



San Francisco State University

Public Administration Program & College of Extended Learning

Certificate of Completion in Fundamental Nonprofit Management Skills SPRING 2017

Course Schedule & Descriptions

Introduction to the Nonprofit Sector (PA 9004)

Dates: January 27 & 28, 2017
Instructor: Jennifer Shea, Ph.D.
Associate Professor, SF State Public Administration Program
Fee: \$295

This course begins with an overview of the nonprofit sector and a segment highlighting the diversity of the nonprofit sector in the 21st Century. From there, it examines the historical roles and purposes of the nonprofit sector in democratic society and traces the evolution of the sector and its changing roles and purposes to current times. Explicit attention will be paid to the degree to which the roles that nonprofit organizations match expectations proffered by theories about what the sector's role ought to be. Students will spend time evaluating the interrelationship between the nonprofit sector and the government and business sector, including the impacts of those relationships on the sector's roles in democratic society. The course will also highlight key management issues of concern to nonprofit organizations.

Volunteer Management: from Boards to Bag Stuffers (PA 9008)

Dates: February 10 & 11, 2017
Instructor: Bruce Marcus, MPA
Third Sector Solutions
Fee: \$295

Volunteers, whether at the level of board chairperson or stuffing bags and envelopes, are critical resources for a wide range of nonprofit organizations. This course looks at the range of volunteer opportunities available in the sector and provides strategies for identifying a range of potential volunteer positions in your organization. Oftentimes, nonprofit managers face challenges in recruiting suitable volunteers for the roles they need fulfilled and in managing those volunteers once on board. After identifying the potentials and limits of volunteer labor, this course addresses a range of volunteer management techniques, from coordinating volunteers for one-time events, to keeping long-term volunteers engaged, to the delicate management issues related to working with difficult volunteers.

Budgets and Cash Flow (PA 9019)

Dates: February 24 & 25, 2017
Instructor: Jennie D. Brick
Senior Consultant, Pacific Training and Resources
Fee: \$295

This session integrates the fundamental principles of nonprofit financial management into the practical application of budget development and cash flow maintenance. The course covers the lifecycle of project and organizational budgets. It explores the creation of financial guidelines, methods to monitor and maintain performance against budgeted goals, and the implications of the organization's anticipated program activity on underlying cash flow. In addition, class participants are introduced to the considerations influencing the budget process and the relationship with its stakeholders, such as boards of directors, program managers, donors, constituents, public and private funding agencies, and program recipients. *Note:* While not required, a device providing access to a spreadsheet application during class will be helpful.

Financial Management in Nonprofits (PA 9006)

Dates: March 10 & 11, 2017
Instructor: Douglas Cook, CPA, MPA
Principal, Cook & Company
Fee: \$295

This course emphasizes a thorough understanding of the language and key concepts of nonprofit financial management. The course covers applications of financial and managerial accounting principles and procedures to nonprofit organizations. The emphasis throughout the course is on the practical application of the fundamental requirements of accounting and financial decision-making in nonprofit organizations. Financial management and techniques are explored to illustrate the principles of fiscal responsibility for nonprofits. Financial areas covered include a management perspective on working with financial statements, budgeting, and surviving an audit. It will also include a component on the new IRS 990 forms and associated regulations.

Integrated Marketing Communications for Nonprofits (PA 9024)

Dates: April 7 & 8, 2017
Instructor: Blair Hinderliter
Media Relations, Hewlett Packard Company
Fee: \$295

Effective marketing and communications strategies help nonprofit organizations advance their missions in an increasingly diverse society. This course provides students with a basic understanding of marketing and communications principles. It provides an overview of various reasons for marketing, whether the purpose is linked to a specific fundraising goal, such as a capital campaign, or raising awareness around a policy issue. Students will learn the steps required to create an integrated marketing communications plan. Class activities incorporate real-world case studies to help shed light on trends and best practices in nonprofit communications, including social media and the ethnic press.

Grant Writing (PA 9007)

Dates: April 21 & 22, 2017
Instructor: Audrey Magnusen, M.P.A.
Principal, Nonprofit Solutions Unlimited
Fee: \$295

This course allows beginning proposal writers to learn a step-by-step approach for preparing successful proposals, researching funders, and developing strategies for approaching grant makers and obtaining grants. By integrating discussion of case studies, visual media, and printed materials, students gain the practical skills needed to write successful proposals. Participants will learn about the various components of proposal composition, including writing letters of inquiry and drafting final submissions. The course will also place grant writing in the larger context of resource development, emphasizing the need for resource diversification across individual major donors as well as federal, private, foundation, and corporate grant makers. Participants will review examples of successful proposals and have opportunities to present work in progress for critique.

Special Events Planning (PA 9010)

Dates: May 12 & 13, 2017
Instructor: Laurie J. Earp
Principal, Earp Events & Fundraising
Fee: \$295

Special events can be effective fundraising, public relations, and educational tools. This course is designed to assist event planners — professionals or volunteers — in the A to Z of event planning. After providing an overview of the potentials, limits and pitfalls (best practices and lessons learned), the course provides a basic guide for planners to use in assessing whether or not using special events would be a good resource development strategy for their organization and what types of events and at what scale would benefit nonprofit organizations with different characteristics. It includes a component on how to develop, organize, promote and implement a cost-effective event. This program provides a step-by-step procedure for planning and executing successful special events including the identification of organizational goals and alignment of those goals with available resources.

All courses are held Friday 6:00- 9:00 p.m. and Saturday 9:00 a.m. – 5:00 p.m., with an hour for lunch.

The cost for each course is \$295 in advance. There is a \$25 late registration fee for registering after the class begins.

For more information about the courses, including information on registering, visit <http://www.cel.sfsu.edu/nonprofit/> or call 415/405-7700