

PUBA 631
NONPROFIT MANAGEMENT PRACTICES AND TOOLS

Thursday 6-8:30pm
Webster 104

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Course Overview

This course is designed to provide students with the essential skills and tools needed in their careers as nonprofit managers and leaders. Overall, the class is designed to build student skill sets in advocacy, financial management, fund development and grant writing, program evaluation, and strategic planning.

Course Objectives

Readings, lectures, discussions and assignments are intended to help students gather the necessary knowledge and tools to practice these skills. Through this course, students will be better prepared for management positions in nonprofit organizations.

Upon completion of this course, students should be able to:

- advocate effectively for their organization
- read, prepare, and analyze financial statements
- identify the most appropriate model for a fundraising campaign based on the needs of the organization
- select and implement the correct program evaluation method for their organization
- successfully navigate and implement the strategic planning process

Course Requirements

Each student must complete the assigned readings as scheduled and on time.

Each student must actively participate in class discussions.

Each student must complete all assignments and submit them on time.

Each student must be respectful of other students' ideas and experiences.

ASSESSMENT

Each assignment is worth 100 points. There are 5 assignments. Details about each assignment will be discussed in the first session of the topic.

Participation in class activities, including discussion, case studies, and attendance is worth an additional 100 points. Students may earn a total of 600 points in this class.

Writing Guidelines

All written assignments must be typed, stapled, double-spaced, with one-inch margins

and in Times New Roman 12 pt font. All written assignments will be graded on clarity, accuracy, and proper sentence structure and grammar in addition to content. You should proofread all assignments before turning them in and should include a bibliography if sources are cited.

TENTATIVE SCHEDULE (Note: This schedule is subject to change as the semester goes on. More details for each topic will be provided at the beginning of that topic's session).

1. Advocacy

Jan 10th – January 31st

Guest lecturer: Bill Musick

Learning objectives:

Understand key legal aspects

Learn how organizational policies can clarify roles and responsibilities

Identify and analyze ways to be an effective advocate for an organization

Readings: Available from class session on January 10th

Review: Worth Chapter 14, Forces for Good

Assignment: Advocacy action plan due January 31st

2. Nonprofit financial management

Feb 7th – Feb 14th

Learning objectives:

Understand the various financial roles in a nonprofit organization

Understand the concepts associated with nonprofit financial management

Be able to present, understand, and analyze nonprofit financial data

Readings: Available on Lulima

Review: Worth Chapter 13

Assignment: Financial statement analysis due February 21st

3. Program evaluation

February 21st – March 14th

Learning objectives:

Understand reasons for program evaluations

Gain awareness of the various types and purposes of program evaluations

Understand the strengths and weaknesses of quantitative and qualitative

evaluation efforts

Readings: Available on Lulima

Review: Worth Chapter 6

Assignment: Program evaluation plan due March 21st

4. Strategic planning

March 14th – April 4th

Learning objectives:

Understand the strategic planning process including terms, stages, formulation, and implementation

Readings:

Available on Lulima

Review: Worth Chapter 7

Assignment: Strategic plan case study due April 11th

5. Fundraising, Grant writing and Contract management

April 18th – April 25th

Learning objectives:

Identify and understand the various fund development options for nonprofit organizations

Define the principle components of fundraising

To identify the most appropriate model for a fundraising campaign based on the needs of the organization

To be able to identify grant sources and how to cultivate and solicit grants

Readings: Available on Lulima

Review: Worth Chapter 11 and 12

Assignment: Grant proposal due May 9th