



Fall 2009 Catalog

Courses are Two-Days from 9am-3pm &
held in the Mary & Frances Youth Center
(Except if otherwise noted)

www.nonprofitlearningpoint.org

Focal Area One: The Nonprofit Sector

A NONPROFIT SAMPLER: THE SECTOR, BOARDS, ROLES, VOLUNTEERS SEPTEMBER 16 & 30

This class offers an opportunity to become acquainted with the history, scope and unique significance of the not-for-profit sector in the United States. Students will learn about the development of philanthropy, volunteerism and social movements, and how current trends are effecting organizations and institutions of today. The diversity of the sector will be explored, as well as the dynamic relationships between the nonprofit, government, and for-profit sectors.

Katie Campbell, CVA

USING SOCIAL MEDIA IN YOUR NONPROFIT

OCTOBER 14 & 21

Do you get lost when people start talking about Twitter, Facebook, and Blogs? These things do not need to be scary or time vacuums - Learn how to use social media effectively to engage your constituents in your good work. This class is designed for individuals and organizations new to social media or for those who have a facebook page - but have not touched it since they created it. Learn about human resources implications, how to use these tools to start a conversation with your stakeholders and raise money, and how to get the word out about your mission. For more information follow me on twitter as I work on the curriculum - look me up at [@MilstonConsult](https://twitter.com/MilstonConsult).

Sarah Milston, CFRE, MPA

THROUGH A DIFFERENT LENS: A SNAPSHOT OF THE LATINA AND LATINO POPULATION IN CENTRAL VIRGINIA & RELATED NONPROFIT TRENDS NOVEMBER 5 & 12

The number of Latinos living in Central Virginia has increased rapidly & many nonprofits are exploring implications this may have for their organization. Students in this class will have the opportunity to learn more about the culture of this important demographic group, gain information about the local population, & gain insight into the key concerns of many Latino community members. Several key leaders in the local Latino community will share perspectives, experiences & resources with the class. During the second day of class, students will visit two organizations that are active in the community.

Susan Wilkes, Ph.D.

ORGANIZATIONAL CRISES: E.D. & BOARD RESPONSES

DECEMBER 3 & 10

This class will examine examples of different crises that nonprofit organizations are facing today and how Boards and Executive Directors addressed the issues. Using case studies, we will review approaches used and explore options that might have offered different outcomes.

Class is limited to Executive Directors and Board members only.

Marcia Penn, Ph.D.

Inspired by the success of Connect
Richmonds' Social Media 4 Social Good
conference

Focal Area Two: Nonprofit Law, Ethics, & Advocacy

STAYING LEGAL: MAINTAINING YOUR STATUS AS A NONPROFIT ORGANIZATION

SEPTEMBER 23 & OCTOBER 7

This class is designed to provide nonprofit staff and board members with an overview of activities that can have legal and tax implications for 501(c) (3) organizations. This course will provide an overview of the legal duties and responsibilities of board members; the operational policies required by IRS and other federal laws (EEO and HIPAA); and the Scarbanes Oxley Act's implications regarding financial accountability. As time permits, discussion on the Unrelated Business Income Tax and the wisdom of electing to expend funds to influence legislation (Form 5768 Election) will be included.

Phyllis Katz, J.D.

ADVOCACY

OCTOBER 22 & 29

There are many benefits for nonprofits who participate in advocacy. This class will define the various forms that advocacy can take, including the similarities and differences between advocacy and involvement in politics. The class will cover a brief history of nonprofit advocacy, including the types of causes that nonprofits normally advocate for, and the types of nonprofits that typically participate. Finally, class members will learn what makes advocacy successful, and which staff members in their organizations are best suited to practice advocacy

Deborah Barfield-Williamson, J.D., MPA

VALUE YOUR VALUES: ETHICS IN ACTION

NOVEMBER 30 & DECEMBER 7

Having an ethical organization is essential to the nonprofit whose success is dependent upon public confidence and support. Despite its importance, however, ethics can seem dry and irrelevant to the day to day challenges nonprofits face. This course will use assessments, case studies, and group discussion to enhance participants' understanding of, and ability to address ethical challenges and dilemmas. Beginning with participants developing an understanding of their own personal and organizational values, we will consider these values as the foundation for ethics, asking the question "how are these values embodied in the organization on a daily basis?" We will consider the standards and codes of ethical conduct that are commonly embraced by the nonprofit sector. The class will apply ethical frameworks and analysis to ethical challenges that can arise in nonprofit organizations. Focus areas will include fundraising and communications, employees and volunteers, nonprofit boards, leadership ethics, and organizational culture.

