

# Nonprofit Management Academy

*A comprehensive educational program for the nonprofit sector*

September 2008 – April 2009

*presented by*

**Iowa State University Extension  
University of Iowa Nonprofit Resource Center  
United Way of the Quad Cities Area, Inc.**

**IOWA STATE UNIVERSITY**  
University Extension



## **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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**Facilities provided by Iowa State University Extension,  
and United Way of the Quad Cities Area, Inc.  
CEUs provided through Continuing Education and Communication Services,  
Iowa State University**

# course offerings

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## objectives

### **The primary objectives of the Nonprofit Management Academy are:**

- to provide high quality, reasonable cost, training sessions to build capacity among leaders and middle managers of nonprofit organizations in the Quad Cities
- to introduce board and staff members to crucial basic information on nonprofit management
- to heighten awareness of the legal and financial issues of running a nonprofit organization
- to offer CEU credit for professionals seeking a Certificate in Nonprofit Management to increase their effectiveness as leaders

## **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 \$50 per class. Preregistration for 11 courses by an individual or an organization is \$450. To receive CEUs for any class, please add an additional \$10 per class. Five scholarships (\$200) will be available for individuals preregistering for all the classes.

## **About the Certificate Program**

To receive a Certificate in Nonprofit Management, a program participant 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**

The classes will be held at two sites: the Scott County Extension Office, 875 Tanglefoot Lane, Bettendorf, Iowa 52722, telephone (563) 359-7577; and the United Way of the Quad Cities Area Office Community Room, 3247 East 35th Street Court, Davenport, Iowa 52807, telephone (563) 355-4310.

Lunch break will be approximately 12 to 12:30 p.m. onsite. Lunch is included in the class fee.

## Certificate Program Courses

To obtain a Certificate in Nonprofit Management, program participants must complete any combination of nine courses totaling six continuing education units (CEUs). Choose from among the following 11 courses.

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

# courses

### Leadership and Governance: Iowa Principles and Practices for Charitable and Nonprofit Excellence

Wednesday, September 10, 2008  
9 a.m. – 3:30 p.m.  
Scott County Extension Office



**Willard "Sandy" Boyd** willard-boyd@uiowa.edu  
**Richard Koontz** richard-koontz@uiowa.edu

Learn how a governing board needs to function, the leadership required of the board chair and executive director for the organization to prosper, and the role of the mission statement in organizational success. Discuss new trends and challenges confronting nonprofit organizations including the need for public accountability and ethical conduct.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

### Human Resources Management

Wednesday, September 24, 2008  
9 a.m. – 3:30 p.m.  
Scott County Extension Office



**Paul Greufe** greufe@mchsi.com

Face the challenges of attracting and retaining qualified employees on a nonprofit budget. Learn the essentials of creating a *"Right from the Start"* program that supports the supervisor and aligns with organizational goals. Fundamentals to be covered include: defining job, screening and interviewing applicants, clarifying expectations through orientation and training, coaching for poor performance and as a means of developing high performers and creating a performance appraisal system that supports employee growth and development. Develop core skills for effectively managing the majority of your operating budget – your human resources.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

## Organization Development through Teams, Team Building and Trust

Wednesday, October 8, 2008  
9 a.m. – 3:30 p.m.  
Scott County Extension Office



**Jude West**

jude-west@uiowa.edu

Many organizations in the profit and nonprofit worlds have latched on to the concept of teams in their effort to improve organization effectiveness. Some efforts have been successful while others have not. The objectives of this session are to demonstrate how work groups can become a team and to identify and practice skills aimed at team building. Finally, we will focus on a fundamental aspect of teams, the importance of trust within the team. The concept of trust, the consequences of low trust and the steps needed to build and maintain trust will be examined.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

## Fund Development

Wednesday, October 22, 2008  
9 a.m. – 3:30 p.m.  
Scott County Extension Office



**Joy Thompson**

joythompson@revealed.net

Resource development strategies must be selected and tailored to the needs and goals of the nonprofit agency. How does your agency plan for fundraising? What are your realistic expectations? Learn and exchange ideas on annual campaigns, capital campaigns, establishing and building an endowment, planned giving, special events and the printed and electronic tools to make each a success. Bring a copy of your organization's fundraising goals, annual report and newsletter to enhance the conversation.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

## Collaborations and Coalitions

Wednesday, November 5, 2008  
9:00 a.m. – 3:30 p.m.  
Scott County Extension Office



**Monique DiCarlo**

Monique-dicarlo@uiowa.edu

Learn the difference between collaborative and coalition work. The workshop will cover steps to building and ongoing management of successful coalitions and collaborations. Participants will learn strategies to address common challenges and will be encouraged to think strategically about their own work.

Fee: \$50 + \$10 for CEU credit      CEU's 0.6

## Financial Management

Thursday, November 20, 2008

9 a.m. – 3:30 p.m.

