

IOWA STATE UNIVERSITY  
University Extension

**Wapello County**

*and*



**United Way of Wapello County**  
*present the*

# **Nonprofit Management Academy**

*A comprehensive educational program  
for the nonprofit sector*  
February – November 2008

## **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 and Distance Education,  
Iowa State University**

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## how to reach us...

### Registration Address

ISU Extension – Wapello County  
**Before Feb. 1, 2008**

101 North Court Street  
Ottumwa IA 52501

**After Feb. 1, 2008**

214 East Main Street  
Ottumwa IA 52501

#### Phone

(641) 682-5491

#### Fax

(641) 682-5148

### Course Information

**Sue Henderson**, County Extension  
Education Director  
ISU Extension – Wapello County

#### Phone

(641) 777-4354

#### E-mail

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

### Internet:

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

# 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 Ottumwa area
- 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 CEUs for professionals seeking a Certificate in Nonprofit Management to increase their effectiveness as leaders

## certificate program faculty

### **Marco Adasme**

New Iowan Center, Ottumwa

### **Joe Crozier**

Chief Administrator, Great Prairie Area Education Agency

### **Natasha Forsythe**

External Relations Specialist, Iowa State University Extension

### **April Hammack**

CPA, Anderson Larkin & Company, PC

### **Himar Hernández**

Community development specialist, Iowa State University Extension

### **Larry Jarvis**

John Deere Ottumwa Works

### **Desiree Johnson**

Certified Volunteer Manager, Executive Director, United Way of Wapello County

### **Ron Mirr**

RM Consulting, Iowa City

### **Jude West**

Professor Emeritus, Management and Organizations Department, Henry B. Tippie College of Business, and Co-director, Iowa Nonprofit Resource Center, University of Iowa

# 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 \$60 per class. The fee is \$55 if registering for all 10 courses. To receive the discounted fee, payment must be made in full at initial registration (\$550). CEUs will be available for any class, at an additional \$10 per class. The CEU fee will be collected at the conclusion of each class session.

## **About the Certificate Program**

To receive a Certificate in Nonprofit Management from Iowa State University, a program participant must complete all ten 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. Each of the Academy classes will be valued at .6 (six classroom hours) CEU. ISU Continuing Education maintains a record of all CEUs earned. Participants who have earned some Academy credits previously may complete their Certificate program at this NPMA. Participants who start their Certificate program with this series may complete their Certificate at another NPMA held in another community at another date.

## **Who Should Attend?**

The Academy welcomes anyone seeking professional development in the area of nonprofit management, including staff, management, volunteers, religious leaders, educators, government leaders, and private sector employees who wish to make a career change to the nonprofit sector. Those who are interested in leadership development, organizational development, and capacity building are encouraged to participate.

## **Materials**

Handout materials provided to participants are included in the registration fee for each course.

## **Locations**

Classes will be held at three sites over the course of the program: the Wapello County Extension Office, 214 East Main Street, Ottumwa, Iowa 52501, phone (641) 682-5491, Great Prairie Area Education Agency, 2814 North Court Street, Ottumwa, Iowa 52501, and Forest Lake Baptist Camp, 11733 Copperhead Road, Ottumwa, Iowa 52501. The camp is a few miles outside of Ottumwa just off Highway 63 South heading toward Bloomfield. Search [www.myForestLake.org](http://www.myForestLake.org) for directions to the camp. Lunch break will be approximately noon to 12:30 p.m. Lunch, snacks and all handouts are included in your registration fee.

## Certificate Program Courses

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

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

# Courses

### Leadership versus Management

Wednesday, February 20, 2008 – 9 a.m. to 4 p.m., Great Prairie AEA

#### Jude West

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: \$60 + \$10 for CEU credit      CEUs: 0.6

### How to Build and Maintain a Dynamic Volunteer Program

Wednesday, March 19, 2008 – 9 a.m. to 4 p.m., Great Prairie AEA

#### Desiree Johnson

“Successful volunteer programs do not just happen... Professional management of volunteer efforts requires special knowledge and skills.” Desiree will share with you proven techniques on volunteer program development, leadership, recruitment, training, supervising volunteers, and retention/recognition. Upon completion of this session, you will be better prepared for your work with volunteers in your organization.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## **Board Governance and Development**