Ann Deaton, Ph.D., PCC

Focal Area Three: Organizational & Leadership Development

LEADING THROUGH CHANGE

OCTOBER 2 & 9

Change may be great in theory and even desired by both staff and leadership, but resistance frequently drains time, energy, and progress. Even with highly effective leadership, resistance to change is normal and predictable. Resistance won't go away. However, leaders can learn what behaviors intensify it and what behaviors efficiently move a group towards the desired outcome. You'll learn the roadmap for change and practical coaching interventions designed to help you more smoothly guide your staff, volunteers, and Board through the various stages in the change process.

**Kathy Benham, MA, LPC, NCC,
PCC**

MAKING MEETINGS MATTER: FACILITATION SKILLS FOR THE NONPROFIT LEADER

NOVEMBER 18 & 25

In this hands-on class we will explore the facilitator's role and the skills and practices that are essential to transforming frustrating, time-wasting meetings into productive and energizing conversations. We'll also explore the following; what steps can you take in advance to lay the ground work for a successful meeting? What do you need to know about your group in order to be most effective? How can you avoid common pitfalls and manage disruptive people? What are the different purposes of meetings and what are the best processes and tools for each. Participants in this class will experience a variety of techniques first-hand and will have the opportunity to practice facilitation skills in class.

Elaine Kiziah, Ph.D.

CREATING YOUR FUTURE: STRATEGIC THINKING FOR NONPROFITS

DECEMBER 4 & 11

Effective leadership requires not only knowing where the organization is going, but also how it can get there. This course begins with an overview of the role of strategy in an organization's success and examines models that provide structure for the strategic process. Students will explore practical methods of assessing an organization's current situation as well as its future opportunities and threats. Participants also will learn how to use this analysis to identify strategic organizational direction, goals and action steps that will move them forward, and methods for measuring success.

Wally Stettinius, MBA

LEADERSHIP AS AN ASSET: ASSESSING & EXPRESSING YOUR STYLE

DECEMBER 15 & 22

This workshop will help nonprofit leaders explore and expand their understanding of the style they use and how others might perceive and react to it. Participants will receive a lengthy report based on responses to two instruments: The FIRO-B (Fundamental Interpersonal Relations Orientation) and MBTI (Myers-Briggs Type Indicator). The instructors will give an interpretive overview of both instruments and assist the participants in looking at issues of communication, decision making and work relationships. The session will end with action planning, where the participants will develop an agenda for their own continued professional development.

Ann Deaton, Ph.D., PCC

Focal Area Four: Fund Development & Communication

GRANT WRITING

SECTION 1: SEPT 14 & 21
SECTION 2: OCT 16 & 23
SECTION 3: NOV 17 & 24
(choose one section only)

Submitting grant proposals can help agencies to secure funds to start new programs, test innovative ideas or enhance existing services. In this course participants will engage in a hands-on, practical and evaluative exploration of successful grant writing strategies. We will examine how to locate funding sources and make a good funding match, how to succinctly make a case for funding and present a reliable budget, and how to measure outcomes and demonstrate results once grants have been awarded.

Laurie Rogers, MA

EFFECTIVE BUSINESS WRITING

OCTOBER 5 & 12

Practical information is provided along with experiential learning opportunities in this two-day workshop designed for those who want to be effective and confident writers. The primary objective of the workshop is to strengthen writing skills that help participants prepare nonprofit business messages that clearly and concisely communicate their intent. Examples of topics covered are writing process, business document formats, writing mechanics, persuasive writing, and how to structure business messages to achieve your purpose. O'Rourke states in his book *Management Communication*, "Writing, after all, is a career sifter. Good writers move up; bad writers get left behind."

