

# IOWA STATE UNIVERSITY

University Extension

**Webster County Extension**  
*and*



*of Greater Fort Dodge*

*present the*

## **Mid-Iowa Nonprofit Management Academy**

*A comprehensive educational program for the nonprofit sector*

September 2004 – August 2005

Fort Dodge, Iowa

### **Certificate in Nonprofit Management Courses**

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

CEUs for Social Workers also will be available for some courses

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

# table of contents

About the Mid-Iowa Nonprofit Management Academy .....	3
Courses.....	4
Registration Information .....	12
Registration Form.....	13
Faculty .....	14
Advisory Board.....	15

## how to reach us...

### Registration Address

United Way  
of Greater Fort Dodge  
803 Central Avenue  
Fort Dodge, IA 50501

### Phone

(515) 573-3179

### Fax

(515) 573-3170

### E-mail

[unitedwaygfd@dodgenet.com](mailto:unitedwaygfd@dodgenet.com)

### Registration/Special Needs

Laurie Hagey  
(515) 573-3179

### Course Information

#### Jim Patton

County Extension  
Education Director  
Webster County Extension  
108 South 8<sup>th</sup> Street  
Fort Dodge, IA 50501-4680

### Phone

(515) 576-2119

### E-mail

[jlpatton@iastate.edu](mailto:jlpatton@iastate.edu)

### **About the Mid-Iowa 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.

The registration fee is \$55 per course, except for Program Development and Grant Writing, which is a two-day course. Its fee is \$100. CEUs for all courses are available at no additional cost. Social Work CEUs may be available for \$10 per course. If you are interested in Social Work CEUs, please check the box on the registration form for further information. 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.

### **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**

Courses will be held either at the Starlite Village Restaurant and Motel located at the junction of Highways 169 and 7, or the ISU Extension Office at 108 South 8<sup>th</sup> Street, Fort Dodge. Check the course schedule for location information for each seminar.

# special note

## **from the United Way of Greater Fort Dodge and the Catherine Vincent Deardorf Charitable Foundation**

Non-profit organizations who intend to make grant applications to either of these funders are strongly encouraged to attend the Nonprofit Management Academy, especially the following courses:

**Program Development and Grant Writing**

**Outcomes for Impact**

**Value/Mission/Vision in Everyday Operations**

**Collaborations for Community Change**

Because we believe so strongly in the value of these courses, class fees will be refunded to any participant who attends all four of the above seminars.

Refunds are limited to two participants per organization.

## 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 courses.

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

# courses

### Special for Nonprofit Board Members

If you are a member of any nonprofit board of directors, or are interested in non-profit board voluntarism, you are invited to attend four important 90-minute evening sessions to be held in conjunction with four of the seminars. Employees who attend all four of these sessions may be eligible for reimbursement for tuition for the regular seminars. Here is your chance to gain information and insight from experts in the field that will help you do a better job leading your organization, and all at **no charge**. Check the course schedule for dates, times and locations and plan to attend.

(Nonprofit employees are also welcome to attend these sessions. However, content will be directed to nonprofit governance.)

## **Program Development and Grant Writing**

September 9–10, 2004 - 9 a.m. to 4 p.m.

Starlite Village Restaurant and Motel

### **Ron Mirr**

This workshop is designed to give participants the practical skills they will need to begin the development of grant proposals. Participants will leave the workshop with a clear understanding of how to begin the grant writing process, where to look for resources, and how to prepare a highly competitive grant proposal. The Program Development and 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; training on the use of three planning tools for the creation of effective grant proposals; information on the budgeting process and how to maximize grant funding for your project; instruction on how to create an appropriate evaluation plan for your project; and training on the most effective methods for producing your grant proposal. This course employs a variety of teaching formats including lecture, small group exercises, and multimedia presentations.

Fee: \$100

CEUs: 1.2

## **Free Session for Board Members:**

### **Grants for Board Members**

September 9, 2004 - 7 p.m.

