

## Certificate in Nonprofit Career Readiness and Advancement

### **TRACK 1: Nonprofit Management, Leadership and Organizational Behavior**

#### **Required / Mandatory Core Course**

##### **Nonprofit Management, Leadership and Organizational Behavior (3 units / 30 hours)**

This course provides both theoretical and practical overviews of nonprofit management strategies, organizational structure and design, business planning, team and organizational culture, leadership, decision-making and marketing and branding. This course is essential for entry and mid-level professionals working in the mission-driven sector and aiming to improve their skills. It is designed as an interactive seminar and iterative process with regular discussions and reviews during which each student will be assigned and provided access to an operating nonprofit that they will use to apply their learning throughout the course. This mandatory course is part of the *Nonprofit Management, Leadership and Organizational Behavior Track*.

#### **Elective Courses**

##### **Elective 1: Nonprofit Leadership: Ethics, Power and Motivation (1 Unit/10 hours)**

This course is designed to introduce key elements and a framework for the understanding of leadership, along with a customized pathways for students to increase their own leadership skills and apply them appropriately. Using presentations, speakers, case studies, storytelling and exercises, the course will address the role of a compelling vision and ownership, motivation and power, persuasion and influence, interpersonal communication, problem solving, ethics and ability to sort and identify priorities. This class includes developing a plan for future leadership development and provides sharing of deep experience and real-life examples that can be applied to practical situations.

##### **Elective 2: Nonprofit Governance and Volunteer Leadership (1 Unit/10 hours)**

This course will present theoretical and practical guidance on fiduciary duties of board members, executive directors, and staff. It explores legal and financial standards and their application to real-world situations and presents an operating framework of fiduciary responsibilities which will enhance the achievement of an organization's goals and mission, creating sustainable and more powerful impact. While successful governance and management of nonprofit organizations is essential to the achievement of their mission-driven goals, many organizations focus on their mission to the detriment of these crucial aspects thus leading to severe consequences and unsuccessful outcomes. Understanding fiduciary concepts can simplify organization management, increase impact, and create sustainable organizations.

##### **Elective 3: Program Management and Supervisory Skills for Nonprofits (1 Unit/10 hours)**

This course tackles an essential aspect of nonprofit management and organizational culture: the role of program management and supervisory skills in providing value to an organization and delivery of services. It also highlights a reality of the nonprofit sector where typically staff who are highly valued and trusted are promoted to supervisory roles without any training on the practical aspects of running a program or managing and supervising people. The course focuses on practical skills, techniques and solutions combined with managing a program within an organization. The course work includes specific techniques to manage employee feedback,

conflict resolution, DEI power balance and understanding, listening and communication and organizational demands regarding policies (sexual harassment, accidents, conflict, etc.) and program evaluation and quality and it will address fiscal discipline and accountability.

**Elective 4: Public Speaking for Nonprofit Professionals (1 Unit/10 hours)**

Considering that public speaking is an imperative skill across disciplines but is particularly essential for individuals pursuing workforce training in non-profits, this course and accompanying coursework are designed to help students hone the practical and professional skills necessary to interview, to pitch ideas, and to strengthen their verbal and embodied communication. Students will learn the critical skills necessary for strengthening word choice, organization, and delivery, all of which are key components of successful speeches, pitches, and interviews. Essentially, this course will dive into what you say, how you say it, and how you adapt content and delivery for your audience.

**Elective 5: Role and Use of Data for Mission-Driven Purposes (1 Unit/10 hours)**

As mission-driven organizations are increasingly relying on data in order to further their impact but also develop sustainable and relevant strategies for the future, this class and accompanying coursework provide an in-depth understanding of the role and use of data in the nonprofit sector. The course is designed to help students better understand and implement the various existing tools that allow them to collect, storage, analyze, utilize and present in a way that reflects the mission, vision, short and long-term goals of their organization. The course provides both a theoretical and practical perspective and includes developing customized tools meant to reflect each student's needs and interests.