

**MIDWESTERN  
STATE UNIVERSITY**

Center for Continuing Education  
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**Questions?**

Call CNM at 214.826.3470 or MSU at 940.397.4307 or  
email [education@thecnm.org](mailto:education@thecnm.org)

**To register visit:**

<https://thecnm.org/education/management/wf/>

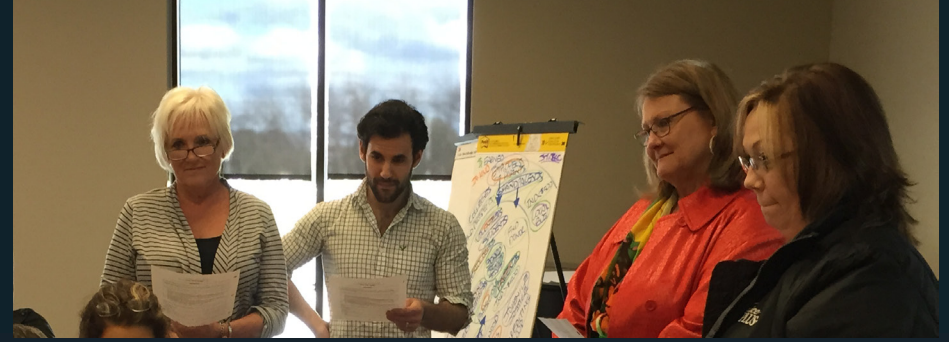


CNM



# NONPROFIT MANAGEMENT CERTIFICATE PROGRAM

2018-2019



Presented in partnership by

The Nonprofit Management Certificate Program explores the basic principles and best practices of the nonprofit sector from fund development and human resources to marketing and strategic planning. The program provides a well-rounded education in the day-to-day management of a successful nonprofit organization.

This certificate program is designed for professionals already engaged in the field, as well as those in transition who are seeking a valuable professional credential.



## PROGRAM OUTLINE

### Understanding the Nonprofit Sector, Organizations & Strategic Planning - 9/11/18

Explore nonprofit management as a profession and field of study. Better understand the sector as an industry, its beginnings and potential. Learn the theories most relevant to the management and practice of nonprofit organizations. Examine strategic planning as a discipline of successful organizations.

### Program Planning & Evaluation - 10/2/18

Address the programmatic component of nonprofit operations, detailing how activities of the organization provide the vehicle for delivering on the agency's mission, along with how to measure outcomes and communicate your impact.

### Nonprofit Human Resources & Managing Volunteers - 11/13/18

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 for Nonprofits - 1/8/19

Financial management is essential for effective and legal nonprofit operations. Learn proper nonprofit accounting structures and statutes, accountability, internal controls and financial risk management, and the essential role that technology plays in delivering effective financial management.

### Fund Development - 2/12/19

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

### Organizational Risk Management & Legal Structures and Practices - 3/12/19

Managing risk focuses on dealing with uncertainty and threat, and what to do when something happens. Learn the strategies and tools to make sure your organization is prepared for any threat. You will also learn about the legal structures and practices to have in place to protect your agency and ensure you are operating effectively.

### Branding, Marketing & PR for Nonprofit Organizations - 4/9/19

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 for social media and media relations.

## TIME & LOCATION

One class per month September - November 2018 and January - April 2019.  
Classes are held Tuesdays from 9 a.m. - 4:30 p.m. at the Wichita Falls Museum of Art at MSU located at #2 Eureka Circle, Wichita Falls, TX 76308.

## TESTIMONIALS

“ Taken individually or as a whole, these classes were incredible---fun, informative, professional and affordable. Each instructor was top-notch and their handouts were educational and extremely relevant. Regardless of your nonprofit experience, you will walk away from each class more knowledgeable about the sector. An added bonus was the opportunity to network with others in the nonprofit field. I especially encourage Board members to take these classes as they are eye-opening. ”

*Pat Jones*

*Board Member, Wichita Falls Area Food Bank*

“ I would highly recommend the Nonprofit Management Certificate Program to anyone working for a nonprofit organization. This program hosts numerous outstanding speakers covering vital topics for nonprofits. Whether you are new to the nonprofit world or a 'seasoned' professional, the information presented will be valuable to your organization. ”

*Jo Ann Baker, Vice President & Board Secretary*

*Texas Alliance of Energy Producers*

“ Good governance is critically important to the viability and success of a nonprofit organization. Nonprofits can improve their performance and results by making good governance a priority. The Nonprofit Management Certificate Program provides an outstanding education that promotes good governance by emphasizing ethical and responsible decision making in the day-to-day management of a successful nonprofit organization. If you are interested in learning and developing good governance skills to improve your nonprofit's performance, I strongly recommend the Nonprofit Management Certificate Program. ”

*Jane Macha, Community Volunteer*

## PROGRAM FEES & REGISTRATION

Fee: \$100 per class. \$700 for full certificate program (7 classes). With completion of all seven sessions, participants will earn 45.5 contact hours and a certificate in nonprofit management. Meals and materials are included in the tuition fee.

For more information, contact MSU at 940.397.4307 or CNM at 214.826.3470.

To register, visit [thecnm.org/education/management/wf/](http://thecnm.org/education/management/wf/)