

AGENDA

WEEK 3

LEAD 7300 MANAGEMENT OF NONPROFIT ORGANIZATIONS

ARMSTRONG ATLANTIC STATE UNIVERSITY

1. 6:00 pm. Announcements.
 - Going forward, use the WEEK Numbers in the Syllabus, not the dates, to determine what homework you need to do.
 - If you run into dangerous weather conditions, don't come to class. You can get caught up later.
 - I have added Learning Outcomes to the Syllabus. No action or extra work is required from students.
2. 6:05 pm. Julie Gergsch will talk about a volunteer opportunity. Music in Medicine is planning an event with the April Month of Military Children. She needs a public relations plan. Maybe someone in our class will find this to be a useful volunteer activity. Documents written for Julie can be used in exchange for Writing Assignments in our course (but all reading assignments must be completed).
3. 6:15 pm. Our guest speaker is Bea Wray. She is Executive Director of Creative Coast, an economic development organization that is focused on innovation as a driver of the economy.
4. 7:15. Hand back WA2 writing assignments. Discuss compound sentences. Spell check. Sentences too long.
5. 7:20 – 7:30. Break
6. 7:30. Story of Shelly Look, one of my MBA grad students. She conducted a research project that positioned her to win the job that she wanted.
7. 7:35. Professional certifications and designations. Some professionals in the nonprofit professions seek certifications and designations. They may entail attending classes, taking tests, or other requirements. Here are some examples.
 - IOM. Institute of Organization Management. An educational program of the U.S. Chamber of Commerce, in conjunction with ASAE, and nonprofit executives. institute.uschamber.com/. Louise earned this designation.
 - CRM

- CIC
 - CAE. Certified Association Executive. This appears to be overseen by ASAE. Earning and maintaining the CAE is a three-part process. Candidates must first meet [eligibility requirements](#) and submit an [application](#). The next step is to sit for and pass the CAE exam. Once a candidate has earned the credential they must maintain it by fulfilling certification [renewal requirements](#) every three years.
 - CTA
 - CEcD. Certified Economic Developer. Operated by the [International Economic Development Council](#). www.iedconline.org/web-pages/professional.../how-to-become-certified/
 - CCE. Certified Chamber of Commerce Executive
 - CMP. Certified Meeting Professional
8. 7:45. Discuss Writing Assignments that are due in WEEK 3. Students had the option of one or the other of the assignments below.
- Writing Assignment WA3A: *Good and bad leaders.*
 - Writing Assignment WA3B: *Nonprofit Resume*
9. Continue discussions of textbook material
- Chapter 3, On leadership in the nonprofit sector. Pages 29-40.
 - Chapter 4, Taking charge of your nonprofit sector career. Page 41-56.
 - Part 2, Managing organizations and people. Page 57-61.
 - Chapter 5, Strategy and planning: turning a dream into reality. Page 63- 75
10. Your graduate program has the potential to have a *transformational*, positive impact on you, and this course can be a player in that process.
11. Writing Assignments for WEEK 4. Pick from one of three assignments. Write about Chapter 6, 7 or 8. Extra option: one person can write about the Smithsonian Institution.
12. To prepare for WEEK 4 class, please read the following material. Come to class prepared to discuss.
- Chapter 6, Strategic restructuring: collaboration, alliances, and mergers. Pages 77-92.
 - Chapter 7, Risk management and insurance. Pages 93-105.
 - Chapter 8, Making human resources work for you: best practices in nonprofit human capital management. Pages 107-125.