

IOWA STATE  
UNIVERSITY  
University Extension &



United Way  
of Central Iowa

*present the*

# Nonprofit Management Academy

*A comprehensive educational program for the nonprofit sector*

February 2006 – January 2007

## **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 Downtown Des Moines  
John and Mary Pappajohn  
Higher Education Center  
1200 Grand Avenue, Suite 300B  
Des Moines, Iowa 50309

### Phone

(515) 235-4644

### Fax

(515) 235-4641

### Registration/Special Needs

Frank Owens  
(515) 235-4644

### Internet:

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

### Course Information

Frank Owens, Community  
Development Specialist,  
Iowa State University  
Extension to Communities  
ISU Downtown Des Moines  
John and Mary Pappajohn  
Higher Education Center  
1200 Grand Avenue, Suite 300B  
Des Moines, Iowa 50309  
(515) 235-4644  
e-mail: [frowens@iastate.edu](mailto:frowens@iastate.edu)

## **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.

The registration fee is \$60 per course. For participants who register for the entire certificate program (six CEUs) and pay in advance, the fee per course will be \$55. CEUs are available at no additional cost. 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**

All courses will be held at the United Way Human Service Campus Conference Center, 1111 Ninth Street, Des Moines, Iowa 50314

## 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 the following courses.

# courses

### Human Resources Management for Nonprofit Organizations

February 7 and 8, 2006 - 1 to 5 p.m.

**Jan Burch** and **Bob Mitchell**

What is Human Resources: How do you manage your human resources in a constantly changing environment? How does one effectively recruit, hire, and retain good employees? Learn the fundamentals of interviewing, drafting job descriptions, writing performance goals/work plans, and coaching/evaluating performance. You'll also better understand how current employment laws may affect your organization and have the opportunity to discuss human resource issues with your peers.

Fee: \$60 CEUs: 0.8

### Grant Writing for Nonprofit Organizations

March 7 and 8, 2006 - 1 to 5 p.m.

**Tim Borich**

Learn how to identify and attract resources to your organization through grant writing. Topics to be covered include identifying funding sources, examining criteria, contacting and networking with funding agencies, and effectively designing and completing competitive applications and proposals.

Fee: \$60 CEUs: 0.8

### Principles and Legal Issues of Nonprofit Organizations

April 4 and 5, 2006 - 1 to 5 p.m.

**Willard Boyd III**

Explore the ethical principles, basic laws and regulations under Iowa's new Nonprofit Statute. 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: \$60 CEUs: 0.8

## **Financial Management for Nonprofit Organizations**

May 2 and 3, 2006 - 1 to 5 p.m.

### **Stephanie Fox**

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: \$60 CEUs: 0.8

## **Working Effectively with Volunteer Boards**

June 6 and 7, 2006 - 1 to 5 p.m.

### **Alan Vandehaar and Frank Owens**

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: \$60 CEUs: 0.8

## **Managing Yourself to Reduce Stress and Maximize Results**

July 11 and 12, 2006 - 1 to 5 p.m.

### **Ellen Spurlock and Donna Andrusyk**

Work overload is common among managerial and professional staff in nonprofit organizations. To control workload pressure, effective time and stress management techniques should be employed. This workshop will weave together stress management and time management techniques to help you gain balance and control in your life at work and at home. Participants will address the symptoms of work-related distress, the characteristics of stress-resistant personnel, the organizational factors contributing to stress and develop a personal approach to reducing stress.

Participants also will examine their top time wasters, establish guidelines for handling their discretionary time, and focus on key time management principles and techniques.

Fee: \$60 CEUs: 0.8

## **Strategic Management for Nonprofit Organizations**

August 1 and 2, 2006 - 1 to 5 p.m.

### **Stuart Huntington**

Learn the basic principles of strategic planning as you outline a plan for your organization. Explore the techniques to develop and evaluate a strategic position for your agency as you examine the environment in which you operate. Learn how to involve your board of directors as you develop a mission and plan to effectively deploy your resources and implement change.

Fee: \$60 CEUs: 0.8

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

September 12 and 13, 2006 - 1 to 5 p.m.

### **Nancy Grudens-Schuck**

Measurement of program outcomes benefits from familiarity with a range of assessment techniques. This hands-on workshop will provide the basics on practical program-level measurement tools including retrospective post-test, pre-then-post visual assessment of knowledge, semantic differential, observation rubrics, and web-based surveys. Workshop assumes basic knowledge of outcomes evaluation frameworks, but no knowledge of statistics is needed.

Fee: \$60 CEUs: 0.8

## **Fearless Fund-Raising: Strategies for Success**

October 3 and 4, 2006 - 1 to 5 p.m.

### **Pat Moline**

This is a practical and participatory workshop that will focus on fund-raising strategies for your agency. Learn how to develop a comprehensive and realistic fund-raising plan based upon proven fund-raising tools and methods. We will exchange ideas about individual giving as well as corporate and foundation support. Participants will work to develop their own annual and long-term plans that include direct-mail campaigns, special events, individual solicitations, and planned giving tools.

