



MMC 6639 Nonprofit and Government Strategic Communications

Academic Term: Spring 2024

3 Credit Hours

Instructor

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Office Phone Number and Times: (703) 623-1048 - Please call or text anytime for most expedient communication results.

Virtual Office Hours: Zoom or Messenger video conferencing office hours available seven days a week (including holidays) for the convenience of students by sending a text message, Canvas or UFL email with several suggested periods of availability.

Course Description and Prerequisites

Course Description - In this course, students will learn how to determine client needs, advise executives, create innovative tactics, coordinate partnerships, and team engagement for non-profit organizations and government agencies. The course specializes in building awareness for organizations committed to integral domestic or worldwide support in humanitarian assistance, environmental/wildlife advocacy, government services, social justice, disaster relief, health/human services, ethical economic practices, and education progression. The students will learn how to navigate through the nonprofit and government landscapes for successful strategic communication plan development, as well as manage clients. This course features a special Group Experience centered on managing the communications and marketing for nonprofit and government events. As an added bonus the course will feature an exchange and collaboration with international students during the Fall and Spring semesters.

Course Pre-Requisites / Co-Requisites – None

Course Expectations

This is a fully online course; you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM ET and ends on Sunday at 11:59 PM ET.

Time Commitment & Student Workload Expectations

Expect to spend 10 to 20 hours per week per course watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students must use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements, and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.



Class Demeanor

N/A

Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#) for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation.

Late Assignment Policy

Late assignments will not be accepted unless it is a [University excused absence](#), as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting the final work, students should contact their instructors before the assignment deadline.

1. Late Assignment Grade Reductions
 - a. 0-24 Hours Late: 10% reduction in grade.
 - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
 - c. After the 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.
3. In the case where there is an unforeseen emergency, please contact your instructor prior to the deadline.

Student Guidelines for Course Challenges

A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: First, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If, after meeting with *the faculty member teaching the course*, you are still unclear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Accessibility/Students with Disabilities Information

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letters with their instructors and discuss their access needs as early as possible in the semester.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.



Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Differentiate between nonprofit and government communications and marketing sector standards, unique requirements, and best international and domestic practices. (CO: 1)
2. Develop a content rich and visually stimulating strategic communications and marketing plan featuring a unique partnership between a nonprofit and a government organization. (CO: 2)
3. Identify best processes to improve communication and marketing requirements as well as workplace challenges. (CO: 3)
4. Strategize your Communications and Marketing Plans purpose, goals and objectives by preparing a partner SWOC analysis (CO:4)
5. Prepare Strategic Plan communication/marketing objectives and create innovative tactics for Leader and Ambassador Outreach, Digital Media Toolkits, Hosted and Non-hosted Events, Website Improvements, Social Media, Nonprofit Fundraising/Membership and Volunteer Drives, and Internal Communications. (CO: 5)
6. Ensure all objectives for your overall plan and each of your operational subsections follow SMART (Specific, Measurable, Achievable, Relevant and Timely) guidelines for appropriate tracking and reporting. (CO:6).
7. Determine your primary, secondary and tertiary target audiences for your strategic communications and marketing plan. (CO: 7)
8. Create various promotional and awareness strategies and hashtag campaigns. (CO: 8)
9. Demonstrate the ability to present a brief, effective pitch with a supportive, creative and engaging slide deck. (CO:9)
10. Analyze nonprofit and government communications and marketing working environments and the professional skills and knowledge most important for staff to fulfill their mission requirements. (CO:10)

In order to successfully reach the overall course objectives, each weekly module has a set of learning objectives that ultimately complement these overall course objectives.

Course Textbooks and Materials

Required Course Textbook(s): N/A

Required Software: There is no required software to purchase for this course.

Recommended Textbook(s)

This textbook is recommended in all CJC Online classes to support student expectations for writing style:

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X



University and Course Grading Policies

University Honor Code

UF students are bound by The Honor Pledge, which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the 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.” The Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Plagiarism

Plagiarism is unacceptable, especially in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, and submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one’s own specific words from previously submitted assignments or published texts. Remember that plagiarism is unacceptable in any of your work, including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It’s important to always cite your sources in your assignments.

