

# CURRICULUM RECOMMENDATIONS



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## BACKGROUND

Based on all feedback received from attendees, faculty, and volunteers during 2016, we would like to review the following courses:

1. C430 Becoming a Strategic Manager
2. C380 Volunteer Management
3. C470 Advocacy and Alliances
4. C490 Organization Leadership for the Future
5. C261 Event: Strategy and Operations
6. E163 Communicating Through the Media
7. E161 Business Communication Technology Trends (#OrgComm)

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## C430 Becoming a Strategic Manager

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Suggested Change: Title and course description

Change the title to “Strategic Leadership.” Also change the word “manager” to “leader” in the course description.

Why: Faculty members have shared the need to differentiate between leadership and management. C230 Managers Who Motivate covers topics on management. To avoid duplicate material, C430 should focus on strategic leadership.

Suggested Change: Consider possible curriculum overlap with C230 Managers Who Motivate.

Why: C430 and C230 both include general management and accountability themes. The committee should discuss whether any curriculum overlap exists. If so, the objectives in one or both courses should be updated.

*Full class outline for C430 can be found on page 21 of the Course Syllabus.*

*Full class outline for C230 can be found on page 9 of the Course Syllabus.*

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## C380 Volunteer Management

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Suggested Change: Title

Change the title to “Volunteer Development.”

Why: The objectives center on developing volunteers versus simply managing volunteers, so the title should reflect the objective language.

Suggested Change: Objectives

Update the objectives to reflect that all levels of volunteers (i.e. board, committee, ambassador, etc.) should be address in the course.

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Why: Attendee feedback indicated some faculty members focused primarily on boards, while others focused on non-leadership volunteers. Clarifying the objectives to show that all levels of volunteers should be discussed will better guide the faculty.

*Full class outline can be found on page 19 of the Course Syllabus.*

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## C470 Advocacy and Alliances

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Suggested Change: Objective #3

Change objective #3 to “Managing and maintaining grassroots networks.”

Why: The course description indicates the class is meant to instruct attendees on the next steps *after* their advocacy program is in place. The objective should reflect the idea that the grassroots network is already up and running and should help attendees learn how to manage and maintain the network.

Suggested Change: Consider possible curriculum overlap with C270 Effective Government Affairs Programs.

Why: C270 and C470 both include objectives relating to grassroots networks. The committee should discuss whether any curriculum overlap exists. If so, the objectives in one or both courses should be updated.

*Full class outline for C470 can be found on page 25 of the Course Syllabus.*

*Full class outline for C270 can be found on page 13 of the Course Syllabus.*

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## C490 Organization Leadership for the Future

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Suggested Change: Objective #1

Change objective #1 to “Utilizing situational awareness” and consider updating sub bullet points accordingly.

Why: “Situational awareness” is more appropriate to the course than “environmental scanning.”

Suggested Change: Objectives

Discuss and update objectives to reflect a dive deeper into leadership topics.

Why: Attendee feedback indicates a desire for the class content to have more depth and substance.

*Full class outline can be found on page 26 of the Course Syllabus.*

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## C261 Events: Strategy and Operations

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Suggested Change: Objectives  
Discuss and update objectives.

Why: Attendee feedback indicates they would like the class content to have more depth and substance. Faculty feedback indicates the class may be too elementary for larger organizations.

*Full class outline can be found on page 12 of the Course Syllabus.*

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## E163 Communicating Through the Media

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Suggested Change: Objective #1 sub bullet points  
Consider updating objective #1 sub bullet points to include other forms of media (i.e. bloggers).

Why: Faculty feedback notes that journalism as a profession is shrinking and journalistic practices are being incorporated by companies, brands, chambers, and associations. Recognizing the changing nature of media in the curriculum would be relevant and helpful.

Suggested Change: Update objective #2  
Consider updating objective #2 to include the idea that communication is a two-way street.

Why: Faculty feedback notes communication in a digital world is more than ever a two-way street. Using digital media to create listening devices so attendees know what is being said about them is essential to attendees proactively promoting their values. For example, Google Alerts set up for board member names, staff names, etc. will help attendees know when bloggers are talking about their brands.

*Full class outline for C470 can be found on page 33 of the Course Syllabus.*

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## E161 Business Communication Technology Trends (#OrgComm)

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Suggested Change: None

Why: Since this class was updated last year, consider a committee discussion to affirm the changes made last year should remain and evaluate whether any additional changes should be made.

*Full class outline for C470 can be found on page 32 of the Course Syllabus.*