



Certificate in Nonprofit Leadership and Management

2012/2013

For more information contact:

Barry Silverberg

bsilverb@austincc.edu -- 512-223-7076

Or go to www.tano.org/cnlm



Certificate in Nonprofit Leadership and Management

Quick Overview

- The goal of the Certificate Experience is to foster nonprofit professionals: ***To be a self aware, reflective, ethical leader with a strong sense of professionalism, commitment and passion for the nonprofit sector.***
- The Certificate Experience focuses on the "learning" and "experience" required to be a committed, competent and effective leader and manager within the Texas Nonprofit Sector.
- Designed for both professional staff and volunteer leaders.
- This Certificate Experience seeks to raise the bar on the practice of professional and volunteer leadership.
- Meta, macro and micro approaches and perspectives and management in Central Texas and other regions of the state. It will foster a **Nonprofit Sector community of practice**, developing a cadre of informed, motivated and effective nonprofit professional and volunteer practitioner leaders who will build their professional networks so as to support each other (throughout their careers) in the difficult work of strengthening societal resources and assets for assuring the community's quality of life.
- Over a ten month period (August 2012 – May 2013), 20 full day sessions for more than 160 contact hours of instruction.
- For extended definition and details go to: <http://www.tano.org/cnlm>

To be a self aware, reflective, ethical leader with a strong sense of professionalism, commitment and passion for the nonprofit sector.



- Communicating
- Decision Making
- Creative Problem Solving
- Interpersonal Skills
- Manage Conflict Resolution
- Self-Direction
- Solving Community Problems
- Professionalism



- Understanding the Nonprofit Sector
- Program Design and Evaluation
- Human Resource Management
- Resource Development
- Strategic Thinking and Planning
- Financial Health
- Engaging Volunteers
- Marketing your Organization
- Advocacy
- Solving Community Problems



- Ethical and Transformative Leader
- Create and Lead Teams
- Effective Meeting and Committees
- Social Entrepreneurship



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Coordination

The Certificate Experience draws upon the very best resources of our region, state, and nation to promote exemplary leadership and management within our nonprofit sector. Co-chairing the Certificate development are:

Barry Silverberg, Director of the Center for Community-Based & Nonprofit Organizations at Austin Community College (ACC CCBNO) and President & CEO of the Texas Association of Nonprofit Organizations (TANO)



Session Dates 2012/2013



August 23, 2012

Orientation to Certificate Program

August 24 & 25, 2012

September 14 & 15, 2012

October 19 & 20, 2012

November 16 & 17, 2012

December 14 & 15, 2012

January 18 & 19, 2013

February 15 & 16, 2013

March 22 & 23, 2013

April 19 & 20, 2013

May 17 & 18, 2013

June 5, 2013

Graduation Ceremony



Session Topics 2011/2013



Relating the Sector

- Understanding the Nonprofit Sector
- Strategic Thinking & Planning
- Assuring Financial Health
- Ensuring Necessary Resources
- Ensuring Effective Events
- Optimizing the Board of Directors
- Influencing Public Policy
- Marketing Your Organization
- Engaging and Managing Volunteers
- Managing the Organization's Risks
- Designing Program Planning and Evaluation
- Identifying Organizational Culture

Personal Effectiveness

- Communicating Effectively
- Solving Community Problems
- Solving Problems: Decision Making
- The Achievable, Sustainable Competitive Advantage
- The Art of Listening
- Optimizing Use of Technology/ Social Media

Leading an Effective Organization

- Developing Your Personal Leadership Style
- Creating and Leading Effective Teams and Committees
- Being an Ethical and Transformative Leader
- Social Entrepreneurship
- Competency Modeling
- Managing Human Resources



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Special Aspects

Personality Style and Leadership Type assessment

Each participant will complete a Personal Assessment - The **Myers-Briggs Type Indicator (MBTI)** - prior to the first learning opportunity, in keeping with the Certificate's focus on attaining a disciplined view of self, of the organizations in which we operate, and the overall environment of the Nonprofit Sector of Texas. The first learning opportunity will be "Developing Your Personal Leadership Style." It will incorporate learning from the individual and collective MBTI assessments. Each participant will also have the opportunity of a one-hour private consultation with the MBTI administrator to optimize their learning from and application of their MBTI assessment.

