

Nonprofit Management Academy

***A comprehensive educational program
for the nonprofit sector***

January – December 2008

IOWA STATE UNIVERSITY
University Extension

Johnson County

Certificate in Nonprofit Management Courses

*Participants may enroll in individual courses or a program
leading to a Certificate in Nonprofit Management*

**CEUs provided through
Continuing and Distance Education,
Iowa State University**

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Registration Address

ISU Extension – Johnson County
4-H Fairgrounds
4265 Oak Crest Hill Road SE
Iowa City IA 52246

Phone

(319) 337-2145

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(319) 337-7864

Registration/Special Needs

Amy Heims
(319) 337-2145
aheims@iastate.edu

Course Information

Gene Mohling

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www.extension.iastate.edu/johnson

IOWA STATE UNIVERSITY

University Extension

Johnson County Extension
Linn County Extension



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... and justice for all

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about . . .

The Nonprofit Management Academy

The Nonprofit Management Academy was established in 1999 by Iowa State University in partnership with the United Way Management Assistance Program to enhance the management skills of those serving nonprofit human services groups, hospitals, government agencies, churches, private schools, arts organizations, environmental groups, and others in the nonprofit sector.

Distinguished representatives of the nonprofit sector have served as advisors in the process of developing this program. Outstanding practitioners and academicians have been selected as faculty.

Through the Nonprofit Management Academy, participants can expect to gain new ideas, contacts and a network of professional support, new information and increased knowledge, and suggestions on how to apply the information presented in each course.

The Certificate Program

To receive a Certificate in Nonprofit Management, program participants must complete any combination of courses totaling six continuing education units (CEUs). CEUs are noncredit units awarded at a rate of one CEU for every 10 hours of classroom time. Certification is available upon completion of any nine of the courses offered in this session.

The registration fee is \$60 per course. CEUs are available at an additional cost of \$10 per course. Iowa State University Continuing and Distance Education will keep a permanent record of all CEUs earned. Participants who sign up for CEUs but do not complete their certification may carry over any CEUs earned to the next Nonprofit Management Academy or may attend courses offered by Academies in other counties.

Who Should Attend?

The Academy welcomes anyone seeking professional development in the area of nonprofit management, including staff, management, volunteers, professional association employees, educators, and private sector employees who wish to make a career change to the nonprofit sector. Those who are interested in succession planning, building the skills of new managers, or enhancing leadership within the organization are strongly encouraged to participate.

Materials

Handout materials provided to participants are included in the registration fee for each course. Materials used in these programs should be credited to the presenters.

Location

All courses, with the exception of the March course, will be held at the Coral Ridge Mall Community Room, 1451 Coral Ridge Avenue, Coralville. Park and use the mall entrance near the Iowa Children's Museum. The Community Room is located off the food court near the mall office. The March course will be held at the Gerdin Conference Center on the lower level of the North Liberty Community Center, 520 West Cherry Street, North Liberty. If you are traveling to North Liberty from Interstate 380, take the North Liberty exit. Turn east on to Penn Street and travel on Penn Street until you come to the intersection of Penn and Highway 965. Turn south onto Highway 965 and travel approximately a quarter of a mile, and then turn east onto Cherry Street by US Bank. The North Liberty Community Center is on the north side of the street. If you are traveling to North Liberty from Interstate 80, take exit 240 and travel north on Highway 965 through Coralville and into North Liberty. Continue until you see the US Bank and turn east onto Cherry Street.

Certificate Program Courses

To obtain a Certificate in Nonprofit Management, program participants must complete any combination of courses totaling six continuing education units (CEUs). Participants may choose from among the following 11 courses.

Note: Given the possibility of scheduling conflicts, speakers are subject to change.

Courses

Grant Writing

Thursday, January 17, 2008 – 9 a.m. to 4 p.m.