Starlite Village Restaurant and Motel

### **Ron Mirr**

This session is designed to give board members information they need to know for responsible governance as it pertains to grants. How easy is grant money to find? What's involved in writing for, managing and reporting grant-funded programs? Should every nonprofit hire a grant writer?

## **Outcomes for Impact**

October 14, 2004 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### **Nancy Grudens-Schuck**

What are outcomes and why they are important to today's nonprofit organization? Seminar participants will learn how outcomes assessment links with an organization's needs assessment, external communications, community-level assessment, and with the types of evaluation data your organization already collects. Through discussion and group exercises, participants of this seminar will be introduced to techniques for designing measurable outcomes that match program goals, developing buy-in of staff, board members and clients, and using outcomes to market programs and interest funders.

Fee: \$55

CEUs: .6

## **Free Session for Board Members:**

### **Outcomes for Board Members**

October 14, 2004 - 7 p.m.  
Starlite Village Restaurant and Motel

### **Nancy Grudens-Schuck**

This seminar is designed to help board members be more aware of the importance of outcomes, not just as a grant writing tool, but as a way of measuring the success of your organization. What should board members know about outcomes in order to govern effectively? How can outcomes measurements be used in planning for your organization? Can you tell if you're on the right track by looking at your outcomes? How can outcomes help you raise money, beyond grant writing?

## Legislative and Legal Issues

November 11, 2004 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### Willard Boyd III

Explore the ethical principles, basic laws and regulations governing nonprofit organizations in Iowa. Examine the procedures for incorporating, obtaining and maintaining the various type of tax-exempt status. Learn how to pursue legislative goals and the best ways to communicate with legislators. Local state government representatives will be invited to participate in this session.

Seminar participants will be invited to a day-trip to the Iowa legislature when it is in session to put techniques learned into practice.

Fee: \$55                      CEUs: .6

## Marketing and Fundraising

January 13, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### Drew McLellan

Do you know how to determine the best use of your marketing dollars? Explore effective ideas for marketing your organization and its programs. Identify the distinct types of customers your organization serves, and how best to engage them. Learn how to interpret and adapt statistical information to your organization's marketing program. Explore the new frontiers: electronic marketing and fundraising, how important are they? Learn about fundraising through events; is it worth it? Participants will organize an event from concept to implementation.

Bonus: Each participant will receive a copy of Drew McLellan's new book, *99.3 Random Acts of Marketing*, and be invited to participate in an on-going e-mail discussion on marketing. Participants may also register to receive Drew's weekly e-mail *Marketing Minute*.

Fee: \$55                      CEUs: .6

## **Mission and Vision in Everyday Operations: Strategic Management for Nonprofit Organizations**

February 10, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### **Jackie Reis**

Do you know when it's time to revisit your mission, vision and goals? How do an organization's values hold up against its programs and operations? Participants of this seminar will learn how they can use strategic planning as a tool to define their mission, will explore strategies used to identify their organization's mission and vision and will learn how to translate mission and vision into everyday operations.

Fee: \$55                      CEUs: .6

## **Free Session for Board Members: Values/Mission/Vision**

February 10, 2005 - 7 p.m.  
Starlite Village Restaurant and Motel

### **Jackie Reis**

As a board member, how can you help to define and drive the mission/vision and goals of the organization? What is strategic planning, and how can your board do it effectively? Just what is philanthropy, and what is the board's role?

## **Time Management**

March 10, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### **Sharon Drake**

Learn to work with your strengths and minimize your weaknesses. Seminar participants will explore the new realities of doing more with less: less money, less people, and less time. This day will be chock full of organizational tips for busy executives and techniques to help managers, employees and volunteers make the best use of their time.

### **Boards and Committees: Working with Volunteers**

April 14, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

#### **Alan Vandehaar and Norm Riggs**

Learn how to work with boards of directors effectively and efficiently. Examine board and staff relations and the distinctions between different types of boards and committees. Determine the strengths and weaknesses of your board by completing a board assessment survey. Learn how to organize and conduct effective meetings and deal with difficult people.

