Nonprofits From a Communicator's Perspective - Industry Perspectives (PUR 4243)

📞 Contact Information

Instructor

Gisele McAuliffe is located in Alexandria, VA and will teach remotely.

Phone Number

Gisele McAuliffe: m. (202) 285-3340.

Email

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

Office Hours

Gisele McAuliffe: Please make an appointment by email at mcauliffegisele@ufl.edu or c. (202) 284-3340.

Teaching Assistant

None

For questions about course content, your grade, or other personal issues, **use the Canvas mail tool**.

Please allow at least 24 hours for a response during the week and 48 hours on weekends and holidays.

Course Information

PUR 4243
10:40-11:30 a.m. Tuesdays

Credit Hours: 1

Course Description

Nonprofit communicators don't work in a vacuum. They work with grassroots organizers, campaign directors, researchers, lawyers, lobbyists and many others throughout their employer organization. For nonprofit communicators to be successful, they must understand the mission, tangible goals and operating plan of their employer organization. Also, they must grasp the roles and responsibilities of their colleagues, and their colleagues must understand what communicators do. In this course, we'll explore:

- What a nonprofit is.
- Why people go into nonprofit work.
- **How a nonprofit operates from the perspective of the organization's communicators**, delving into the roles and responsibilities of key players in the organization and how they work together to effect positive social change.

Course Objectives

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

1. Explain what a nonprofit organization is, how nonprofits operate and how they differ from foundations and government agencies.

2. Explain how public interest communicators work with others in an organization to help the organization achieve its goals.
3. Explain the roles and responsibilities of other key players in a nonprofit organization.
4. Create a plan for a new nonprofit organization, crafting mission and vision statements, naming the roles of staffers and outlining what they will do to help the organization meet its goals.

College of Journalism and Communications objectives

- The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:
- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

- apply tools and technologies appropriate for the communications professions in which they work.

Course Requirements

Required Textbook

None. Reading assignments will be provided via Canvas.

Prerequisites

There are no prerequisites for this course.

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

Minimum Technical Skills

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

Course technology

You will need reliable Internet access and a reliable computer with Microsoft Word (or other word processing software that can generate a .doc or .docx file), Adobe

flash (for viewing video content) and Adobe PDF reader. **Please bring your computer to class when we meet in person**.

There is no supply fee for this course.

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the **University of Florida's Zoom ⤴ (https://ufl.zoom.us/)** website.

Course Policies

Deadlines

Communications work is deadline oriented. Deadlines must be met. If they are not, you will not receive credit for the assignment. The only exceptions will be for students with medical emergencies (you must have a doctor's note) or other genuine, documented emergencies. Please notify us as soon as possible if you have an emergency that will prevent you from completing an assignment.

If submission of your assignment is delayed because of technical issues with Canvas, please report the problem immediately, receive a ticket number from the UF Computing Help Desk and email it to me immediately. The ticket will document the time and date of your issue.

For technical issues related to Canvas, contact the UF Help Desk at http://helpdesk.ufl.edu or (352) 392-HELP (4357).

Format for writing assignments

Please use AP style for all writing assignments. If you don't have the AP Stylebook, you can subscribe to it online (https://www.apstylebook.com/ on- line/) or you can purchase a hard copy.

Class attendance

Attendance is important, as class participation is a key part of your learning and will factor into your grade. To get the most out of the class, you must be present and on time for class and participate in discussions and class activities. Being present doesn't simply mean you're in the room; it also means you're attentive and not texting, checking email, doing other work or using social media during class. For the online classes, it means your camera is on and you participate in the class discussions, chats, polls and other activities.

We recognize that things crop up and that students may have to miss part, or all, of a class during the semester. For that reason, at the end of the semester, we will drop your lowest participation grade. To be fair to those who do attend class, we will assess participation whether you attend class or not. The only exception is for a documented medical issue that leads you to miss class. If you miss class, it is your responsibility to make up lost work, get notes from another student or otherwise ensure that you have caught up on anything you missed.

Course professionalism

Please be on time to class. Please do not text, check email or social media unrelated to the class, browse unrelated websites or do other work during class. Please be collegial and respectful in your interactions with your fellow students, and welcome and treat with respect the diverse perspectives of others. Violators will be asked to leave the class.

