

# IOWA STATE UNIVERSITY

University Extension



Iowa State University Extension  
University of Northern Iowa  
and Iowa Shares  
*present the*

## **Nonprofit Management Academy**

*A comprehensive educational program for the nonprofit sector*  
September 2004 – June 2005

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

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CEUs provided through Continuing Education and Communication Services,  
Iowa State University

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### Registration Information

Black Hawk County Extension Office  
3420 University Avenue, Suite B  
Waterloo, Iowa 50701-2008

#### Phone

(319) 234-6811

#### Fax

(319) 234-5581

#### E-mail

sscholl@iastate.edu

#### Special Needs?

Sandy Scholl at (319) 234-6811

### Course Information

#### Sandy Scholl

Iowa State University Extension  
Phone (319) 234-6811  
sscholl@iastate.edu

#### Krishna Das

Iowa State University Extension  
Phone (319) 337-2145  
krdas@iastate.edu

### Internet

<http://www.extension.iastate.edu/Counties/blackhawk.html>  
[http://www.outreachacademy.iastate.edu/catalog\\_location.asp](http://www.outreachacademy.iastate.edu/catalog_location.asp)

## **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.

## **Fee**

The registration fee is \$55 per session. To receive CEUs for any class, please add an additional \$10 per class. Preregistration for all 10 courses is \$500, or \$600 with CEUs. Fees include materials, morning refreshments and lunch. Participants who sign up for multiple sessions also will receive a ring binder.

## **About the Certificate Program**

To receive a Certificate in Nonprofit Management, program participants must complete any combination of nine classes, totaling six continuing education units (CEUs). CEUs are noncredit units awarded at a rate of one CEU for every 10 hours of classroom time. ISU Continuing Education will keep a 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.

## **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.

## **Location**

Classes will be held at the Black Hawk County Extension Office, 3420 University Avenue, Waterloo, phone (319) 234-6811.

## Certificate Program Courses

To obtain a Certificate in Nonprofit Management, program participants must earn six continuing education units (CEUs) in any combination of nine courses. Choose from among the following 10 courses.

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

# courses

### **Building Effective Boards**

Thursday, September 23, 2004

8:30 a.m. – 4:30 p.m.

#### **Karen Kubby**

Building effective boards isn't rocket science. It is a concerted effort to plan, create a system that is sustainable, and a lot of fun work. This session will take you through the life cycle of an effective board as it fulfills its responsibilities to the organization and the community. You will receive specific examples of forms and documents that will help your organization realize the best from your Board members. This session is based on a combination of presentation, group discussion, and experiential learning. It will be the most productive with full participation of those attending.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

### **Risk Management for the Nonprofit**

Thursday, October 21, 2004

8:30 a.m. – 4:30 p.m.

#### **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.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## Strategic Planning for Results

Thursday, November 18, 2004

8:30 a.m. – 4:30 p.m.

### Sandy Scholl

Strategic planning—we all know we have to do it and why—but all too often by the time we have completed the planning exercise, we just want to go back to doing what is waiting for us. How do we develop plans that get implemented? How do we make those great things we put into our plans actually happen? This session will look at the elements of a strategic plan, positioning your organization, environmental scanning, and Board involvement. This session will also look at improving sustainability of efforts and implementing change.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## Marketing the Nonprofit

Thursday, December 2, 2004

8:30 a.m. – 4:30 p.m.

### Tom Quinn

Marketing resources often are scarce, so much creativity and ingenuity are necessary to create visibility for nonprofits and their programs. Explore effective and creative ideas for marketing your organization and its programs. Explore how technology may enhance your marketing efforts. Develop a marketing plan for your organization. Learn about layout and design to enhance the appearance of your materials by sharing your materials and critiquing other examples.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## Outcomes Your Funders Will Like

Thursday, January 20, 2005

8:30 a.m. – 4:30 p.m.

