Duke | CONTINUING STUDIES

Duke Nonprofit Management Intensive Track Program
Online Training / #ID: 0194-053
Danville Regional Foundation, Sponsor
Session I: Apr 13-16, 2020 / Session II: Jun 1-4, 2020

COVID-19 Outbreak
Due to the COVID-19 outbreak, Duke University has suspended all face-to-face classes through June 28, 2020. To meet the continuing needs of the nonprofit sector, the Nonprofit Management Program is pleased to offer many of its classes and programs via live Webinars.

SUMMARY

Participants from throughout the world enroll in the Duke Nonprofit Management Intensive Track Program. Training is designed to give those working in or with nonprofits the skills and expertise needed to succeed in the sector - whether paid staff, volunteers, philanthropists, board of directors, faith-based communities, or individuals transitioning from the private sector. Participants may complete the requirement for the Duke Certificate in Nonprofit Management in 8 days.

Danville Regional Foundation sponsors the Nonprofit Management Intensive Track Program. Training is available to nonprofits in Danville – also Pittsylvania County (VA) and Caswell County (NC). For information or to register, contact Starling McKenzie, Senior Program Officer, Danville Regional Foundation, smckenzie@drfonline.org, 434-483-4273.

COVID-19 outbreak
Note: Due to the COVID-19 outbreak, Duke University has suspended all face-to-face classes through June 28, 2020. To meet the continuing needs of the nonprofit sector, the Duke Nonprofit Management Program is pleased to offer many of its classes and programs via live Webinars

Opening Session: Online Training

- Welcome: Starling McKenzie, Senior Program Officer, Danville Regional Foundation
  Nancy Love, Director, Duke University Nonprofit Management Program

FIRST SESSION (April 13–April 16, 2020)

Monday, April 13, 9am–4pm

Nonprofit–Board Development/Governance
Jeanne Allen, Ed.S, *Jeanneallennc@yahoo.com*

To be successful, nonprofit organizations require strong leadership from their Board of Directors. The board responsibility is to manage the corporation which includes, but is not limited to, overseeing the senior management's effectiveness, organizational policies and procedures, and the execution of its strategies. Learn the roles and responsibilities of the board, including its paramount duties, and why board accountability requires a fully engaged and active board of directors who manage the organization. Discuss how you may increase board members' commitment to the mission and purpose of your organization, and how boards must fulfill their legal and governance duties. This course addresses the following topics: the board's role and responsibilities, the board and the executive director's relationship, financial and legal responsibilities of the board, and how to recruit and select good board members.

Key Learning Objectives
- Understand the Board's roles and responsibilities
- Discuss how board accountability, prompted by nonprofits internal and external stakeholders, requires a fully engaged and active board who manages the organization

Bio: Jeanne Allen, Ed.S. Has 30+ years of nonprofit sector experience. This includes her current business, Jeanne Allen Consulting, providing training and facilitation to nonprofits on Board Development and Strategic Planning, as well as designing and facilitating board and staff retreats. Prior to her role as Instructor in the Duke University Nonprofit Management Program, she worked in NY as a Management Consultant at Girl Scouts USA National HQ in NYC; and Assistant Dean, Multicultural Programs, Westchester Community College (NY). Ms. Allen earned an Ed.S.in Instructional Systems Technology and MS in Adult Education from Indiana University and a BA from UNC-CH. Additionally, Jeanne holds the highly regarded Certified Governance Trainer (CGT) from Board Source.

Tuesday, April 14, 9am–4pm

Grant Writing and Best Practices
Ruth Peebles, MPA, *rpeebles@theinsgroup.com*

This class focuses on the important elements of a grant proposal including: the cover letter; executive summary; need statement; goals and objectives; methodology; evaluation; and, the budget and future funding. Learn the typical questions funders ask when considering a proposal and the criteria used. Participants will be guided through the grant's management process - from preparation of a grant proposal to the fiscal report preparation. Topics include: monitoring and reporting requirements; fiscal management; and, accountability. Practical tips for ensuring compliance and improving chances of future success will be presented. In addition to proposal writing and compliance, participants will learn strategies to diversify a nonprofit's base through individual and corporate donor programs.