Ethics & Best Practices

A special focus on ethics, ethical behavior, the implications of Sarbanes Oxley, and best practices within the Nonprofit Sector will be integrated within every session rather than being dealt with artificially within separate sessions.

Continuing Education Units

Participants will earn **Continuing Education Units (CEUs)** from Austin Community College. These may be eligible for use in meeting professional certification requirements.

Access to ACC Resources

Each participant gets an ACC identification number that allows access to all the resources available to ACC students, including library resources and internet access at ACC facilities.



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Required Activity

Cohort Project

The CNLM Challenge is designed to give cohorts of students in the Certificate in the program a series of simulated critical decisions similar to ones made in actual non-profit organizations. It gives the participants an opportunity to apply the principles learned from the various presentations, and also develop skills in teamwork and group collaboration.

Goals of the CNLM Challenge:

- Integration of information learned throughout the program
- Working with diverse leadership styles
- Have fun with the process



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Application process

Applicants are encouraged to complete the application as soon as possible, and notifications of acceptance into the Certificate Program will be made on a rolling basis until the class of 2013 is full. Those invited to join the Certificate Experience class will be advised at the time of acceptance on payment requirements, final session schedules, and other program details.

Tuition

Tuition for the 20 all-day sessions, Induction and Graduation ceremonies, all handouts and resource materials, and CEUs - is **\$3,300**. Participants working for or key volunteers of organizations who are TANO members receive a 10% tuition discount - Discounts are only for participants paying full tuition.

Scholarships

Our ability to offer scholarships is directly related to the funding we can acquire for that purpose. Those seeking scholarship assistance should outline their requirements in the area provided on the Application Form including the area available for general comments:

For 2012/2013 we appreciate scholarship support from the **Association for Fundraising Professionals – Austin Chapter** (for an AFP member) and **A Glimmer of Hope Foundation**.

For the CNLM application go to: www.tano.org/cnfm



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Frequently Asked Questions

Why Should I consider spending 10 months as part of "the Certificate Experience"?

Among the reasons people participate in professional development programs * like "the Certificate Experience": Personal Development; Skill Acquisition; New employment opportunities; Increase income; Career Change; Promotion with current employer ; Suggested by employer.

* as reported in Larson, R. Sam & Mark I. Wilson, *Building Bridges Initiative Cluster Evaluation: Survey of Nonprofit Management Students*

For Whom Is this Certificate Program Intended?

The Certificate Experience is designed for individuals already engaged in or aspiring to be volunteer and/or professional leaders and managers within the Nonprofit Sector. It is a serious course of study requiring a strong commitment and investment of its participants. In addition, "the Certificate Experience" will benefit:

- Local, state and other government employees seeking greater understanding of the nonprofit sector.
- Students interested in supplementing their current education.

When are the Certificate Participants be selected?

All applicants will be notified of their acceptance status no later than June of the year in which your Class begins (e.g., June 15, 2012 for Class of 2012/2013, etc.). However, acceptances are on a rotating basis. Once the class is filled with qualified participants, no additional applications will be accepted regardless of any stated deadlines. Similarly, once scholarship funding is exhausted, no more scholarships will be available. Apply early!



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Frequently Asked Questions (*contin.*)

What does "the Certificate Experience" focus on?

"The Certificate Experience" is designed to focus on the skills needed for pragmatic day-to-day leadership and management of a nonprofit organization. It seeks to connect knowledge and practice as well as build on the experiences and competencies of those who are participants in the program.

More effective nonprofit organizations led by knowledgeable and committed professionals and volunteer leaders is our goal. Effective organizations are those that achieve success by: Engaging stakeholders in planning, Developing goals aligned with a vision, Allocating resources in a manner consistent with its goals, Using appropriate measures to determine success, Communicating widely about its methods and progress and evaluating effectiveness based on goals.

What do graduates receive?

