



2020-21 NIU CIVIC LEADERSHIP ACADEMY COURSE SCHEDULE

September 3, 2020 — 9:00 – 11:00 a.m.

Crisis Communications Fundamentals

Presented by Jhmira Alexander, MPA, President, Public Narrative

Objectives

- Learn the difference of handling regular issues compared to handling a crisis
- Learn what your first response should be as an organization
- Learn what to say and what not to say
- Learn ways to respond to awkward situations or uncertainty
- Learn how to respond quickly and confidently to a crisis
- Learn what to consider/do after a crisis is over

Description

Every organizations needs to plan how to communicate internally and externally in the event of a crisis. Learn what your first response should be. Learn the key elements in addressing your employees, clients, key stakeholders and the general public. Learn how to effectively share your message through social media outlets. After the crisis is over, gain an understanding of what to consider immediately and in the upcoming months, and how to address various situations that may arise.

October 1, 2020 — 9:00 – 11:00 a.m.

Non-profit Compensation: How to Create An Impactful Plan

Presented by Traci Scherck, MPA, SPHR, SHRM-SCP, NHA, HR Consultant, Scherck Consulting, LLC

Objectives

- A framework to create or tweak your current non-profit compensation plan
- Learn what resources to use when benchmarking your current compensation and which strategy you will use in the marketplace
- Audit your current staff for those that are above or below your current plan and how to adjust as needed

Description

Compensation plans create equity in an organization, attract top notch talent and are a basis for budgeting. Yet, how do you set a plan and ensure that you have the key pieces in place to serve your organization? We will answer these questions in a hands-on workshop that guides you through this process and where to find comparable data.

October 8, 2020 — 9:00 – 11:00 a.m.

HR Management: Strategies for Handling Difficult Conversations

Presented by Janelle Crowley, PhD, Chief Human Resource Officer, University of Wisconsin-Whitewater

Objectives

- Understand the ways to approach and frame difficult conversations for that part of HR management
- Learn how to achieve positive results in your next difficult conversation
- Learn ways to build confidence to begin the conversation
- Increase your skills for improving how you receive and understand the other person's point of view in a difficult conversation
- Review techniques and apply approaches via scenarios and practical examples.

Description

There simply are some very difficult conversations that cannot be avoided at work, yet must be done. What do you do when you find yourself in a situation where it is essential to have a “courageous” conversation? The first step in having such a discussion is acknowledging that the conversation can be awkward and, yes, even painful. This program will explore some opportunities as well as provide resources to help you navigate the very difficult conversation you have been avoiding. There are resources that can be a game changer the next time you find yourself in a courageous, yet mutually beneficial conversation.

January 7, 2021 — 9:00 – 11:00 a.m.

Grant Writing - Part 1

Presented by Anna Mary Walker, MAM, Principal Consultant, AM/PM Solutions & Services

Objectives

- Understand the overall structure and expectations for grant writing
- Relationship development with grantors before and after award
- Explore the essential elements to constructing a winning request
- Develop an impactful team, calendar, and reporting process

Description

This grant writing workshop is designed to offer fundamental lessons for nonprofit professionals who are new to grant writing and need to acquire basic skills and understanding. This workshop would also be advantageous to someone who has written grants in the past, but still feels underprepared for the responsibility. Discover how to find your “best match” grant opportunities, build relationships with grantors, and the structure behind creating competitive grant requests. There will be discussion about what the individual and the organization can do to make sure they are setup for success both internally and externally. Resources will be provided.

January 14, 2021 — 9:00 – 11:00 a.m.

Grant Writing - Part 2

Presented by Anna Mary Walker, MAM, Principal Consultant, AM/PM Solutions & Services

Objectives

- Review the overall structure and expectations for grant writing
- Learn how to identify and research new potential funding sources
- Learn how to craft a compelling letter of inquiry
- Acquire the tools to create effective program budgets (including how to calculate indirect costs)
- Discover how to manage next steps when awarded a grant

Description

This grant writing workshop is a more advanced session for development professionals who are currently responsible for preparing grant proposals for their organizations, those who have done so in the past and are looking to refresh their skills, as well as, anyone who has taken the Grant Writing – Part 1 workshop and is looking to dive deeper. Explore the art and science behind creating competitive grant requests and how to ensure they get the attention of the staff and boards of private and corporate foundations. Learn about research resources; the importance of building relationships with foundation officers; how to craft effective goals, objectives, outcomes, and impact statements; and how to create an effective project budget and other financial requirements (e.g., indirect costs). Resources will be provided.

February 4, 2021 — 1:00 - 3:00 p.m.