Key Learning Objectives
- Implement effective processes & practices that lead to successful grant writing.
- Conduct grant research via the Internet, publications, other sources and prioritize prospects.
- Determine the most effective writing strategies and styles for grant applications.
- Evaluate and assess grant proposals after reviewing.
- Critique a well-written proposal.
- Ensure compliance and report on a grant's progress and impact.
- Develop an individual and corporate donor solicitation program.

Bio: Ruth Peebles, MPA, offers over 30 years of hands-on experience in nonprofit management, project management, fundraising and organizational development. The INS Group was founded in 1999 with the mission of helping federal, state, and local government agencies, nonprofits, and faith-based institutions use innovative solutions to build their capacity and sustain their programs and services. Ms. Peebles is an instructor for the Duke University Certificate Program in Nonprofit Management and served as an adjunct instructor for the School of Public and International Affairs Master of Public Administration Program at North Carolina State University. Ms. Peebles currently serves on Wake County Affiliate Board of the North Carolina Community Foundation and Student U Board of Directors. She is a founding member of the Next Generation of African American Philanthropists giving circle.

Wednesday, April 15, 9am–4pm

Succession Planning: Preparing for Executive Transition
Allen, Jeanne, *jeanneallennc@yahoo.com*

Being able to replace employees in leadership positions is the focus of succession planning in nonprofits. Succession planning is a strategic approach to ensure that necessary talent and skills are available when needed – and that essential knowledge and abilities are maintained when key employees leave. Nonprofits have an increased sense of urgency about succession planning retirements and other demographic and labor market trends. Nonprofits will be better positioned to compete successfully by implementing a succession plan to close the gaps. Participants will review a succession readiness checklist to determine the proper steps for developing a plan for their organizations.

Key Learning Objectives

- Discuss the scope and definition of succession planning
- Explore assessing organizational readiness
- Identify essential elements of a nonprofit succession plan

Bio: Jeanne Allen, Ed.S. Has 30+ years of nonprofit sector experience. This includes her current business, Jeanne Allen Consulting, providing training and facilitation to nonprofits on Board Development and Strategic Planning, as well as designing and facilitating board and staff retreats. Prior to her role as Instructor in the Duke University Nonprofit Management Program, she worked in NY as a Management Consultant at Girl Scouts USA National HQ in NYC; and Assistant Dean, Multicultural Programs, Westchester Community College (NY). Ms. Allen earned an Ed.S.in Instructional Systems Technology and MS in Adult Education from Indiana University and a BA from UNC-CH. Additionally, Jeanne holds the highly regarded Certified Governance Trainer (CGT) from Board Source.

Thursday, April 16, 9am–4pm

Nonprofit-Financial Management
Ann Vandervliet Stratton, *tavandervliet@hotmail.com*

Gain an understanding of financial management for nonprofits and focus on topics integral to nonprofit fiscal management. Learn finance terms as they relate to the effective operation of a nonprofit organization. Discuss how to track income and expenses to specific programs to fulfill expectations of funders, donors and the IRS. The role of the board, staff, and committees are covered. Become familiar with the standards of excellence for nonprofit organizations and gain an understanding of financial statements, budgeting, and surviving an audit.

Key Learning Objectives

- Understand financial management.
- Attain the complete bottom line on programs.
- Use tools and skills to give foundations the results they ask for.
- Understand how to read and interpret financial reports.

Bio: Ann Vandervliet Stratton serves as the Executive Director of Smart Beginnings Danville Pittsylvania, a regional school readiness coalition in southern Virginia. She strategically directed public and private investments of $7.5 million dollars since 2011. This resulted in a 50% improvement in the state’s pre-literacy assessment in Danville.

Ms. Stratton holds a B.A. in International Studies from USC, and a Duke Certificate in Nonprofit Management. She has 20 years of experience in nonprofit management with a strong background in systems development. Ann has served in a variety of leadership roles and works closely with local, state, and federal funders. She chaired the Danville Public Schools Foundation Board, served on Virginia’s Early Childhood Council, and the Danville Pittsylvania Community Policy Management Board.