Class-related notifications

Please log in to Canvas daily to check for class-related announcements. You may set up alerts to forward messages directly to your UF email address. To adjust your notification settings in Canvas, **follow these guidelines** ⬀

[(https://community.canvaslms.com/t5/Student-Guide/How-do-I-set-my-Canvas-notification-preferences-as-a-student/ta-p/434)](https://community.canvaslms.com/t5/Student-Guide/How-do-I-set-my-Canvas-notification-preferences-as-a-student/ta-p/434) .

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on **UF's Attendance Policies** ⤷ **(http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)** website.

Recording of class

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 in 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.

☑ Grading Policy

Because communications at any nonprofit organization involves brainstorming and collaborating with colleagues, and because it's more fun to learn by seeking answers to questions through discussion rather than listening to a straight lecture, participating in class will be key to your learning.

Likewise, the assignments you do outside of class will be critical because you will be applying concepts covered in class and in the reading assignments. The final project – a team plan for a new nonprofit – will provide a chance for you to put together all that you have learned in class, as well as tap into your creativity.

Course Grading Policy

Assignment Category	Weight
Class participation (includes in-class activities)	33%
Writing assignments (outside of class)	33%
Final project	34%

Grading Scale

Percent	Grade	Grade Points
94 – 100%	A	4.00
90 – 93.99%	A-	3.67
87 - 89.99%	B+	3.33
84 - 86.99%	B	3.00
80 - 83.99%	B-	2.67
77 - 79.99%	C+	2.33
74 - 76.99%	C	2.00

Percent	Grade	Grade Points
70 - 73.99%	C-	1.67
67 - 69.99%	D+	1.33
64 - 66.99%	D	1.00
61 - 63.99%	D-	0.67
0 - 61	E	0.00

See the **current UF grading policies** ⤴
(https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx) for more
information.

Course schedule

*Note: This schedule may change as the semester progresses to reflect the
progress and needs of the class.*

Week 1 (Aug. 22): Welcome! Course overview.

The instructor will provide an overview of the course and what we'll be learning and
doing. He'll talk about his background and ask you to introduce yourselves.

Week 2 (Aug. 29): Why nonprofits?

Why do people work at nonprofits? What is their motivation? Why are you
interested in nonprofit work? In this class, we'll talk about why people get started in
nonprofit work and how a career working for the public interest is a special calling.

Week 3 (Sep. 5): What is a nonprofit anyway?

We'll provide an overview of what a nonprofit organization is and discuss the variety of causes and sizes of nonprofits. We'll also outline how a nonprofit differs from a foundation, a government agency and a PR agency. Students will form groups for their final project.

Week 4 (Sep. 12): Who's who?

We'll discuss some of the key players at a nonprofit: organizers, researchers, policy analysts, attorneys, fundraisers and communicators. We'll also talk about what motivates founders; how did they recognize a need and what were the first steps they took to address the need?

Week 5 (Sep. 19): Working with grassroots organizers.

This week, we'll look at what grassroots organizers do, how they interact with communications professionals and how communicators help organizers be more effective.

Week 6 (Sep. 26): Working with researchers.

We'll explore the role of researchers – what they do and how communicators must explain complex reports in a simple and compelling fashion. We'll look at case studies of how a dense report came to life with the help of a communications professional.

Week 7 (Oct. 3): An in-depth look at the communications department.

This week, we'll look at all the roles of staffers in a nonprofit communications department. They include press officers, social media managers, storytellers, graphics designers and more.

Week 8 (Oct.10): Working with the fundraisers.

We'll explore the functions of development staff and how they interact closely with communicators to tell the story of the organization and the impact of its work.

Week 9 (Oct. 17): Working with lawyers.

We'll delve into the varied work of nonprofit lawyers and how they have been central in achieving social change through court cases and helping author legislation.

Week 10 (Oct. 24) Learning the lessons of founders.

We talk with the founder of a nonprofit. What were the challenges they faced? What was the key to their success? If they could do it all over again, what would they change?