Fee: \$55                      CEUs: .6

### **Methods and Techniques in Outcomes Measurement**

May 12, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

#### **Nancy Grudens-Schuck**

Measuring outcomes requires the "4 -Cs"-- *Competence, Connections, Cooperation, and Courage*. In this workshop, the 4-Cs will form the basis for a technique for surviving, and even thriving, when choosing and implementing methods. We will discuss qualitative and quantitative methods (such as focus groups and surveys), including why some organizations prefer one over another. Good survey design will be demonstrated, including the art of asking good questions. We will illustrate how to build outcomes-oriented questions into existing satisfaction surveys, which many organizations already implement. Bring your stuff for us to review. No statistical background or computer skills needed!

Fee: \$55                      CEUs: .6

### **Human Resources Management**

June 9, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

#### **Sharon Drake**

How does one effectively recruit, hire, and retain good personnel? Learn how to interview applicants, hire and retain key employees, and draft job descriptions, work plans, and evaluation tools. Examine performance appraisal techniques, personnel development strategies, current employment laws, and other human resource issues.

Fee: \$55                      CEUs: .6

## **Financial Management**

July 14, 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### **Ellen Rasmussen**

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. Participants will spend some class time creating an annual budget.

Fee: \$55                      CEUs: .6

## **Collaborations for Community Change**

August 11 2005 - 9 a.m. to 4 p.m.  
Webster County Extension Office

### **Rick Morse**

The need for community organizations to collaborate has never been greater. Community problems are complex, dynamic, and interrelated and are best addressed by multiple stakeholders working together, combining various resources, skills, and assets. Through discussion, case studies, and group exercises, participants of this seminar will be introduced to the theory and practice of collaborative leadership and the skills necessary to make collaboration work in their organization and community.

Fee: \$55                      CEUs: .6

## **Free Session for Board Members:**

### **Guiding Collaborations for Community Change**

August 11, 2005 - 7 p.m.  
Starlite Village Restaurant and Motel

### **Rick Morse**

The need for community organizations to collaborate has never been greater. Community problems are complex, dynamic, and interrelated and are best addressed by multiple stakeholders working together, combining various resources, skills, and assets. This seminar introduces the theory and practice of collaborative leadership and the implications for nonprofit board governance.

# registration information

## Registration Deadline

The registration deadline is five working days prior to each course. Registrations will not be processed unless accompanied by payment in full. An acknowledgment will be sent as confirmation if an e-mail address is provided.

## 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. Additionally, classes will be canceled if the Fort Dodge public schools are closed due to bad weather, or if the course faculty cannot attend due to weather. Weather cancellations will be announced via the local media outlets. If these classes cannot be rescheduled a full refund will be made.

## To Register

Mail registration form and credit card information or check payable to United Way of Greater Fort Dodge.

United Way of Greater Fort Dodge  
803 Central Avenue  
Fort Dodge, IA 50501

A registration form can be downloaded at  
[www.extension.iastate.edu/Pages/webster](http://www.extension.iastate.edu/Pages/webster)  
Credit card payments are accepted.

## Questions Regarding Registration?

Laurie Hagey, Executive Director  
United Way of Greater Fort Dodge  
803 Central Avenue  
Fort Dodge, IA 50501  
(515) 573-3179  
E-mail: [unitedwaygfd@dodgenet.com](mailto:unitedwaygfd@dodgenet.com)

## Special Needs

If you need accommodations for a disability, call Jim Patton, (515)576-2119.