Wednesday, April 16, 2008 – 9 a.m. to 4 p.m., Wapello County Extension Office

### **Joe Crozier**

Governance provides the structure and processes through which major decisions are made. Good governance is flexible and can adjust as necessary to needed organizational change. The governance structure, is led by a board of directors and provides the leadership to set and implement policies to guide the efficient operation of an organization. Learn how to help your board develop their governance skills and perform at a higher level. This session will include strategies for providing proper board member orientation, a review of board and administrative roles and responsibilities, strategies to conduct a successful board meeting, board team development, how to communicate between board meetings, understanding ethical responsibilities, developing a process for evaluating board performance, and developing the mission and vision for your organization.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## **Financial Management for Nonprofits (Finance 101 for the Non-Financial Staff)**

Wednesday, May 21, 2008 – 9 a.m. to 4 p.m., Wapello County Extension Office

### **April Hammack**

Topics include basics of accounting and finance as it pertains to nonprofits, how to effectively develop a chart of accounts, budget development, financial accountability, audits, tax deductibility, fraud and embezzlement, financial reporting, how to prepare and read financial statements, and other useful information pertaining to nonprofit accounting. April has wide experience as a board member and volunteer with nonprofit organizations, so a practical, down-to-earth approach is promised to attendees.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## **Organizational Development through Teams, Team Building and Trust**

Wednesday, June 18, 2008 – 9 a.m. to 4 p.m., Forest Lake Camp

### **Larry Jarvis**

This is a one day experiential team building exercise. Through classroom discussion and practical application the team will focus on 12 concepts to strengthen team relationships and team effectiveness. Approximately 50 percent of the class is devoted to classroom discussion and exercise and 50 percent to outside experiential activities. The team will go outside regardless of weather. Wear comfortable, rugged clothing that is appropriate for the forecast weather conditions.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## Marketing and Media Development

Wednesday, July 16, 2006 – 9 a.m. to 4 p.m., Wapello County Extension Office

### Natasha Forsythe

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: \$60 + \$10 for CEU credit      CEUs: 0.6

## What Did We Do and Is Anyone Better Off?

Wednesday, Aug. 20, 2008 – 9 a.m. to 4 p.m., Wapello County Extension Office

### Ron Mirr

This workshop is intended to help anyone who provides services to clients or students understand the effects of their work. Workshop information includes an easy to understand description of what outcomes really are; instruction on how to develop reasonable outcomes for your project; training on how to select a manageable number of outcomes to track; information on how to effectively incorporate outcome data into your planning and management efforts; and training on methods for sharing your program's outcomes with those outside your agency.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## Diversity

Wednesday, Sept. 17, 2008 – 9 a.m. to 4 p.m., Wapello County Extension Office

### Marco Adasme

One of the big reasons that companies and organizations are making less progress with diversity than we hoped is that people are afraid to talk about it. Only by having honest dialogue about how we feel about these issues can we form the solid and trusting teams that will make diversity work and your company/organization sore with productivity.

Broaden your awareness and sensitivity to the different faces of diversity in this discussion of cultural variance including immigrant and refugees populations. Enhance your understanding of special employment and services needs for these diverse groups. Develop strategies to create a Diversity Action Team and put in action proven methods established by the New Iowan Centers with many corporations, communities and non-profit groups in Iowa and other states.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## **Strategic Planning/Organizational Assessment**

Wednesday, Oct. 15, 2008 – 9 a.m. to 4 p.m., Wapello County Extension Office

### **Himar Hernández**

What is your organization about and where is it heading? In this session we will help you answer these and other questions that are vital to the success of your agency. We will help you determine an identity for your organization and a plan for your agency to stay on track. This session will focus on developing leadership and trust among your staff by creating common goals and mission.