Pat Thompson, MBA

ANNUAL FUNDS

OCTOBER 19 & 26

Often considered the front line of fundraising, the annual fund is the lifeblood of the organization. Donors to the annual fund are the most likely prospects for major gifts to capital campaigns, specific projects, and special initiatives. Participants in this course will examine possible problems that face annual funds when capital campaigns and other programs get underway and how to ensure that the annual fund remains a priority during this time. We will address how to prepare for the annual fund each year, the importance of the case for support of the organization, the involvement of volunteers and the role of the board in annual giving. Techniques will include creative approaches for turning annual fund donors into major givers, planning out the annual giving year (benchmarks), setting up the development office, and a comprehensive evaluation of the year.

Laurie Rogers, MA

EATING THE ONION: MARKETING YOUR NONPROFIT NOVEMBER 4 & 11

Whether you're responsible for marketing a nonprofit organization or just want to get a better handle on how to best communicate your organization, this course will provide you the tools you need to get started, and move forward. A hands-on discussion will cover marketing strategy, planning and how to make the most of a limited budget. Real world examples will focus on various marketing initiatives, tracking return on investment, marketing definitions and descriptions including an assessment, and discussion of your organization's materials. Expect practical information – not just theory - and putting it into practice.

Mary Burruss, M.Ed

Focal Area Five: Financial Management

FISCAL ACCOUNTABILITY: INTERNAL CONTROLS

OCTOBER 13 & 20

This course will aid students in understanding and demystifying internal financial controls. Topics will include policy and procedures, financial management and oversight, accounting practices, accountability and stewardship. Participants will learn how to evaluate and apply internal control along with financial processes within their nonprofit organizations. This class will examine best practices as prescribed with the *COSO* (Committee Of Sponsoring Organizations) framework.

Celia Broadus, CPA

MANAGING YOUR MONEY: BASIC BUDGETING

NOVEMBER 6 & 13

Designed for people with little or no budgeting experience, this course will review basic budgeting terminology, concepts, and practices. Discussion topics include budget planning, development, coordination, approval, and implementation. Class exercises will help participants to relate their experiences in nonprofit agencies to the practices of budgeting for both individual programs and entire organizations. Please note that basic accounting, bookkeeping and auditing tools and practices are not part of this course.

Angela Taylor, Ph.D.

LEARNING BY THE NUMBERS: READING FINANCIALS

DECEMBER 2 & 9

Nonprofit organization's leadership and management have a primary responsibility of being good fiscal stewards over public funds and trust. Good fiscal stewardship is often demonstrated by sound financial management and financial reporting is a key component of the process.

The financial statement and reporting process provides the necessary feedback about the condition and operations of an organization. This course will assist participants with gaining an understanding about the importance of financial statements, reporting and their use as a primary component to the managerial decision making process.

Celia Broadus, CPA

Focal Area Six: Human Resources Management

CHALLENGES OF STAFF SUPERVISION

NOVEMBER 14 & 21

The workplace of today requires both new and experienced supervisors to cope with constant change and increasingly complicated situations. This class will help managers, supervisors and team leaders to learn and apply skills and strategies to successfully manage the work of others. Topics will include stages in the supervisory process, communications skills, goal setting and negotiation, coaching for improved performance, motivation, performance evaluation, and reward systems. Students will examine case studies and role-play challenging supervisory situations to gain interactive experience in applying the course material to their work lives.

Sarah Harvey, MBA

Based on your feedback we are happy to offer you this class on SATURDAY!

ACHIEVING BREAKTHROUGH RESULTS THROUGH CREATIVITY & INNOVATION

DECEMBER 1 & 8

Facing ever bigger challenges and shrinking resources, nonprofits can't afford *not* to innovate. We must think and act in new ways to meet the needs of the people and causes we serve. This class will look beyond the kind of everyday creativity demanded by our individual roles, and will focus instead on strategies for making quantum leaps in our thinking, identifying elusive solutions, and helping whole organizations get out of ruts and develop innovative approaches to getting more done with less. Course content will include: techniques for generating, evaluating, and implementing breakthrough ideas; how to foster an organizational environment that supports creativity and innovation; and barriers to creativity and how to overcome them. This is a highly interactive and experiential class, in which students will apply principles and practices for breakthrough thinking to solving specific challenges in their own organizations.

