



CENTER FOR
Nonprofit Management
& Leadership
MIDWESTERN STATE UNIVERSITY

2019-2020 PROGRAM OUTLINE

The Nonprofit Management Certificate Program is a series of eight full-day sessions that provide in-depth instruction on the key components of the operations of a nonprofit. Our instructors come from varied business and educational background with track records of success in their respective fields and areas of expertise.

NONPROFIT STRATEGY AND STRATEGIC PLAN - 9.3.19

Learn the theories most relevant to nonprofit organizations, and examine strategic planning as a discipline of successful organizations.

PROGRAM PLANNING, EVALUATION AND SUSTAINABILITY - 10.1.19

Address the programmatic component of nonprofit operations, detailing how activities of the organization deliver on the agency's mission and how to measure outcomes and communicate your impact.

NONPROFIT HR & VOLUNTEER MANAGEMENT - 11.5.19

Gain an understanding of HR policies and procedures, benefits and compensation, and hiring processes that are unique to nonprofits. Learn about managing volunteers and giving them a meaningful experience.

FINANCIAL MANAGEMENT & BUSINESS PRACTICES - 12.3.19

Learn proper nonprofit accounting structures and statutes, accountability, internal controls and financial risk management, and delivering effective financial management.

NEW SESSION GRANT WRITING - 1.7.20

Learn strategies of how to locate potential sources of grant funding, how to develop a successful grant proposal, and the steps to successful grant writing.

FUND DEVELOPMENT - 2.4.20

Explore the essentials to finding and cultivating financial resources that support delivering on the organization's mission.

RISK MANAGEMENT & NONPROFIT LEGAL - 3.3.20

Managing risk focuses on dealing with uncertainty and threat, and what to do when something happens. You will also learn about the legal structures and practices to protect your agency.

BRANDING, MARKETING & PR FOR NONPROFITS - 4.7.20

Discover the basic elements of the branding and marketing process for today's nonprofit organization - from messaging to a marketing plan, as well as strategies.

LOCATION & TIME

Wichita Falls Museum of Art at MSU
#2 Eureka Circle
Wichita Falls, Texas 76308
Tuesdays from 9 am - 4:30 pm
(lunch provided)

COST

Tuition per class: \$100
Full Certificate Program: \$700
This includes a \$100 discount.

TO REGISTER, VISIT:

www.thecentersmsu.org



QUESTIONS:

Marla Malone (940)397-4962
or Marla.Malone@MSUTexas.edu

Lorraine Parmer (940)397-4307
or Lorraine.Parmer@MSUTexas.edu