

**Tel Aviv University**

The Bob Shapell School of Social Work

MA in Coping with Stress, Crisis and Trauma

**Theory and practice of social planning and social management**

**2014 – 2015**

Semesters I+ II: Monday 10:15 – 11:45

**Instructor:** Dr. Guy Shilo

**E-Mail Address:** [guyshilo.tau@gmail.com](mailto:guyshilo.tau@gmail.com)

**Assistant and field experience coordinator:** Talia Tayri

**E-Mail Address:** [meitalta@post.tau.ac.il](mailto:meitalta@post.tau.ac.il)

**Office:** room 225; Individual consultation by request.

**Telephone: Guy:** 050-7333108 **Talia:** 054-5655164

**Course overview and objectives**

Social programs for individuals, groups and communities in acute and long term crisis has become widespread and requires unique tools and skills from the *psychosocial disaster and crisis facilitators and coordinators*.

This course sets out to explain the key processes that encompass the planning and management of social interventions, and covers issues such as needs assessment, defining intervention strategies, goals and objectives, generation of financial resources and decision making. Specific attention will be given to understand the field of *Social Entrepreneurship and Innovation*, which is rapidly garnering attention around the world as a key component in addressing local and global most pressing social problems. The course is accompanied by the Field Experience, where students will be exposed to a specific population and organization, plan and implement an intervention for the population.

## **Format**

The course is designed as an annual seminar, in which class sessions will involve presentation of material by the instructor, but will focus on extensive class discussion of field experience, assigned readings and other assignments prepared by the students. A portion of the grade for this course will be determined by the student's demonstrated attention, attendance and engagement in the course and its activities. Each meeting will include both theoretical learning of course materials, and discussion/consultation of students regarding field experience.

## **Requirements and grading criteria**

Attendance and participation – attendance is mandatory, and active involvement in discussions is required (**10%**)

Program development- progression presentation (in groups) - Students will be asked to present their programs-progression during class meetings (2 presentations, 1 in each semester; **10%**)

Exercise – (individual) – each student will submit a two-part exercise (Agency analysis 1, 2) in first semester (**10%**)

Intermediate paper – to be submitted in groups, with each student in-charge of at least 2 sections (**10%**)

Final paper – to be submitted in groups, with each student in-charge of at least 2 sections (**40%**)

Field experience (individual) – **20%**

Reading – required reading will be accessible through the course website ([moodle.tau.ac.il](http://moodle.tau.ac.il)).

## Theoretical and practical topics - Semester I

### Lesson 1 – 27.10.2014

#### Course presentation and introduction

### Lessons 2-3, 3, 10.11.2014

#### Civil society and human needs: the role of government, private, and 3<sup>rd</sup> sectors

##### Reading:

- Young, D. R. (2000). Alternative models of government-nonprofit sector relations: Theoretical and international perspectives. *Nonprofit and Voluntary Sector Quarterly*, 29, 149 – 172.
- Eikenberry, A. M., & Kluver, J. D. (2004). The marketization of the nonprofit sector: Civil society at risk?. *Public Administration Review*, 64, 132 – 140.

### Lesson 4 – 17.11.2014

#### The process of program intervention planning – an overview

##### Reading:

- Bartholomew, L.K., Parcel, G. S., Kok, G., Gottlieb, N. H., & Fernandez, M. E. (2011). Overview of intervention mapping. In: *Planning Health Promotion Programs: An Intervention Mapping Approach* (pp. 3 – 48). Jossey-Bass.

### Lesson 5 – 24.11.2014

#### The process of program intervention planning – identification and definition of needs and problems, opportunities, and niches

##### Reading:

- Mulder, P. L, Linkey, H, & Hager, A. (2003). Needs Assessment, Identification and Mobilization of Community Resources, and Conflict Management. In: Mulder, P. L, Linkey, H, Hager, A, Stamm, B. Hudnall (Ed), *Rural behavioral health care: An interdisciplinary guide* (pp. 67-79). Washington, DC, US: American Psychological Association.

## **Lesson 6 – 01.12.2014**

### **Community involvement, representation and voluntarism**

#### **Reading:**

- Perkins, D. D., Crim, B., Silberman, P., Brown, B. B. & Maton, K. I. (2004). Community development as a response to community-level adversity: Ecological theory and research and strengths-based policy. In: Schellenbach, Cynthia J., Leadbeater, Bonnie J., Solarz, Andrea L. (Eds), *Investing in children, youth, families, and communities: Strengths-based research and policy* (pp. 321-340). Washington, DC, US: American Psychological Association

## **Lessons 7, 8 – 8, 15.12.2014**

### **The process of program intervention planning – A strategic analysis of the program**

#### **Reading:**

- Houben, G., Lenie, K., & Vanhoof, K. (1999). A knowledge-based SWOT-analysis system as an instrument for strategic planning in small and medium sized enterprises. *Decision Support Systems*, 26, 125-135.

## **Lesson 9 – 22.12.2014**

### **Human resource development: voluntarism and leadership development**

#### **Reading:**

- Padaki, V. (2007). The human organization: Challenges in NGOs and development programs. *Development in Practice*, 17, 65 – 77.

## **29.12.2014– Christmas and new years' break**

## **Lesson 10 – 5.01.2015**

### **Human resource development: volunteer management and team work**

## **Lesson 11 – 12.01.2015**

### **The process of program intervention planning – the action plan**

#### **Reading:**

- Lytle, L. A., & Perry, C. L. (2001). Applying research and theory in program planning: An example from a nutrition education intervention. *Health Promotion Practice, 2*, 68 – 80.

## **Lesson 12 – 19.01.2015**

### **Social creativeness and social entrepreneurship; semester summary**

#### **Reading:**

- Swanson, L. A., & Zhang, D. (2010). The social entrepreneurship zone. *Journal of Nonprofit & Public Sector Marketing, 22*, 71 – 88.

**The program for semester II will be given at the beginning of the semester.**