### Sam Lankford

Evaluation and accountability are inevitable and important responsibilities of nonprofits. How do you decide what to measure? This session will focus on “what” to measure as you evaluate programs and prepare reports or applications. Samples from the participants will be used as case studies for analysis.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## Demystifying Grant Seeking and Proposal Writing

Thursday, February 24, 2005

8:30 a.m. – 4:30 p.m.

### Stacy Van Gorp

At this session participants will learn the lingo, the ins and outs, and the unwritten rules of grant writing and grantseeking. Participants will have the opportunity to speak with people who have been in funding decision-making roles, including Mary Ann Burk, Regenia Bailey, and Linda Klinger. At the end of the session participants will understand the basic elements of submitting a grant proposal and the motivation of funding agencies.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## Building and Sustaining Effective Relationships

Wednesday, March 23, 2005

8:30 a.m. – 4:30 p.m.

### Monique DiCarlo

Learn the difference between collaborative and coalition work. The workshop will cover factors that influence successful collaborations, steps to coalition building and ongoing management issues. Participants will learn strategies to address common challenges such as differences in ideologies, managing diversity, addressing conflict and varying levels of commitment. Participants will be encouraged to think strategically about their own work and to identify their own plans for collaborative work.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## Motivation, Morale, and Management: Helping Staff and Volunteers Succeed

Thursday, April 21, 2005

8:30 a.m. – 4:30 p.m.

### Christopher Edginton and Julianne Gassman

Do you wonder why you keep having the same conflict with another staff member? Or why one motivational technique works well with one employee, but not the next? Do you know how people you supervise perceive your style? In this session participants will explore how leadership temperaments impact employee performance and management, discuss best practices in supervision and consider how leaders can promote change in organizations.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## **Legal Issues and Human Resource Management**

Thursday, May 19, 2005

8:30 a.m. – 4:30 p.m.

### **Leah Gutknecht**

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. Discover the risks you may be taking without even realizing it. Develop core skills for effectively managing the majority of your operating budget--your human resources.

Fee: \$55 + \$10 for CEU credit    CEUs: 0.7

## **How to Land the Big One: The Basics of Major Gift Fund Raising**

Thursday, June 16, 2005

8:30 a.m. – 4:30 p.m.

### **Heather Bremer-Miller**

Do you read about all the non-profit organizations getting that big gift and wonder why it isn't your organization? This session will offer a step-by-step approach to major gift fundraising. Through interactive role playing and breakout sessions, participants will learn the process from identifying possible donors to properly thanking the donor. You will leave feeling confident that the next big gift people will be reading about will be yours!

Fee: \$55 + \$10 for CEU credit    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 due to insufficient enrollment, a full refund will be made.

Classes may be canceled 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 check (payable to Black Hawk County Extension) or purchase order information to:

Iowa State University - Black Hawk County  
3420 University Avenue, Suite B  
Waterloo IA 50701-2008

## **Questions Regarding Registration?**

Contact Sandy Scholl at (319) 234-6811, [sscholl@iastate.edu](mailto:sscholl@iastate.edu), or Krishna Das at (319) 337-2145, [krdas@iastate.edu](mailto:krdas@iastate.edu)

## **Special Needs**

If you need accommodations for a disability, call Sandy Scholl at (319) 234-6811.

# 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 \_\_\_\_\_

E-mail Address \_\_\_\_\_

Day Phone \_\_\_\_\_ Fax \_\_\_\_\_ Evening Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Please enroll me in the following course(s):	Dates	Fee**
Please mark box(es) for the course(s) of your choice		
<input type="checkbox"/> Building Effective Boards	September 23, 2004	\$55
<input type="checkbox"/> Risk Management for the Nonprofit	October 21	\$55
<input type="checkbox"/> Strategic Planning for Results	November 18	\$55
<input type="checkbox"/> Marketing the Nonprofit	December 2	\$55
<input type="checkbox"/> Outcomes Your Funders Will Like	January 20, 2005	\$55
<input type="checkbox"/> Demystifying Grant Seeking and Proposal Writing	February 24	\$55
<input type="checkbox"/> Building and Sustaining Effective Relationships	March 23	\$55
<input type="checkbox"/> Motivation, Morale, and Management	April 21	\$55
<input type="checkbox"/> Legal Issues and Human Resource Management	May 19	\$55
<input type="checkbox"/> The Basics of Major Gift Fund Raising	June 16	\$55