Elaine Kiziah, Ph.D.

HIRING AND FIRING

DECEMBER 14 & 21

Effective selection of employees is critical for managers in need of productive, "low maintenance" staff members. This workshop will provide practical, hands-on tips and guidelines for accurately determining whether a prospective employee can do and will do a good job. In addition, assessing "cultural fit" (including whether a candidate is likely to be a disruptive or problem employee) will be stressed. On the flip side, whether you "inherited" an employee or hired someone who has turned out to be ineffective in his or her assignment, there is a time to let people go. Issues such as: why it's "unhealthy" to be too understanding or accommodating; how to discuss and document performance issues; and how to communicate and document cases where an employee gets "discharged" for unsatisfactory performance or behavior will be addressed.

**Camille Harris, LCSW
& Dennis LaMountain, MS**

Focal Area Seven: Organizational & program planning, management, & evaluation

SMALL PROJECT MANAGEMENT IN A BOX

SEPTEMBER 29 & OCTOBER 6

Staff members often have projects that they must manage, usually with little or no formal training. Project management training helps staff become familiar with a number of tools, strategies, and techniques they may use to keep a project on time, on budget and of high quality. This class presents basic project management concepts; offers suggestions for effective project planning; demonstrates creative risk management techniques; and details tasks using a work breakdown structure.

Becky Clay Christensen

OVERVIEW OF PROGRAM PLANNING & EVALUATION

NOVEMBER 2 & 9

Most nonprofits are in business to meet a community need, which they do through programs that they provide to their clients. Unfortunately, many of these programs fail, for reasons that may include: inadequate needs assessment, unrealistic goals and objectives, interventions that have not been proven effective, use of a proven program in unproven circumstances, poor implementation, or faulty evaluation. This interactive class will review processes of program planning using discussion, case study and the organizational experiences of participants. Links will be made between program planning, evaluation, and grant proposal development.

Barbara Dunn, Ph.D.

STRATEGIC PLANNING: CREATING AN ORGANIZATIONAL ROADMAP

DECEMBER 5 & 12

The reality confronting nonprofits today is one of diminishing resources and increasing demands. Changes brought about by the current economic situation are requiring nonprofit managers and Board members to think and act more strategically than ever before. Acting strategically requires a strategic plan. A well-designed strategic plan provides organizational direction, helps set priorities, assists with budgeting and resource allocation, and improves overall organizational effectiveness, accountability and decision-making. This course will provide an easy-to-follow, step-by-step strategic planning process that can be used for any type of organization. Factors critical to a successful strategic planning process and strategies to ensure implementation will also be reviewed and discussed.

Dale Johnson-Raney, MBA, MSW

Based on your feedback we are happy to offer you this class on SATURDAY!

Technology

MOVING FROM MICROSOFT OFFICE 2003 TO 2007 OCTOBER 5 & 12

R U Ready for Office 2007?

Learn about the new user interface, terminology, and features in Office 2007, all of which are dramatically different from previous version of Office. This can create a steep learning curve during the transition period. Designed for new users and veterans of earlier versions of Office alike, this course covers the basic fundamentals of using the new - as well as finding the old - in Word, Excel and PowerPoint. This course does not replace an Intro course for Word, Excel, or PowerPoint but prepares students for using the new Office 2007 environment in any of those applications.

Wilma Andrews, MS

Location: Cabell Library, Room 320

FIREWORKS (PHOTOSHOPS LIL SIBLING) NOVEMBER 16 & 23

Adobe Fireworks CS4 is a web design and prototyping tool that offers powerful features to create, edit, and optimize your artwork for delivery in a wide variety of file formats. This class covers everything you need to know to import, scale, align, edit, slice, and export high-quality graphic files. The new integration features allow you to work seamlessly with the other tools in Adobe Creative Suite 4, facilitating a smooth workflow with Adobe Dreamweaver, Adobe Flash, Adobe Photoshop, and Adobe Illustrator. Learn how Live Filters make it easy to add graphic effects to vector and bitmap objects. This class covers the basics and more advanced features of Fireworks. By the end of this offering, you should be able to create your own graphics and modify existing images by using PhotoShop's "little brother."