Ron Mirr

This workshop is designed to introduce participants to the process of developing competitive grant proposals. Participants will leave the workshop with a clearer understanding of how to begin the grant writing process, where to look for resources, and how to prepare more competitive proposals. The Grant Writing Workshop is intended for anyone interested in obtaining grant funds from public or private sources at the federal, state, and local levels.

Course information includes a description of the general grant process with a special focus on how grants are reviewed; information about the location of funding sources and the use of electronic media to find them; instruction on how to review an application to determine if it is appropriate for your agency; an introduction to three planning tools for the creation of effective grant proposals; information on the budgeting process; instruction on how to create an appropriate evaluation plan for your project; and training on the effective methods for producing your grant proposal.

Fee: \$60/\$70 CEUs: 0.7

Collaboration

Thursday, February 21, 2008 – 9 a.m. to 4 p.m.

Monique DiCarlo

Identify the differences between collaboration and coalition work. Learn helpful steps to build and provide ongoing management for successful initiatives. Participants will work together to create strategies for addressing common challenges and be encouraged to create an action plan for their own organizations.

Fee: \$60/\$70 CEUs: 0.7

Governance as Leadership

Thursday, March 13, 2008 – 9 a.m. to 4 p.m.

with a special session from 8 to 9 a.m.

Michael Audino

Participants learn how to transition from good to great as they deal with boards of directors, industry and community leaders, and other significant stakeholders. Participants will focus on blending fiduciary, strategic, and generative leadership elements and learn how to utilize the key principles of balance, focus, and discipline. Other specific learnings include: leadership succession/your legacy; the role of technical, administrative, and interpersonal skills; executives as leaders, not managers; and the role of a board of directors.

The special session from 8 to 9 a.m. is specifically tailored to participants from arts organizations. This course is made possible through a partnership with the Iowa Cultural Corridor Alliance and is the first session of the Linn County Nonprofit Resource Center's Board Institute. Please contact the Linn County Nonprofit Resource Center (robert.untiedt@gcrfc.org, (319) 366-2862, or through their website: www.lcnrc.org - the 'Institutes' tab) for more details on the new series.

Please note: The location of this course will be the Gerdin Conference Center on the lower level of the North Liberty Community Center. Refer to page 4 of this brochure for directions.

Fee: \$60/\$70 CEUs: 0.7

Human Resources Management

Thursday, April 24, 2008 – 9 a.m. to 4 p.m.

Maureen McCormick

Human Resource Management is about managing our most valuable resource, no matter where we work. Equally important is recognizing that the people who make up an organization drive the results and success of that organization. We will focus on what it means to hire the right people for the job, create orientation and training programs that ensure their success, manage performance issues, and develop and motivate people.

Fee: \$60/\$70 CEUs: 0.7

Effective Supervision

Thursday, May 15, 2008 – 9 a.m. to 4 p.m.

Jude West and Paul Retish

This session is designed for supervisory personnel in the nonprofit industry. Among the issues to be covered are: What do executive directors and employees expect from their supervisory personnel? How can supervisors assist in preventing organizational dry rot? What can supervisors do to promote change in the organization? Participants also will consider responses to these questions: how can the supervisor sharpen his or her verbal and non-verbal communications skills in a one-on-one setting as well as in a team environment? How does the supervisor improve performance appraisal and coaching skills?

Fee: \$60/\$70 CEUs: 0.7

Marketing: Only Superheroes Should Have Secret Identities

Thursday, June 19, 2006 – 9 a.m. to 4 p.m.

Rob Cline

It doesn't take amazing powers (or a huge budget) to be an effective marketer. But great marketing requires much more than an advertising plan. Explore marketing that is mission-driven and defines your organization both internally and externally. No capes required!

Fee: \$60/\$70 CEUs: 0.7

The Nuts and Bolts of Fundraising

Thursday, August 21, 2008 – 9 a.m. to 4 p.m.

Andy Robinson

Eighty-five percent of charitable funds come from individual donors, NOT foundations or corporations. Learn how to build a fundraising program that honors your mission. This workshop will cover: why people give away their money; the basic principles of fundraising; raising major gifts through the mail; identifying prospective donors; and "the ask" – face-to-face solicitation.

