

Time: 9 am to 3 pm
Location: Lewis Ginter Botanical Gardens

M250 Advocacy and Nonprofits

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 in advocacy. Finally, class members will learn what makes advocacy successful, and which staff members in their organizations are best suited to practice advocacy

Instructor: David Bailey
Dates: Thursdays, April 20 & 27
Time: 9 am to 3 pm
Location: Community Foundation

Focus Area III

Nonprofit governance and leadership

M332 Leadership and Emotional Intelligence

Emotional intelligence is a better indicator of success in the workplace than IQ. Being smart alone is not enough. But, the good news is that emotional intelligence can be developed. This course is designed to introduce you to Emotional Intelligence and how it can be applied in the nonprofit workplace to help you improve your ability to get things done

Instructor: Susan Wilkes
Dates: Tuesdays, February 7 & 14
Time: 9 am to 3 pm
Location: Lewis Ginter Botanical Gardens

M370 Collaboration and Strategic Alliances

Nonprofit organizations are frequently called upon to work together in partnerships or alliances to meet the community's needs or to apply jointly for funding. These interactions can range from networking and information sharing, to simple cooperation and coordination of services, to full collaboration where achieving a common goal supersedes individual agency interests. Board members and staff participating in this course will examine the pitfalls and best practices of partnership with a focus on practical tools for making partnership work. Students will assess the strengths and weaknesses of various collaboration models through case study examples and will develop specific tools to support their current or future collaborative activities. In addition to the basics of collaboration, this class also will include a panel discussion about the challenges and opportunities of partnerships with schools and faith-based organizations.

Instructors: Lisa Specter & William Porch
Dates: Fridays, April 21 & 28
Time: 9 am to 3 pm
Location: Richmond Ambulance Authority

Focus Area IV

Fund development and communications

M410 Successful Grant Writing Strategies

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.

Instructor: Laurie Rogers
Dates: Thursdays, March 2 & 9
Time: 9 am to 3 pm
Location: 1103 West Marshall Street

M411 Grant Writing II

Successful grant writing requires that a factual, convincing case be made regarding needs and the agency's ability to deliver. This course will introduce participants to entrepreneurial thinking and specific techniques for writing persuasive grant proposals. Participants will learn to locate sources of grant funding, understand what goes into the proposal planning process, design and conduct thorough and compelling needs assessments, strongly state the problem and show how methods achieve the objectives, and define how success is measured. Participants will learn how to develop strong and accurate budgets that fully support the proposal and how to provide for continuation of projects beyond the grant period. Prerequisite: M410

Instructor: Laurie Rogers
Dates: Thursdays, April 20 & 27
Time: 9 am to 3 pm
Location: Central Virginia Food Bank

M414 Foundations to Successful Fundraising

Successful fundraising is a result of focused discussion, careful planning, building relationships and the creation of a strong institutional foundation. This process requires an organization to engage in an internal dialogue that is best guided by an individual with experience, objectivity and an understanding of how to plan for fundraising success. It is imperative that the internal leadership of an institution truly appreciate and are able to articulate with clarity and passion, the value that institution provides to the community. The first step in "strategic planning" is to examine this value and to be certain that the internal family believes in, and takes ownership of, the value.

Instructor: Richard Vail
Dates: Thursdays, March 23 & 30

Time: 9 am to 3pm
Location Lewis Ginter Botanical Gardens

M415 Major Gifts

This class is designed for the development officer and fundraising volunteer who are currently active in principal gift work, or need to be, and those in related areas (planned giving) who support this specific arena of fund raising. During this engaging opportunity participants will explore and analyze the essential factors for success in attaining large gifts for nonprofit organizations. These precepts provide value and effective results in the business of fund raising, and will be integrated into the study of proven business models successful to the fund-raising culture. If you are interested in “major gift” fund raising, this experience will offer a study in the art and business of doing it successfully.

Instructor: Lee Switz
Dates: Tuesdays, April 25 & May 2
Time: 9 am to 3 pm
Location: 1103 W. Marshall Street

M420 Marketing and Public Relations

A useful and practical course in marketing basics appropriate for any staff member invested in the success of their organization. Participants will be introduced to the universal marketing model and marketing strategy planning. This course will provide a solid fundamental understanding of what marketing is and isn't and will demonstrate how to apply marketing principles and concepts to the nonprofit organization.

