



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

# 2022 ANNUAL UPDATE

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September 2022

Bush School of Government & Public Service

Texas A & M University



# Report Overview



**Center for  
Nonprofits & Philanthropy**  
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This report summarizes prior year accomplishments (September 1, 2021–August 30, 2022), ongoing activities, and priorities for the Center for Nonprofits & Philanthropy.

The mission of the Center is to:

***Support a vibrant nonprofit and philanthropic sector in Texas and beyond, through high-quality research, professional outreach, and engaged learning.***

### Overall Strategic Priorities

- Prepare leaders to have impact society through high quality education
- Strengthen organizations and support social sector ecosystem
- Improve understanding and scholarship of the nonprofit sector
- Build and sustain a Legacy Center

### Major Accomplishments 2021–2022

- **Child Care Business Training.** Successfully delivered the program to more than 1800 participants. Texas Workforce Commission grant renewed in December 2021 and relaunched in May 2022; \$500,000 operating through November 2023.
- **Continuing Education Certificates.** Thirty-nine enrolled participants across all three offerings (nonprofit leadership, social justice leadership, and fundraising leadership). Developed five-course sequence for the Certificate in Fundraising Leadership and successfully launched the program in the spring of 2022.
- **Bank of America Program on Volunteerism.** Hosted the 20th anniversary of the Bank of America Program on Volunteerism in Houston to raise awareness of our work in that market. Donor-focused event with refined major gifts case statement to reflect the four main themes of the center.
- **Capacity Building Initiatives.** included several organizational support activities, such as offering customized professional development training, board retreats, and strategic planning activities. Engagements resulted in \$71,600 of contracts last year.
- **Created an Assistant Director for Continuing and Professional Education.** position to oversee the current Continuing and Professional education initiatives and future programming.
- **Secured and Completed Two Applied Research Projects.** Worked with both Triad National Security to assess their philanthropic investments and Philanthropy Southwest to assess economic impact of philanthropic giving in the region. Funding for projects totaled \$135,000.
- **Invested in Marketing/ Communications Coordinator.** This position allows the Center to streamline marketing efforts and increase communication and coordination internally and externally.



## Priorities for 2022-2023

- **Continuing and Professional Education.** Expand online continuing education offerings to include self-directed and in-person modalities and develop new markets and partnerships for customized certificate offerings.
- **Marketing.** Develop Center marketing and communications plan. Heighten overall brand position; refine online presence to align with strategic priorities.
- **Capacity Building.** Launch 1-2 capacity-building cohorts in rural Texas.
- **Data Management.** Implement new data management system to strengthen marketing and communications.
- **Funded Research and Applied Projects.** Secure \$100,000 in research and applied projects that support program expertise.
- **Social Innovation and Entrepreneurship.** Pilot program and continue programs that support and grow student understanding regarding social innovation and entrepreneurship
- **Sponsorships and Donations.** Secure \$25,000 in program sponsorships and donations.
- **Launch Faculty Affiliates Program.** Develop a faculty affiliate program and establish a working paper series to solidify the Center's position in academic research on nonprofits and civil society.



## Overview of Program Activities

The remainder of the report provides an overview of Center-related activities in the following areas:

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# Prepare Leaders to Have an Impact in Society



