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**Examining the
relationship between
Multicultural
Nonprofit
Organizations and
the City of Springfield**

**Signature Project
Charter**

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Client/Organization

The Springfield Greene County City Manager's Office is responsible for directing overall operations of the City of Springfield along with executing policies and programs approved by City Council. Furthermore, the City Manager's office provides management and direction for the city's leadership team.

Purpose

As of 2012 Caucasians comprise 85.8% of the population of Springfield, Missouri, while African Americans represent 4.1%, Hispanic 3.7%, Asian 2.7%, Native American 0.8%, and Pacific Islander 0.7%. Although minorities do not represent a significantly large percentage of the local population, the presence or awareness of these cultures is slowly increasing within the city as well as on the campus of local universities. Considering the annual projected increase in these minority populations, especially within the workforce, the need for community knowledge and appreciation of these cultures has emerged.

Multicultural nonprofit organizations, such as Sister Cities, and Grupo Latinoamérica, were developed by motivation of this goal to increase awareness and connection to the City of Springfield. As these organizations and the like continue to expand, they still require assistance from any available source. An issue of population growth and demographic changes within the city and workforce is undeniably a concern of the city government, more specifically, the City Manager's Office. This office currently oversees 2,300 employees in Springfield, along with directing all policies and programs authorized by the City Council.

Thusly, the following questions arise. What is the relationship between the City of Springfield and these local nonprofit organizations? Do the city and these organizations' leaders maintain an active relationship? Are the current structures and policies set in place facilitating the expanded presence of these organizations? In what ways could the City of Springfield provide further assistance to these groups to achieve their missions?

This study will examine the relationships between these organizations and the City of Springfield by interviewing the nonprofit organization leaders about past and current experiences. The findings from this study will aim to explain how these relationships have helped local organizations achieve their mission. If warranted, recommendations regarding how to improve these relationships will be identified.

Objectives

This study proposes three main objectives.

- Determine the nature of the relationships between the City of Springfield and the local Multicultural Nonprofit Organizations.
- Develop organizational profiles for the City Manager's Office to increase awareness of each organization's specific goals and other relevant information.
- Produce recommendations and a guide for implementation regarding how to improve relationships between leaders of multicultural nonprofit organizations and city leaders.

Target Audience

The intended audience of this proposed study will include the following: any employee of the City of Springfield, specifically individuals that work with outside groups/organizations of the city; any member or leader of a local nonprofit organization; and potentially any minority resident within the city. Other possible interested audiences might consist of individuals who are considering establishing a new nonprofit organization.

Deliverables

Three deliverables will be produced following the extent of this study.

5.1 Interview Guide

This deliverable will serve as a guide to ensure accuracy of data collected throughout the 10-15 one-on-one interviews to be conducted with the local multicultural nonprofit leaders. The guide will be IRB approved and include a mandatory signed informed consent form. Within the guide will be listed 8-10 questions, resulting in estimated 15-20 minute interview times, regarding the experiences, perceptions, and recommendations from these nonprofit leaders.

5.2 Organizational Profiles

Data will be requested from each organization before the interview in order to create attractive and informative profiles to provide for the City Manager's Office. The profiles will include varying information such as the organization's mission, number of volunteers, major events, and possibly photos of the volunteer groups to instill an authentic portrayal of who these organizations are and what they do. Profiles will be included within the bound report along with the findings and recommendations from the study.

5.3 Report and Presentation of Findings

Upon completion of the 10-15 interviews and word for word transcriptions, a final accumulative report will be produced including: brief background on the theoretical framework applied, methodology utilized, emergent themes through interviews and analysis, and recommendations for improvement. This report will be bound and assembled for delivery to the City Manager and Assistant City Manager during an informal meeting to present and explain the study and its results. Additionally, an electronic version of the report will be sent to the nonprofit leader participants of the study.

Research Needs

This study will encompass the following research needs.

6.1 Primary Research

- Interviews from local Multicultural Nonprofit Organizations

6.2 Secondary Research

- Theoretical Framework including: Narrative Paradigm, Uncertainty Management, and Metaphors
- Local demographic and census data
- Previous, published studies with focus on governmental and nonprofit communication

Resource Needs and Budget

7.1 Tangible Materials

- Voice Recorder
- Transcription Software
- Binding location
- Microsoft Office Word
- Paper and Pens

Total Estimated Cost

Estimated Cost

Provided by Drury

Provided by Researcher

\$40

Provided by Researcher

Provided by Researcher

Approximately \$40

7.2 Expertise Required

- Dan Prater Participant Recruitment
- Dr. Cristina Gilstrap Final Report Consultation

Completion Date

November 6, 2014

Potential Obstacles

The success of this study could be hindered by a few possible difficulties.

- Approval from the IRB is likely to be slow or delayed. To ensure the study remains on its projected timeline several tasks may have to be rearranged while waiting on approval.
- Recruiting a substantial amount of participants, along with receiving their consent, to reach theoretical saturation may become a complication. Creating a potential list of participants and contacting this list early within the project, even before IRB approval, may be necessary to ensure reaching the projected number of participants.
- The data may reveal a lack of evident relationships between these organizations and the City of Springfield. If this be the case, more recommendations may be included in the final report than actual themes.

Project Metrics

The success of this study is measured by the following.

- The organizational profiles and data from the report allow the City Manager's Office to be aware and knowledgeable of each participating organization. Furthermore, to measure the success of this study, the city employees will gain an authentic insight to the perceptions of these organization leaders.
- The recommendations are feasible and include a guide to implementation in order for the City of Springfield to initiate any necessary changes (policy and/or structure).
- Local leaders of multicultural organizations will have the opportunity to articulate their experiences and needs in a structured process.

Signature Project Charter

- Personal knowledge and awareness of the specific roles, challenges, and benefits of working between nonprofit organizations and the City of Springfield will be learned.

Appendix A: Signature Project Timeline

The additional attachment represents the projected timeline of required tasks to reach success in this study.