Instructor: Patricia Thompson
Dates: Thursdays, February 9 & 16
Time: 9 am to 3pm
Location: Community Foundation

M440 Special Events

Auctions. Tournaments. Dinners. Walks. Runs. Galas. Fee or pledge-based events. All these and more can serve the institutional needs as fund-raisers or friend raisers. But are they really serving the purpose intended? Are they meeting your goals? This course will take a journalistic approach. Asking and answering the who, what, when, where, why and how of special events. Participants will recognize the place of special events in a diversified development program and learn the process of event planning from selection to assessment and from opportunities to liabilities. Budget and CTRD (cost to raise a dollar) will be covered as essential financial components to any event, as will as the fun factor through

interactive learning. A special event will be designed and evaluated as an outcome of the course.

Instructor: John Melleky
Dates: Wednesday, April 12 & 19
Time: 9 am to 3 pm
Location: Fan Free Clinic

M480 Speaking with Confidence and Clarity

Effective speech is not only important when presenting in front of a large group but is an essential skill for a wide variety of professional situations. Whether conducting or participating in a meeting, soliciting a donation, or interacting with the media, effective speech is a valuable and versatile tool. Specifically designed to explore the power and art of public speaking, this course will provide participants with an understanding of the similarities and differences between public speaking and conversation. With an emphasis on ethics, language, audience-analysis, delivery and visual aids, participants will learn how to develop engaging informative, persuasive and commemorative speeches relevant to their work in the nonprofit sector.

Instructor: Bernie Simmons
Dates: Fridays, March 10 & 17
Time: 9 am to 3 pm
Location: Community Foundation

Focus Area V

Financial Management

M510 Basic Budgeting

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.

Instructor: William Cowles
Dates: Fridays, March 24 & 31
Time: 9 am to 3 pm
Location: 1103 W. Marshall Street

M521 Financial Policies, Procedures and Accountability

Whether the organization needs an entire financial policy and procedure manual, a specific section of a manual or to review current existing policies, this class will help you get your organization's financial policies and procedures in order. No one likes to spend time documenting systems, but it is an important part of operating an effective organization, whether it is for an audit requirement, to strengthen financial controls, to improve a process or to assist with the transition of an employee. This class will give participants the opportunity to discuss the benefits of such policies and procedures and expose them to key elements needed for clear and complete financial policies and

procedures. Time will be provided for students to draft and critique policies and procedures for their organizations.

Instructor: Anne Hagen
Dates: Tuesdays, March 7 & 14
Time: 9 am to 3 pm
Location: Commonwealth Catholic Charities

Focus Area VI

Human resources management

M623 Hiring and Firing: Selecting Productive Employees and Terminating Unproductive or Disruptive Staff Members

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.

Instructor: Dennis LaMountain & Camille Harris
Dates: Thursdays, April 6 & 13
Time: 9 am to 3 pm
Location: Richmond Ambulance Authority

M640 Creating a Healthy Work Environment

Conflict seems to be an inevitable part of human relationships — inside and outside of organizations. Because the nonprofit organization occupies a unique position in the public sector, this course will focus on creating healthy work environments that both diminishes opportunities for conflict to arise as well resolving conflicts that do take place. This course is designed to explore the causes and the nature of conflict with particular emphasis on internal conflicts, and conflicts between organizations in the public sector. The nature of conflict will be analyzed as will the appropriate forum and process for the resolution of different types of conflict. This course will include participation in simulated mediation and negotiation cases with a view toward applying the theoretical constructs of conflict to real-life situations.

Instructor: Elaine Kiziah
Dates: Wednesdays, March 15 & 22
Time: 9 am to 3 pm
Location: The Community Foundation

M660 Volunteer Management

Effective involvement of volunteer talents and skills is essential to nonprofit agencies. This course offers an introduction to the basic elements of developing your organization's volunteer resources management. Students are encouraged to bring the questions and challenges they face in their organizations as we discuss an overview of planning, organizing, recruiting, screening, training, supervising, record keeping and evaluating. This course is designed for those new to the role of managing volunteers or starting up a new volunteer program.

Instructor: Kathy Perun

Dates: Thursdays, February 9 & 16

Time: 9 am to 3 pm

Location: Fan Free Clinic

Focus Area VII

Organizational theory, planning and evaluation

M711 Program Outcomes

Many state and local government agencies, foundations, managed care systems, and accrediting bodies have added outcome measurement to their list of accountability expectations. Measuring success based on numbers served is no longer enough; programs must be able to demonstrate the benefits or changes to people participating in their programs. This interactive workshop introduces a practical, useful approach to outcome planning and measurement that will help programs increase the effectiveness of their services and communicate the value of what they do.

