

Nonprofit Management Academy

*A comprehensive educational program
for the nonprofit sector*

April 2016 — April 2017

IOWA STATE UNIVERSITY
Extension and Outreach



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*

IOWA STATE UNIVERSITY
Extension and Outreach

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How to Reach Us

Registration Information

Iowa State University Extension and Outreach, Lee County, Iowa
414 North Main St.
Donnellson, IA 52625
Phone (319) 835-5116
Online www.extension.iastate.edu/Lee

Course Information/Registration/Special Needs

Alex Merk
alexmerk@iastate.edu

Course Information

Shelley Oltmans
(319) 524-5055
shelleyo@iastate.edu

...and justice for all

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"The fees for service will be used to off-set direct expenses and to support the Community and Economic Development County Extension Program."

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, faith-based organizations, private schools, art and cultural organizations, environmental groups, and others in the nonprofit sector.

Distinguished representatives of the nonprofit sector have served as advisors in the process of developing this program.

Through the Nonprofit Management Academy, participants can expect to gain new ideas, contacts and a network of professional support, new information and increased knowledge, and suggestions on how to apply the information presented in each course.

About the Certificate Program

To obtain a Certificate in Nonprofit Management, program participants must complete any combination of courses totaling six CEUs (continuing education units). 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. CEUs are available for an additional \$25. Iowa State University 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 classes will be held at the Baymont Inn and Suites 325 Main Street, Keokuk, IA

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

Courses

Four steps to Effective Program Evaluation

Nancy Franz, Professor Emeritus, Iowa State University School of Education
Tuesday, April 12, 2016 **9:00 a.m. to 4:00 p.m.**

Do you want to better understand how you, your, team, or your program is performing? Are you delivering the outcomes and impacts your stakeholders expect? This workshop helps nonprofit organization leaders and managers discover and practice the key elements of successful program evaluation. Four steps to effective evaluation covered include mapping the program and focusing the evaluation, determining what to measure, collecting and analyzing data, and telling the program story. Participants will become familiar with program evaluation tools including mastering the logic model, a program evaluation planning worksheet, a program impact story template, and a program scorecard. Each organization should come prepared with a program to evaluate throughout the workshop. All levels of evaluation expertise and experience are welcome.

Course Fee: \$60

CEU Fee: \$25

CEUs: 0.6

Economic Development and Non-profits

Gordon Ipson, CEcD Emeritus, FM
Tuesday, May 10, 2016 **9:00 a.m. to 4:00 p.m.**

This two-part session will introduce participants to the process of economic development, then explore the role of non-profit organizations in the tri-state and national economies. The first part will provide a definition of economic development, explore the elements needed to be successful and describe various strategies communities may pursue. The second part will look at various non-profit business models and the roles non-profits play in the economy.

Course Fee: \$60

CEU Fee: \$25

CEUs: 0.6

Financial Management

Joyce Glasscock, Main Street Keokuk Inc.
Andrea Scott, Director of Fiscal Services for Hannibal Regional Medical Group
Tuesday, June 14, 2016 **9:00 a.m. to 4:00 p.m.**

This two-part session will focus on best practices in financial reporting and will provide information and practical advice regarding how to handle reporting requirements from diverse funding sources, including Federal, state, public and private foundations as well as the private sector. This session will also provide an extensive discussion regarding software options that will help you to keep better track of the numbers in order to stay on time and on task when meeting reporting deadlines.

Course Fee: \$60

CEU Fee: \$25

CEUs: 0.6

Board Development

Louis Riggs, J.D., Hannibal-LaGrange University, Assistant Professor of English
John Gulick, University of Missouri Extension, Community Development Specialist
Tuesday, July 12, 2016 **9:00 a.m. to 4:00 p.m.**

An effective and efficiently running Board is an essential component of any successful nonprofit organization. This course will cover recruiting appropriate, key community members with a variety of skill sets and experiences. Developing a board culture that looks ahead several years to build on and sustain long-term success. Development of orientation program for your board members and paid staff. Establishing clear operational guidelines for your board is critical as well. By exploring these topics—and others that are not mentioned here but are of critical importance to your organization at the moment—you will be better positioned to build an effective Board.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Advocacy

Louis Riggs, J.D., Hannibal-LaGrange University, Assistant Professor of English
Tuesday, August 9, 2016 **9:00 a.m. to 4:00 p.m.**

This course will explain how to advocate effectively as a nonprofit organization at the local, regional, statewide and national levels. You will learn how to develop a message, build, maintain and expand relationships with officials and staff members, as well as how to create a culture of advocacy. You will also learn what to avoid when developing your message and how to make maximum use of your time, as well as the time of those you are influencing through your advocacy efforts. We will discover how the use of 'force multipliers' such as social media, e-newsletters and personal communications will help you and your organizations to increase your reach, improve the quality of your communications, and ultimately develop broad-based, grass-roots support across multiple constituencies.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Marketing: Social Media and Digital Strategies

