

ATH-900: Successful Fundraising for Athletics

Independent Study Online Course Syllabus

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Course Description

In contemporary athletics programs (junior high, high school, collegiate) the issues of funding budgets and fundraising are becoming much more acute as traditional sources of funding are becoming more difficult to procure. Successful athletics programs are becoming increasingly tied to the coach and/or athletics director's ability to generate funds from external sources. Typically, the level of understanding and subsequent application of sound marketing, promotions, and fundraising principles falls far below what is possible and needed for the provision of adequately funded athletics programs. This course offers the athletics coach and/or athletics administrator the opportunity to learn and apply solid principles of athletics fundraising and marketing within a "real world" context. Additionally, a goal of this course will be to develop within the athletics coach and/or athletics administrator an understanding that these principles are useful vehicles not just for improving athletics department funding, but also, through the availability of additional funds, a way of providing a greater number of opportunities for interested participants. Assignments contained in this course are closely aligned to National Content Standards in Physical Education for grades Kindergarten through 12th grade.

Note: There is no required book for this course.

Required Texts and Course Materials

Canvas: This course will be delivered totally online. Canvas is a web-based learning management system (LMS) that provides students access to online resources, documents, videos, assignments, quizzes, forums, etc. Canvas is easy to learn and has a user-friendly interface.

Online Resources: Relevant online resources that support the course content and encourage further investigation will be available throughout the course assignments. Active hyperlinks are utilized throughout the course and will link to the appropriate information when clicked. These include videos, podcasts, worksheets, online activities, journal articles and other resources.

Course Dates

Self-paced; students may enroll at any time and take up to one year to complete assignments. You have up to one year from the date of registration, and no less than three weeks (one week per credit), to complete the course.

National Standards Addressed in This Course

National Board for Professional Teaching Standards (NBPTS)

(<http://www.nbpts.org/standards-five-core-propositions/>)

First published in 1989 and updated in 2016, [*What Teachers Should Know and Be Able to Do*](#) articulates the National Board's Five Core Propositions for teaching. The Five Core Propositions - comparable to medicine's Hippocratic Oath — set forth the profession's vision for accomplished teaching. Together, the propositions form the basis of all National Board Standards and the foundation for National Board Certification. Course assignments have been designed so students can demonstrate excellence against these professional teaching standards whenever possible.

- Proposition 1: Teachers are committed to students and their learning
- Proposition 2: Teachers know the subject they teach and how to teach those subjects to students
- Proposition 3: Teachers are responsible for managing and monitoring student learning
- Proposition 4: Teachers think systematically about their practice and learn from experience
- Proposition 5: Teachers are members of learning communities

Common Core State Standards (CCSS) (www.corestandards.org)

The Common Core State Standards provide a consistent, clear understanding of what students are expected to learn, so teachers and parents know what they need to do to help them. The standards are designed to be robust and relevant to the real world, reflecting the knowledge and skills that our young people need for success in college and careers. With American students fully prepared for the future, our communities will be best positioned to compete successfully in the global economy.

National Standards for Sport Coaches (NSSC)

This course is designed to meet the National Standards for Sport Coaches (NSSC) as a part of the overarching Society of Health and Physical Educators (SHAPE). National and state standards along with the SHAPE Position Statements can be found at the following website:

<http://www.shapeamerica.org/standards/pe/>

<http://www.shapeamerica.org/standards/coaching/index.cfm>

Continuing Education Student Learning Outcomes (CE-SLO)

CE-SLO 1	Demonstrate proficient written communication by articulating a clear focus, synthesizing arguments, and utilizing standard formats in order to inform and persuade others, and present information applicable to targeted use.
CE-SLO 2	Demonstrate comprehension of content-specific knowledge and the ability to apply it in theoretical, personal, professional, or societal contexts.

