

Nonprofit Management Academy

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

**Basic and Advanced Series
Classes Available**

October 2005 – September 2006

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 Education
and Communication Services, Iowa State University**

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how to reach us...

Registration Address

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

Phone

(319) 337-2145

Fax

(319) 337-7864

Registration/Special Needs

Paula Lichtenstein
(319) 337-2145
plichte@iastate.edu

Internet:

www.extension.iastate.edu/johnson

Course Information

Gene Mohling

ISU Extension
- Johnson County
(319) 337-2145
mohling@iastate.edu

Paula Lichtenstein

ISU Extension
(319) 337-2145
plichte@iastate.edu

Monique DiCarlo

Women's Resource
and Action Center
(319) 335-1486
Monique-dicarlo@uiowa.edu

IOWA STATE UNIVERSITY

University Extension

Linn County Extension
Johnson County Extension



IOWA WOMEN'S
FOUNDATION



Iowa Nonprofit
Resource Center



United Way of Johnson County

Community
Leadership
Program



sponsors

Panera Bread Bakery-Cafe

Starbucks Coffee Company

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 advisers in the process of developing this program. Outstanding practitioners and academicians have been selected as faculty.

About 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 \$50 per course. CEUs are available at an additional cost of \$10 per course. ISU 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 12 courses.

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

courses

Risk Analysis and Crisis Management

October 20, 2005 – 9 a.m. to 4 p.m.

Richard Koontz and **Monique DiCarlo**

Risk Management: 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.

Crisis Management: Learn to detect and deal effectively with potential crisis, including the development of a communications plan and a business continuity plan to cope with crisis. Learn how to manage the financial impact of the crisis.

Fee: \$50 CEUs: 0.7

Conflict Resolution in a Multicultural Society

November 10, 2005 - 9 a.m. to 4 p.m.

Chris Klug

Conflict is part of our lives. It is neither good or 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.

Fee: \$50 CEUs: 0.7

Planning and Facilitating Effective Meetings

December 15, 2005 - 9 a.m. to 4 p.m.

Monique DiCarlo and **Jay W. Brewer**

Make your meetings more successful. Learn how to implement guidelines for effective group decision-making. Practice the use of Roberts Rules of Order. Create templates for decision group action and develop ways to encourage inclusive and effective participation.

Fee: \$50 CEUs: 0.7

Human Resources Management

January 19, 2006 - 9 a.m. to 4 p.m.

Maureen McCormick

Face the challenges of attracting and retaining qualified employees on a nonprofit budget. Learn the fundamentals of developing jobs, screening and interviewing applicants and appraising employees. Examine current employment laws and how they impact your organization. Develop core skills for effectively managing the majority of your operating budget – your human resources.

Fee: \$50 CEUs: 0.7

Grant Writing

February 16, 2006 - 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: \$50 CEUs: 0.7

Market Strategies, Tools, and Practices for Nonprofits

March 16, 2006 - 9 a.m. to 4 p.m.

Joan Benson

Marketing is telling the truth, strategically, persuasively—and creatively. This course will walk participants through branding a nonprofit organization, planning for print and web projects, maintaining a tight audience focus, and getting creative within (and without) a budget.

Fee: \$50 CEUs: 0.7

Effective Supervision

April 20, 2006 - 9 a.m. to 4 p.m.

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: \$50 CEUs: 0.7

Fund Raising

May 18, 2006 - 9 a.m. to 4 p.m.

Regenia Bailey and Monique DiCarlo

How does your agency plan for fund raising? What are realistic expectations? Learn and exchange ideas on corporate gifts, building your donor base, sponsorships, individual memberships, direct-mail campaigns, special events and planned giving. Examine and detail strategies for meeting your organization's fund raising goals.

Fee: \$50 CEUs: 0.7

Volunteer Management

June 14, 2006 - 9 a.m. to 4 p.m.

Ann Pisarik

Examine techniques to effectively recruit and match volunteers to your agency's needs. Develop stronger relations between paid staff and volunteers. Celebrate volunteer/staff accomplishments and share recognition ideas and retention systems for a successful volunteer program.

Fee: \$50 CEUs: 0.7

Diversity Management

July 20, 2006 - 9 a.m. to 4 p.m.