Sally Poole, CEO of Poole Communications
Tuesday, September 13, 2016 **9:00 a.m. to 4:00 p.m.**

It's not just for fun anymore. Social media has become an important channel or marketing your non-profit. If you aren't using it, you're missing out. If you aren't using it correctly, you could be hurting your organization's representation. The first part of your training goes over the basics, the second part focuses on strategy and action plans for your specific organization. This seminar includes bonus materials and worksheets. You will be able to start implementing right away—not just file materials away—as most people do after a seminar.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Fundraising and Fund Development

Wendy Harrington, Ph. D, Hannibal Regional Hospital Foundation
Tuesday, October 11, 2016 **9:00 a.m. to 4:00 p.m.**

This session will provide practical action steps that will help you to identify a wide variety of funding sources as well as discuss methods of obtaining maximum engagement with your current funders. This session will also provide you with an overview of strategic considerations regarding short and long range funding priorities. In addition, you will learn helpful information that will assist your one-on-one fundraising efforts as volunteers, staff and board members.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Community Leadership

Ann Silvis, MBA, University of Illinois
Tuesday, November 8, 2016 **9:00 a.m. to 4:00 p.m.**

The purpose of this workshop is to introduce the topic of community leadership, which includes the skills and tools of working with others, with or without power and authority. Leadership involves bringing diverse groups – sometimes with different values, interests and objectives – together to find common ground and agree on a path forward. Finding ways to encourage others to participate, and facilitating difficult interactions, are all part of leadership. In this workshop, we'll explore ideas and then practice some tools and techniques to enhance your ability to lead others toward shared objectives.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Grant Writing

Terry Jenkins, Program Manager, Tracy Family Foundation
Tuesday, January 10, 2017 **9:00 a.m. to 4:00 p.m.**

This workshop is designed to introduce participants to the process of developing competitive grant proposals. Participants will leave the workshop with a clearer understanding of grant writing terminology, proposal objectives, common mistakes, Logic Models and preparing proposals to meet funder expectations. The grant writing workshop is intended for anyone interested in learning more about the development of grants. Course information includes: an introduction to grant terminology; an overview of how to identify funding sources; a description of the general grant process with attention to winning characteristics and common mistakes; an introduction to Logic Models and the rationale for their use; an understanding of the importance of the evaluation process and its usage to drive impactful outcomes; and an overview to building budgets for your proposal.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Collaboration and Coalitions

John Gulick, University of Missouri Extension
Shelley Oltmans, Iowa State University Extension and Outreach
Tuesday, February 14, 2017 **9:00 a.m. to 4:00 p.m.**

Will collaborative efforts with other organizations help move your organization's mission forward? Who should you collaborate with? When does it make more sense to go it alone? When should you focus on networking, coordinating or cooperating? These topics will be discussed and worksheets provided so by the end of the session you will have a draft plan for choosing how and when to reach out to other organizations for joint ventures.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Effective Supervision—Volunteer Management

Sue Prochazka, United Way Volunteer Center
Tuesday, March 14, 2016 **9:00 a.m. to 4:00 p.m.**

This session will provide an overview of current trends and best practices in volunteer management. Effective volunteer management can enhance the mission of your program and give your staff the necessary tools for expanding volunteer opportunities within your organization. Participants will discuss both challenges and strategies for improving an agency's capacity to use volunteers. The workshop will also include information about special initiatives such as Service Enterprise training and certification.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Strategic Planning

Carrie McKillip, University of Illinois Extension
Tuesday, April 11, 2017 **9:00 a.m. to 4:00 p.m.**

This session will discuss the various stages of Strategic Planning, and will help participants learn to adapt the planning for agencies of all sizes. Included in the course will be Mission Statement Review; Organizational Philosophy Development; Creating Goals and Objectives; Operationalizing Objectives using a logic model template; and Measuring Results. The course will also cover the basics of creating a planning environment and engaging participants effectively.

Course Fee: \$60 **CEU Fee: \$25** **CEUs: 0.6**

Speakers

Nancy Franz - nfranz@iastate.edu

Nancy recently retired after 33 years of service with the Cooperative Extension System where she served as an Extension agent, specialist, graduate student, and administrator in Wisconsin, New York, New Hampshire, Virginia, and Iowa. She serves as a consultant to nonprofit organizations and higher education in organizational development—specifically strategic planning, leadership development, program evaluation, and volunteer development.