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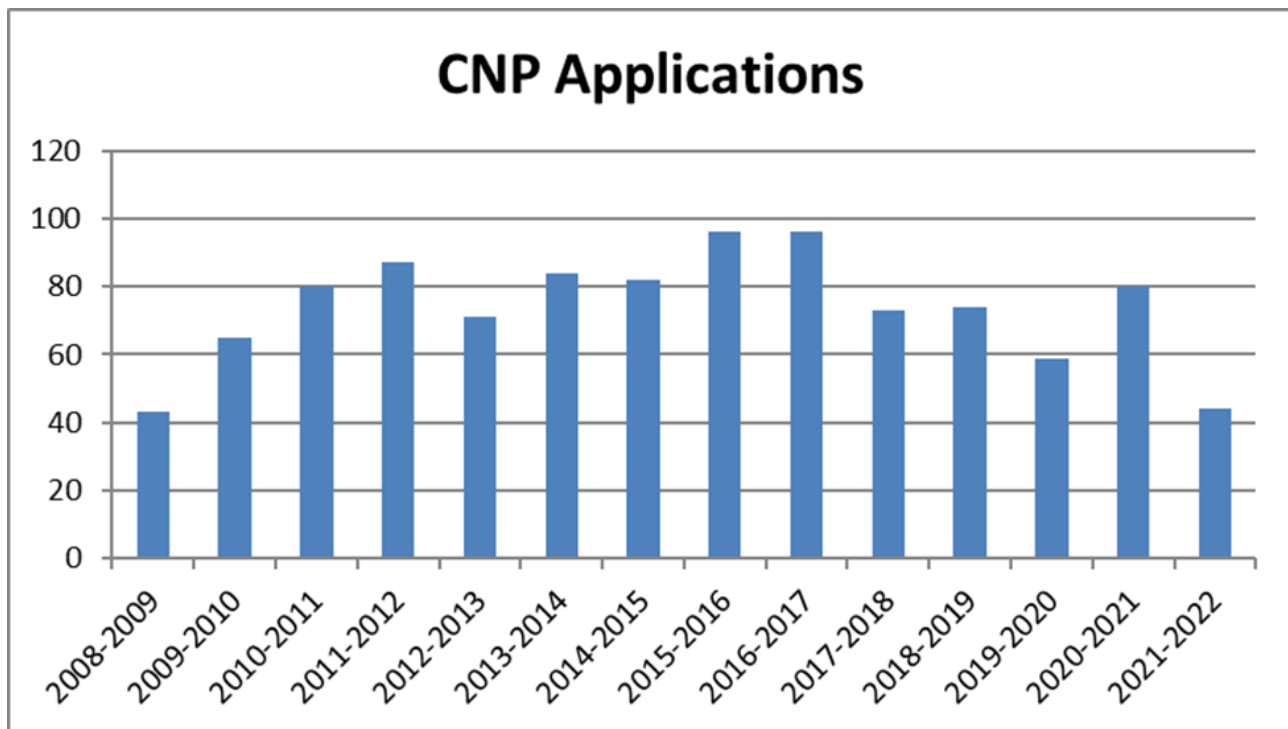
## Prepare Leaders to Have an Impact in Society



The Center helps prepare capable and dedicated individuals to be effective leaders in the sector. They gain skills and knowledge to achieve program outcomes, creatively sustain and grow operations, monitor finances for ethical accountability, and support transparent governance. The Center engages in education-related activities. This includes supporting the graduate certificate, offering continuing education certificates, workshops, conferences, and co-curricular educational experiences for Texas A&M University students. Success of the programs relies on a rich network of partnerships across the school, university, and the state. We prepare individuals who will provide leadership within organizations to address important public problems.

### Graduate Certificate

Center staff support the graduate certificate in coordination with the Office of Extended Education and the Department of Public Service & Administration. There were 44 students admitted, reflecting nearly a 50% downturn in applicants from prior year applications. It is not immediately clear what drove that change, which will be monitored over the next year. Forty-five students completed the graduate certificate program in the 2021/2022 academic year.



## Continuing and Professional Development

- **Collaborative for Children.** Successfully delivered the Child Care Business Training program to more than 1800 participants. Offering includes eight online business modules, which include leadership, marketing, management, community engagement, financial literacy, performance measurement, and human resources. Funded grant from the Texas Workforce Commission aimed at increasing the safety and quality of early childhood programs (licensed centers and homes) in the state of Texas.
- **Continuing Education Certificates**
  - **Nonprofit Leadership:** 15 enrolled participants over two semesters.
  - **Social Justice Leadership:** 13 enrolled participants over two semesters.
  - **Fundraising Leadership:** 11 enrolled participants in the first semester offered.
    - Generated gross revenues of just under \$35,000 in 2021-2022
    - Noticeable dip of enrollments from Fall to Spring within the social justice program
- **AmeriCorps National Certificate Program.** In partnership with the OneStar Foundation (Texas), an AmeriCorps certificate program was established and provided scholarships for 65 participants. Funding estimated at \$100,000.
- **Fee-based Workshops and Programs**
  - **Leadership in Public Service.** Offered 2-day online sessions in August 2022 with 11 participants with a wide range of sessions from leadership and diversity to social media marketing and fundraising.
  - **Leadership in Board Service.** Offered twice in 2021–2022, online in October and in-person in March. 32 total participants. Program provides training for volunteer leaders (board members) to support high-quality governance and impactful organizations.
- **Non-Fee-based Workshops and Programs**
  - **Webinars.** The Center offered six webinars during the Fall and Spring semesters of 2021–2022. Sessions are open to the public but focused on nonprofit organizations with a goal of advancing professional development within. Topics included racial equity, fundraising trends, building engaged boards, foundation giving, and strategic planning. Audience outreach estimated at ±500.