Fee: \$60/\$70 CEUs: 0.7

Financial Management for Nonprofits

Thursday, September 18, 2008 – 9 a.m. to 4 p.m.

Stephanie Fox

This session will focus on budget planning and projections, accounting and record-keeping, management reporting, audits, accountability, and working with boards on financial matters.

Fee: \$60/\$70 CEUs: 0.7

Risk and Crisis Analysis

Thursday, October 16, 2008 – 9 a.m. to 4 p.m.

Monique DiCarlo and Richard Koontz

Explore the ethical principles, basic laws, and regulations governing nonprofit organizations in Iowa. Examine the procedures for incorporating, obtaining, and maintaining the various types of tax-exempt status. Learn risk management procedures, principles, and tax implications of enterprise operations and how tax codes relate to nonprofit agencies today. Learn to detect and deal effectively with potential crises, including the development of a communications plan and a business continuity plan to cope with crisis. Discuss how to manage the financial impact of the crisis.

Fee: \$60/\$70 CEUs: 0.7

Leading Organizational Change

Thursday, November 20, 2008 – 9 a.m. to 4 p.m.

Stephanie Clohesy

In this seminar you will do a rapid assessment of your organization's life-stage and growth pattern. In addition you will learn how to think about your current activities and commitments and how to increase their "logic" and ultimately improve your impact. This will be a participatory learning opportunity that can and should be applied directly to your specific organization.

Fee: \$60/\$70 CEUs: 0.7

Evaluating Your Program

December 11, 2008 – 9 a.m. to 4 p.m.

Susan Murty

This presentation will begin with some of the reasons why program evaluation is so important at the present time. Participants will identify the goals and objectives of their program. They will then explore ways to measure progress toward achieving those goals and objectives using outcomes and results. They will develop an evaluation plan for their own program that will be useful both for grant proposals and for program evaluation.

Fee: \$60/\$70 CEUs: 0.7

certificate program faculty

Michael Audino

Charitable Giving Resource Center

Rob Cline

Marketing Director, Hancher Auditorium,
University of Iowa

Stephanie Clohesy

CEO, Clohesy Consulting

Monique DiCarlo

Director, Women's Resource and Action
Center, University of Iowa

Stephanie Fox

Controller, Iowa State University

Richard Koontz

Coordinator, Iowa Nonprofit Resource
Center, University of Iowa

Maureen McCormick

Marketing Director, Division of Continuing
Education, University of Iowa

Ron Mirr

Independent Consultant

Susan Murty

Associate Professor, School of Social
Work, University of Iowa

Paul Retish

Professor, College of Education, University
of Iowa

Andy Robinson

Trainer and Consultant

Jude West

Professor Emeritus, College of Business,
and Co-Director, Iowa Nonprofit Resource
Center, University of Iowa

advisory board

Regenia Bailey

Bailey Leadership Initiative

Connie Benton-Wolfe

United Way of Johnson County

Tim Borich

Iowa State University Extension

Willard Boyd

Iowa Nonprofit Resource Center,
University of Iowa

Monique DiCarlo

Women's Resource and Action Center,
University of Iowa

Amy Heims

Iowa State University Extension,
Johnson County

Lois Hunt

Iowa State University Extension

Joe Jennison

Iowa Cultural Corridor Alliance

Gene Mohling

Iowa State University Extension

Paul Retish

College of Education, University of
Iowa

Bob Untiedt

Linn County Nonprofit Resource Center

Shelle Youngblut

Iowa City Area Chamber of Commerce

on the internet

For more information about the organizations sponsoring the Nonprofit Management Academy, visit the following Web sites:

Iowa City Area Chamber of Commerce

www.iowacityarea.com

Iowa Shares

www.iowashares.org

Iowa State University Extension – Johnson County

www.extension.iastate.edu/johnson

Iowa Cultural Corridor Alliance

www.culturalcorridor.org

Linn County Nonprofit Resource Center

www.lcnrc.org

The 10,000 Hours Show

www.10000hours.org

United Way of Johnson County

www.unitedwayjc.org

University of Iowa

www.uiowa.edu

University of Iowa – Iowa Nonprofit Resource Center

<http://nonprofit.law.uiowa.edu>

University of Iowa Women's Resource and Action Center

www.uiowa.edu/~wrrac

Iowa State University Extension

www.extension.iastate.edu

registration information

Registration Deadline

The registration deadline is five working days prior to the first class meeting for each course. Registrations will not be processed unless accompanied by payment in full. An acknowledgment receipt will be sent as confirmation.

Refund and Cancellation Policy

If a participant cancels at least five days in advance of the start of a registered class, a full refund will be made. For cancellations received fewer than five days in advance, there will be no refunds, although substitutions are welcome at any time. In case of cancellation of the class due to insufficient enrollment, a full refund will be made.

Additionally, classes will be canceled if the Iowa City public schools are closed due to inclement weather. Weather cancellations will be announced via the local television and radio stations. If these classes cannot be rescheduled, a full refund will be made.

To Register

Mail registration form and cash or check payable to Johnson County Extension :
ISU Extension – Johnson County
c/o Amy Heims
4-H Fairgrounds
4265 Oak Crest Hill Road SE
Iowa City, IA 52246

A registration form can be downloaded at www.extension.iastate.edu/johnson.
Credit card payments will not be accepted.

Questions Regarding Registration?

Contact Amy Heims at (319) 337-2145 or aheims@iastate.edu. For information on program content, contact Gene Mohling at (319) 337-2145, mohling@iastate.edu, Amy Heims at (319) 337-2145, aheims@iastate.edu, or Monique DiCarlo at (319) 335-1486, monique-dicarlo@uiowa.edu

Special Needs

If you need accommodations for a disability, contact Amy Heims at (319) 337-2145 or aheims@iastate.edu.

nonprofit management academy

Registration Form

Please type or print legibly all information. This form may be duplicated for additional registrations.

First Name		Last Name	
Company/Affiliation		Job Title	
<input type="checkbox"/> Director	<input type="checkbox"/> Board Member	<input type="checkbox"/> Volunteer	<input type="checkbox"/> Staff <input type="checkbox"/> Other
Social Security Number*		Number of years with your organization	
Day Phone		Fax	
Mailing Address		E-mail address	
City		State	Zip Code
County		How did you find out about this Academy?	

Please enroll me in the following course(s):

Dates

Fee**

Please mark box(es) for the course(s) of your choice

<input type="checkbox"/> Grant Writing	January 17, 2008	\$60
<input type="checkbox"/> Collaboration	February 21	\$60
<input type="checkbox"/> Governance As Leadership	March 13	\$60
<input type="checkbox"/> Human Resources Management	April 24	\$60
<input type="checkbox"/> Effective Supervision	May 15	\$60
<input type="checkbox"/> Marketing: Only Superheroes Should Have Secret Identities	June 19	\$60
<input type="checkbox"/> The Nuts and Bolts of Fundraising	August 21	\$60
<input type="checkbox"/> Financial Management for Nonprofits	September 18	\$60
<input type="checkbox"/> Risk and Crisis Analysis	October 16	\$60
<input type="checkbox"/> Leading Organizational Change	November 20	\$60
<input type="checkbox"/> Evaluating Your Program	December 11	\$60
<input type="checkbox"/> Please check if you would like CEUs.		

**The cost of CEUs is an additional \$10 per course.

Amount enclosed

\$ _____

Payment should be either cash or check, made payable to Johnson County Extension. Credit card payments will not be accepted.

**Iowa State University requests this information to preregister you in a conference. No one outside the university, with the exception of participants in this conference, is routinely provided this information. If you fail to provide the required information we cannot promise accurate registration. (Reference: Iowa Code, Chapter 22.11; Iowa Fair Information Practices Act.)*

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