Week 11 (Oct. 31): **Working within a budget / Knowing your SWOT.**

Launching a nonprofit to do great things will only go so far if the organization is not laser focused on its mission. Are your goals realistic? Do you have enough funding to hire the staff to get you off the ground? We talk about how to position your nonprofit for success by knowing the organization's SWOT - Strengths, Weaknesses, Opportunities and Threats.

Week 12 (Nov. 7): Project work. There is no in-person class this week. Groups will meet with each other to work on their projects and have the option of scheduling a 15-30 minute check-in session with the instructor.

Week 13 (Nov. 141): **Group presentations.**

Groups present their nonprofit plans.

Week 14 (Nov. 21: Group presentations.

Groups present their nonprofit plans.

* For the final project, students will work in small teams to identify a cause they are passionate about and propose a new nonprofit organization to serve an area of need related to that cause. Students will craft mission and vision statements and outline a management structure for their new organization. In addition, students will explain the need for their organization and the impact they expect to have on their community. At the end of the semester, the teams will create a slide short deck and pitch their proposal to classmates and instructor.

Reading materials

To be provided in Canvas assignments.

⚖️ UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the **Disability Resource Center** 🔗 **(https://disability.ufl.edu/)** (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Conduct

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 honesty 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 **Student Honor Code and Student Conduct Code** 🔗 **(https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)** specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Plagiarism

The **Student Honor Code and Student Conduct Code** 🔗 **(https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)** states

that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

💬 Netiquette and Communication Courtesy

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security	General Guidelines	Email	Discussion Boards	Zoom

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

When communicating online, you should always:

- Treat the instructor with respect, even via email or in any other online communication.

- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."

- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

When posting on the discussion board in your online class, you should:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
  - Make posts that are on-topic and within the scope of the course material.
  - Be sure to read all messages in a thread before replying.
  - Be as brief as possible while still making a thorough comment.
  - Don't repeat someone else's post without adding something of your own to it.
  - Take your posts seriously. Review and edit your posts before sending.
  - Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
  - If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
  - Always give proper credit when referencing or quoting another source.
  - If you reply to a classmate's question make sure your answer is correct, don't guess.
  - Always be respectful of others' opinions even when they differ from your own.
  - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
  - Do not make personal or insulting remarks.

- Do not write anything sarcastic or angry, it always backfires.
- Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
  - When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
  - Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

💬 Getting Help

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- **http://helpdesk.ufl.edu** ↪ **(http://helpdesk.ufl.edu)**

- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness

- **U Matter, We Care**: If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit **U Matter We Care** ⇥ **(http://umatter.ufl.edu/)** to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the **UF Counseling & Wellness Center** ⇥ **(http://counseling.ufl.edu/)** website or call 352-392-1575 for information on crisis services 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 **UF Student Health Care Center** ⇥ **(http://shcc.ufl.edu)** website.
- **University Police Department**: Visit the **UF Police Department** ⇥ **(http://police.ufl.edu/)** website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the **UF Health Shands Emergency Room/Trauma Center** ⇥ **(http://ufhealth.org/emergency-room-trauma-center)** website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the **UF Career Connections Center** ⤷ **(http://career.ufl.edu/)** website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the **UF George A. Smathers Libraries Ask-A-Librarian** ⤷ **(https://uflib.ufl.edu/find/ask/)** website.
- **Teaching Center:** For general study skills and tutoring, visit the **UF Teaching Center** ⤷ **(http://teachingcenter.ufl.edu/)** website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the **University Writing Program Writing Studio** ⤷ **(http://writing.ufl.edu/writing-studio/)** website or call 352-846-1138.

🖥 Course Evaluations

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 in a professional and respectful manner is available on the GatorEvals **Providing Constructive Feedback** ⤷ **(https://gatorevals.aa.ufl.edu/students/)** FAQ page. 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 the **GatorEvals** ⤷ **(https://ufl.bluera.com/ufl/)** website. Summaries of course evaluation results are available to students at the **GatorEvals Public Results** ⤷ **(https://gatorevals.aa.ufl.edu/public-results)** page. More information about UF's course evaluation system can be found at the **GatorEvals Faculty Evaluations** ⤷ **(https://gatorevals.aa.ufl.edu/)** website.