### \*\*Please note the following fee variation:

Fee is \$55 per course. The fee for CEUs is an additional \$10 per session. Participants may preregister for all 10 courses for \$500 (or \$600 with CEUs).

### Please check if you would like CEUs.

Certification requires a minimum of nine classes. Participants who sign up for CEUs but do not complete their certification may carry over any CEUs earned to the next Nonprofit Management Academy.

**Amount enclosed** \$ \_\_\_\_\_

Make checks payable to Black Hawk County Extension.

Purchase orders accepted. Please provide purchase order number: \_\_\_\_\_

P.O. contact name, address, phone: \_\_\_\_\_

*\*Iowa State University requests this information to preregister you in a conference. No one outside the college, 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.)*

# certificate program faculty

## **Heather Bremer-Miller**

Director of Development for the College of Social and Behavioral Sciences and College of Natural Sciences, University of Northern Iowa

## **Monique Di Carlo**

Director, Women's Resource in Action Center, University of Iowa, and Board of Directors, Iowa Shares

## **Christopher Edginton**

Professor and Director, University of Northern Iowa School of Health, Physical Education and Leisure Services

## **Julianne Gassman**

Associate Director, University of Northern Iowa, Camp Adventure Youth Services

## **Leah Gutknecht**

Interim Assistant to the President for Compliance and Equity Management, University of Northern Iowa

## **Richard Koontz**

Coordinator, Iowa Nonprofit Resource Center, University of Iowa

## **Karen Kubby**

Executive Director, Emma Goldman Clinic

## **Sam Lankford**

Professor, School of Health, Physical Education, and Leisure Services, University of Northern Iowa

## **Tom Quinn**

Community Development Specialist, Iowa State University Extension

## **Sandy Scholl**

Community Development Specialist, Iowa State University Extension

## **Stacy Van Gorp**

Project Director, Opportunity Works, and Executive Director, American Humanities and Community Partnerships, University of Northern Iowa

# partners

**Iowa State University Extension**

**Black Hawk County Extension**

**University of Northern Iowa**

**Iowa Shares**

# advisory board

## **Duane McDonald**

University of Northern Iowa

## **Tim Borich**

Iowa State University Extension

## **Krishna Das**

Iowa State University Extension

## **Monique DiCarlo**

Women's Resource in Action Center  
and Iowa Shares

## **Donna Harvey**

Hawkeye Valley Area Agency on  
Aging

## **Billie Bailey**

Grout Museum

## **Stacy Van Gorp**

University of Northern Iowa

## **Sue Schuerman**

Cedar Valley Arboretum and Botanic  
Gardens

## **Mary Tewinkel**

Iowa State University Extension

## **Steve Padgitt**

Iowa State University Extension

## **Paul Brown**

Iowa State University Extension

## **Sandy Scholl**

Iowa State University Extension

# on the internet

## **University of Northern Iowa**

[www.uni.edu/contined/ces/](http://www.uni.edu/contined/ces/)

## **Iowa Shares**

[www.iowashares.org](http://www.iowashares.org)

## **Iowa State University Extension**

[www.extension.iastate.edu](http://www.extension.iastate.edu)

## **Iowa State University Extension - Black Hawk County**

<http://www.extension.iastate.edu/Counties/blackhawk.html>

## **Iowa State University Extension Outreach Academies**

[http://www.outreachacademy.iastate.edu/catalog\\_location.asp](http://www.outreachacademy.iastate.edu/catalog_location.asp)

### **... and justice for all**

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