

George Mason University
College of Education and Human Development
Hospitality, Tourism and Events Management

TOUR 480 (001) - Nonprofit Event Management
3 credits, Fall, 2018
Tuesday, 4:30-7:10 p.m., RAC 2203, Fairfax Campus

Faculty

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Prerequisites/Corequisites

TOUR 220 (3 credits)

University Catalog Course Description

Selected topics reflect interest in specialized area of tourism and events management. Announced in advance. Offered by Recreation, Health & Tourism.

Course Overview

Nonprofit Event Management is a Special Topics course within Tourism & Event Management. Designed specifically to address the unique opportunities and challenges related to event planning and production within the Nonprofit Sector. Students will learn through in-class lecture, interactive discussion, and experiential methods. A semester project is designed to allow students to apply in-class learning to actual nonprofit organizations.

1. **Attendance** – Regular attendance is essential to your success in this class. The success of this class is based on interaction of the students and sharing of view and opinions. Each class is worth three points toward the final grade.
No make-ups are permitted. Lateness of 10 to 30 minutes will result in a -1 for your attendance that day. Greater lateness times will result in greater deductions.
2. **Required Reading/Surveys** – From time to time, homework/readings will be provided. These are ungraded, but failure to do the work will result in failure to be actively engaged in class discussion (which can result in bonus points).
It is expected that if a student is called upon in class to answer a question or offer an opinion, that the student will be prepared based upon the required readings for that day's class (or previous class materials).
3. **In-class Projects and Exercises** – Virtually every class will include discussion at a small group or full class level. Additional in-class assignments may be incorporated and participation is mandatory.
4. **Individual Projects** – Any project identified as being individual in nature MUST be the sole work product of each student.
5. **Group Projects** – Students will be assigned to a group of 2 or 3 individuals on the first class day. After a group discussion during the second class, the group members must decide and commit if they

would like to work on the semester project as a group or individually. Should they decide to work as a group, all group members will receive identical grades on the semester project.

6. **Extra Credit** – Each student has the ability to earn as many as 18 bonus points, above and beyond the 100 points offered for attendance, participation, and assignments. Due to the inclusion of these bonus points, no additional extra credit is available. Bonus points are described within this syllabus.
7. **Missed Work** - Should a student miss a class (s)he is still responsible for the information that was covered; each class provides a component that is integral to the overall understanding of “Nonprofit Event Management.” This information will be vital to success on the final project. PowerPoints of lectures may be provided electronically, but do not contain all of the detailed materials related to the subject areas being covered.
8. **Papers/Reports** – Unless otherwise indicated by the instructor, any/all submitted assignments must be written using APA style, and all sources and resources must be cited using APA formatting. Assignments submitted late without Instructor approval will be downgraded 20% per day.
9. **Crediting Outside Sources** – Footnotes and/or citing of sources are appropriate and required if information provided by student is taken from another source. Failing to provide source information is considered to be a serious violation. Failure to provide any citations where it is obvious that information is not the original thought of the student is subject to failure or the assignment of a grade of “0.”
10. **Instructor Arrival Policy and Student Expectations** – If your instructor is not in the classroom at 4:30 p.m., please wait 20 minutes before leaving. Should an emergency arise, the instructor will attempt to notify one or more students in advance of the class.

Students are expected to arrive on-time. Class discussions and lectures will begin promptly at 4:30 p.m. and will re- commence promptly after in-class breaks. Students may bring beverages into class but are expected to not be eating during class time. The intent of this class is to provide students with the understanding of what it like to be an events professional/events consultant and as such students should be prepared to act in a professional manner.

Course Delivery Method

This course will be delivered using a lecture format.

Learner Outcomes or Objectives

At the completion of this course, you will be expected to be able to:

- 1) Understand the importance of events to the mission success of nonprofit organizations.
- 2) Analyze, and assess the level of success a nonprofit organization has achieved through its event(s).
- 3) Recommend how a nonprofit organization may improve its mission success through its event(s).
- 4) Accurately assess the challenges and successes of varying types of nonprofit events.
- 5) Be prepared to consider a career in nonprofit event management.

Professional Standards

Upon completion of this course, students will have met the following professional standards: Not applicable.

Required Texts

There are no required texts for this class. Assigned readings will be sent via e-mailed links to students, or

distributed in-class as appropriate.