CE-SLO 3	Reflect on their personal and professional growth and provide evidence of how such reflection is utilized to manage personal and professional improvement.
CE-SLO 4	Apply critical thinking competencies by generating probing questions, recognizing underlying assumptions, interpreting and evaluating relevant information, and applying their understandings to the professional setting.
CE-SLO 5	Reflect on values that inspire high standards of professional and ethical behavior as they pursue excellence in applying new learning to their chosen field.
CE-SLO 6	Identify information needed in order to fully understand a topic or task, organize that information, identify the best sources of information for a given enquiry, locate and critically evaluate sources, and accurately and effectively share that information.

Course Student Learning Outcomes (C-SLO)

Student Learning Outcomes for This Course By the end of this course student will be able to:	National Standards Addressed*	CE-SLO Addressed**
1. The athletics coach and/or AD will demonstrate an understanding of donor or prospect identification and cultivation specific to athletics programs.	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D7-S31; D7- S33	CE1, CE2, CE3, CE4, CE5, CE6
2. The athletics coach and/or AD will demonstrate an understanding of strategic planning specific to athletics fundraising and revenue generating programs.	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D7-S31; D7- S33	CE1, CE2, CE3, CE4, CE5, CE6
3. The athletics coach and/or AD will identify and apply correct fundraising and marketing strategies and techniques for a specific sport within the athletics environment.	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D7-S31; D7- S33	CE1, CE2, CE3, CE4, CE5,
4. The athletics coach and/or AD will identify and apply correct fundraising and marketing strategies and techniques for a complete athletics department	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D7-S31; D7- S33 CE1	CE1, CE2, CE3, CE4, CE5, CE6
5. The athletics coach and/or AD will identify and apply correct revenue-generating strategies and techniques through social media specific to athletics-related programming.	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D7-S31; D7- S32; D7- S33	CE1, CE2, CE3, CE4, CE5, CE6
6. The learner will identify and analyze crucial factors culminating into the development of a sound athletics fundraising and marketing plan for a complete athletics program.	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D7-S31; D7- S32; D7- S33	CE1, CE2, CE3, CE4, CE6
7. The athletics coach and/or AD will analyze and identify the complex ethical considerations related to the development and management of a fundraising or marketing plan in athletics	SHAPE-NSSC D1-S1; D1-S2; D1- S4; D2-S5; D7- S31; D7- S32; D7- S33	CE1, CE2, CE3, CE4, CE5

* Please refer to the section on **National Standards Addressed in This Course**

** Please refer to the section on **Continuing Education Program Student Learning Outcomes**

Topics, Assignments, and Activities

Module Title	Module Assignments and Activities	Points Possible
Welcome Module	- Welcome Video - Course Syllabus - Introduce Yourself Forum	
Module 1 – Introduction to Successful Fundraising	- Assignment 1.1 Get Acquainted Forum - Assignment 1.2 EA-R paper - Assignment 1.3 Forum	10 30 10
Module 2 – Techniques for Effective Fundraising	- Assignment 2.1 EA-R paper - Assignment 2.2 Forum	30 10
Module 3 – Fundraising Code of Ethics	- Reading – Ethics Standards - Assignment 3.1 Web Search	100
Module 4 – Strategic Planning and Revenue Generation	- Assignment 4.1 Applied Activity – Strategic Fundraising Plan - Assignment 4.2 Student-Instructor Telephone Conversation	100 20
Module 5 – Successful Fundraising: Writing Your Own Fundraising Plan	Assignment 5.1 Applied Activity – Writing Your Own Fundraising Plan	100
Module 6 – Successful Marketing: Writing Your Marketing Plan	- Assignment 6.1 A-R paper - Assignment 6.2 Applied Activity – Writing Your Own Marketing and Promotions Plan	20 100
Module 7 – Web Search PowerPoint Project: Using Social Media for Effective Fund Raising	- Assignment 7.1 WSPP Project - Assignment 7.2 Social Media Screenshot - Assignment 7.3 Student-Instructor Telephone Conversation	100 20 20
Module 8 – The Importance of Saying “Thank You”	Assignment 8.1 Applied Activity – Writing an Outstanding “Thank You” letter.	50
Course Wrap-up – Grading and Evaluation	- Final Reflection Forum - Course Evaluation - Course Completion Checklist - Grade Request / Transcript Request	
	TOTAL POINTS	720 points

