

**University of Northern Colorado
Fundraising & Development in Sport
SES 671-900; Summer 2019**

Professor: Dr. Alan Morse

Meets: Online July 8th – August 9th

Office: Butler-Hancock SES Suite

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Office Hours: By appointment only, email is the best way to communicate

Email: Alan.Morse@unco.edu

Semester Credit: 3 Credit Hours

COURSE DESCRIPTION

This class will explore current problems, trends, and research in the field of Fundraising and Development.

COURSE OBJECTIVES

This course is designed to help students achieve the following:

1. To expose students to topics impacting the field Fundraising and Development.
2. Identify, describe, and develop knowledge and skills for making meaningful decisions regarding research as it relates to current practices.
3. Critique literature related to trends and issues in Fundraising and Development.
4. Understand the benefits of reading/conducting research and the positive effects on the profession.
5. Demonstrate an understanding of and participate in discussions on various aspects.
6. Suggest realistic solutions for some of the major challenges in the field.

TEXT & READINGS

Weinstein, S. (2009). *The Complete Guide to Fundraising Management*. Hoboken, NJ: Wiley & Sons.
ISBN: 9780470375068

Sport Administration Research Guide: <http://libguides.unco.edu/SportAdmin>

Additional assigned readings will be available on Canvas. All supplemental readings are subject to be on the assessments.

COURSE POLICIES

1. You have chosen to take this class. Respect the class and those around you. Your actions have consequences!!
2. **No make-ups or late assignments will be allowed.** Extenuating circumstances may be taken into consideration with proper documentation.
3. Welcome to Graduate School...**correct spelling and grammar errors by proofreading your assignments before you hand them in!**
4. Earn your grade by being an active learner. The professor cannot learn for you.
5. Be proactive by communicating with the professor if you have problems. I'm always just an email message away.
6. **Work used in another class cannot be used again in this course.**

LIBRARY UTILIZATION: Students are encouraged to use the Michener Library and The Source (online library catalog) to supplement assigned readings and to complete assignments. The Source provides access to the catalogs of several research libraries, the UnCover serials database, and several information databases. The Source can be accessed from all computer stations located in NHS and across campus. SBRNet (Sports Business Research Notebook), Business Periodicals Index, Infotrac General Businessfile ASAP, First Search's ABI, and Dialog@CARL are also good sources for identifying information related to the sport industry. Note: links to the Source and all databases are found via the online Sport Administration Research Guide.

HONOR CODE: All members of the University of Northern Colorado community are entrusted with the responsibility to uphold and promote five fundamental values: *Honesty, Trust, Respect, Fairness, and Responsibility*. These core elements foster an atmosphere, inside and outside of the classroom, which serves as a foundation and guides the UNC community's academic, professional, and personal growth. Endorsement of these core elements by students, faculty, staff, administration, and trustees strengthens the integrity and value of our academic climate.

PLAGIARISM AND CHEATING: It is expected that you familiarize yourself with the use of authority, and that ideas taken from articles, books, etc., will be properly noted in all papers submitted. It is important to remember that to copy or liberally paraphrase someone else's work without proper attribution is plagiarism. All work should be formatted using APA (6th ed.) style. It is your responsibility to be familiar with the proper guidelines for referencing material used in your work.

ACADEMIC MISCONDUCT POLICY: In accordance with university policy, instances of cheating on examinations, plagiarism, or other offenses that violate rules of fair conduct will be reported to the committee on academic misconduct for investigation. Sport Administration students are expected to conduct themselves in accordance with the highest standards of academic honesty. Cheating, plagiarism, illegitimate possession and disposition of examinations or projects, and similar acts or the attempt to engage in such acts are grounds for disciplinary action. This action can include the following in addition to any University disciplinary action:

1. A zero for the assignment.
2. A failing grade for the course.
3. Expulsion from the UNC Sport Administration program.

UNC DISABILITY STATEMENT: Students with Disabilities who believe they may need accommodations in this class are encouraged to contact the Disability Access Center (970/351-2289) as soon as possible to better ensure that such accommodations are implemented in a timely fashion.