SECOND SESSION (June 1- 4, 2020)

Monday, June 1, 9am–4pm

Volunteer Engagement
Kelly J. Lee, kjlee1971@gmail.com

Engagement - Sustainability - Cultivation - Virtual - High potential: What do these words have in common? They speak to a vibrant volunteer culture. Do they describe your organization? Discover how building a culture of volunteer engagement for your nonprofit increases organizational capacity. Learn best practices of skill-based volunteering and other trends. What could you do if you had all the resources your nonprofit needs?

Key Learning Objectives

- Understand what it means to have a vibrant volunteer culture.
- Learn how to actively engage and involve participants as leaners and as contributors.

Bio: Kelly Joyner Lee works as a Regional Director for the North Carolina Community Foundation, serving seven counties in Eastern NC. She has extensive experience in board and fund development, grant writing, small group facilitation, marketing, and nonprofit engagement in communities. Ms. Lee is the co-creator of the ‘Leading for Tomorrow Nonprofit Capacity Building Summit” and a founding member of the Women Givers of Nash-Rocky Mount.

Tuesday, June 2, 9am–4pm

Creating High Performance Teams
Robert Kenney, *ptt@lynchlynchburg.net*

As nonprofits work with multiple cultures within the US and throughout the world, understanding how to foster optimal interaction among staff and boards is critical to developing high-performing and high-functioning teams. Explore why these concepts are important for nonprofit organizations, their teams, their boards, and themselves. We'll explore the different ways in which Baby Boomers, Generation Xers and Millennials communicate. And we'll begin developing action plans for use within your organizations to create high performing teams in a multi-cultural and multi-generational workplace.

Key Learning Objectives

- Learn to apply strategies for working successfully within diverse teams.
- Develop deeper insight into different working styles.
- Demonstrate drive or motivation to learn about different cultures.
- Increase knowledge about how culture shapes one's behaviors, values, and beliefs.
- Enhance skills in interacting with others in a culturally sensitive, respectful way.

Bio: Robert Kenney, Ph. D has taught in Duke's Certificate Program in Nonprofit Management since 1995. Bob has a doctorate in Organizational Psychology, and has designed and delivered management, leadership, and team development workshops for over 25 years. He works with nonprofit organizations, hospitals and pharmaceutical companies, manufacturing and biotechnology businesses, service-based organizations, colleges and universities, local and state governments, as well as federal government agencies. Bob works with clients from across the United States and internationally.

Wednesday, June 3, 9am–4pm

Nonprofit - Planning & Evaluation
Matthew Nash, MBA, *mnash@duke.edu*

More than ever, nonprofits are under pressure to measure and report on their impact and to "manage for results" in an era of strained resources. In this class, we will present an introduction to basic principles underlying effective program planning and evaluation. Explore important considerations in designing programs that effectively address clearly defined problems. Discuss how to identify and refine a programmatic "theory of change" that traces the causal logic that connects the program's activities to desired outcomes. Finally, we will identify fundamental considerations of planning and conducting major types of program evaluation.

Key Learning Objectives

- Explain the significance of performance measurement for effective program management, evaluation, and reporting.
- Define the core problem that a program seeks to address, along with its root causes, complicating factors, and negative effects.
- Develop or refine a theory of change for designing programs and measuring performance.
- List key steps in planning and conducting a formative or summative program evaluation.

Bio: Matthew T.A. Nash, MBA, is the managing director for social entrepreneurship for the Duke Innovation and Entrepreneurship Initiative. He also directs the Social Entrepreneurship Accelerator at Duke (SEAD), a USAID development lab for scaling innovations in global health. Matt has extensive domestic and international social and public sector experience in social entrepreneurship and social enterprise, strategic planning, organization development, performance measurement, board development and governance, business process transformation, and leadership development**.**

Thursday, June 4, 9am–4pm

Evaluating Social Enterprise as a Strategy for Nonprofits

Jeff Stern, MBA, *jeffrey, m.stern@gmail.com*

Social enterprise, roughly defined as using business methods in pursuit of social impact, has grown tremendously over the past two decades. We will focus on how nonprofits are using social enterprise as a way to increase unrestricted funds, and on operational effectiveness and efficiency. The class will start with an overview of the various forms of social entrepreneurship, and move to the specifics of how this plays out for nonprofits, including some of the benefits and pitfalls of moving into social enterprise.