Grading Policies, Rubrics, and Requirements for Assignments

Grading Policies

- Assignments will be graded per criteria presented in the course rubrics.
- A = 90-100% and B = 80-89%, (anything below 80% will not receive credit.)
- The discernment between an A or a B letter grade is at the discretion of the instructor based on the quality of work submitted (see course rubrics).
- Coursework falling below a B grade will be returned with further instructions.
- All assignments must be completed to receive a grade and are expected to reflect the quality that teacher-training institutions require of professional educators. If completed assignments do not meet this standard, students will be notified with further instructions from the instructor.

Grading Rubrics

Grade	Percent	Description	Rubric
A	90-100%	Excellent	Meets all course / assignment requirements with significant evidence of subject mastery and demonstration of excellent graduate level professional development scholarship.
B	80-89%	Very Good	Adequately meets criteria for all course/assignment requirements - demonstrates subject competency with very good graduate level professional development scholarship.
NC	Below 80%	Unacceptable	Does not meet the minimum criteria for all course/assignment requirements and demonstrated little, if any, evidence of acceptable graduate level professional development scholarship.

Writing Requirements

- **Superior:** Writing is clear, succinct, and reflects graduate level expectations. Clearly addresses all parts of the writing task. Maintains a consistent point of view and organizational structure. Includes relevant facts, details, and explanations.
- **Standard:** Writing is acceptable with very few mistakes in grammar and spelling. Addresses most parts of the writing task. Maintains a mostly consistent point of view and organizational structure. Includes mostly relevant facts, details, and explanations.
- **Sub-standard:** Writing contains noticeable mistakes in grammar and spelling. Does not address all parts of the writing task. Lacks a consistent point of view and organizational structure. May include marginally relevant facts, details, and explanations.

Lesson Plan Requirements

- **Superior:** Instructional goals and objectives clearly stated. Instructional strategies appropriate for learning outcome(s). Method for assessing student learning and evaluating instruction is clearly delineated and authentic. All materials necessary for student and teacher to complete lesson clearly listed.
- **Standard:** Instructional goals and objectives are stated but are not easy to understand. Some instructional strategies are appropriate for learning outcome(s). Method for assessing student learning and evaluating instruction is present. Most materials necessary for student and teacher to complete lesson are listed.
- **Sub-standard:** Instructional goals and objectives are not stated. Learners cannot tell what is expected of them. Instructional strategies are missing or strategies used are inappropriate. Method for assessing student learning and evaluating instruction is missing. Materials necessary for student and teacher to complete lesson are missing.

Instructor/Student Contact Information

Throughout the course participants will be communicating with the instructor and their classmates on a regular basis using asynchronous posting forums. Students are provided with instructor contact information in the event they want to make email or phone contact. In addition, students are encouraged to email or phone the instructor at any time. Students will also receive feedback on the required assignments as they are submitted.

Forums

Participation is an important expectation of this course and all online courses. Online forums promote reflection and analysis while allowing students to appreciate and evaluate positions that others express. Forum postings are open to be viewed by all students in the course, so do not post sensitive or personal information about your students. While students may not be engaging with the same students throughout this course, they will be expected to offer comments, questions, and replies to the forum questions whenever possible. The faculty role in the forums is that of an observer and facilitator.

Coursework Hours

Based on the Carnegie Unit standard, a unit of graduate credit measures academic credit based on the number of hours the student is engaged in learning. This includes all time spent on the course: reading the textbook, watching videos, listening to audio lessons, researching topics, writing papers, creating projects, developing lesson plans, posting to discussion boards, etc. Coursework offered for FPU Continuing Education graduate credit adheres to 45 hours per semester unit for the 900-level courses. Therefore, a student will spend approximately 135 hours on a typical 3-unit course.