Required for Every Class

- Be prepared with your laptop/tablet/smart phone and class materials (or printouts if you wish to not bring your laptop) if provided in advance (generally e-mailed to you by 10 p.m. Monday evening).
- Laptops/tablets/smart phones are to be used only for class related work. Failure to abide by this policy will result in a loss of points on a student's final grade (as much as 5% for each repeated violation).
- Set cell phones to silent or vibrate; if you must check your email or messages, do not do so in a way that disturbs the class. Act professionally.
- Be prepared with an opinion or answer at all times. The nature of this class is that discussion is vital to learning.
 - Incorrect answers are always preferable to no answer! Often there is no correct answer; only varying opinions.
- Be on time. If you have a class that ends just before this class elsewhere on campus, do not waste time. Lateness, especially on a repeated basis, **will** affect your attendance and instructor discretion points.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor and/or described herein.

Assignments and Examinations	Other Requirements (Type of Grade)	Grading/Weight	Date
Attendance AND Participation on each class day – 3% per class	Individual Grade	30 points	Classes 1-9 and Class 11
Assignment 1: Identification of Case Study	Individual/Group	5 points	September 11
Assignment 2: Interview Questions	Individual/Group	5 points	October 16
Assignment 3: Nonprofit Event Experience	Individual Grade	20 points	November 13
Assignment 4; Semester Project	Individual Grade	40 points	December 4
TOTAL		100%	

Additional extra credit points available as follow:

Instructor Bonus (for positive contributions to class)	Individual Grade	0 to 5 points	
Class 10 Attendance		3 points	November
Early Submission of Assignment 3		5 points	October 30
Early Submission of Assignment 4		5 points	November

Grading

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

GRADED ASSIGNMENTS

Semester Project Case Study Organization (5 points)

To be submitted via in-class commitment form after assigned group discussion.

Semester Project Interview Questions (5 points)

To be submitted via Survey Monkey link.

Identify who will be interviewed, why they have been selected, and at least 10 questions you may want to ask to support the development of your semester project.

Assigned in class on October 2nd and due by Survey Monkey link not later than start of class on October 16th.

Nonprofit Event Experience – Individual Assignment (20 points)

Choose a nonprofit event from a list provided by the instructor or choose one of your own. You will have responsibility to volunteer at the event and write a brief paper of your experience, incorporating perspectives on the volunteerism experience, about the purpose of the event, whether you felt the event met the needs of the organization, and recommendations on how to better leverage the event to fulfill mission objectives.

The paper length is expected to be not less than 4 and no more than 7 double spaces APA-style pages. Your grade will be determined based upon the following criteria, each worth 20% of the assignment grade:

- Demonstration of student understanding of the NPO's needs and how the event meets their objectives
- Comprehensive description of the event and description/assessment of key programs and operations
- Recommendation plan for how to better leverage the event for NPO mission accomplishment
- Personal narrative of quality of volunteerism experience
- Quality of writing and ease of reader understanding

Assigned during first class; Hard copy due on November 13th; 5 bonus points if submitted by October 30th.

Semester Project – Individual or Group (40 points)

Students may work in groups of 2 or 3, or may choose to work on her/his own. Suggested page length is included for each section. Please separate sections so that each section begins at the top of a page.

Identify an NPO that meets criteria identified by the instructor. Interview two or more employees, with at least being the CEO/Executive Director or similar role and the other having a lead role in event planning and production. Additional staff members may be interviewed at the discretion of the student(s). Submit a case study paper that provides each of the following:

- An overview of the NPO and their mission, vision, and big picture impacts on their stakeholders; 1-2 pages (20%)
- A description of the various events they produce, and special focus on an event that meets instructor-identified criteria; 1-2 pages (10%)
- Detailed description/assessment of the selected event's purpose in relation to the organization, how it is designed to achieve that purpose, its positive or negative impact on organizational finances, a

description of the programs or key components of the event, and how it is currently succeeding or failing to deliver on organizational needs; 3-5 pages (20%)

- A description/assessment of the event's volunteerism opportunities and implementation and recommendations for improvement; 2-3 pages (10%)
- A description/assessment of the event's fund generation program and recommendations for improvement; 2-3 pages (10%)
- A description/assessment of the event's strategic communications and engagement methods; 2-3 pages (10%)
- A recommendation plan for improving the event's impact on organizational success; 2-3 pages (20%)

This project is to be written in APA Style, with staff interviews and other source materials cited. Assigned during first class; Hard copy due on December 4th; 5 bonus points if submitted by November 20th.

