

The Center for Public & Nonprofit Leadership

Georgetown University
GEORGETOWN PUBLIC POLICY INSTITUTE

Educating Leaders Who Change the World

Nonprofit Management Executive Certificate

SPRING 2012 AND SUMMER 2012 PROGRAMS

SCHEDULES & DEADLINES:

Spring 2012: 9:00 a.m.-5:00 p.m.
February 2- 4, March 1- 3, April 12-14
Application deadline: January 2, 2012
rolling admissions process

Summer 2012: 9:00 a.m.-5:00 p.m.
June 9-16
Application deadline: April 30, 2012
rolling admissions process

TUITION: \$4900.00
(Partial scholarships available.)

PREREQUISITES:

Applicant should hold a Bachelor's degree from an accredited university and several years of professional experience.

DESIGNED FOR:

- Professionals, directors, managers, board members, and other leaders of nonprofit and philanthropic organizations.
- Experienced professionals seeking to enter the nonprofit sector.
- Government and business executives who work with nonprofit organizations.

OBJECTIVE:

Learn about the current trends, challenges, and promising practices in nonprofit management.

CONTACT INFORMATION:

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The Nonprofit Management Certificate Program is designed to strengthen the leadership and management capacity of nonprofit practitioners. The program gives participants the skills necessary to respond to the complex challenges and opportunities of nonprofit organizations. Designed as an experiential leadership lab, this program provides a stimulating and supportive climate for exploring the pressing issues that current and future nonprofit leaders face.

Each participant takes part in a sequence of class sessions that explore the various aspects of nonprofit management and undertakes a management project that addresses a major organizational issue or need.

The program will also give participants the opportunity to become part of a network of nonprofit leaders committed to working across organizations, communities, and sectors to address public needs. Many of our former students have found these networking opportunities to be invaluable.

SESSION TOPICS:

Overview of the Nonprofit Sector

This session provides participants with an historical overview of the sector from its origins to the current trends and legal issues in the United States.

- Instructors: Kretman, Eisenberg, Greeley and Williamson

Governance

Building and sustaining a strong leadership team is essential to the success of any nonprofit organization. In this session, participants examine the elements of effective nonprofit governance, the relationship of the board to the staff, and the respective roles and responsibilities in leading the organization. • Instructor: Perrone

Strategic Planning

Participants learn the fundamentals of strategic planning, from mission clarification and goal setting to implementation. They gain both a strategic perspective and the practical tools they need to effectively lead a strategic planning effort. • Instructor: Perrone

Evaluation

The nonprofit sector is increasingly under pressure to show meaningful results. In this session, participants learn how to manage this expectation and how to lead an evaluation that answers that haunting question, "What public good has the organization accomplished?" • Instructor: Boccalandro

HOW TO APPLY:

Application Form and Fee

The application form, available online at <http://cpnl.georgetown.edu>, must be submitted with a nonrefundable fee of \$35. Applicants may pay by cash, money order, or check payable to "Georgetown University."

Essay

Applicants should submit a one-to-two page typed essay describing their experience and/or interest in the nonprofit sector and why they wish to pursue a Nonprofit Management Certificate.

Recommendation

Applicants should submit one letter of recommendation addressed to the Director, Dr. Kathy Kretman, signed and sealed, or mailed separately, from an individual who can comment on their work experience and their ability to successfully complete the certificate program.

Resumé

Applicants should submit a current resumé indicating at least three years work experience.

Scholarships

Partial scholarships are available, but are reserved for students with greatest need. If you are interested in a scholarship, submit a one to two paragraph letter, addressed to Dr. Kathy Kretman, detailing your need for financial assistance. This letter should be accompanied by a copy of your latest 1040 tax return statement.

Sending your Application Packet

Application packets will be accepted by email at boyarskl@georgetown.edu, by fax at 202-687-5544 or by mail. Please send completed application materials to:

Luisa Boyarski
Center for Public and Nonprofit
Leadership
Old North Building
37th and O Streets, NW, Suite 400F
Washington, DC 20057



Financial Management

This session integrates financial management into executive decision making and addresses the struggle to match mission with financial resources. Topics include: understanding the components of nonprofit financial statements, accounting for contributions, overview of federal awards and grants as well as financial accountability.

• Instructors: Gellman and Calabrese

Resource and Fund Development

In a climate of devolution in government and an ever-changing economy, nonprofit leaders need to think creatively in identifying new and varied sources of income to supplement the traditional grant and contract support. In this session, participants will learn about the latest trends in giving and explore traditional and nontraditional approaches to generating new private financial support. • Instructor: Lassiter

Private-Nonprofit Partnerships

For-profit businesses are increasingly showing an interest in social sector aims. This session explores how nonprofit organizations can tap into the corporate sector to boost their impact through partnerships, cause marketing, employee volunteering, community service sabbaticals and other innovative tactics. • Instructor: Bocalandro

Managing Organizational Change

Nonprofit organizations must constantly adapt to changing conditions, internally and externally. This session provides participants with tools to diagnose key organizational problems, assess their organization's culture, apply theoretical and applied frameworks to implement change, and analyze their personal styles of managing conflict in the change process. • Instructor: McGuire

Human Resources

One of the most important assets of any nonprofit organization is its human capital – the skills, talents, and motivation of the people who deliver or support services. Too often, however, these assets are underutilized. In this session, participants learn to design and implement effective systems for motivating, managing, and rewarding people in a nonprofit environment. • Instructor: McCabe

Volunteer Management

A well-managed volunteer program can catapult a nonprofit organization to otherwise inconceivable levels of effectiveness and impact. This session shows what it takes to do this.

• Instructor: TBA

Advocacy in the Public Interest

Historically, nonprofit organizations have played a crucial role in influencing public policy, leading social movements, building coalitions, and organizing issue campaigns. This session highlights successful advocacy strategies used by nonprofit leaders to advance their organization's mission for the public good, highlights what nonprofits can and cannot do, and engages participants in developing an advocacy strategy plan.

• Instructor: Bass

Marketing and Communications

Marketing and communications strategies can be used to advance organizational goals, aid in decision-making, and promote causes. In this session, participants learn to apply these methods in improving the effectiveness of their own organizations.

• Instructor: Williamson

Capstone Management Project

Participants will examine promising practices learned in the program and identify ways they will use the knowledge and tools in their roles as nonprofit leaders in a management project due one month after the final session. • Instructor: Kretman

More program details are available on our website: <http://cpnl.georgetown.edu>