Negotiation Skills for Leaders

Presented by Bethany Cockburn, PhD, Asst. Professor, College of Business, Northern Illinois University

Objectives

- Learn about the fundamentals of negotiations, including the power of the bottom line and understanding the other person's needs
- Learn about ways to improve your negotiation skills, including readings and suggestions for future activities
- Experience 1-2 negotiation simulations
- Analyze and explore possible outcomes for various negotiation scenarios

Description

We negotiate every day – with potential employers, with our coworkers, landlords, phone and internet service providers, and even our kids. Determining our salary, what price we pay for a car, or even who will do the dishes – all of those are negotiations. The purpose of this webinar is to increase your understanding of the best practices in negotiations as they are practiced in a variety of settings. This webinar is a mixture of exercises and discussion designed to further develop your negotiation skills. We will complete several negotiations together in order to demonstrate key principles in negotiations. Our discussions will be based on the scientific literature about negotiations, your personal experiences, and the exercises you have during the webinar.

March 4, 2021 — 9:00 - Noon

Critical Thinking Skills

Presented by Kurt Thurmaier, PhD, Distinguished Engagement Professor and Chair, Department of Public Administration, Northern Illinois University

Objectives

- Define critical thinking
- Distinguish between common sense and critical thinking
- Apply techniques to become a better critical thinker
- Teach critical thinking to peers and other employees
- Apply critical thinking in the nonprofit sector

Description

Nonprofit and civic leaders and managers are required to make multiple decisions every day. The types of decisions vary greatly, from developing fundraising campaigns, analyzing donor profiles, recruiting volunteers, analyzing partnership proposals, and more. This workshop will explore how managers can develop critical thinking skills to improve personal and organizational decision-making.

May 6, 2021 — 9:00 - 11:00 a.m.

Budgeting and Understanding Financial Statements in the Non-profit Sector

Presented by Timothy J. Gavin, CPA, Auditor and Consultant at Lauterbach & Amen, LLP and Betsy Hull, CPA, MPA, Finance Director, DeKalb County Community Foundation and Finance Lead for the Division of Information Technology, Northern Illinois University

Objectives

- Understand the basics of financial report structure
- Read and interpret the balance sheet, income statement, and statement of cash flows
- Analyze the note disclosure
- Identify the information most important in analysis and decision-making
- Explore the What's, Why's, and When's of nonprofit budgeting
- Examine budgeting techniques, timing and trends
- Budgeting versus forecasting
- Illustrate budget documents and presentation of budget data
- Frame the importance of budget as a decision-making and policy tool

Description

Financial statements can be confusing and hard to read, and yet they provide some of the most valuable information in assessing the financial health of an organization. With so much information presented, it can be hard to separate what matters to you from what doesn't. This session will demonstrate how to interpret the numbers and notes in a standard financial report and show how to best use the information to understand an organization. Whether you're a manager, board member, or other stakeholder, making sense of a financial report is key to making informed decisions.

Nonprofit budgeting is essential to the success of an organization. This session will focus on why, when and how nonprofits should approach the budgeting process and expected outcomes. We will examine budget documents from sample organizations and practice building and evaluating our own budgets. We encourage attendees to bring their organization's budget to the session as a frame of reference.

June 3, 2021 — 9:00 – 11:00 a.m.

Executive Director Training - Part 1

Presented by Alicia Schatteman, PhD, Director for Center for Nonprofit and NGO Studies and Associate Professor, Northern Illinois University

Objectives

- To understand the roles and responsibilities of the Executive Director in relation to the board of directors
- To understand the necessity of strategic leadership and planning for your nonprofit organization
- To understand the fundamentals of financial management especially the various sources of nonprofit revenue and the financial reporting requirements
- To understand the role of staff to support fundraising efforts

Description

In part one of this workshop, we will review the basics of running a nonprofit organization from mission to roles of the Executive Director, board, staff and volunteers, to best practices in nonprofit strategic leadership, financial management and fundraising. Whether you have been promoted internally to the top staff position or you are switching sectors to manage your first nonprofit, this is the workshop for you. For practiced professionals this workshop is a great way to refresh and update your skills in compliance with current best practices.

June 10, 2021 — 9:00 – 11:00 a.m.

Executive Director Training - Part 2

Presented by Alicia Schatteman, PhD, Director for Center for Nonprofit and NGO Studies and Associate Professor, Northern Illinois University

Objectives

- To understand best practices of staff and volunteer management
- To create and utilize performance measurement guided by best practices in data collection
- To understand how best to communicate your organization's impact through marketing and communications strategies

Description

In part two of this workshop, we will review what you need to know about human resource management, performance measurement, and marketing and communicating your message. Whether you have been promoted internally to the top staff position or you are switching sectors to manage your first nonprofit, this is the workshop for you. For practiced professionals this workshop is a great way to refresh and update your skills in compliance with current best practices.