Key Learning Objectives

- Understand the various forms of social enterprise and related financing options.
- Understand potential benefits and pitfalls of adopting social enterprise within a nonprofit structure.

Bio: Jeff Stern, MBA, has worked in the social sector for over 25 years, as a volunteer, staff member, executive director and board member. He earned his MBA from Duke's Fuqua School of Business in 2003, where he focused his studies on social enterprise, strategy, and marketing. Jeff is currently Director of Business Operations for TROSA, an innovative, multi-year residential program that enables people with substance use disorders to be productive, recovering individuals by providing comprehensive treatment, experiential vocational training, education, and continuing care. Prior to TROSA, Jeff worked at the numerous nonprofits in the field of informal education, including Durham Public Schools and the Museum of Life and Science. His prior Board service experience reflects his interests in the arts, social justice and community development.

General Program Information

GENERAL INFORMATION

2020 Duke Nonprofit Management Intensive Track Program
Online Classes
Danville Regional Foundation, Sponsor
Session I: April 13-16 / Session II: June 1–4, 2020

Registration
Up to 15 students are accepted into the Nonprofit Management Intensive Track Program. Registration is open to nonprofit organizations in Danville, Pittsylvania County, Virginia, and Caswell County, NC. Each class will be offered as a live Webinar. Information will be sent to students about the Online program and also put on the Danville Foundation Website. To register for the 2020 Duke Nonprofit Management Intensive Track Program, please contact:

- Starling McKenzie, Senior Program Officer
  smckenzie@drfonline.org, 434-483-4273, Danville Regional Foundation.

Class Location: Classes will be offered through Online training as a live Webinar.

Attendance Policy
Online classes will be offered from 9am to 4pm each day, starting promptly at 9am and ending at 4pm. 15 students are accepted into each Nonprofit Management Intensive Track Program. To receive the Duke Certificate in Nonprofit Management on the last day of the Program, students are to attend each Online class as scheduled.

Duke Nonprofit Management Program Staff
- Nancy Love, MPA, Director, 919-668-6743, nancy.love@duke.edu
- Mary Sherk, Program Coordinator, 919-681-1025, *mary.sherk@duke.edu*
- Ivy Burch, Program Assistant, 919-668-6742, *ilb4@duke.edu*

Pre-Reading/Work
The Intensive Track Online Program may require pre-reading. Starling McKenzie will provide registered student a link to download materials from Duke Box.

Program Format
The Online Intensive Track Program will be a series of live, interactive Webinars. A link to instructor handouts and PowerPoint slides will be provided to registered students. It is recommended that students print handouts prior to each cla

WEBINAR REQUIREMENTS

(For Duke Nonprofit Management Online Classes)

Danville Nonprofit Management Intensive Track Program

To participate in Webinars, you will need the following:

- A computer
- Access to a reliable internet connection, in a quiet place without a lot of background noise
- Web camera (with optional video). We recommend, however, that you participate in our webinar with a video connection, if possible. Being able to see the faces of those participating/speaking creates more engagement and stronger connections with other learners.
- Microphone (charged or corded USB headset, earbuds with built-in mic, or mic on webcam) – Using a mic on a headset/earbuds will reduce the likelihood of echoes coming from your connection to our session
- Telephone (optional, if not using computer for audio and as a backup in case of technical difficulty)
- Your copy of the instructor's handouts/PowerPoint slides (a hard copy will allow you to use your computer for your webinar connection and participation, rather than to review an electronic copy of your handouts)
- Note taking materials

Please practice patience with yourself, your instructor, and your co-learners. We are all learning to communicate and learn using this platform. It will take some time to adjust.

Please join our training session on time and after breaks. If people joining us late become disruptive, we may need to lock the session after a few minutes to avoid additional disruptions.

For questions about enrolling, call Starling McKenzie, 434-483-4273 or email smckenzie@drfonline.org

Duke University /Summer 2020 Classes

In light of the many uncertainties we face with respect to the COVID-19 crisis and the ability to prepare for operations on campus and in remote locations, Duke announced the following changes to the Duke sponsored summer activities on Monday, March 30, 2020.
https://coronavirus.duke.edu/2020/03/changes-for-duke-summer-programs/

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