The following are some of the essential factors that constitute evidence of critical thinking, and indeed will inform an assessment of participants' performance in all areas of the course.

- Accurate and precise understanding of course topics: Posing questions that address the basic information contained in the readings (e.g., identify key beliefs and values expressed by the author). The demonstration of a sound understanding of the topics meets the requirements for a grade of a C in this course.
- Engagement with assigned readings, presenters, and class discussions. How do the readings/observations/teaching assignments/discussions connect with the topic at hand? In addition, for the associated materials, students must pose questions that are textually implicit, thereby requiring analysis and interpretation of specific parts of the readings and text. For example, "What led the author to conclude that these specific strategies and techniques constitutes effective teaching?" In terms of critical thinking, students must focus on understanding the reasons underlying someone's particular beliefs or values related to teaching, including their own. Both understanding and engagement are required for B level work.
- "Deep thinking" concerning the intersections of the material: How do one's observations and experiences connect with class materials? Do these observations and teaching experiences confirm or contradict what is read and discussed? For instance, what are the emerging theoretical or practical tools for evaluating effective teaching? For the associated materials, another level of questioning is appropriate here; that is, much more open-ended questions that frequently go beyond the readings. Such questions are intended to provoke a discussion of an abstract idea or issue, or perhaps an ethical dilemma. The student must now ask whether the evidence or reasons offered are adequate and justified. Further, students must state and defend their own views, supported by reasons and evidence. Success with "deep thinking" as well as accurate observation and teaching episodes are required for A level work.

Foremost in the determination of the final grade is the **preparation, quality, and comprehensiveness** of your work, as well as your participation in class discussion. Points and grades will be *earned*, not *given*. Grades will be calculated on a point basis. This is directly related to percentages, which are determined by computing points earned out of total points possible (refer to assignment weighting below). Per the University of Northern Colorado's grading scale: A: 90.0%+; B: 89.99-80.0%; C: 79.99-70.00%; D: 69.99-60.00%; F: 60.00>. From a point basis: A: 360+; B: 320+; C: 280+; D: 240+; F: 240>.

ASSIGNMENTS AND WEIGHTING

Class Discussion/Readings/Assignments	100
Annotated Bibliography Assignment	100
Final Literature Review	100
Total	300

DISCUSSION FORUMS: 100 pts.

Throughout the term, students will be asked to contribute to class discussion by responding to questions regarding selected course topics or current issues in sports. Since the class meets online, students are responsible for posting their views and replying to the posts of others in the Discussion Board section of the course website. A successful post will add substantively to the discussion (i.e., approximately 6 or more sentences per post; or as outlined in the instructions). Please be civil when you reply to another class member who might reveal beliefs or feelings that differ from your own; feel free to indicate whether you agree or disagree with a particular comment but just be sure to do so in a cordial and respectful manner. In your reply, feel free to raise additional questions (is the student overlooking something that should be considered?) or explain why the posting you are replying to has helped you think about the issue in a new or better way. In general, it is expected that you use “net-etiquette” at all times and that all of your posts and replies be substantive. Don’t just write “I totally agree!” or “I totally disagree!” Say why.

ANNOTATED BIBLIOGRAPHY: 100 pts.

This is a lead-up assignment designed to help you develop a meaningful topic for your final paper. Goals of this assignment are to:

- Expose you to the variety of print and electronic resources available at UNC.
- Develop your skills in locating, critically evaluating, and selecting the most important and appropriate sources for your final paper.
- Underscore the importance of properly citing sources for academic work.
- Introduce you to the major citation systems.
- Assist you in creating research-based arguments through use of quality, scholarly sources.

FINAL LITERATURE REVIEW: 100 pts.

The final paper for this course will allow students to engage in an in-depth analysis of a Fundraising and Development topic of your choice. Length and features may vary, although it must follow APA 6th edition guidelines. The format of this paper will follow proper literature review format and will focus on a trend/issue in the field of Fundraising and Development. The professor, on an individual basis, will review proposed topic and final product.