- A **Certificate in Nonprofit Leadership & Management** granted by the Texas Association of Nonprofit Organizations and the Center for Community-Based & Nonprofit Organizations at Austin Community College.
- Continuing Education Units which may be used to meet other professional and/or accreditation requirements.
- A professional library of useful resources (i.e., the course handouts).
- Public recognition of their participation in "the Certificate Experience" and seriousness in seeking professional development and advancement.
- The opportunity to participate and network in a select group of individuals committed to promoting greater excellence within the Nonprofit Sector of Texas.



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Frequently Asked Questions (*contin.*)

When are the sessions?

Certificate sessions are held on a Friday and Saturday once a month for 10 months, starting in late August and concluding with graduation in May. Each learning opportunity will be 7 hours long (from 8:30 am to 4:30 pm), with a 60-minute lunch break (not included as learning time). Sessions are held at one of Austin Community College's campuses.

Will I receive any mentoring or coaching?

"The Certificate Experience" is all about mentoring and coaching and the development of long-term relationships. Session faculty as well as the Certificate Coordinator, as well as fellow participants, are available and open to such relationships.

When is graduation?

Graduation occurs in June.

How do I apply to be considered for the Certificate's class?

Apply to be considered for the sixth class for "the Certificate Experience" by completing the MS Word application downloadable from: <http://www.tano.org/cnlm>



Testimonials



Lisa McWilliams 09/10 – Executive Director, Mobile Film School

Every time we meet for class, I get reinvigorated by the information I learn and the passionate presenters. But just as inspiring are the amazing people in class with me. I am honored to be in such good company.

Jessica Burkemper 09/10 – Volunteer

As a volunteer who wanted to learn more about the nonprofit community, I was a bit nervous to enter a group of nonprofit professionals. But the course of this program has educated me on the many aspects of nonprofit and lessened my intimidation. The structure allows for persons at all levels to become more knowledgeable and to enhance their skills in all areas of nonprofit.

Spencer Duran 09/10 – Project Specialist, AHA!

I am new to the nonprofit field and a recent college graduate. I am so grateful to have such a great program available to help establish a broad foundation that will carry me throughout my career. The instructors have been above and beyond my expectations. Many of the instructors built their reputations with Texas nonprofit organizations while some are contributing to the field through their writing. Every month I am treated to an intense professional development workshop. As the sole employee of a grassroots organization, my board and consumers rely on what I learn. I take what I learn on the Friday and Saturday we have class and bring it all with me the following Monday. In addition to in-class instruction, we have been provided with materials to take with us. ACC's approach to continuing education has been really helpful in giving me the tools I need to serve others.

Lisa Barsumian 09/10 – Volunteer

This certificate program uniquely offers both the best practices and realities of nonprofit management. In this program of professional peers, there is exchange of perspectives, group learning and mutual support. The program raises the bar for nonprofit management, which benefits the sector, the individuals who participate and their organizations, and the volunteers and donors who support them. I received a thorough and very valuable education thanks to this program."

Amy Geltemeyer 08/09 – Educator

The NLMI experience gave me the knowledge and confidence I need to be a positive and ethically strong leader. The information I learned from both the presenters and my fellow classmates is something I will forever value.



Testimonials



Kim Salome 08/09 - Volunteer Coordinator, Waco-McLennan County Library

I began this program with the Center of Community-Based and Nonprofit Organizations searching for continuing education in a field I felt fairly knowledgeable in already. There was still much to learn as I have discovered. Each month I travel from Waco to Austin and look forward to the classes, instructors and interacting with fellow professionals. I have gained much respect for others in this arena as I learn alongside them. The fast pace and rapidly changing field of non-profits has opened my mind to many new ideas. Barry, Candyss and the rest of the staff are knowledgeable and helpful to all.

I complete this course in May, knowing that my money and time were well spent. I take with me a wealth of insight, networking sources and other resources that are valued well above the cost of this course. I, also, have gained knowledge and more confidence in myself and my career path. We are professionals in this field and this certification process is a step toward gaining the respect and education that is truly deserved in the field of non-profit management and leadership.

Jake Gonzales 08/09 – Programs Coordinator, AGLiff

The Nonprofit Leadership and Management Institute (NLMI), sponsored by the Center for Community Based Nonprofit Organizations and the Texas Association of Nonprofit Organizations, has been invaluable in providing the comprehensive training needed to operate as a key executive staff member of a nonprofit organization.