Grading Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Weight (%)
Course Orientation: These assignments are required; however, they do not count towards the final grade. <ul style="list-style-type: none"> Student Introduction Course Evaluation 	0%
15 Discussions <ul style="list-style-type: none"> Initial post 400-word minimum; Two classmate responses needed per discussion at 175-word each minimum; discussions worth up to 100 pts each 	30%
12 Written Assignments <ul style="list-style-type: none"> Worth up to 100 pts each 	45%
1 Final Pitch Presentation <ul style="list-style-type: none"> PowerPoint worth up to 50%; Verbal Pitch worth up to 50% 	12%
1 Classmate Critique <ul style="list-style-type: none"> Worth up to 100 pts. 	1%
1 Final Project Strategic Communications and Marketing Plan <ul style="list-style-type: none"> Worth up to 100 points. 	12%
TOTAL	100%

Grade	Percentage
A	92.5-100%



A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level. However, the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) for more information.

Student Privacy

Federal laws protect your privacy regarding grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Technology Requirements

Software Use

All faculty, staff, and students at the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location at any time.
- [Adobe Reader](#)
- [Zoom](#)

Technical Support

If you have technical difficulties with your course, don't hesitate to contact the UF Computing Help Desk by filling out an online request form or calling 352-392-4357 (HELP).

If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.



IT Support

For all Technical assistance questions, please get in touch with the UF Computing Help Desk.

Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu

Communication Policies

Student Expectations

12 Assignments

You will have 12 required assignments during the course duration due Sundays at 11:59 p.m.

All assignments have a direct correlation to building your final project in a phased completion approach. For example, the Week 2 assignment will focus on your partnership selections and overall concept and format of your strategic communications plan. This will serve as the first rough draft of your final project with each subsequent assignment added to the final project draft and submitted in this manner. This phased approach is designed to mimic real time plan development in a professional environment with your instructor serving as your pseudo-Communications Director and reviewing authority. There is no prerequisite word count for assignments.

Mid-Semester Group Experience: “Event Communications and Marketing”

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 teams to complete that week’s discussion (only one consolidated initial post for team for group grade for that week’s discussion). Afterwards students will individually reply to classmates following regular protocols. The group experience is designed to demonstrate several organizations working in unison towards common communication goals to support a largescale event. Each member of the team will respectively represent their partnership they are featuring in their final strategic communications plan. Working in teams will simulate the brainstorming and collaboration opportunities that are important for successful communication partnership integration for pre-event promotion, onsite communications, and post-event publicity planning. The assignment will be prepared and graded individually; however, the brainstorming session will result in various collaborative universal tactics that each student may use for their individual hosted event events. The purpose is to take advantage of a collaborative group environment to achieve expanded ideas normally only afforded within a team environment.

Oral “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 meetings, 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 finished strategic plan canvas. Each student will have 20 minutes to present their presentation to the instructor and several of your classmates to highlight their Government and Nonprofit Strategic Communications Plan final project.

Classmate Critique

A pitch is usually directed at a group of people, so for each student to receive a good cross section of feedback, you will be assigned to provide a “secret” written critique which your instructor will take into consideration when determining your classmate’s Pitch/PowerPoint grade. The oral pitch presentations will be scheduled during the final week of the semester with students divided for one evening from 8-10 p.m.



Final Project

“Government and Nonprofit Strategic Communications Plan” - The end of the course will culminate by completing a final project each student will be able to use in their professional portfolio that best demonstrates their capabilities based on the learning objectives taught during each module throughout the course. Having the students center the plan around a partnership will afford the nuances and experience to propose a communications plan for both a government and/or nonprofit client. Each student will prepare a strategic communications plan linking a nonprofit organization and government agency of your selection. The plan will be developed from the lead perspective of the nonprofit proposing the communication alliance to the government agency. As stated in the Assignments tab, the final project is designed to be completed in supervised phases—akin to the process of plan development in a professional environment.