Gordon Ipson - gordonipson@yahoo.com

Gordon is a Certified Economic Developer (CEcD) with more than 39-years' experience working in seven states. He was elected a Fellow Member (FM) of the International Economic Development Council (IEDC) in 1997. Gordon retired in January 2016 after 10 years as Manager of Economic Development for Northeast Missouri Electric Power Cooperative in Palmyra, MO where he developed and administered programs and services for Northeast Power and the eight distribution cooperatives it supplies.

Joyce Glasscock - downtownkeokuk@iowatelecom.net

Joyce has served as the Main Street Keokuk Inc. Executive Director for over 26 years. She is a nationally Certified Main Street Manager. Coming from a strong background in retail management, merchandising and non-profit organizational leadership, Glasscock has been involved in raising over 50 million private and professional investment dollars in the 16 block district.

Andrea Scott -

Andrea is responsible for the financial planning, fiscal management and fiscal information services. Scott received her BS in accounting from Missouri Valley College in Marshall. She is currently the treasurer of the Hannibal Free Clinic.

Louis Riggs - lriggs@hlg.edu

Louis is currently the Chair of the Board of Directors of the Missouri Humanities Council, to which he was elected in 2008. He is also a member of the Board of Directors of Missouri Community Betterment, Inc. and a member of the Board of Directors of the Missouri Travel Council. Louis has presented programs regarding best practices in Advocacy at four national conferences and developed an advocacy course for nonprofits designed for use by local, regional and statewide organizations.

John Gulick - gulickj@missouri.edu

John serves as the Community Development Specialist for six northeast Missouri counties. Prior to working for the University of Missouri of Missouri Extension, John served as a Development/Community Development Consultant with Healthy Nevada. As part of this project, he assisted in the formation of two non-profit organizations including assisting them in receiving their 501c3 status.

Speakers

Sally Poole - sally@poolecommunications.com

Sally Poole is the founder and CEO of Poole Communications, a full service advertising agency that focuses on digital, video and print media. Sally spots trends and implements cutting edge, creative ideas that work for organizations throughout the U.S.

Wendy Harrington - wendy.harrington@hrhonline.org

Wendy is the President of the Hannibal Regional Hospital Foundation. She manages all efforts to raise, fiscally manage and disburse privately donated funds to Hannibal Regional Hospital to maintain and grow its services.

Anne Silvis - asivlis@illinois.edu

Anne is Assistant Dean and Program Leader, Community and Economic Development, University of Illinois Extension, and serves on the Community and Economic Development Team for University of Illinois Extension. Her work focuses on community development, leadership development, community assessment and group process skills.

Terry Jenkins - terry.jenkins@tracyfoundation.org

Terry began his career in the military as a Drug and Alcohol Counselor for the Army. Terry demonstrates diverse interest and experience over the course of his thirty years of non-profit work. He currently is the Program Manager for the Tracy Family Foundation as their Program Manager.

Shelley Oltmans - shelleyo@iastate.edu

Shelley is a Community Development Specialist with Iowa State University Extension and Outreach. In this position she also serves as the Executive Director of the Keokuk Area Chamber of Commerce. She collaborates with partners in the Tristate area in regional economic development efforts and development of educational opportunities.

Sue Prochazka - sueprochazka@yahoo.com

Sue Prochazka has 30 years of experience in human services and nonprofit management. She specializes in organizational development and technical assistance to small nonprofits. She is currently employed as the Volunteer Center Coordinator at Big River United Way and works as a consultant and trainer with the Center for Business at Southeastern Community College.

Carrie McKillip - mckillip@illinois.edu

Carrie currently serves as co-chair of the University of Illinois Extension Community and Economic Development Team. McKillip works directly with community groups and agencies in participatory community planning, strategic planning, community development, resource development, and business development education. She provides specialized training for not-for-profit agencies in program development, evaluation, fiscal management and board development.

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 acknowledgement of registration and payment will be sent via email as confirmation prior to the class, and a receipt for payment will be provided at the class.

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 of the class due to insufficient enrollment, a full refund will be made. Additionally, classes will be canceled if the Keokuk public schools are closed due to inclement 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 Lee County Extension to:
Lee County Extension
414 North Main St.
Donnellson, IA 52625

Questions

For questions regarding registration, contact Alex Merk at (319) 835-5116 or by email at alexmerk@iastate.edu. For information on program content, contact Shelley Oltmans at (319) 524-5055 or by email at shelleyo@iastate.edu, or Alex Merk at (319) 835-5116 or by email at alexmerk@iastate.edu.

Special Needs

If you need accommodations for a disability, contact Alex Merk at (319) 835-5116 or by email at alexmerk@iastate.edu.

