

Communication Studies in Taos

CCPA 3385: Civil Society Advocacy and Campaigns

CCPA 4325: Nonprofit Internships in Taos, New Mexico

Summer, 2012 June Term May 31 – June 29

Professor: Nina Flournoy

flournoy@smu.edu / cell: 469-644-7813

Required Reading: All on Blackboard

“Working with the Media: Nonprofit Toolkit”

“Crisis Communication Plan”

“Building Advocacy”

“Fundraising and Development”

“Creating High-Impact Nonprofits” by Grant & Crutchfield

Websites we’ll be browsing:

Foundation Center: <http://www.foundationcenter.org>

Guide Star: <http://www.guidestar.org>

Charity Navigator: <http://www.charitynavigator.org>

Board Source: <http://www.boardsource.org>

Benton Foundation: <http://www.benton.org>

Idealist: <http://www.idealists.org>

Center for Nonprofit Management: www.cnmdallas.org

NPO Comm. Blog: <http://www.nancyschwartz.com/articles.html>

Resources:

Basic Press Outreach for Mission-Based Organizations:
<http://www.coyotecom munications.com/outreach/promote2.html>

Non-Profits Web Tool Kit: http://www.readwriteweb.com/archives/non-profits_web_tool_kit.php

Course Description: CCPA 3385 and CCPA 4325 are companion courses offering students a unique opportunity to learn and apply professional media and business communication skills in a not-for-profit environment. This course is designed to help students develop professional writing, speaking, interpersonal, and intercultural communication skills to prepare them to work in civil society organizations, which primarily serve culturally and linguistically diverse populations. Students will complete 100 hours of internship with their agencies in the Taos area. The time can be arranged in any way that suits the student and agency, but as soon as possible, students are to develop a schedule with their agency that details when they will be on site. This schedule, to be approved by the professor, the student, and the organization, will be considered a contract with the agency. Students are expected to represent SMU in a professional manner at all times.

Students will complete the paperwork for the internship (internship packet on Blackboard), which includes an approval form, release of liability, internship agreement, checklist and weekly report form. The weekly report form is filled out by the student, and signed by both the student and supervisor. It is turned in at the end of each week. In addition there is a confidential final evaluation you will give to the supervisor to fill out and return to me. Try to have a regular meeting with your supervisor to discuss how you are doing and any problems or other issues with the internship.

Assignments Overview

Specific writing assignments will be negotiated through a collaborative process that will involve the agency supervisor, the student, and the professor. Assignments will stress a specific area of nonprofit communications and will stress clear, concise writing and mechanics. All assignments will be judged by professional standards. Neat, well written, typed copy with no spelling or grammatical errors is expected. Because the course is experiential, deadlines may vary and should be discussed with the professor and your supervisor. See Assignments sheet for instructions.

Internship: You have been hired as a Communications Intern by your nonprofit. In most instances this means your job will cover getting the message out, communicating with volunteers and working with online outreach (website, social media, etc). You will

prepare a variety of class assignments typically found in nonprofit work. You may also create additional materials for your client throughout the term. In some instances writing needed by your client can replace a writing assignment. For example. If your agency wants a brochure, it can replace a news release in the press kit or newsletter copy. Flexibility is key here. Be sure to communicate with the instructor the needs of the client. At the end of the semester, the assignments will be compiled. Keep all assignments.

Weekly Report: At the end of each week you will turn in your internship report that includes a one-page, typed description of your time at the agency during the previous week. This should include two paragraphs. First, what you did while on site. Second, your observations about what you were doing. Specifically answer the following questions. 1. What did you accomplish this week; 2. What did you learn; 3. How did you contribute; 4. Your insights. Reports must be turned in weekly.

Blog: You are required to submit at least three blog posts to SMU's Student Adventures website. Blog about your experience in Taos, making sure to include insights about your class, internship, the Taos campus, side-trips, the culture, etc. Visit Student Adventures at www.smu.edu/adventures

Final Binder: At the end of the semester, all of your work will be compiled in a spiral binder with the following information:

- Cover sheet with name, address, e-mail, phone, and the address, name, phone of your agency and the name of your supervisor
- Completed Internship forms (on Blackboard)
- Compilation of all written work you did during your internship
- Final Internship Report Assignment (See Assignments sheet)
- Weekly Reports
- Evaluation from your supervisor (can be sealed at the supervisor's request)

Taos Dates/Schedule

All readings are to be completed by the date listed on the syllabus

May 31: Campus Check-in starts at 4 p.m. in Dining Hall (get there before 6 p.m.)

Dinner from 5 to 6:30 p.m.

Taos Orientation: 7 p.m.

No Class, but a brief meeting follows orientation.

June 1: First day of internship

Meet with your nonprofit supervisor

June. 4: First full week of internship begins

Internship

**June 1 – June 28 : On Site with Agencies (Mon.-Fri. 9 or 10 a.m. to 4 p.m.) Note:
June 28th is Final day at internship**

Class schedule:

Classes held Monday through Thursday 6 to 8 p.m.

June 1: Meet after dinner at 6:30 p.m.

Introduction to the Course

How to be an excellent intern

Internship Rights and Responsibilities

Researching Your Agency

Week 1 (June 4-8)

What is the Civil Society Sector?

Diversity of Culture in the Southwest

PR and Corporate communications primer

Research report assignment due (See Assignments)

Turn in Internship Paperwork

Nonprofit documents: an overview and lab

Professionalism and expectations

The impact of nonprofits in America

Understanding nonprofit structure

Discuss reading: **“Creating High-Impact Nonprofits”**

Boards and how they operate

Nonprofit staff/ volunteers

Nonprofit documents: an overview and lab

Professionalism and expectations

Review Nonprofit Toolkit (on Blackboard)

Nonprofit History and Growth

Review the Organization’s Media Kit:

1. Backgrounder on the agency, including history, mission, goals, accomplishments.
2. Bios on key people. i.e. philosophical founder, executive director, namesake, board
3. Fact sheet. Bulleted information pulled from backgrounder for quick reference
4. Cover letter for those seeking information
5. Press release on issue or event.
6. News ideas for stories to media
7. Existing press clips, brochure

Week 2 Identifying Nonprofit Publics

Strategic Communication and Public Affairs

Comparing Non Profit and Business PR

Review La Jicarita News : Community newspaper for Northern NM

Discuss reading: “Working with the Media: Nonprofit Toolkit”

The media

1. What's news: how to get media coverage
2. Building credibility
3. Knowing your markets/ local vs. national
4. Creating a media list
5. Building an online media room
6. Online communication efforts
7. Social networks and the nonprofit

Strategies for doing business in civil society sector

Cause marketing in the Non Profit

Discuss reading "Fundraising and Development"

Week 3 Understanding donors

Public: Individual and corporate donors

Learning how to tell the story

Learning how to specify requests. i.e. operating vs. capital

The ask

Thank you letters

Tracking letters and analyzing results.

Writing a powerful donor letter

Crisis Comm. in the Nonprofit

Discuss reading: "Crisis Communication Plan"

Week 4 Public: Foundations, Corporations

Discuss reading: **"Building Advocacy"**

Analyzing your nonprofit

Measuring outreach

Presentations on the nonprofit experience in Taos

Lab work

Final folders due.

June 28 : Final Taos class meeting (Final folder due)

(Pick up your graded final folder back in Dallas)

June 29: Depart Taos Campus