curriculum will conclude with sharing some professional resources, and the culmination of several evenings of live student presentations for your Strategic Communications Partnership Outreach Plan. I applaud each of you for taking this advanced study initiative to be hard charging, results-oriented, strategic communication professionals in the not-for-profit industry...outstanding job!

## **Learning Objectives**

The Week 13 module objectives focus:

1. Provide each student the experience of delivering their final StratComm Plan in the form of a live presentation pitch and the opportunity to render and receive constructive feedback from classmates.
2. Conclude development of a comprehensive strategic communications plan they will be able to use in their professional portfolio that includes common and distinctive strategic tactical engagement methods for government and non-profit settings
3. Provide each student with a thumbnail desktop reference guide upon course completion to the various key professional StratComm resources that can benefit them in various capacities during their career.

## **Lecture**

Watch “Professional Resources” prerecorded lecture

## **Discussion**

No discussion this week.

## **Final Project**

- Your Government and Nonprofit Strategic Communications Plan is due Thursday evening no later than 11:59 p.m.
- Each student will prepare a strategic communications plan featuring a non-profit organization and government agency partnership of your selection. The plan can be developed from the lead perspective of the non-profit proposing the communication alliance to the government agency or written by a government agency for non-profit consideration.

## **Final Project Pitch Presentation**

- Within the nonprofit world, and especially the government, many good plans fall by the wayside for various reasons including mediocre responses and follow through due to lackluster pitches/and or presentations. A presentation with colorful visuals, unique content and interesting data, along with your distinct delivery to teammates, leaders and partners is what adds character, enthusiasm, confidence and your signature to the plan canvas. Each student will have 15-minutes to deliver a presentation that features the highlights of their StratComm Plan to the instructor and approximately 7 classmates, with two assigned classmates providing a written critique and suggested grade.
- Final Presentation is due 5 p.m. on the evening of your live presentation.
- Students will sign up first-come, first-served during Week 11 for their live 15-minute time slot with the following schedule:
  - Group A – Monday (8-10 p.m.)
  - Group B – Tuesday (8-10 p.m.)
  - Group C – Wednesday (8-10 p.m.)
  - Group D – Thursday (8-10 p.m.) (Note-Group D will be added only if class size exceeds 24 students)
- Two classmates will be assigned to provide written comments and suggested grades for each presenter.

**Go Gators!**