Diane Finnerty

What does diversity really mean? How is it relevant to organizational and interpersonal dynamics? This workshop will discuss approaches to developing diverse organizations, the need to integrate cultural competence into internal and external organizational relations, and the ways in which thriving organizations in the twenty first century must be more culturally competent and diverse than ever before.

Fee: \$50 CEUs: 0.7

Financial Management

August 17, 2006 - 9 a.m. to 4 p.m.

Tiffani Shaw

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

Fee: \$50 CEUs: 0.7

Developing Effective Boards

September 21, 2006 - 9 a.m. to 4 p.m.

Sandy Boyd and Karen Kubby

Build effective boards for your nonprofit organization. Learn how to recruit and maintain a diverse group of board members, build an effective orientation program and encourage active participation in your organization. The workshop will identify board members' roles and responsibilities and provide experiential opportunities to build skills.

Fee: \$50 CEUs: 0.7

Advanced Series Courses

Anyone is welcome to attend the advanced series but it is primarily designed for members of executive boards, mid-level managers and executive directors. It will also be beneficial for those who have completed the NPMA certification program and are seeking additional training in specific areas.

advanced courses

Advanced Human Resources and Supervision

December 8, 2005 – 9 a.m. to 4 p.m.

Jude West

Leaders of nonprofit organizations must integrate mission, resource acquisition and strategic activities of the agency through their human resources.

With delegated authority from the board of directors, the leader must recognize the difference between management and leadership and implements his / her responsibility through the "4 E's": envision, enable, empower and energize. The objective of the session is to examine the role of the leader, to list the traits and skill of effective leaders, to suggest a model of leadership in the complex world of the nonprofit organization and to alert the leader to the stressful role of initiating and implementing change.

Fee: \$50 CEUs: 0.7

Financial Management Issues and Challenges

March 2, 2006 - 9 a.m. to 4 p.m.

Stephanie Fox

Without sound financial administration, even the most dedicated organization probably won't survive. In this beyond-the-basics class, we will analyze results of operations for keys to improving financial status, explore grant requirements and administration, review common internal control problems that can result in monetary loss to the organization, discuss tax issues such as unrelated business income, and examine best practices in organizational administration.

Fee: \$50 CEUs: 0.7

Planned Giving

June 15, 2006 - 9 a.m. to 4 p.m.

Tami Baumann

De-mystify planned giving by learning the basics. This workshop will cover bequests, charitable gift annuities, charitable remainder trusts, gifts of life insurance and gifts of retirement plan assets. Participants will learn some of the tax benefits that make these gift plans attractive to donors. Practice sessions will help you to recognize planned giving opportunities and implementation strategies to maximize a donors gift potential. Come prepared for an interactive session.

Fee: \$50 CEUs: 0.7

Strategic Positioning

September 14, 2006 - 9 a.m. to 4 p.m.

Connie Benton Wolfe

Planning the strategy of a non-profit corporation is the most important activity undertaken by the CEO – and one of the most difficult to get right. This session will not dwell on the process of strategic planning, but rather focus on the challenge of establishing a bold vision for the organization and an agenda for action that will drive the vision into day-to-day decisions and operations. Emphasis will be on identifying and cultivating power relationships (partnerships, collaborations and alliances) to extend and strengthen your enterprise; building a “consumer oriented” corporate culture that will facilitate growth; and understanding the role of the CEO in inspiring “buy-in” to the new organization and the ultimate successful incorporation of the vision.

Fee: \$50 CEUs: 0.7

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 bad 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 Paula Lichtenstein
4265 Oak Crest Hill Road SE
4-H Fairgrounds
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 Paula Lichtenstein at (319) 337-2145, plichte@iastate.edu. For information on program content, contact Gene Mohling at (319) 337-2145, mohling@iastate.edu, Krishna Das at (319) 337-2145, krdas@iastate.edu, Paula Lichtenstein at (319) 337-2145, plichte@iastate.edu, or Monique DiCarlo at (319) 335-1486, monique-dicarlo@uiowa.edu

Special Needs

If you need accommodations for a disability, call Paula Lichtenstein at (319) 337-2145.

