

Nonprofit Management Academy

A comprehensive
educational
program for the
nonprofit sector

March – December 2010

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 Education and
Communication Services,
Iowa State University

IOWA STATE UNIVERSITY
University Extension

Johnson County

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How to Reach Us

Registration Address

ISU Extension, Johnson County
4-H Fairgrounds
4265 Oak Crest Hill Road SE
Iowa City, IA 52246
Phone: (319) 337-2145
Fax: (319) 337-7864

Registration/Special Needs

Amy Heims
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E-mail: aheims@iastate.edu

Internet

www.extension.iastate.edu/johnson

Course Information

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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 and social service groups, hospitals, government agencies, faith-based organizations, private schools, art and cultural organizations, environmental groups, the school system, 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 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 will be held at the Coral Ridge Mall Community Room, 1451 Coral Ridge Avenue, Coralville, Iowa 52241. 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.

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

Best Practices for Volunteer Management

March 25, 2010 – 9 a.m. to 4 p.m. | Paul Retish

We will examine techniques to effectively recruit and match volunteers to your agency's needs and develop stronger relations between paid staff and volunteers. We will also celebrate volunteer/staff accomplishments and share recognition ideas and retention systems for a successful volunteer program.

Mediation, Facilitation and Counseling

April 8, 2010 – 9 a.m. to 4 p.m. | Don Broshar

Conflict is part of our lives. It is neither good nor bad. Our response to conflict is what makes a difference. Successful conflict resolution is a skill that can be learned. Participants in this workshop will examine the dynamics of conflict, take part in skill building activities, and practice a six step process for creatively resolving the conflict.

Leveraging Social Technology

April 29, 2010 – 9 a.m. to 4 p.m. | Lava Row, Inc.

This session will give you an overview of the shifting trends in social media and online communications, while giving you a holistic, grounded approach to forming marketing strategies within these new digital worlds. The workshop will be led by experts from Lava Row, which is a social media strategy, consulting and education firm based in Des Moines. They work with a variety of clients helping them make sense of social media applications such as blogs, social networks, online communities and mobile technology. For more information visit www.lavarow.com.

Mobilize Your Board to Raise More Money

May 20, 2010 – 9 a.m. to 4 p.m. | Andy Robinson

If your board isn't raising all the money it could—indeed, if your board isn't raising any money at all—you're not alone. In this workshop, we'll discuss the reasons why, and outline strategies to turn things around. You'll leave with several practical, specific ideas for increasing board involvement and effectiveness.

Continued on the next page

- Why board members resist fundraising
- Creating and using board “job descriptions” to recruit willing fundraisers
- Lots of options: 50 ways your board members can bring in the bucks
- Using the board to identify and solicit big gifts face to face, through the mail, and at house parties
- Training and motivating your board

Andy Robinson (www.andyrobinsononline.com) provides training and consulting for nonprofits in fundraising, grantseeking, board development, marketing, earned income, planning, leadership development, and facilitation. A frequent visitor and popular instructor in Iowa, Andy has worked with organizations in 47 U.S. states and Canada. Andy is the author of four books, including **Big Gifts for Small Groups** and **Great Boards for Small Groups**. When he’s not on the road, he lives in Plainfield, Vermont.

Engaging Boards

June 24, 2010 – 9 a.m. to 4 p.m. | Regenia Bailey

Are you eager to see your board members become more involved in the work of the board? Do you wish your board members had a better understanding of their roles and responsibilities? In this workshop, we’ll talk about specific steps to engage your board in doing their work for the organization. This workshop will address finding the right people for your board, how to develop and use board job descriptions, the distinction between board responsibilities and staff responsibilities, boards and community advocacy, and training and motivating your board members. This workshop will be useful for both directors of nonprofit organizations as well as board members, particularly those on the executive committee.

No courses will be offered in July 2010.