Fee: \$60 CEUs: 0.8

## **Volunteer Recruitment and Management for Nonprofit Organizations**

November 7 and 8, 2006 - 1 to 5 p.m.

**Ann Pisarik and Nancy Shafer**

Examine techniques to effectively recruit and utilize volunteers in your organization. Learn how not to abuse the services of volunteers as you focus on retention, and how to develop better relations between paid staff and volunteers. Examine the effective planning and implementation of programs through volunteer assistance. Review the legal liabilities and expenses of volunteers and techniques for volunteer administration as well as direct service.

Fee:      \$60      CEUs:    0.8

## **Communications and Marketing**

January 8 and 9, 2007 - 1 to 5 p.m.

**Steve Cohen and Communications and Marketing Staff from Innova Ideas and Services**

Explore effective ideas for marketing your organization and its programs. What is the best way to spend your marketing dollars? Learn the basics of layout and design to enhance the appearance of your promotional material and how to get your entire agency to think in terms of marketing.

Fee:      \$60      CEUs:    0.8

# 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.

Additionally, classes will be canceled if the Des Moines 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 Iowa State University Extension:

ISU Downtown Des Moines  
John and Mary Pappajohn Higher Education Center  
1200 Grand Avenue, Suite 300B  
Des Moines, Iowa 50309

Credit card payments will not be accepted.

## **Questions Regarding Registration?**

Frank Owens, Community Development Specialist, Iowa State University Extension to Communities

ISU Downtown Des Moines  
John and Mary Pappajohn Higher Education Center  
1200 Grand Avenue, Suite 300B  
Des Moines, Iowa 50309  
(515) 235-4644  
e-mail: [frowens@iastate.edu](mailto:frowens@iastate.edu)

## **Special Needs**

If you need accommodations for a disability, call Frank Owens, (515) 235-4644.

# 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"/> Human Resources Management	February 7–8, 2006	\$60
<input type="checkbox"/> Grant Writing for Nonprofit Organizations	March 7–8	\$60
<input type="checkbox"/> Principles and Legal Issues	April 4–5	\$60
<input type="checkbox"/> Financial Management	May 2–3	\$60
<input type="checkbox"/> Working Effectively with Volunteer Boards	June 6–7	\$60
<input type="checkbox"/> Time Management	July 11–12	\$60
<input type="checkbox"/> Strategic Management	August 1–2	\$60
<input type="checkbox"/> Outcomes Measurement	September 12–13	\$60
<input type="checkbox"/> Fearless Fund-Raising: Strategies for Success	October 3–4	\$60
<input type="checkbox"/> Volunteer Recruitment and Management	November 7–8	\$60
<input type="checkbox"/> Communications and Marketing	January 8–9, 2007	\$60

Please check if you would like CEUs.

\* If you are registering for the entire certification program and paying in advance, the fee per course is \$55.

**Amount enclosed**

\$ \_\_\_\_\_

*\*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

## **Donna Andrusyk**

Family Life Specialist, Iowa State University Extension

## **Tim Borich**

Associate Dean, College of Design  
Associate Professor of Community and Regional Planning, Iowa State University

## **Willard Boyd III**

Attorney, Nyemaster Law Firm, Des Moines

## **Steve Cohen**

Creative Marketing Director, Innova Ideas and Services, Ames

## **Jan Burch**

Human Resources Consultant, Jan Burch and Associates

## **Stephanie Fox**

Associate Controller, Iowa State University

## **Nancy Grudens-Schuck**

Assistant Professor of Agricultural Education and Studies, Iowa State University

## **Stuart Huntington**

Associate Professor of Community and Regional Planning, retired, Iowa State University

## **Bob Mitchell**

Human Resources Consultant, Bob Mitchell and Associates

## **Pat Moline**

Director of Development, Scholarship Giving, Iowa State University Foundation

## **Frank Owens**

Community Development Specialist, Iowa State University Extension

## **Ann Pisarik**

Youth/Volunteer Development Specialist, Iowa State University Extension

## **Nancy Shafer**

Director, Volunteer Services, Iowa Lutheran, Iowa Methodist, and Blank Children's Hospitals

## **Ellen Spurlock**

Family Resource Management Specialist, Iowa State University Extension

## **Alan Vandehaar**

Community Development Specialist, Iowa State University Extension

# advisory board

**David Discher**

United Way of Central Iowa

**Maureen Wolf**

United Way of Central Iowa

**Tim Borich**

Iowa State University Extension

**Krishna Das**

Iowa State University Extension

**Sherry Glenn**

Iowa State University Extension

**Frank Owens**

Iowa State University Extension

**Steve Padgitt**

Iowa State University Extension

# on the internet

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

**Iowa State University Extension:**

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

**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 Central Iowa:**

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

**... and justice for all**

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