

## **Syllabus Spring, 2003**

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The course is designed to engage its students in a meaningful set of community service activities that closely parallel many of the main tasks and functions of a community service organization: planning, community education, budgeting, volunteer recruitment and management, public relations and fundraising. Working in conjunction with a local community service agency, teams of students will design and implement a coordinated series of projects related to the agency's primary service mission.

The course will serve a two-fold purpose of a) addressing community-based issues and needs and b) developing leadership, problem-solving and practical skills related to managing community service projects. To the extent that this course succeeds, it will demonstrate how effective organizational practices can make a substantive contribution to addressing human needs in our community. The experience and skills gained in this course will benefit students who will pursue careers in the non-profit community service sector and to those who will participate as citizens in service to their community working with local community service agencies.

### **Course Objectives:**

- To develop an appreciation of social and civic responsibility.
- To develop students' leadership skills.
- To learn practical organizational skills associated with specific volunteer service agency functions.
- To develop and apply skills in advocacy and problem solving.
- To assess and strengthen self-awareness and personal skills related to service and leadership.

### **Course Organization:**

The course engages students in a semester long community service project with a local non-profit agency or organization. For the Spring 2003 semester, the class will work with the ISU and IWU and McLean County chapters of Habitat for Humanity on projects relate to the annual ISU\IWU Collegiate Home. At the beginning of the semester, the class will identify a set of project functions, such as: education (teaching the community about the organization's main concerns), public relations, agency communications (newsletter, email and website), fundraising, and volunteer recruitment and incentives. Each student will be

expected to assume a leadership role in advancing one of these functions, and to assist other students who are providing a leadership role in the other functions.

Each team will develop and present a project plan with a timetable of goals and objectives, present periodic reports on the project's progress and see the plan through to completion. At the end of the semester, each team will present a summary of their work to the entire class and each team will participate in the evaluation of the work of the other teams.

Early in the semester, guest speakers will address the class on topics related to managing an effective community service enterprise. Throughout the semester, each student will maintain a weekly journal documenting his or her service hour activities and contributions to the various team projects. This, and a 3 page summary of the student's efforts and achievements throughout the course of the semester, will comprise a self- evaluation report due during the last week of class.

### **Major functional activities:**

**Fundraising:** Beginning with the Fall 2003 semester, the ISU and IWU chapters will be expected to raise \$25,000 each year to support the construction of the Collegiate Home.

Materials:

HFH: Affiliate Operations Manual: [Resource Development Fundraising Resources \(pdf\)](#);

Stan Hutton, "[Fundraising](#)," Nonprofit Charitable Orgs  
<http://nonprofit.about.com/library/weekly/topicsubfrh.htm>

**Public Relations and Marketing:** This may involve preparing newsletters and press releases related to Habitat activities.

HFH: Affiliate Operations Manual: [Public Relations vol. 3. pt. 2](#)

Marketing 333, class reports (three reports prepared by teams in Professor Linda Showers Marketing class)

**Outreach:** This will involve involving student and other on and off campus organizations in activities in support of the college and the McLean County Habitat chapters.

Stan Hutton, "[How To Recruit and Keep Volunteers](#)" Nonprofit Charitable Orgs  
<http://nonprofit.about.com/library/weekly/aa090199.htm>

**Community Education:** This involves educating members of the on campus and off-campus communities about Habitat and the problems of affordable housing in McLean County. This may involve conducting research on affordable

housing issues in McLean County, bringing speakers to campus, and/or speaking before campus groups.

HFH: [Habifest 2002: How to Educate](#)

HFH: [Campus Chapter Education Resources](#)

[Community Advocacy Network \(Affordable Rental Needs Study\)](#)

**Budgeting:** The course has been awarded a \$1,000 grant from the Illinois College Compact. A (small) team will have to prepare a budget (consistent with College Compact spending restrictions) submit the budget for approval by the College Compact, establish procedures for monitoring expenditures, and work with the other course teams to meet their budget needs.

[Illinois College Compact](#)

[Community Engagement Grant Proposal](#)

First Quarterly reports: [progress](#); [fiscal](#) report.

**Evaluation:** Establish procedures for evaluating team and individual performance, for monitoring the progress of the course and recommending changes.

Grading and student assignment:. The following is a rough approximation of what will be expected of each student.

- 30 hours community service work (on site at the agency, documented in student journal)
- Preparation and presentation of a service function plan (20%)
- Implementation of plan with periodic in-class reports. (20%)
- Summative Evaluation Report (presented in class) (30%)
- Student Journal and Self-evaluation (30%)

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### **Course Schedule and Readings:**

Week 1: Course overview, survey of agency mission, goals and projects.

(Guest speaker: Tom Ginder, Executive Director, McLean County Habitat for Humanity)

Readings:

- Paul Loeb, "[Teaching for Engagement](#)," ([Academe](#), July/August, 2001)
- Agency reports and materials...

Week 2-3: Assigning Students to Teams, definition of responsibilities, setting team goals, initial team meeting, tour of agency site.

Weeks 4-7. Planning and Team reports.

Weeks 8-12: Implementation (weekly committee reports and team meetings, completion of team projects).

Weeks 13-15: Summative Evaluation (team reports and evaluation, submission of student journal).

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### **Supplemental Reading assignments:**

Barry J. McLeish, Successful Marketing Strategies for Nonprofit Organizations (1995: John Wiley & Sons)

Peter Ferdinand Drucker, Managing the Non-Profit Organization: Principles and Practice Reprint edition (1992: Harperbusiness)

Stan Hutton, "How To Recruit and Keep Volunteers" Nonprofit Charitable Orgs  
<http://nonprofit.about.com/library/weekly/aa090199.htm>

Joan Flanagan Successful Fundraising: A Complete Handbook for Volunteers and Professionals, 2<sup>nd</sup> edition (1999: McGraw Hill).

John Mutz, Katherine Murray, Fundraising for Dummies

Cassell, James, Family Volunteering: Stronger Families Stronger Communities, 1994. Family Matters, 1737 H Street, NW, Washington, D.C., 20006

Moore, Gail and MacKenzie, Marilyn, Building Credibility with the Powers that Be, 1990. Heritage Arts Publishing, 1807 Prairie Avenue, Downers Grove, IL 60515.

Vineyard, Sue and McCurley, Steve, 101 Ideas for Volunteer Programs, 1986. Heritage Arts Publishing, 1807 Prairie Ave., Downers Grove, IL 60515

Vineyard, Sue and McCurley, Steve, Recognizing Volunteers & Paid Staff, 2001. Heritage Arts Publishing, 1807 Prairie Ave., Downers Grove, IL 60515

Mary A. de Vries, How to Run a Meeting (1994: Plume)

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