## Student Enrichment Activities

**Nonprofit Capstones.** The Center supports outreach to potential clients and this year provided additional support to the International Leadership Experience Program through outreach and marketing. Two projects support student learning concerning nonprofit management and philanthropy:

- The International Leadership Experience program promotes social innovation by supporting interactions among Texas A&M students, international artisans, and the Bryan/College Station community. A two-part program includes an international artisan event in the Brazos Valley and an immersion experience in artisan's home country.





In April 2022, the international artisan event occurred in partnership with Vida Nueva, an artisan group from Oaxaca, Mexico. Pastora Gutierrez, the founder of Vida Nueva, visited Brazos Valley with artisan products such as rugs, bags, and tablemats woven by Zapotec women. Artisan products were showcased in locations such as The Arts Council, Lake Walk, and The Bush School. As a result of this event, 95% of artisan products were sold, generating revenue of over \$11,000 within the week.

- Department of Family and Children Services: Network of Services for Foster Children, Dr. Robbie Robichau as Faculty advisor.

## Student Focused Programs and Clubs

- **Board Fellows Program.** In the 2021–2022 academic year, 19 students and 1 new organization joined the Bush Board Fellows Program. The program allows Bush School students to serve as non-voting board members for local nonprofit organizations. Students attend board meetings, serve on committees, engage in discussions, and provide advice to the board and executives. The Center supports agency relationships and student engagement with the following participating organizations:
  - American Red Cross of Center and South Texas
  - The Arts Council of Brazos Valley
  - Brazos Valley Habitat for Humanity
  - Destination Bryan
  - Bryan-College Station Chamber of Commerce
  - Bryan-College Station Public Library System
  - Catholic Charities of Central Texas
  - Community Foundation of the Brazos Valley
  - Health for All, Inc.
  - Project Unity
  - Twin City Mission
  - United Way of the Brazos Valley
- **Lunch & Learns.** The Center provides lunch talks for TAMU students. In the 2021–2022 academic year the Center’s Lunch & Learns consisted of:
  - Fall: John Boerstler | Chief Veterans Experience Officer, VA
  - Spring: Nonprofit Alumni Career Panel
    - Bree Bess (Program Officer, BlueCross BlueShield of South Carolina Foundation)
    - David Nitsch (Senior Associate, Social Finance of Austin)
    - Katie White (Vice President of Advancement, Neuhaus Education Center)
- **Association of Fundraising Professionals (AFP) – Collegiate Chapter.** Successful transition of student leadership and continued engagement with AFP programs regionally. The group hosted six educational chapter meetings that focused on career development in the fields. The chapter secured fundraising leaders from around the country as speakers and hosted a resume review program with senior fundraising professionals and recruiters.
- **Black History Month Celebration (Salute to the Divine Legacy of Black Sororities and Fraternities).** This event was held on February 22, 2022 at the Annenberg Presidential Conference Center. Dr. Walter Kimbrough, President of Dillard University, spoke to 75 students and faculty from across the TAMU campus.

