



COURSE SYLLABUS

ENTREPRENEURIAL FUNDRAISING- USING EFFECTUAL THINKING TO PRODUCE BETTER RESULTS

COURSE DESCRIPTION- Fundraising in the community college environment is different from university and non-profit development, and requires entrepreneurial thinking to produce innovative outcomes. By reframing your development strategy through the lens of effectual thinking participants will develop new skills and pathways to grow partners and produce financial results. Whether you are a college administrator, an enterprising faculty member or a stakeholder in a community college environment this course will shift your mindset in new directions.

INSTRUCTOR: Dr. Christine Pigsley, Assistant Professor of Applied Organizational Studies- Minnesota State University Mankato, Former Entrepreneurship faculty member, Associate Dean of Entrepreneurship, and Dean of Student Affairs and General Education at Dakota County Technical College, Rosemount, Minnesota.

CONTACTING THE INSTRUCTOR: Dr. Pigsley can be reached by phone or text at 612-709-9164 between 8am and 8pm CST. Email communication can be made to Christine.pigsley@gmail.com. Please allow 24-48 hours for response to electronic communication. Please reference your name and the course in which you are participating so the instructor can most efficiently assist you.

COURSE DETAIL: 7 modules that are self-paced and asynchronous. The course is offered fully online utilizing Coursesites.com. Continuing education hours= 24 hours. Participants are able to complete all course materials by the end of 6 months from the time of enrollment. A monthly e-coaching session will be held based on a posted schedule. These are not required but offer additional topics and a chance to engage with the larger group of participants and outside experts.

COURSE ACTIVITIES:

- Narrated lectures in HTML format with embedded video content
- Supplemental reading materials
- Quick check quiz questions built in to each module
- Discussion boards for each unit as formative assessments
- Activity worksheets to complete that provide a map for implementation

GRADING/COMPLETION REQUIREMENTS

There is no grading of individual assignments but there are completion requirements for each unit in the course that result in the award of a competency badge .

LECTURE- Participants are required to review all lecture materials and are strongly encouraged to read the supplemental materials and watch the video content. After completing the lecture there is a short quiz to help participants identify any areas where they need additional study.

WORKSHEETS- are to be uploaded to the assignments submission folder in the course.

DISCUSSIONS- are required online for each unit and you will be conversing with the instructor as well as other members of the learning community. Participants revisit previous units to continue the conversation until at least two interactions are achieved include the participant's original post.

Failure to achieve 6 of the 7 badges in the course will result in a completion record of "auditing" the course instead of "completing" the course. Audits are not eligible for CEU's or clock hour certificates from NACCE. Grading/Completion Status disputes should be made in writing electronically to Amy Bouvier, NACCE Course Registrar- bouvier@nacce.com.

COURSE OUTLINE

UNIT 1: Introduction

Meet your instructor and get accustomed to the online learning platform. Develop new networks with entrepreneurial innovators. Unit will also review the basics of effectual thinking and its use in alignment with causal thinking.

Tasks:

- ✓ Optional: review the online course technology tutorial
- ✓ Introduce yourself in the discussion zone
- ✓ Review the unit lecture presentation and take the check on learning quiz questions

UNIT 2: Pilot Your Plane

Learn to change your focus from making things happen to strategically implement your resources and network for unexpected, uncontrolled and stop chasing dollars and start creating assets. This reviews three types of funding streams: program and event income, grant and contribution income, and sustainable revenue.

- ✓ Review the unit lecture presentation and take the check on learning quiz questions
- ✓ Complete the funding streams mapping worksheet
- ✓ Unit 2 Discussion: Post a "control the controllable" a-ha moment

UNIT 3: Bird in the Hand

Enhance your perception to see new resources and start leveraging them for new revenue streams.

- ✓ Review the unit lecture presentation and take the check on learning quiz questions
- ✓ Complete your Bird in Hand Inventory worksheet
- ✓ Unit 3 Discussion: Put Your Best Asset Forward

UNIT 4: Co-Creation & the Authentic Win-Win

Develop new partnerships with new and old allies to create mutual benefit in unforeseen ways by changing how you work with stakeholders and competitors.

- ✓ Review the unit lecture presentation and take the check on learning quiz questions
- ✓ Complete your Partnership Matching worksheet
- ✓ Unit 4 Discussion: Developing a Pack Mentality

UNIT 5: Affordable Risk-Taking

Learn to see risk taking in different light and develop new ways to communicate risk in the community college environment (academia).

- ✓ Review the unit lecture presentation and take the check on learning quiz questions
- ✓ Complete your affordable risk assessment
- ✓ Unit 5 Discussion: Going Giraffe

UNIT 6: Making Lemons Turn Green

Change your outlook to see opportunity from failures and build innovative new revenue streams from them.

- ✓ Review the unit lecture presentation and take the check on learning quiz questions
- ✓ Complete your fundraising autopsy worksheet
- ✓ Unit 6 Discussion: The Rhino Principle

UNIT 7: Finding the Fit- How to Measure Results

Now that you have a new mindset, you can reframe how you communicate strategically with your institution, its administrators, and your partners. Participants will explore how to balance traditional fundraising with your new revenue strategy.

- ✓ Review the unit lecture presentation and take the check on learning quiz questions
- ✓ Complete your measurement maker worksheet
- ✓ Unit 7 Discussion: Keys to Communication