Instructor: Gail Harris

Dates: Fridays, May 12 & 19

Time: 9 am to 3 pm

Location: United Way

M760 Strategic Management

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.

Instructor: Wally Stettinius

Dates: Fridays, March 3 & 10

Time: 9 am to 3 pm

Location: Fan Free Clinic

M770 Organizational Development

This course is geared towards senior management, board leadership and executive directors. It will provide an overview of organizational development and provide tools that can be immediately applied to any sized non-profit organization. Specific topics will include: the growing pains of nonprofit organizations, life cycle and operational concerns, challenges and needs; completing an organizational assessment; managing organizational culture; understanding and developing organizational infrastructure; evolving the board functions; and creating, recreating and preserving organizational effectiveness and culture. Participants will have an opportunity to examine various organizational models and determine which might be applicable to their organization's future.

Instructors: Lisa Specter & Michael Carren
Dates: Mondays, March 13 & 20
Time: 9 am to 3 pm
Location: Richmond Ambulance Authority

M780 Using Data to Improve Program Planning and Practice

The purpose of this course is to introduce class participants to local web-based data resources that are available for grant writing, needs assessments, planning, and other decision making activities. The local web-based resources will have data on one or more issue areas such as crime, education, healthcare, housing, income and poverty. The presentations will be coordinated and organized around populations such as children, youth, families, seniors. Prior to the introduction of the local resources, information will be provided on how to assess web-based resources. Representatives from the organizations that "own" the local data resources will be invited to present and respond to questions as experts. All representatives will be asked to present their resource and examples in a standardized format for continuity and ease of learning. The examples will be illustrations of successful applications of data obtained from the resource. Class participants will have the opportunity to access and navigate the websites, as well as formulate questions to answer through the websites. The expert presentations will be scheduled in separate blocks of time. These blocks will allow for debriefings and transition breaks between presentations.

Instructor: Linda Birtley
Dates: Fridays, April 7 & 14
Time: 9 am to 3 pm
Location: 1103 West Marshall Street

Petersburg/Tri-Cities Offerings

TCM320 Powerful Partners-the Board/Executive Partnership

Both boards and executive staff struggle with issues of role and how to assure that the board can most effectively govern and support the organization. A key question is – what is the proper role of the CEO in helping strengthen the board of directors? A strong effective board/executive partnership is essential to the organization's success, but reaching that goal can be challenging. This course will assist leadership staff and board members understand the dynamics necessary for a strong relationship that will assist the organization in fulfilling its mission.

Instructor: Katie Campbell
Dates: Tuesdays, March 14 & 21
Time: 10 am to 4 pm
Location: Petersburg Department of Social Services

TCM 360 Managing an Emerging Nonprofit

This class will explain how to evaluate the need for a nonprofit, including determining the organization's mission and gauging the organization's ability to acquire resources. In a small, emerging nonprofit, the volunteer is the key and simultaneously plays many different roles in the organization. Small and emerging nonprofits often fund themselves based on annual membership dues and emergency campaigns and think less about their future. The "here and now" fulfillment of their mission takes priority over planning. This course will bring together staff and volunteers of small and emerging nonprofits to learn and react to new and creative ideas to meet the goals of the mission, maximize use of volunteers, introduce and improve planning and budgeting, stabilize and increase funding capacity, and strengthen board-staff relationships.

Instructor: Gail Merridew
Dates: Mondays, May 8 & 15
Time: 10 am to 4 pm
Location: Petersburg Department of Social Services

TCM410 Successful Grant Writing

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.

Instructor: Laurie Rogers
Dates: Tuesdays, February 14 & 21
Time: 10 am to 4 pm
Location: Petersburg Red Cross

TCM413 Fundraising Basics

Successful fund raising is fundamental to the health and vitality of any nonprofit organization. This course will provide an overview of the fund-raising process as well as effective strategies and tools to convince funders to invest in the organization. Guest speakers with a depth of experience in certain areas will expand on basic concepts presented over two days. Topics will include developing fund raising plans, managing donor information, making the case for the organization and demonstrating its mission and strengths

Instructor: Lee Switz
Dates: Tuesdays, April 11 & 18
Time: 10 am to 4 pm
Location: Petersburg Department of Social Services

TCM632 Managing and Developing Staff

Staff development does not happen by accident! When “staff development” is mentioned, managers often think of seminars and workshops where learning and skill-building takes place. The truth is that most learning takes place on the job, and managers need to make maximum use of their roles as models, coaches, feedback providers and the primary source of reinforcement for any learning that occurs both on the job and away from the job. This highly interactive workshop will focus on those things a manager can do to accelerate and nurture development of any and all staff members. Class participants will learn ways to overcome or minimize obstacles to developmental strategies such as delegation, feedback, coaching, etc. Particular emphasis will be placed upon how to reinforce off-the-job training to minimize the “use it or lose it” syndrome.