Shirley Mitteldorfer, M.Ed.

Location: Cabell Library, Room 320

INTRODUCTION TO EXCEL USING OFFICE 03 SEPTEMBER 17 & 24

This course is an introduction to the fundamentals of spreadsheet processing and management using Excel for Office 2003. Topics include entering text, numbers and formulas, formatting, moving, copying, recalculation, graphing, retrieving, saving, and printing. Prerequisite: Windows or a general understanding of basic Windows environment.

Wilma Andrews, MS

Location: Carver Community Lab

INTERMEDIATE EXCEL USING OFFICE 03 NOVEMBER 3 & 10

This course goes beyond spreadsheet basics using Excel for Office 2003. Topics include list functions (Excel's database), worksheet grouping and advanced formatting, object linking and embedding, mail merge, importing data, simple macros, linking formulas, and an introduction to PivotTables, Goal Seek, Solver and financial functions. Limited data and statistical analysis will be included in this course. Prerequisite: Introduction to Microsoft Excel or a strong understanding of spreadsheet fundamentals.

Wilma Andrews, MS

Location: Carver Community Lab

Conversational Spanish

LEVEL I

**WEDNESDAYS—SEPT 30-DEC 16,
5:30—7:00PM**

Introduces the spoken language.

Learn how to:

- Meet people: greetings, goodbyes, introducing oneself, & helpful expressions of courtesy
- Describe family relations, people, & their professions
- Discuss recreation: pastimes, sports, & places in the city
- Talk about vacations: travel, weather, & seasons
- Discuss shopping, clothing, colors, & negotiating prices
- Describe daily routines, personal hygiene & telling time

Anita Nadal, MLA
Location: Gay Community

LEVEL II

**THURSDAYS—OCT 1 -DEC 17,
8:30—10 AM**

This class is designed to increase the student's proficiency in the spoken language through audio-oral exercises, dialogues, and free conversation. Work assignments and oral presentations are a part of this course.

James Taylor, MT
**Location: Gay Community Center of
Richmond**

LEVEL III

**MONDAYS—OCT 5 -DEC 14,
12:30-2:00PM**

Development of basic skills in understanding, speaking, reading, and writing through a functional approach to the teaching of Spanish grammar is applied. This includes an introduction to the cultures (traditions, art, literature, music) of the Spanish-speaking world. This purpose will be accomplished by reading and discussing a variety of topics such as:

- Food: types of food, describing foods, meals
- Festivities: parties, celebrations, personal relationships
- Doctor's office: health care, the body, medical conditions
 - Environmental concerns: expressing opinions, solutions

Anita Nadal, MLA
**Location: Gay Community Center of
Richmond**

Case Management

CASE MANAGEMENT: THE BASICS OF WORKING WITH PEOPLE LIVING IN POVERTY

SEPTEMBER 15 & 22

This course is the first in a series of three courses in the Case Management Certificate Program. Case Management: The Basics will provide an overview of case management for individuals and families who are homeless, at risk of homelessness, or living in extreme poverty. Beginning with an overview of homelessness and current best practices, participants will then learn the basics of strengths based case management, client assessment, and service planning. Participants will also develop an understanding of ethical standards as they apply to case management.

Valerie Holton, LCSW



Nonprofit Learning Point and Homeward, the Greater Richmond region's planning and coordinating agency for homeless services, have announced the formal transition of Homeward's Case Management Certificate Program to NLP, effective fall of 2009. The program content will remain largely the same as Homeward's offerings, with the format of the trainings transitioning to three, two-day trainings. Nonprofit Learning Point will offer one elective course in case management per semester (fall, spring, and summer). Additionally, to reach a broader audience, the content will expand its focus from case management for those who are experiencing homelessness to the case management for those who are living in poverty.

Homeward will continue to grant program certificates to students who complete the NLP case management coursework. If they wish, these students may also continue taking additional NLP classes toward the Nonprofit Management Certificate.