Scott County Extension Office

**Michelle Horaney** Michelle.Horaney@rsmi.com

**Cindy Berg** Cindy.Berg@rsmi.com

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 + \$10 for CEU credit CEUs: 0.6



## Outcomes Measurement System: Integrating Outcomes with Program Mission, Objective and Goals

Wednesday, January 21, 2009

9 a.m. – 3:30 p.m.

United Way of the Quad Cities Community Room

**Matt Mendenhall** customizingoutcomes@msn.com

Measuring outcomes is often seen by human service providers as one more hoop to jump through in order to secure funding. Indeed, when outcome indicators are defined and driven mainly by funders of human services, the resulting information may not clearly demonstrate that a provider is fulfilling its own core mission and objectives. This seminar will explore some basic dimensions of outcomes measurement, provide several practical examples, and facilitate participants in completing basic outcomes logic models. Seminar participants should bring copies of their programs' mission and objectives. Discussion will include how the values of funding bodies and the values of providers can both be addressed in a basic outcomes logic model.

Fee: \$50 + \$10 for CEU credit CEUs: 0.6



## Legal Issues

Wednesday, February 4, 2009

9 a.m. – 3:30 p.m.

United Way of the Quad Cities Community Room

**Matthew Pappas** mpappas@pappasandschnell.com

**Melissa Hancock** mhancock@pappasandschnell.com

What are the legal considerations in forming and operating nonprofit organizations? This session will focus on acceptable charitable and nonprofit purposes, structural considerations, organizational procedures to secure and requirements to maintain nonprofit and tax-exempt standing as well as identification of potential operational issues. Discussions of labor and employment law issues in a nonprofit setting will also be included, as well as nonprofit and tax-exempt organizations' fiduciary duties and responsibilities.

Fee: \$50 + \$10 for CEU credit CEUs: 0.6



## Diversity for Nonprofit Organizations

Wednesday, February 25, 2009

9:00 a.m. – 3:30 p.m.

United Way of the Quad Cities Community Room



**Kim Armstrong**

Armstrongk@bhc.edu

This session will explore and examine intercultural communication styles. This will be an interactive session where participants will explore their own communication styles and have the opportunities to explore the communication patterns used by various cultures. In addition to ethnic diversity communication styles, the participants will also have the opportunity to explore communication styles associated with persons from various social economic status levels. This session is designed to open minds and stimulate discussion. One should leave the session with a deeper understanding of various communication styles and be able to apply techniques and knowledge to better serve people from diverse populations who use our services. You will leave the session better able to hear what your clients are communicating to you.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

## Marketing and Public Relations

Wednesday, March 4, 2009

9 a.m. – 3:30 p.m.

United Way of the Quad Cities Community Room



**Tia Watson**      watsonterese@johndeere.com

**Joy Boruff**      molinefoundation@qconline.com

How do you get your organization noticed on a shoestring budget? A carefully crafted marketing plan can distinguish you from the rest of the not-for-profit world. Learn how to use the right communication tools to effectively market your organization. Get some tips on working with the media, designing effective promotional materials and effective writing.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

## Strategic Planning

Wednesday, April 1, 2009

9 a.m. – 3:30 p.m.

United Way of the Quad Cities Community Room



**Regenia Bailey**      rdb@baileyleadershipinitiative.com

How would your organization benefit from developing a strategic plan? Increase the focus of your organization; accomplish the critical few things that matter most; develop a sense of teamwork and commitment to the plan. Discuss planning issues for preparation, finding a facilitator, who to include on the team, how to follow up on the plan, and how to update the plan. Actual strategic planning exhibits will be reviewed to illustrate each planning element and, during hands-on breakouts, you will draft strategic plan elements for your own organization.

Fee: \$50 + \$10 for CEU credit      CEUs: 0.6

# registration information

## **Registration Deadline**

The registration deadline is five working days prior to the first class meeting for each course. Registrations may not be processed unless accompanied by payment in full.

## **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 Scott County Extension) or purchase order information to:

Iowa State University - Scott County Extension  
875 Tanglefoot Lane  
Bettendorf, Iowa 52722

## **Questions Regarding Registration?**

Contact Scott County Extension at (563) 359-7577, [aguffey@iastate.edu](mailto:aguffey@iastate.edu)

## **Special Needs**

If you need accommodations for a disability, call Scott County Extension at (563) 359-7577.

## **Statewide Classes**

Brochures for all Nonprofit Management classes statewide can be viewed and downloaded at <http://www.extension.iastate.edu/communities/npma.html>.

# nonprofit management academy

## Registration Form\*

Please type or print legibly all information. This form may be duplicated for additional registrations. Groups may use the form on the next page.

