

COURSE: PADM 5313-060 Spring 2023 (Hybrid Course)
HYBRID: Course includes **three (3) REQUIRED Zoom Classes**

DURATION: Start Date: 01/09/23
End Date: 4/23/23

FACULTY: Dawn Franks, MPA
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Office hours: by appointment

Please do not hesitate to contact me. I strive to respond to emails within 24 hours Monday through Friday. In-person appointments can usually be made within 48 hours of the request.

TEXTBOOKS: **Allison, Michael and Kaye, Jude (2015) *Strategic Planning for Nonprofit Organizations: A practical Guide for Dynamic Times*, Wiley.**
Available in the bookstore or on-line: https://www.amazon.com/Strategic-Planning-Nonprofit-Organizations-Practical/dp/1118768140/ref=sr_1_1?crid=3LX47P0CZSS5R&keywords=strategic+planning+for+nonprofit+organizations&qid=1672698443&prefix=strategic+planning+for+nonprofit%2Caps%2C121&sr=8-1

LaPiana, David w/Melissa Mendes Campos (2018) *The Nonprofit Strategy Revolution, Second Edition*, Turner Publishing Co.
Available in the bookstore or on on-line:
https://www.amazon.com/Nonprofit-Strategy-Revolution-Real-Time-Rapid-Response/dp/1684421799/ref=sr_1_1?crid=3P4NI9FEH2EUR&keywords=the+nonprofit+strategy+revolution+by+david+la+piana&qid=1672698802&prefix=David+la+pia%2Caps%2C131&sr=8-1

Additional readings can be accessed through the Muntz Library or via Canvas.

COURSE OVERVIEW & OBJECTIVES

The goal of the course is to introduce students to nonprofit strategic planning. At the conclusion of the course, students should have a strong understanding of the essential parts of a

strategic plan, pros and cons of traditional planning vs. real-time planning, and the importance of a healthy nonprofit culture to support the planning process. Finally, students should recognize the steps to operationalize a strategic plan. Course learning outcomes are:

1. Identify the essential parts of a nonprofit strategic plan.
2. Identify the critical stakeholders in the planning process.
3. Recognize the “Theory of Change” and distinguish between outcomes and program and operational strategies.
4. Identify critical facilitation skills required for strategic planning.
5. Able to compare and contrast the differences between traditional strategic planning and real-time strategic planning.

IMPORTANT DATES

Census date: January 23, 2023

Last day to withdraw from one or more classes: March 23, 2023

COURSE DESIGN

Course Content

The course content is presented in modules, with each module containing the content to be covered during the week in which it is posted. Content will include short video lectures, TED Talks and PowerPoint slides. These resources should be used as a supplement to, and not a substitution for the readings.

Assignments

Student Introductions: Each student will post an introduction on the discussion board. The introduction should include name, at least one thing you want us to know about you, why you are taking this class and an overview of any nonprofit volunteer or paid experience. Include any nonprofit boards you are now or have served on in the past and any experience you have had as a participant or leader/facilitator of strategic planning.

Post by 11:59 January 15, 2023

Discussion Board Posts: Each student will post a minimum of **THREE** critical analyses of weekly readings throughout the semester. Dates of required postings are listed in the course calendar. The discussion posting should not be summaries, but instead an analytical review of the content (e.g. compare/contrast, strengths/weaknesses, etc.). Additionally, each student should post responses to their classmates’ posts in the following week. Three reply posts per discussion is the recommended minimum. Your post will receive up to 5 points with an additional 5 points for reply posts. A discussion post rubric will be available on Canvas.

Analyses should be in the 275 to 350-word range, with responses in the 175 to 250-word range. While this is a guideline, the important thing to remember is to include a complete argument, analysis or response. If that can be done in fewer words, great! If an analysis takes 400 words, that’s fine, too. Just be sure to be as concise and powerful as possible with language and arguments.

These are formal assignments. Students are expected to submit well-written and well-structured posts and responses. Grammatical errors, punctuation errors, spelling errors, wrong word errors, and other writing errors will be penalized.

Required Zoom classes: There will be **THREE (3)** required Zoom classes. Each Zoom class will be approximately one-hour on the date outlined in the course calendar. Each class will be 7:00-8:00 p.m. The Zoom classes will contribute up to 15 points to your grade. In the event of an emergency the Zoom class must be made up by scheduling a one-on-one discussion with me in a timely manner.

Mid-term Exam: There will be no mid-term exam.

Research Paper: There will be no formal research paper required for this course.

Final Exam: Students will be required to submit a final exam. The final exam will consist of a critical analysis of a multi-year strategic plan. Students will have one week to complete the assignment. **DUE April 23, 2023, by 11:59 p.m.**

Writing Style: All assignments should be completed using APA style.