CLASS SCHEDULE

Note: Instructor reserves the right to alter the schedule as necessary, with notification to students.

Class 1: August 28

- Overview
 - Why this Class?
 - Class Introduction
 - Group and Individual Assignments
 - Review of Semester Topic Areas
 - Semester Project
- Defining 'Nonprofit'
 - Group Discussion on Types of Nonprofit Events and Their Purpose(s)
 - Semester Project Assignment Discussion (Due September 11)
- Homework
 - Identify Three Nonprofit Organizations as Potential Project Subjects
 - Understanding Differences in 501(c) Categories

September 4 – No Class

- Independent Research for Semester Project

Class 2: September 11

- Engagement
 - Importance and Methods
 - Events as Instrument of Engagement
 - Social Capital and the Psychological Contract
 - Friendraising, Fundraising, and Delivering ROI
- Semester Project
 - Group vs. Individual Discussion
 - Commitment Form (Individual/Group and Case Study Organization (or CSO))

Class 3: September 18

- Fundraising through Events
 - Methods
 - The Right and Wrong Events for the Right Organizational Need
 - Strategic Planning for Fund Generation
 - Grants, Sponsorships, Donations, and Other Means of Fundraising
- Homework: Determine Fund Generation Means for CSO

Class 4: September 25 – Strategic Sponsorship Management

- Understanding and Planning for Positive ROI
- Value vs. Cost
- Benefits Description/assessments
- Sponsorship Proposals and Negotiation
- Homework: Review and Recommendations for CSO Sponsorship Opportunities

Class 5: October 2 - Volunteer Management – Macro Perspective

- Case Study: Designing a Volunteer Program
- Core Volunteer Program Management Objectives
- Group Discussion – Designing Your Interview Questions
- Graded Homework Assigned: Prepare and Submit Your Interview Questions for Approval

No Class – October 9

Class 6: October 16 – Volunteer Management – Micro Perspective

- Graded Homework Assignment Due at Start of Class (Hard Copy)
- The Life Cycle of an Event Volunteer Program
 - Recruitment and Selection
 - Training and Scheduling

- Event Volunteerism
- Follow-up Engagement and Description/assessment
- Feedback and Consideration of Greater Responsibility
- Retention and Ongoing Engagement
- Understanding Motivation of Volunteers and its Relationship to Retention
- Graded Homework Assigned: Outline of Final Project (Due November 13)

Class 7: October 23 – Branding and Strategic Communications

- Organization vs Event Branding
- Leveraging Mission into Branding
- Strategic communications planning for nonprofit events
- Social media as a tool for long-term engagement
- PR planning and implementation for nonprofit events
- Harnessing and using data
- Nonprofit events and traditional media

Class 8: October 30 – Experiential Programming at Nonprofit Events

- Incorporating mission-related experiences into events
- Open discussion related to four different events
- EXTRA CREDIT DEADLINE FOR SUBMISSION OF NONPROFIT VOLUNTEER EXPERIENCE PAPER

No Class: November 6

Election Day; Go Vote!

Class 9: November 13 – Financial and HR Management for Nonprofit Events

- Budgeting and Cash Flow Planning
- Effective and Ineffective Use of Staff, Board, and Other Volunteers
- FINAL DEADLINE FOR SUBMISSION OF NONPROFIT VOLUNTEER EXPERIENCE PAPER

Class 10: November 20 - Optional Class (3 Extra Credit Points)

- A Comprehensive Case Study of Celebrate Fairfax, Inc. and the Celebrate Fairfax! Festival
- EXTRA CREDIT DEADLINE FOR SUBMISSION OF SEMESTER PROJECT

No Class: November 27

Class 11: December 4 – Open Discussion on Nonprofit Management

- Class Discussion related to:
 - Class review
 - Value of assigned projects and submissions
 - The merits of Nonprofit Event Management as an area of focus for TEM students
 - Career opportunities in the Nonprofit sector

Core Values Commitment

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

GMU Policies and Resources for students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The Writing Center provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (see <http://writingcenter.gmu.edu/>).
- The Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance (see <http://caps.gmu.edu/>).
- The Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://ssac.gmu.edu/make-a-referral/>.

For additional information on the College of Education and Human Development, please visit our website <http://cehd.gmu.edu/>.

