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Marshall, IL Communication Plan Project

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MARSHALL, IL COMMUNICATION PLAN PROJECT SCOPE OF WORK | FALL 2022

City Partner

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SC Partner

Name _____

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Course Information

Name: PA 605-Organizational Behavior in PA_____ Credits: 3

Course Description:

This class will examine the behavior of public and non-profit agencies, and how various internal and external factors affect the performance of these organizations. The course will consider such factors as they are discussed in classic and current scholarship in the field of organizational behavior, as well as examples from the media.

Community-Identified Issue

Describe the general issue identified by the partner city and/or community contact. This can be the overarching project and its identified issues or need or can be a component of the overarching projects and small need identified.

This project could involve an internal plan for operational communication strategies related to their public service resources and opportunities. This project could also involve an external plan proposal for tourism, business, etc. opportunities that Marshall provides.

Community Objectives

The community objectives for the overarching project come from the partner city and/or community contact. These should be developed in initial conversations for the community-identified issue.

Review of exemplars/best practices/research; Review of existing communication strategy (internal): electronic, non-electronic, etc.; Review of existing communication strategy (external): electronic, non-electronic, etc.; Review available evidence of use of communication; Review of external communication outlets/existing coordination;

Expected Course Deliverables

These should be the end deliverables that the students present at the end of the submitted course. This should be relevant to the needs of the partner city and/or community partner while still relevant to the student learning.

Presentation and 3-5 page memo describing findings regarding subjects covered under course goals.

Learning Outcomes

These should be the learning outcomes designated for your students that are relevant to this project and its relation to course content.

- Discuss the different missions with which public, private, and non-profit organizations operate and how those missions affect organizational behavior.

- Articulate the roles of goals and values in an organization and how goals and values are diffused throughout an organization.
- Explain the difference between leadership and management in an organization and how both affect organizational success.
- Discuss the importance of leadership in creating a strategic vision for an organization, and how that strategic vision can move an organization toward the accomplishment of its goals.
- Articulate how culture is created within an organization, assess its importance to an organization's mission, and investigate the degree to which individuals create culture in an organization and organizations inculcate culture in individuals.
- Assess the political, economic, and social environments in which organizations operate and how these environments affect the behavior of the organization.
- Discuss the importance of how an organization is structured to its ability to achieve its mission.
- Identify important internal processes in an organization and how failure in these processes can limit organizational success.
- Articulate how to assess organizational performance and effectiveness.

This project will address the following United Nations Sustainable Development Goals: Sustainable Cities and Communities and Peace, Justice, and Strong Institutions.

Responsibilities

Community

Community officials will provide

- relevant data for the purposes of analysis
- relevant historical information
- direction on alternative ways to access information they may not have readily available
- opportunities or channels to communicate with individuals with relevant knowledge
- answers to appropriate questions within the scope of the project
- timely feedback on work as it is being completed
- opportunities to engage in periodic dialogue regarding the project, whether via in-person meeting, phone, or Zoom

Faculty

Faculty will provide

- relevant background information and context for the project
- appropriate mentoring and assistance during the data collection and analysis process
- monitoring of student progress
- feedback on early drafts of papers and presentations
- facilitation of communication between students and the community

These are standard responsibilities that can be expected for the SC representative. If there are any other necessary responsibilities needed from the community or faculty, they can be added here.

1. Facilitate fulfillment of the scope of work via periodic check-ins and engaging partners in discussion about progress and collaboration. Can help by facilitating meetings, providing operations coordination, and any other needs.
2. Assist faculty and community in locating any needed data, information, metrics, historical details, other contacts, and more that is relevant to the project and providing the expected course deliverables.
3. Arrange logistics for site visits to the city partner, in guidance with the experiential guidelines.
4. Provide any presentations about the ISU Sustainable Cities program to classes or other organizations when necessary.
5. Attend all presentations of end deliverables and any other events necessary to document, promote, and support students' efforts in the community.
6. Conduct assessments of partners' and participants' experiences during the entire program.
7. Request, collect, and compile information for final SC reports in the ISU Sustainable Cities Report Repository.

Resources

This section represents the resources available from the ISU Sustainable Cities program and ISU that could be relevant to faculty and community partners. Any additional resources can be supported by SC staff.

Transportation – Courses will have the opportunity to visit the community at least once with financial support of SC if it is beneficial for the integrated project. A transportation request must be filled out and submitted to the SC staff.

Center for Community Engagement – The Center for Community Engagement can provide further support and assistance in integrating these projects and troubleshooting any pedagogical issues.

Faculty Center for Teaching Excellence – FCTE can provide any additional brainstorming and troubleshooting with lecturing and matching course materials to project integration.