

- B-1:** Describe underlying theories used in community engagement activities
- B-2:** Review the underlying theories associated with lobbying
- B-3:** Describe the differences between lobbying and community engagement

GOAL C:

The student will demonstrate an understanding of the complexities in developing an effective community engagement plan.

Learning outcomes: The student will:

- C-1:** Describe the challenges facing today's community organizers
- C-2:** Research scholarly articles that focus on both sound community engagement theory and practice
- C-3:** Examine requirements to build an organization ready to support community engagement activities

GOAL D:

The student will develop a familiarity with the skills needed to become an effective community organizer.

Learning outcomes: The student will:

- D-1:** Through a SWOT analysis, identify the key focus areas to be incorporated into their community engagement plan
- D-2:** Create a community engagement plan for a topic and/or organization of their choosing
- D-3:** Incorporate relevant theories into their engagement plan
- D-4:** Determine how to properly use traditional marketing and social media to promote engagement with the community
- D-5:** Prepare a written plan for funding community development activities

GOAL E:

Students will analyze the ethical