Services for Students with Disabilities

Students with disabilities are eligible for reasonable accommodations in their academic work in all classes. In order to receive assistance, the student with a disability must provide the Academic Support Center with documentation, which describes the specific disability. The documentation must be from a qualified professional in the area of the disability (i.e. psychologist, physician or educational diagnostician). Once documentation is on file, arrangements for reasonable accommodations can be made. For more information and for downloadable forms, please go to <https://www.fresno.edu/departments/disability-access-education>.

Plagiarism and Academic Honesty

All people participating in the educational process at Fresno Pacific University are expected to pursue honesty and integrity in all aspects of their academic work. Academic dishonesty, including plagiarism, will be handled per the procedures set forth in the Fresno Pacific University Catalogue and Handbook - <https://handbook.fresno.edu/graduate/academic-policies>

Technology Requirements

To successfully complete the course requirements, course participants will need Internet access, can send and receive email, know how to manage simple files in a word processing program, and have a basic understanding of the Internet. Please remember that the instructor is not able to offer technical support. If you need technical support, please contact your Internet Service Provider.

Getting Help with Canvas: If you need help with Canvas, please contact the FPU Help Desk by phone: (559) 453-3410 or email: helpdesk@fresno.edu. Help is available Mon-Fri 8:00 am to 7:00 pm.

Final Course Grade and Transcripts

When all work for the course has been completed, students will need to request their final grade by accessing the form at ce.fresno.edu/grade-request. Once the instructor receives the request and posts their final grade, students will receive an email communication from the University. Please allow at least two weeks for the final grade to be posted before you order your transcripts online.

University Policies and Procedures

Students are responsible for becoming familiar with the information presented in the Academic Catalog and for knowing and observing all policies and procedures related to their participation in the university community. A summary of university policies may be found on the university website at <https://www.fresno.edu/departments/registrars-office/academic-catalogs>.

Fresno Pacific University Student Learning Outcomes (FPU-SLO)

FPU-SLO 1	Student Learning Outcomes Oral Communication: Students will <i>exhibit</i> clear, engaging, and confident oral communication – in both individual and group settings – and will critically <i>evaluate</i> content and delivery components.
FPU-SLO 2	Written Communication: Students will <i>demonstrate</i> proficient written communication by <i>articulating</i> a clear focus, <i>synthesizing</i> arguments, and utilizing standard formats in order to <i>inform</i> and <i>persuade</i> others.
FPU-SLO 3	Content Knowledge: Students will <i>demonstrate</i> comprehension of content-specific knowledge and the ability to apply it in theoretical, personal, professional, or societal contexts.
FPU-SLO 4	Reflection: Students will <i>reflect</i> on their personal and professional growth and <i>provide evidence</i> of how such reflection is utilized to manage personal and vocational improvement.
FPU-SLO 5	Critical Thinking: Students will <i>apply</i> critical thinking competencies by <i>generating</i> probing questions, <i>recognizing</i> underlying assumptions, <i>interpreting</i> and <i>evaluating</i> relevant information, and <i>applying</i> their understandings to new situations.
FPU-SLO 6	Moral Reasoning: Students will <i>identify</i> and <i>apply</i> moral reasoning and ethical decision-making skills, and <i>articulate</i> the norms and principles underlying a Christian worldview.
FPU-SLO 7	Service: Students will <i>demonstrate</i> service and reconciliation as a way of leadership.
FPU-SLO 8	Cultural and Global Perspective: Students will <i>identify</i> personal, cultural, and global perspectives and will employ these perspectives to <i>evaluate</i> complex systems.
FPU-SLO 9	Quantitative Reasoning: Students will accurately <i>compute</i> calculations and symbolic operations and <i>explain</i> their use in a field of study.
FPU-SLO 10	Information Literacy: Students will <i>identify</i> information needed in order to fully understand a topic or task, <i>explain</i> how that information is organized, <i>identify</i> the best sources of information for a given enquiry, <i>locate</i> and critically <i>evaluate</i> sources, and accurately and effectively <i>share</i> that information.