



Center *for*
Nonprofits & Philanthropy
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

Continuing and Professional Education Certificate Opportunities

Information Webinar

August 16, 2023 | 12:00 p.m. CST | Zoom

Center Overview



CNP supports a vibrant nonprofit and philanthropic sector in Texas and beyond, through high quality research, professional outreach and engaged learning.



Preparing Leaders



**Strengthening
Organizations & Systems**



**Improving Understanding
& Scholarship**



Continuing and Professional Education Team



Kenny Taylor
CSJL Supervisor



Tosha Cantrell-Bruce
CNL Supervisor



Carme Williams
CFL Supervisor



Alyssa Duany
Marketing



Chris Hudak
Instructional Design



Denise Parker
Administration



Agenda



- Educational Offerings
- Program Details
- Certificate in Nonprofit Leadership (CNL)
- Social Justice Leadership (CSJL)
- Certificate in Fundraising Leadership (CFL)
- Virtual Demonstration
- Registration Information
- Question and Answer Session



Educational Offerings



- **Certificate in Nonprofit Leadership (CNL) – Fall 2020**

- Nonprofit professionals and volunteers who desire to sharpen their skills for career advancement and/or volunteer leadership

- **Certificate in Social Justice Leadership (CSJL) – Fall 2021**

- Develop leaders committed to transforming systems and structures at nonprofit and public organizations to become more equitable

- **Certificate in Fundraising Leadership (CFL) – Spring 2022**

- Designed to cultivate fundraising success at nonprofit organizations



Program Details



- Online, asynchronous, open to all adults, and non-credit bearing
- NPO professionals, business leaders, foundation staff, donors, and educators
- CEUs available via **International Accreditors for Continuing Education and Training (IACET)** and **Certified Fund Raising Executive (CFRE)** International
- A total of 10 educational modules; offered in Fall and Spring semesters
- Supervised by an expert Continuing Education Instructor
- Participants earn TAMU certificate and TAMU 'Mastery' micro-credential digital badge



Certificate in Nonprofit Leadership (CNL) - \$1499



- Week 1 – Leadership in Times of Change
- Week 2 – Performing as a Leader in Times of Uncertainty
- Week 3 – Nonprofit Strategic Management Cycle
- Week 4 – Utilizing Strategic Management to Organize Priorities
- Week 5 – Key Roles and Responsibilities of Nonprofit Board Members
- Week 6 – How to Assess and Improve Board Performance
- Week 7 – Creating a Balanced Scorecard for Mission Advancement
- Week 8 – Sustaining Outcomes and Performance Drivers at Nonprofits
- Week 9 – Understanding the Situational Approach to Effective Leadership
- Week 10 – Using Leader Behaviors to Develop Nonprofit Stakeholders



Certificate in Nonprofit Leadership – Dr. Tosha Cantrell Bruce



- Professor of nonprofit management and public administration; joined the Bush School as a Lecturer in 2000
- 20 years of professional and teaching experience in public service
- Doctor and Master of Public Administration from the University of Illinois at Springfield



Certificate in Social Justice Leadership (CSJL) - \$1499



- Week 1 – Social Justice Leadership at Nonprofit Organizations
- Week 2 – Barriers to Racial Equity Within Nonprofits
- Week 3 – Workplace Culture and Dimensions of DEI
- Week 4 – Employing Leader Behaviors that Impact Equity
- Week 5 – Cultural Competence and its Role in Public Service
- Week 6 – Understanding the Cultural Competency Cycle
- Week 7 – Successful Approaches to Managing Diversity
- Week 8 – Why Ethical Leadership Matters
- Week 9 – Validating Strengths and Opportunities for Leader Development
- Week 10 – Taking Action and Creating Social Change



Certificate in Social Justice Leadership – Dr. Kenneth Taylor



- Associate Professor of the Practice – Public Service and Administration
- Director of Outreach and Professional Development – Center for Nonprofits and Philanthropy
- 20-plus year career in the nonprofit sector
- Ph.D. Leadership Studies



Certificate in Fundraising Leadership (CFL) - \$2250



- Week 1 – Understanding Fundraising and Philanthropy
- Week 2 – Impact Components for Effective Fundraising
- Week 3 – Vital Competencies for Fundraising Professionals
- Week 4 – Leadership Roles in Support of Fundraising
- Week 5 – Key Principles for Successful Fundraising I
- Week 6 – Key Principles for Successful Fundraising II
- Week 7 – Creating and Sustaining a Culture of Philanthropy
- Week 8 – Utilizing Board Members in the Process of Fundraising
- Week 9 – Donor Prospecting and Ethical Considerations
- Week 10 – Engaging Volunteers and Stakeholders in Fundraising



Certificate in Fundraising Leadership – Carme Williams, CFRE



- President and CEO of WilliamsCL Consulting, LLC., and a Senior Consultant with Washburn & McGoldrick, LLC
- Three decades of corporate and nonprofit advancement experience
- Served at Rice University, Houston Community College Foundation, and Prairie View A&M University; secured MacKenzie Scott Foundation award





VIRTUAL DEMONSTRATION



Center for
Nonprofits & Philanthropy
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

Registration Information



- Fall 2023 Program Dates: September 13 – November 21, 2023
- <https://cnpp.catalog.instructure.com>
- Contact Denise Parker at parker.dj77@tamu.edu for more information



Connect with Us!



@CNPatbushschool

bushschool.nonprofitmanagement@tamu.edu



Center for
Nonprofits & Philanthropy
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY