EXCELSIOR COLLEGE

7 Columbia Circle, Albany, NY 12203-5159
Phone: **518.608.8211** | Toll Free: **888.647.2388** | Fax: 518.464.8777
WWW.EXCELSIOR.EDU/CPD

CENTER FOR PROFESSIONAL DEVELOPMENT

NON-PROFIT MANAGEMENT TRAINING

300 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD096** || Course Cost: **$2095**

OVERVIEW

The Nonprofit Management Online Training Program is particularly well suited for you if you've recently assumed management responsibilities in the nonprofit field, but it's suitable for anyone who wants an introductory perspective on some of the unique issues facing management of a nonprofit organization. In addition to basic managerial skills, you'll learn about finance and accounting, employment law, marketing, leadership, communication, budgeting, and fundraising.

OBJECTIVES

By completing the Nonprofit Management Online Training Program, you'll:

- Understand the roles and responsibilities of a nonprofit board of directors and the management team
- Develop practical managerial skills
- Understand basic financial and accounting terms
- Know the details of the entire marketing process
- Learn the basics of employment law, compliance, and regulatory requirements
- Understand licensing, permits, and taxes
- Explore ways to maximize fundraising opportunities
- Develop a successful leadership style
- Learn the basics of the budgeting process
- Gain confidence and improve communication skills
- Explore the process of negotiating

MATERIALS INCLUDED

- *Applied Strategic Planning*
- *How to Manage an Effective Non-Profit*
- *Harvard Business Essentials Guide to Negotiations*
- *Managing By the Numbers*
- *Budgeting for Managers*

OUTLINE

1. **Nonprofit Management and Governance**
    a. Management and Leadership
    b. Finance
    c. Legal Issues
    d. Public Relations

e. Board Relationships
f. Evaluation
g. Organization and Development
h. Human Resources Issues
i. Governance

2. Strategic Management in Operations

a. Introduction and Overview
b. Definitions and Business Models
c. Categories and Strategies
d. Strategic Planning Models
e. Creating Strategic Alternatives
f. Implementation
g. Conclusion

3. Financial and Accounting Management

a. Introduction and Overview
b. Importance of Financial Statements
c. The Balance Sheet
d. The Income Statement
e. Statement of Cash Flows
f. Financial Ratios
g. Conclusion

4. Marketing Management

a. Introduction and Overview
b. Marketing Goals
c. The Marketing Plan
d. The Marketing Mix
e. The Marketing Budget
f. Marketing Implementation
g. Technology and Marketing
h. Summary

5. Legal Issues in Operations

a. Introduction
b. Sources of Law
c. Agency and Employment Law
d. Torts Law
e. Sales and Products Liability
f. Intellectual Property
g. Ethics
h. Summary

6. Fundraising Fundamentals

a. Fund Raising
b. Marketing
c. Locating Funding Sources
d. Effective Writing
e. Successful Proposals
f. Current Trends

g. Managing Products
h. Annual Giving Campaigns
i. Corporate Sponsorships
j. Major Donors
k. Foundation and Government Grants
l. Planned Giving
m. Special Events
n. Capital Campaigns

7. Organizational Leadership and Decision Making

a. Introduction and Overview
b. What is a Leader?
c. Sources of Power in Leadership
d. Leadership Theories
e. Transformational Leaders
f. Decision Making and Empowerment
g. Accountability
h. Summary

8. Budgeting Essentials

a. Introduction
b. The Concept of Budgeting
c. Activity-based Budgeting
d. Factors to Consider in Budgeting
e. Production Planning
f. Inventory
g. Sample Budget and Summary

9. Persuasive Communication

a. Introduction
b. Fundamentals of Communication
c. Knowing the Audience
d. The Power of Listening
e. Credibility of the Speaker
f. Evidence in Persuasion
g. Emotion in Persuasion
h. Organizing the Argument
i. Summary

10. Negotiating Strategies

a. Introduction
b. Steps in Negotiating
c. Tools in Negotiating
d. Types of Negotiations
e. Personality Types
f. Preparing for Negotiations
g. BATNA and Summary

COMPUTER REQUIREMENTS

This program can be taken from a PC or a Mac. It is compatible with the Windows XP and later operating systems and IE 7 and later browsers, and is compatible with Safari for Mac users. There are no specific computer requirements other than an Internet connection (a high-speed Internet connection is highly recommended). In addition, you'll need to have Internet Explorer, Adobe Reader, Flash Player, and a QuickTime plug-in on your computer (all are available through free downloads).

INSTRUCTOR BIO

Katherine Squires Pang, J.D., LL.M., M.Ed received her B.A. in 1980 from Clark University, her J.D. from the University of Dayton Law School in 1982, her LL.M in Taxation from Georgetown University Law School in 1983, and her M.Ed from the University of Texas in 2001. She has practiced law with national law firms since 1983, ran for the United States Senate in California in 1994, and was appointed by Governor Wilson as a Commissioner to the WCAB from 1994 to 1996. Dr. Pang has served as an adjunct faculty member in the Graduate School of Management at the University of Texas, Dallas, and has been an adjunct faculty member in the law and business schools of many universities, including the Stern School of Business at New York University, Pepperdine University, USC, Golden Gate University, and the University of California, Irvine.

In addition to having over 20 years of law firm experience, Dr. Pang has founded several companies, including LawPrep, Inc., LawPrep Press, Inc., Legal EdNet.com, and EdWay Online. From 1989 to 1996, Dr. Pang authored several books, videos, and interactive CD-ROMs. Dr. Pang was also the manager for firm-wide practice section development, training, and forms for Akin, Gump, Strauss, Hauer, & Feld, L.L.P.

Dr. Pang has experience providing multimedia, interactive distributed learning to working professionals and adult learners in law and business through a variety of technologies, including video streaming and online conferencing (Webcasts, synchronous and asynchronous threaded discussion boards, and chat rooms) via the Internet and satellite, as well as ISDN-based videoconferencing on CD-ROM. Dr. Pang has been a speaker at the MEC 2001 Conference: Turning a New Page in Educational Technologies, sponsored by Arizona State University; the 2001 Conference on Training and Knowledge Management: Moving Beyond Training, sponsored by Generation 21 Learning Management Systems; and a speaker at various other e-learning conferences. She has design, development, implementation, and managerial experience in educational multimedia course design and creation. She has been responsible for course design and delivery using Macromedia Director, Windows Media Player, FrontPage, PowerPoint, Blackboard, Prometheus, WebCT, Webboard, and a host of other proprietary platforms. She also has experience with digital video, MPEG, MOV, and AVI Files.