Managing Challenges During Tough Times

August 26, 2010 – 9 a.m. to 4 p.m. | Monique DiCarlo & Joy Donald

Explore strategies related to risk mitigation, crisis management, and building collaborative responses to community need. Learn to detect and respond effectively to potential crisis, including developing a communications plan and a business continuity plan. Participants will also learn factors that influence successful partnerships that can be used to move organizations beyond a crisis event.

Financial Performance

September 30, 2010 – 9 a.m. to 4 p.m. | Bruce Guither

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

Grant Writing and Research

October 28, 2010 – 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.

Effective Program Evaluation and Outcomes-Based Measurement

November 18, 2010 – 9 a.m. to 4 p.m. |

Leslie Wright & Jane Drapeaux

This daylong workshop will focus on developing effective and manageable program evaluation strategies and tools. Many people mistakenly believe that program evaluation is used by funders to determine the success or failure of programs. Good program evaluation offers many benefits:

- The opportunity to assess, adapt and improve the impact of programs and services.
- Identify strengths and weaknesses and improve service delivery.
- Provide data to promote the program to the community.
- Provide the information necessary to replicate or expand the program.

Workshop will be led by management staff at United Way of East Central Iowa and Hawkeye Area Community Action Program. The team will provide both a funder's and an agency's perspective on outcomes-based program evaluation.

Marketing for the Arts

December 9, 2010 – 9 a.m. to 4 p.m. | Wally Chappell

This workshop, geared toward arts organizations, will feature the following topics: trend analysis, including what's happening with print media (newspapers, magazines), radio and television; internet potential, including paid advertising and email as well as social networking sites; an analysis of the different age groups, with regard to marketing strategies; getting to know your market and those who can help you sell tickets and raise money; understanding the close connection between fundraising and marketing; branding and how to control a consistent message of what you can expect from your arts organizations; design elements; budgeting and how much you should budget to sell tickets and raise awareness of your organization; and the opportunity to discuss your organization's specific situation and receive feedback from the instructor.

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 acknowledgement 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.

For 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 or mohling@iastate.edu or Amy Heims at (319) 337-2145 or aheims@iastate.edu.

Special Needs

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

Certificate Program Faculty

Paul Retish

University of Iowa College
of Education

Don Broshar

Iowa State University

Lava Row, Inc.

Consulting and Education Firm

Andy Robinson

Trainer and Consultant

Regenia Bailey

Bailey Leadership Initiative

Monique DiCarlo

Adjunct Instructor and
Misconduct Response
Coordinator,
University of Iowa

Joy Donald

Strategy Deployment Portfolio
Manager, Pearson

Bruce Guither

Carlson Hartsock and Guither
PLC

Ron Mirr

Independent Consultant

Leslie Wright

United Way of East Central Iowa

Jane Drapeaux

Hawkeye Area Community
Action Program

Wally Chappell

Consultant, Coralville Center for
the Performing Arts & Panelist,
National Endowment for the Arts

Advisory Board

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Iowa State University Extension,
Linn County

Tim Borich

Iowa State University Extension

Willard Boyd

The Larned A. Waterman Iowa
Nonprofit Resource Center

Patti Fields

United Way of Johnson County

Linda Fischer

Iowa State University Extension,
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Amy Heims

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Joe Jennison

Iowa Cultural Corridor Alliance

Linda Kroon

University of Iowa Women's
Resource and Action Center

Gene Mohling

Iowa State University Extension,
Region 15

Paul Retish

University of Iowa College
of Education

Bob Untiedt

Linn County Nonprofit Resource
Center

Nancy Quellhorst

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 State University Extension, Johnson County

www.extension.iastate.edu/johnson

Iowa Cultural Corridor Alliance

www.culturalcorridor.org

The Larned A. Waterman Iowa Nonprofit Resource Center

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

Linn County Nonprofit Resource Center

www.lcnrc.org

United Way of Johnson County

www.unitedwayjc.org

University of Iowa

www.uiowa.edu

University of Iowa Women's Resource and Action Center

www.uiowa.edu/~wrac

... and justice for all

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