This interactive and fun session will also cover some topics such as promoting teamwork and creating a welcoming environment for yourself, your staff and your clients. We will cover generational diversity in the workforce and the trends in the population. At the end of this session you will know your strengths, weaknesses and challenges and will know how to network inside and outside your agency to achieve success.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## **Collaborations and Coalitions: Building and Sustaining Effective Relationships**

Wednesday, Nov. 19, 2008 – 9 a.m. to 4 p.m., Wapello County Extension Office

### **Speaker to be announced**

Learn the difference between collaborative and coalition work. This workshop will cover steps to building and ongoing management of successful coalitions and collaborations. Participants will learn strategies to address common challenges and encouraged to think strategically about their own work. A panel in the afternoon will provide insight into the benefits and challenges of collaborative efforts.

Fee: \$60 + \$10 for CEU credit      CEUs: 0.6

## **sponsoring organizations**

The Nonprofit Management Academy is sponsored by United Way of Wapello County, Community 1<sup>st</sup> Credit Union, John Deere, Anderson, Larkin & Co. P.C., and Iowa State University Extension - Wapello County. Please contact the County Extension Education Director, Sue Henderson, at (641) 682-5491 or [hendy@iastate.edu](mailto:hendy@iastate.edu) for further information.

# advisory board

## **Tim Borich**

Associate Dean, College of Design, and Program Director, Extension Community and Economic Development, Iowa State University

## **Sue Henderson**

Wapello County Extension Education Director, Iowa State University

## **Himar Hernandez**

Iowa State University Extension Community Development Specialist

## **David Johnson**

Indian Hills Community College, Ottumwa

## **Desiree Johnson**

Executive Director, United Way of Wapello County

## **Terri Ortgies**

Community 1st Credit Union, Ottumwa

## **Karla Weeks**

Executive Director, American Red Cross, Great Prairie Chapter, Ottumwa

## **Pam Williams**

Executive Director, Tenco Industries, Ottumwa

# on the internet

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

## **Iowa State University Extension**

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

## **Iowa State University Extension – Wapello County**

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

## **University of Iowa – Iowa**

## **Nonprofit Resource Center**

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

## **Non Profit Management Academy**

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

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

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

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.

# 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.

## 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 Iowa State University Extension or purchase order information, to:

ISU Extension – Wapello County  
101 North Court Street (**before Feb. 1**)  
214 East Main (**after Feb. 1**)  
Ottumwa, IA 52501

## Questions Regarding Registration?

Contact Wapello County Extension at (641) 682-5491 or [hendy@iastate.edu](mailto:hendy@iastate.edu)

## Special Needs

If you need accommodations for a disability, call Wapello County Extension at (641) 682-5491.

## 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.

First Name	Last Name	
Company/Affiliation	Job Title	
Day Phone	Fax	
Mailing Address	E-mail 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 vs. Management	February 20, 2008	\$60
<input type="checkbox"/> How to Build and Maintain a Dynamic Volunteer Program	March 19	\$60
<input type="checkbox"/> Board Governance and Development	April 16	\$60
<input type="checkbox"/> Financial Management for Nonprofits	May 21	\$60
<input type="checkbox"/> Organizational Development	June 18	\$60
<input type="checkbox"/> Marketing and Media Development	July 16	\$60
<input type="checkbox"/> What Did We Do and is Anyone Better Off?	August 20	\$60
<input type="checkbox"/> Diversity	September 17	\$60
<input type="checkbox"/> Strategic Planning/ Organizational Assessment	October 15	\$60
<input type="checkbox"/> Collaborations and Coalitions	November 19	\$60

Fee is \$55 per course if registering for all ten courses. To receive the discounted fee, payment must be made in full at initial registration (\$550).

**\*\*The cost of CEUs is an additional \$10 per course.** Payment for CEUs can be made at each session.

**Please check if you would like CEUs.**

Certification requires a minimum of ten classes. Participants who sign up for CEUs but do not complete their certification may carry over any CEUs earned to a Nonprofit Management Academy in another Iowa community. CEU fees will be collected at each class session.

**Amount enclosed**

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

Payment should be by check, made payable to Iowa State University Extension, or by purchase order. 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.)*

**IOWA STATE UNIVERSITY**

University Extension

**Wapello County Extension Office**

101 North Court Street

Ottumwa, Iowa 52501