

**MIDWESTERN
STATE UNIVERSITY**

Center for Continuing Education
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Non-Profit Organization
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CENTER FOR NONPROFIT MANAGEMENTSM
strong nonprofits build strong communities



THE PRIDDY FOUNDATION



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Presented in partnership by



Nonprofit Management Certificate Program

The **Nonprofit Management Certificate** program explores the basic principles and best practices of the nonprofit sector from fund development and human resources, to marketing and strategic planning. The program provides a well-rounded education in the day-to-day management of a successful nonprofit organization.

It is designed for professionals already engaged in the field, as well as for those in transition who are seeking a valuable professional credential.

PROGRAM OUTLINE

SESSION 1: THE NONPROFIT SECTOR - SEPTEMBER 13, 2011

Gain a complete overview of the nonprofit sector and discuss its unique culture and challenges. Topics include: A history of the public sector in the U.S., legal distinctions of nonprofit organizations, contemporary challenges and management trends and the unique operational components of nonprofits.

SESSION 2: STRATEGIC PLANNING FOR NONPROFITS - OCTOBER 11, 2011

This session examines the fundamental role that strategic thinking, alignment and planning play in effective and sustainable growth of nonprofit organizations. Topics include: Setting direction to guide the future of the organization, creating strategic goals and objectives and identifying performance measures and outcomes.

SESSION 3: PROGRAM PLANNING & EVALUATION - NOVEMBER 8, 2011

Address the programmatic component of nonprofit operations, detailing how activities of the organization provide the vehicle for delivering on the agency's mission. Topics include: Types of activities related to the mission and purpose, planning tools for programs and projects and budgeting resources for effective program delivery.

SESSION 4: FINANCIAL MANAGEMENT - JANUARY 10, 2012

This class introduces financial management essentials for effective and legal nonprofit operations. Topics include: Nonprofit accounting structures and statutes, accountability, internal controls and risk management and the role of technology as essential to deliver effective financial management.

SESSION 5: HUMAN RESOURCE MANAGEMENT - FEBRUARY 7, 2012

This session reviews the unique human resource structures that are fundamental to nonprofit organizations. Topics include: Understanding state and federal employment law, establishing HR policies and procedures, benefits and compensation, and hiring procedures.

SESSION 6: FUNDS DEVELOPMENT - MARCH 6, 2012

Learn the essentials to finding and cultivating financial resources that support delivering on the organization's mission. Topics include: Organizational readiness for resources development, consideration of external factors for success and process and policies for sustainability.

SESSION 7: BRANDING, MARKETING & PUBLIC RELATIONS - APRIL 10, 2012

Examine the basic elements of the marketing process for today's nonprofit organization. Topics include: The interplay of branding, marketing and PR, marketing strategies and planning and technology as essential to effective organizational positioning.

TESTIMONIALS

"The courses that make up the Certificate in Nonprofit Management program continue to prove beneficial for me and our organization on a daily basis. The caliber of instructors was wonderful. Learning from the leaders in our field is an opportunity no one involved in the nonprofit world should miss!"

Kayla Watts, Director of
Development & Marketing
Senior Citizens Services of North Texas



"The Nonprofit Management Certificate Program has enabled me to successfully engage in a paradigm shift from public school superintendent to the unique position of nonprofit executive director of Wichita Christian School. My participation in the seven sessions offered me expertise in topics ranging from strategic planning to financial management and marketing to fund development. I am so appreciative of this opportunity and highly recommend that others in the nonprofit sector take advantage of this program."

Karla Wallace, Superintendent
Wichita Christian School

"After working in the nonprofit field for several years, attending various workshops, and holding a degree in Public Administration, I thought I had a good grasp of the nonprofit world. But, for me, the Nonprofit Management Certificate Program has been the equivalent of having another degree. The sessions were taught by professionals who provided solid information and outstanding written materials. This course provided me with tools and information that I use frequently and have also passed along to my board."

Myra Weeks, Coordinator
Wichita County Teen Court



PROGRAM REQUIREMENTS

Sessions may be taken in any order, although it is recommended that The Nonprofit Sector session be taken first. With completion of all seven sessions, participants will earn 45.5 contact hours and a certification in nonprofit management.

TIME & LOCATION

All sessions are held on Tuesdays from 9:00 a.m.-5:00 p.m. on the MSU campus.

PROGRAM FEES

Fee: \$100 per class. \$700 for full certification (7 classes). Meals and materials are included in the tuition fee.

REGISTRATION

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