# nonprofit management academy

## Registration Form

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

First Name		Last Name	
Company/Affiliation			
Social Security Number*		E-mail Address	
Day Phone	Fax	Evening Phone	
Mailing Address			
City	State	Zip Code	
County			

### Please enroll me in the following course(s):

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

	Dates	Fee
<input type="checkbox"/> Program Development and Grant Writing	September 9-10, 2004	\$100
<input type="checkbox"/> Outcomes for Impact	October 14	\$55
<input type="checkbox"/> Legislative and Legal Issues	November 11	\$55
<input type="checkbox"/> Marketing and Fundraising	January 13, 2005	\$55
<input type="checkbox"/> Mission and Vision in Everyday Operations	February 10	\$55
<input type="checkbox"/> Time Management	March 10	\$55
<input type="checkbox"/> Boards and Committees: Working with Volunteers	April 14	\$55
<input type="checkbox"/> Methods and Techniques in Outcomes Measurement	May 12	\$55
<input type="checkbox"/> Human Resources Management	June 9	\$55
<input type="checkbox"/> Financial Management	July 14	\$55
<input type="checkbox"/> Collaboration for Community Change	August 11	\$55

Please check if you would like Social Worker CEUs. Additional information will follow.

**Total Amount Due** \$ \_\_\_\_\_

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

Please charge my credit card:

Credit Card (MasterCard, Visa, Discover)	Card Number	Expiration Date
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Signature (required for credit card payments).

*\*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.)*

# certificate program faculty

## **Willard Boyd III**

Attorney, Nyemaster Law Firm,  
Des Moines

## **Sharon Drake**

Human Resource Development/  
Organizational Learning Consultant  
and former faculty member in the Iowa  
State University College of Education

## **Nancy Grudens-Schuck**

Assistant Professor, Evaluation  
Systems, Department of Agricultural  
Education and Studies, and faculty  
member in the Sustainable Agriculture  
graduate program, Iowa State  
University

## **Drew McLellan**

President, Erickson McLellan  
Marketing Group, Des Moines

## **Ron Mirr**

RM Consulting, Iowa City

## **Rick Morse**

Assistant Professor of Public Policy  
Administration, Department of Political  
Science, Iowa State University

## **Ellen Rasmussen**

Assistant Provost for Budget, Facilities  
and Finance, Iowa State University

## **Jackie Reis**

J.M. Reis Consulting, and former  
president, Minnesota Council on  
Foundations, White Bear Lake, Minn.

## **Norm Riggs**

Community Development Specialist,  
Iowa State University Extension

## **Alan Vandehaar**

Community Development Specialist,  
Iowa State University Extension

# financial sponsors

Our sincere thanks to the following financial sponsors of the Mid-Iowa Nonprofit  
Management Academy:

**Catherine Vincent Deardorf Charitable Foundation**

**Community Action Network**

# advisory board

## **Greg Bradley**

Fort Dodge Family YMCA

## **David Brown**

Iowa State University Extension -  
Hamilton County

## **Jerry Chizek**

Iowa State University Extension -  
Calhoun County

## **Krishna Das**

Iowa State University Extension

## **Joyce DeHaan**

Domestic/Sexual Assault Outreach  
Center

## **John Eveland**

Iowa State University Extension-  
Humboldt County

## **Rev. David Feltman**

First Presbyterian Church, Fort Dodge

## **Leroy Jensen**

Iowa State University Extension -  
Wright County

## **Laurie Hagey**

United Way of Greater Fort Dodge

## **Mary Sula Linney**

Iowa Central Community College

## **Frank Owens**

Iowa State University Extension

## **Jim Patton**

Iowa State University Extension -  
Webster County

# on the internet

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

## **Iowa State University**

### ***Extension to Communities***

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

### ***Webster County Extension***

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

### ***Institute for Design Research and Outreach***

[www.design.iastate.edu/idro](http://www.design.iastate.edu/idro)

### ***Continuing Education and Communication Services***

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

## **United Way of Greater Fort Dodge**

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

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

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*Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Stanley R. Johnson, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.*

**United Way of Greater Fort Dodge**

803 Central Avenue

Fort Dodge, IA 50501

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