\_\_\_\_\_  
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"/> Leadership and Governance	September 10, <b>2008</b>	\$50
<input type="checkbox"/> Human Resources Management	September 24	\$50
<input type="checkbox"/> Organization Development	October 8	\$50
<input type="checkbox"/> Fund Development	October 22	\$50
<input type="checkbox"/> Collaborations and Coalitions	November 5	\$50
<input type="checkbox"/> Financial Management	November 20	\$50
<input type="checkbox"/> Outcomes Measurement	January 21, <b>2009</b>	\$50
<input type="checkbox"/> Legal Issues	February 4	\$50
<input type="checkbox"/> Diversity for Nonprofit Organizations	February 25	\$50
<input type="checkbox"/> Marketing and Public Relations	March 4	\$50
<input type="checkbox"/> Strategic Planning	April 1	\$50

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

Fee is \$50 per course. The fee for CEUs is an additional \$10 per session. Participants may preregister for 10 courses for \$400 (\$500 with CEUs), or \$450 for all 11 courses (\$560 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** \$ \_\_\_\_\_

Payment should be made payable to Scott County Extension.

*\*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.)*

# nonprofit management academy

## Group Registration Form

*Please type or print legibly all information. This form may be used for group registrations of individuals from one organization who are enrolling in 10 or 11 classes.*

\_\_\_\_\_  
Company/Affiliation

\_\_\_\_\_  
Company Contact

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

\_\_\_\_\_  
Day Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Evening Phone

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

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip Code

### Registrants:

**Please Check if You  
Would Like a CEU**

- |           |                          |
|-----------|--------------------------|
| 1. _____  | <input type="checkbox"/> |
| 2. _____  | <input type="checkbox"/> |
| 3. _____  | <input type="checkbox"/> |
| 4. _____  | <input type="checkbox"/> |
| 5. _____  | <input type="checkbox"/> |
| 6. _____  | <input type="checkbox"/> |
| 7. _____  | <input type="checkbox"/> |
| 8. _____  | <input type="checkbox"/> |
| 9. _____  | <input type="checkbox"/> |
| 10. _____ | <input type="checkbox"/> |
| 11. _____ | <input type="checkbox"/> |

### Please note the following fees:

Fee for 10 courses is \$400 (\$500 with CEUs) per person, or \$450 for all 11 courses (\$560 with CEUs).

**Amount enclosed**

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

Payment should be made payable to Scott County Extension.

## certificate program faculty

**Kim Armstrong**, Assistant Dean of Student Support Services, Black Hawk College

**Regenia Bailey**, Bailey Leadership Initiative, Iowa City

**Cindy Berg, CPA**, Manager, McGladrey & Pullen, LLP

**Joy Boruff**, Executive Director, The Moline Foundation

**Willard "Sandy" Boyd**, President Emeritus and Chair of the Larned A. Waterman Iowa Nonprofit Resource Center, University of Iowa

**Monique DiCarlo**, Director of Women's Resource and Action Center, University of Iowa, and adjunct instructor in the School of Social Work, University of Iowa

**Paul Greufe**, President, PJGreufe & Associates

**Melissa Hancock**, Pappas & Schnell, P.C.

**Michelle Horaney, CPA**, Director, McGladrey & Pullen, LLP

**Richard Koontz**, Director of the Larned A. Waterman Iowa Nonprofit Resource Center, University of Iowa

**Matt Mendenhall**, Director of Regional Programs, Community Foundation of the Great River Bend

**Matthew P. Pappas**, Pappas & Schnell, P.C.

**Joy Thompson**, Former Director, Community Arts Management, University of Illinois at Springfield

**Tia Watson**, Senior Writer, John Deere

**Jude West**, Professor Emeritus, College of Business, University of Iowa, and Co-Director, Iowa Nonprofit Resource Center, University of Iowa

## advisory board

**Tim Borich**, Iowa State University Extension

**Willard Boyd**, Iowa Nonprofit Resource Center, University of Iowa

**Becky Bray**, Iowa State University Extension

**Scott Crane**, United Way of the Quad Cities

**Jude West**, Iowa Nonprofit Resource Center, University of Iowa

## on the internet

**University of Iowa / Iowa Nonprofit Resource Center**

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

**Iowa State University Extension**  
[www.extension.iastate.edu](http://www.extension.iastate.edu)

**Iowa State University Extension – Scott County Office**  
[www.extension.iastate.edu/scott](http://www.extension.iastate.edu/scott)

**United Way of the Quad Cities Area, Inc.**  
[www.unitedwayqc.org](http://www.unitedwayqc.org)

## financial contributors

**Riverboat Development Authority**  
**Community Foundation of the Great River Bend**  
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**Doris and Victor Day Foundation**  
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### *... 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. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.*

**IOWA STATE UNIVERSITY**  
University Extension

**Scott County Extension**  
875 Tanglefoot Lane  
Bettendorf, Iowa 52722



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