nonprofit management academy

Basic Series Registration Form

Please type or print legibly all information. This form should 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*		Years on the job	
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"/> Risk Analysis and Crisis Management	October 20, 2005	\$50
<input type="checkbox"/> Conflict Resolution in a Multicultural Society	November 10	\$50
<input type="checkbox"/> Planning and Facilitating Effective Meetings	December 15	\$50
<input type="checkbox"/> Human Resources Management	January 19, 2006	\$50
<input type="checkbox"/> Grant Writing	February 16	\$50
<input type="checkbox"/> Marketing Strategies, Tools, and Practices	March 16	\$50
<input type="checkbox"/> Effective Supervision	April 20	\$50
<input type="checkbox"/> Fund Raising	May 18	\$50
<input type="checkbox"/> Volunteer Management	June 14	\$50
<input type="checkbox"/> Diversity Management	July 20	\$50
<input type="checkbox"/> Financial Management	August 17	\$50
<input type="checkbox"/> Developing Effective Boards	September 21	\$50

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.)*

nonprofit management academy

Advanced Series Registration Form

Please type or print legibly all information. This form should 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*		E-mail Address	
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"/> Advanced Human Resources and Supervision	December 8, 2005	\$50
<input type="checkbox"/> Financial Review and Processes	March 9, 2006	\$50
<input type="checkbox"/> Planned Giving	June 8	\$50
<input type="checkbox"/> Strategic Positioning	September 14	\$50

Please check if you would like CEUs.

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

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\$ _____

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certificate program faculty

Regenia Bailey

Bailey Leadership Initiative

Tami Baumann

Gift Planning Director, University of Iowa Foundation

Joan Benson

Owner of Benson and Hepker Design

Sandy Boyd

Director, Iowa Nonprofit Resource Center, Rawlings-Miller Professor of Law at University of Iowa, and President Emeritus of the University of Iowa and the Field Museum of Chicago

Jay W. Brewer

Executive Director, Iowa Respite and Crisis Care Coalition

Monique DiCarlo

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

Diane Finnerty

Program Associate, National Resource Center for Family Centered Practice, University of Iowa School of Social Work

Stephanie Fox

Associate Controller, Iowa State University

Chris Klug

Bereavement Coordinator at Iowa City Hospice

Richard Koontz

Coordinator, Iowa Nonprofit Resource Center

Karen Kubby

Executive Director of Emma Goldman Clinic

Maureen McCormick

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

Ron Mirr

Independent Consultant

Ann Pisarik

Youth Development Field Specialist, Iowa State University Extension

Paul Retish

Professor, College of Education, University of Iowa

Tiffani Shaw

Chief Financial Officer and Treasurer, University of Iowa Foundation

Jude West

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

Connie Benton Wolfe

CEO of the United Way of Johnson County

... and justice for all

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advisory board

Regenia Bailey

Bailey Leadership Initiative

Tim Borich

Iowa State University Extension

Willard Boyd

Iowa Nonprofit Resource Center,
University of Iowa

Krishna Das

Iowa State University Extension

Monique DiCarlo

Women's Resource and Action Center,
University of Iowa

Marisue Hartung

Iowa Women's Foundation

Lois Hunt

Iowa State University Extension

Paula Lichtenstein

Iowa State University Extension
Johnson County

Gene Mohling

Iowa State University Extension

Jan Peterson

United Way of Johnson County

Paul Retish

College of Education, University of
Iowa

Amanda Styron

Johnson County Cultural Alliance

Connie Benton Wolfe

United Way of Johnson County

Shelle Youngblut

Iowa City Chamber of Commerce

on the internet

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

University of Iowa

www.uiowa.edu

United Way of Johnson County

www.unitedwayjc.org

Johnson County Cultural Alliance

www.jcculture.org and www.culturalcorridor.org

The 10,000 Hours Show

www.10000hours.org/

Iowa City Area Chamber of Commerce

www.iowacityarea.com

Iowa Women's Foundation:

www.iawf.org

Iowa State University Extension:

www.extension.iastate.edu/johnson

Iowa Shares

www.iowashares.org

University of Iowa Women's Resource and Action Center

<http://www.uiowa.edu/~wrac/>

University of Iowa - Iowa Nonprofit Resource Center

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

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