I've been to a lot of leadership development courses in my short career. Most of them focus on the repetitive and basic skills that I learned as a community organizer in college. Some have tried to create common frameworks for operational best practices in the nonprofit sector. Only NLMI has given me the practical tools I use every day in the pursuit of my organization's mission. I remember being a child and knowing that when I grew up I wanted only one thing – the ability to go to bed every night knowing that I'd made the world a better place, even if it was for just one person. Working in the nonprofit sector allows me to make that kind of difference every day. But it's been the education and support provided by the NLMI program and staff that allows me to conduct my work in a more deliberate, thoughtful, and skilled manner.

I will be forever grateful for the opportunity to learn from NLMI and its training partners. They've helped me achieve my dream years before I thought I would!



Testimonials



Meg Goodman 08/09 – Executive Director, Refugee Coalition

Thank you so very much for all that you all did to make it possible for me to be a part of the class. I thoroughly enjoyed it and felt it was just the perfect thing for where I was at with our non-profit. I learned so much that hopefully we will be starting off on the right foot!

Ana Fernandez Frank 07/08

I have been a volunteer for a long time but only recently I finally decided to make a career change to the non profit sector. Looking for some continuing education to build upon my graduate studies in Public Policies I found this flexible yet rigorous, well rounded program. Having two consecutive intensive days a month makes it possible for me to participate even when living in Houston. The instructors are experts in their respective fields, we have access to a wide array of resources and my fellow classmates are as diverse and smart as one can hope!

Juanita Budd 07/08 - Chief Operations Officer, Girl Scouts Central Texas

Leading a Non- Profit agency comes with special challenges, such as limited resources and scarce funding. This (NLMI) class has been an amazing journey of knowledge. The class offered learning opportunities with experts in the field of Strategic Planning, Risk Management, Human Resource, Technology, Volunteer Leadership and more! Providing a forum for learning, specifically designed to support non-profit management is long over due. The caliber of the course is equal to a master's degree level class.

If non-profit professionals want the same respect and credibility as other industries we must support the training and learning of our craft through the media of formalized education. It could take years to identify and network with all of the wonderful non-profit leaders that you will meet in the class. Weekly, we discuss issues specific to non-profits and determine how to resolve through brain storming sessions, research and discussion. I am eternally grateful for this incredible opportunity! If non-profit leadership is your passion, you owe it to yourself and your agency to invest in your future today!

John McNabb 07/08 - Executive Director, Vaughn House

As my daughter learned before me, and pointed me in the right direction, there's only one local place to go if you want to understand the nonprofit business – that's the Center for Community-Based & Nonprofit Organizations. And if you want to understand and succeed in the business by investing a small portion of your free time, I can think of no better opportunity than their Certificate in Leadership and Nonprofit Management Program. I'm half-way through and it has already paid huge dividends to our small nonprofit business. And the added benefit is the exposure to area experts and the opportunity to meet and share with so many wonderful people also serving our community.

For more testimonials go to: <http://www.tano.org/cnlm>



Testimonials



Christina a. Ceballos 09/10 – Founding Board Member, UpLift Austin

From the very first session, I have been able to apply content from the CNLM program to my current volunteer and professional work. I have developed an even better understanding of the sector here in Austin and have had the privilege to meet incredible leaders in the sector – including both the speakers who train us, and my fellow colleagues in the program.

Even the application process is beneficial – the questions are thought provoking and provide a medium to not only express yourself, but help you get clear on what you want out of the program. For instance, I knew that I wanted to meet allies in the sector and get applicable hands-on knowledge. After the first two sessions, I knew that was exactly what I was going to get, and so much more.

I believe that the best part of the program is the small size. It creates a community not only with your fellow CNLM colleagues, but also with the invited session leaders - who are the best at what they specialize in. They, in addition to TANO's and the Center's leaders, have been very open and generous with their advice in regards to and have provided support of my work in the sector.

I am incredibly honored to be a part of such a dynamic force in the nonprofit community here in Austin, Texas!!! The CNLM program has brought a remarkable amount of depth to my work, and my life, and I would suggest that anyone interested in expanding his or her knowledge of the nonprofit sector to apply.

For more testimonials go to: <http://www.tano.org/cnlm>