WILMINGTON UNIVERSITY
COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES
BASIC COURSE INFORMATION

COURSE TITLE: Communication in Human Services
COURSE NUMBER: AHS 7630

I. RATIONALE:

Effective communication is a critical and complex function for leading a human services agency. Managers are challenged to resolve conflicts, provide performance feedback, manage information, promote ethical service delivery, attend to diversity, communicate change, inspire innovation, and influence the communication “style/agenda” of the organization. The associated communication functions and responsibilities make it necessary for organization leaders to provide assessment and implementation of effective communication strategies.

III. INSTRUCTIONAL GOALS:

GOAL A:
Explore and demonstrate understanding of definitions and models of effective communication as applied to management and leadership in human services/community organizations.

Learning Outcomes: The student will
A-1. Discuss, analyze, and articulate the framework, communicating for managerial effectiveness, presented by the author of the course text.
A-2. Report and highlight real time communication challenges in his/her organization via a discussion board (Blackboard).
A-3. Demonstrate ability to identify and select appropriate technologies for organization communications based on the Sender(S)-Message(M)-Channel/Technology(C)-Receiver(R) communication model, presented in the text.
A-4. Analyze the skills and conditions needed to manage data, information, and knowledge by reporting (via discussion board) on relationships representative of the D-I-K-A model, which are occurring in his/her organization.

GOAL B:
To continue the study of organizational communication by focusing specifically on issues of ethics, organization culture, change, innovation, and organization boundaries.

Learning Outcomes: The student will
B-1. Prepare and/or present an analysis of case studies relating issues of ethics, organizational culture, ethics, diversity, and boundaries.
B-2. Prepare statements regarding the mission & purpose of an organization for divergent audiences. Articulate characteristics of organization’s culture by writing/rewriting the original mission or case statement.
B-3. Lead/participate (role play) staff or volunteer meeting to discuss policy changes.
B-4. Conduct (role play) or participant in a Board of Directors meeting persuading members to engage in a collaborative partnership that will impact the organizational mission, strategic
GOAL C:
To identify and complete activities for assessing, planning, and implementing strategies for effective communication in human services organizations.

Learning Outcomes: The student will
C-1. Conduct an informal survey of organization communication using “Survey Monkey” or another tool.
C-2. Analyze the communication effectiveness model (Assess – Strategize – Implement in Action) by providing written and discussion responses to case studies.
C-3. Complete a final written project which assesses and plans for the development and implementation of communication strategies at a designated human services organization.

GOAL D:
Provide opportunities for improving written, oral, and interpersonal communication skills pertaining to managers of human service organizations.

Learning Outcomes: The student will
D-1. Conduct role plays for performance feedback and assess outcomes.
D-2. Conduct an assessment of personal communication style with input from colleagues / organization staff.
D-3. Outline a individual performance meeting and prepare a follow-up memo for the staff and personnel file. Identify a model to guide you in this encounter.

GOAL E:
Use appropriate written and oral communication skills

Learning Outcomes: The student will
F-1. Communicate information orally in a logical and grammatical manner.
F-2. Present written information using standard APA style.