Lecture Expectations

- **Lectures and Reading/Learning Materials**
 - It is the responsibility of every student to view all the weekly lectures and course materials in a timely manner, and prior to initiating each applicable module’s discussion post, classmate replies and assignments.

Announcements

Each Monday you will receive an announcement for special instructions, tips, new changes, clarifications, etc.

Email

You are responsible for reading all your course emails and responding promptly (within 24 hours).

Video Conferencing

- On occasion live zoom meetings will be held during the semester
 - You are responsible for attending a 90-minute small group meeting during the mid-semester Group Experience.
 - You are required to attend one evening of final pitch presentations at the end of the semester for you and a small group of your classmates between 8-10 p.m. EST. You will have an opportunity a month before the meeting to let your instructor know of any periods of unavailability before you are assigned a date. You are expected to demonstrate netiquette and etiquette communication expectations during these meetings.
 - A live Q&A voluntary forum will also be held a week before final’s for anyone who may have questions.

Instructor Communications

Email Policy

Even during weekends, holidays, and University breaks, the instructor will typically respond to emails within 24 hours.

Assignment Feedback Policy

I will provide feedback/grades on submitted assignments within one week of the due date. Some assignments may require a longer review period, which I will communicate to you if necessary.

Course Policies

Video Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal, educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.



A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under [UF Regulation 4.040 Student Honor Code and Student Conduct Code](#).

Privacy

If your course includes live synchronous meetings, the class sessions will all be recorded for students in the class to refer to and for enrolled students who cannot attend live. Students who participate with their camera engaged or utilized a profile image agree to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate agree to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF’s Information Technology [policies](#) for additional information.

Challenging Topics

In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you want to discuss anything regarding this, don’t hesitate to contact me directly.

Commitment to Diversity

The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff, and students and strives for tangible expressions of this responsibility. We are committed to fostering a safe, welcoming, and inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities, and abilities to express their culture and perspectives through the art and science of journalism and communication.

Academic and Student Resources

Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at helpdesk@ufl.edu.



- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Library Support](#): Various ways to receive assistance concerning using the libraries or finding resources.
[UF Library Services for Distance Students](#)
[Ask a Librarian](#) – chat with librarians online.
CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhone@uflib.ufl.edu.
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-294-2273, or visit the website to refer or report a concern, and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the [Counseling and Wellness Center](#) website or call 352-392-1575 for information on crisis and non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the [Student Health Care Center website](#).
- University Police Department: Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services: For prevention services focused on optimal well-being, including wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Student Fees and Service Entitlement

Student Fees

There are fees mandated by the state and one local fee that ALL students must pay per credit hour. Visit the [University Bursar](#) for up-to-date fee rates.

- Capital Improvement Trust Fund Fee
- Technology Fee
- Student Financial Aid Fee [not applicable for certificate programs]

Student services and entitlements

The student services that the distance student is entitled to are comparable to those of the resident student and should include the following:

- Eligibility for financial aid and financial aid advising [not applicable for certificate programs]
- Student complaints and concerns
- Student counseling and advising
- Student organizations



- Technology assistance

Course Schedule	
Week Number	Topic and Assignments
1	Introduction of Nonprofit and Government Communications and History
2	Navigating around Challenges
3	Nonprofit and Government Partnerships
3	Formatting Strategic Plans
4	Leader and Ambassador Outreach
5	Digital Media Toolkits
6	Event Communications – Group Experience (Non-hosted designated event)
7	Event Communications – Group Experience (Non-hosted choice event) Best Nonprofit Practices
8	Event Communications – Group Experience (Hosted events) Best Government Practices
9	Professional Development/Spring Break
10	Spring Break
11	Website Improvements; Social Media Management
12	Fundraising, Membership and Volunteer Drives
13	Internal Communications
14	Pitch and Presentation Training
15 + 16	Final's Week

The instructor reserves the right to adjust this syllabus as necessary.