Grading Timeline: Assignments will be graded within two (2) weeks of the due date. Feedback will be provided with the grade. If students need to turn in an assignment late, they may do so without penalty if notice of an acceptable reason, as determined by the instructor, is provided at least 48 hours prior to the due date. If notice is not provided, the assignment will be penalized 10% per day every day it is late. Assignments will not be accepted if they are not submitted within three days of the original due date.

COURSE GRADING

Course Activity	Points
Introduction video	2
Reading Analysis – 5 pts/Discussion Board	15
Reading Responses – 5 pts/Discussion Board	15
Exercise	5
Zoom Classes 15 pts/Class	45
Final	20
TOTAL:	102

Scale for final letter grade: A (90-100); B (80-89); C (70-79); D (60-69); and F (Below 69)

COURSE CALENDAR

Week	Dates	Topic	Readings
1	1/09/23	Course Introduction	<ul style="list-style-type: none"> • View Instructor Introduction • Post Your Introduction and Learn about classmates • Read Introduction: Allison & Kaye • Read <i>Good to Great Lessons for Social Sector</i> by Bridgespan
2	1/16/23	Planning and Stakeholders	<ul style="list-style-type: none"> • Read Chapters 1 & 2: Allison & Kaye • View TED Talk – Steven Johnson – Decisions that Matter the Most • View TED Talk – Steven Johnson – Where Good Ideas Come From
3	1/23/23	Mission, Vision, Values Environmental Scan	<ul style="list-style-type: none"> • Read Chapters 3 & 4: Allison & Kaye • View TED Talk – Simon Sinek - Start With Why • View Professor Lecture
4	1/30/23	Theory of Change and Outcomes	<ul style="list-style-type: none"> • Read Chapter 5: Allison & Kaye • Read Strategic Plan: Save the Children • View Ted Talk – G.T. Bynum - A Republican Mayor’s Plan to Replace Partisanship with Policy • Required Zoom – 7:00-8:00 p.m. Wednesday, February 1, 2023
5	2/06/23	Business Model Organization Capacity	<ul style="list-style-type: none"> • Read Chapters 6 & 7 Allison & Kaye • Post Discussion

6	2/13/23	Leadership and Completing & Using Your Plan	<ul style="list-style-type: none"> • Read Chapter 8, 9 & 10 • View Professor Lecture <p><u>Respond to Discussion</u></p>
7	2/20/23	Why a Strategy Revolution and Strategy Pyramid	<ul style="list-style-type: none"> • Read Chapters 1 & 2: LaPiana • Required Zoom – 7:00-8:00 p.m. Wednesday, February 22, 2023
8	2/27/23	Strategic Plan Reviews	<ul style="list-style-type: none"> • Review Strategic Plans: Goodwill (2 different organizations) SPCA American Red Cross • Post Discussion
9	3/06/23	Facilitation: Liberating Structures	<ul style="list-style-type: none"> • Review website for Liberating Structures • Liberating Structures Exercise • View Professor Lecture <p><u>Respond to Discussion</u></p>

10	3/13/23	Spring Break	
11	3/20/23	Organizational Strategy Identity & Strategy Formation	<ul style="list-style-type: none"> • Read Chapters 3, 4 & 5: LaPiana • Post Discussion
12	3/27/23	Questions, Program and Operation Strategies, Putting It Together	<ul style="list-style-type: none"> • Read Chapters 6, 7, 8 & 9: LaPiana <p><u>Respond to Discussion</u></p>
13	4/03/23	Strategic Planning Over Multiple Years	<ul style="list-style-type: none"> • Read United Way Austin – Success by Six Plans • Required Zoom – 7:00-8:00 p.m. Wednesday, April, 5, 2023
14	4/10/23	Prep for Strategic Plan Analysis	<ul style="list-style-type: none"> • Review Plans
15	4/17		<p>FINAL Due 4/23/23 by 11:59</p>

DUE DATES

Video Introduction: 11:59 on January 15, 2023

Final: 11:59 p.m. on April 23, 2023

** Each student must submit at least three (3) discussion board reading analyses and a minimum of three (3) discussion board responses per reading analysis. Additional responses will increase points. The course includes one additional exercise and is listed in the calendar. **

TECHNICAL SUPPORT

If you experience technical problems with this course or Canvas, contact the 24/7 Canvas Support by phone or chat by clicking the Help button in Canvas, which is located at the bottom of the Canvas Global Menu on the left side of the window.

When you contact Canvas Support, be sure to include a complete description of your problem or question including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You can also search the Canvas Student Guide for useful information on using Canvas at <https://community.canvaslms.com/docs/DOC-10701>.

If you are experiencing login/password problems or need support for other technical issues, contact Campus Computing Services by phone 903-565-5555, or by email at itsupport@uttyler.edu.