Instructor: Dennis LaMountain & Camille Harris

Dates: Wednesdays, April 26 & May 3

Time: 10 am to 4 pm

Location: Petersburg Red Cross

Technology Courses

T20 Introduction to MS Word

This course is an introduction to word processing. Topics include word wrap, indentation, font selection, point size, basic formatting, spacing, and block commands. This course will help participants learn the basic elements necessary to prepare simple reports, letters and documents. Prerequisite: Introduction to Computers: Windows or a general understanding of basic windows environment.

Section I

Instructor: Sandra McAllister

Dates: Fridays, February 3 & 10

Time: 9a.m. to 3p.m.

Location: VCU Community Programs Computer Lab

Section II

Instructor: Lynn Jensen

Dates: Fridays, March 24 & 31

Time: 9 am to 3 pm

Location: 701 West Broad Street

T21 Intermediate Word

The adventure in word processing continues. Topics include mail merge, envelopes, templates, an introduction to desktop publishing, images, multi-column newsletter or brochure formats, tables, charts, graphics, and object linking and embedding.

Prerequisite: Introduction to Microsoft Word or a general understanding of word processing basics.

Instructor: Lynn Jensen

Dates: Fridays, May 12 & 19

Time: 9a.m. to 3p.m.

Location: 701 West Broad Street

T30 Introduction to Excel

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

Section I

Instructor: Wilma Andrews
Dates: Mondays, February 6 & 13
Time: 9a.m. to 3p.m.
Location: VCU Community Programs Computer Lab

Section II

Instructor: Sandra McCallister
Dates: Mondays, March 13 & 20
Time: 9a.m. to 3p.m.
Location: VCU Community Programs Computer Lab

T31 Intermediate Excel

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

Instructor: Wilma Andrews
Dates: Fridays, April 7 & 14
Time: 9a.m. to 3p.m.
Location: 701 West Broad Street

T40 Introduction to Access

This introductory course will cover fundamental database concepts and terminology, the names and functions of the various Access objects, and how to plan and design a database. Topics will include creating and working with tables, using selected queries, creating and using forms, and database maintenance. Prerequisite: Introduction to Microsoft Excel or a general understanding of spreadsheet fundamentals.

Section I

Instructor: David Bropst
Dates: Fridays, February 17 & 24
Time: 9a.m. to 3p.m.
Location: VCU Community Programs Computer Lab

Section II

Instructor: David Bropst
Dates: Fridays, April 21 & 28
Time: 9a.m. to 3p.m.
Location: 701 West Broad Street

T50 Introduction to Powerpoint

In this course, participants will learn to create professional presentations that incorporate graphics and text, drawing and modifying objects, aligning and grouping, adding and arranging text, changing color schemes and background, embedding charts and inserting clip art. In addition, time will be spent on using slide show commands. Prerequisite: Introduction to Microsoft Word or a general understanding of word processing basics.

Instructor: Jim Wynne

Dates: Fridays, March 2 & 9

Time: 9a.m. to 3p.m.

Location: VCU Community Programs Computer Lab

T51

Intermediate Powerpoint

This course will begin with a review of creating templates through Master Slide and Title Slide, and using and creating graphics, animated effects and slide transitions. Object linking and embedding will be used to show how presentations have access to the most current external information. Linking to external devices such as video, audio and the Internet will be demonstrated. Other topics include Pack and Go files for presentations, recording narration and advanced graphics. Participants also are encouraged to bring their individual questions. Prerequisite: Introduction to Microsoft PowerPoint or a general understanding of this presentation application.

Instructor: Jim Wynne

Dates: Tuesdays, April 4 & 11

Time: 9a.m. to 3p.m.

Location: VCU Community Programs Computer Lab

T66

Introduction to FrontPage

FrontPage is web authoring software that enables website creation without any knowledge of HTML. Participants in this course will receive instruction on the most important topics of FrontPage2000, including an introduction to the software, the creation of Web pages, internal and external hyperlinks, inserting pictures, and creating tables, forms and frames. Prerequisite: None

Instructor: Veronica Shuford

Dates: Tuesdays, March 21 & 28

Time: 9a.m. to 3p.m.

Location: VCU Community Programs Computer Lab