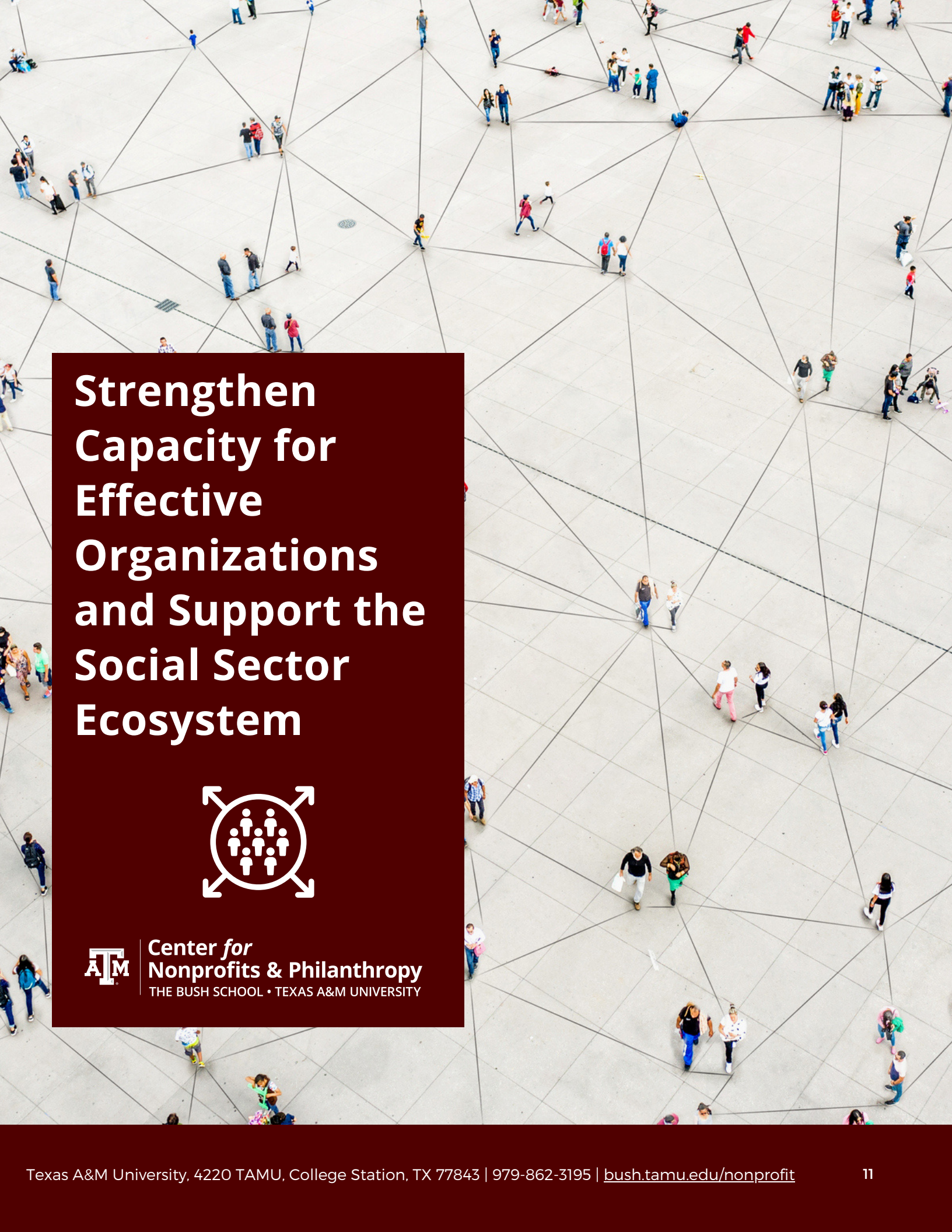
## Highlighting Students and Alumni

- **Student Profiles.** The Center works with first- and second-year Bush School students to promote their career interests, which includes promoting student career interests via their LinkedIn profiles. During the 2021-2022 academic year, we profiled 1 student seeking a summer internship and 10 students celebrating graduation and seeking employment. The profiles increased our engagement and awareness on social media.
- **Alumni Profiles.** As a nonprofit resource for students and alumni, the Center keeps in touch with recently graduated Bush School students to stay engaged and follow their careers. One initiative that aligns with this goal is an alumni profile. This social post, "Alumni in Service," highlights a Bush school alumnus who is currently working in the nonprofit sector. During the 2021–2022 academic year, we profiled four alumni for the Alumni in Service social media posts. Alumni highlighted included: Nicole Collier, Cindy Alvarado, Phil York, and Abby Trahan.

## Priorities/Next Steps in Preparing Leaders

- **Continuing Education.**
  - Offer certificates in Nonprofit Leadership, Social Justice Leadership, and Fundraising Leadership twice during the 2022–2023 academic year with 60 enrollments across all certificates.
  - Launch AmeriCorps National Certificate Program spring 2023 with 65 participants.
- **AFP Student Chapter.** Engage undergraduate students and grow overall membership.
- **Social Innovation and Entrepreneurship.** Establish pilot program and continue programs that support and grow student understanding regarding social innovation and entrepreneurship.
- **Alumni Profiles.** Create alumni profiles in multiple formats from all program areas.





# Strengthen Capacity for Effective Organizations and Support the Social Sector Ecosystem



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# Strengthen Capacity for Effective Organizations and Support the Social Sector Ecosystem



Texas A&M has a long history of extension and outreach that translates knowledge and expertise from the university to the community. To represent the Bush School's values of public service, the center engages with the nonprofit community through a model of scholarly engagement that involves the discovery, integration, translation, and application of knowledge. Through capacity building models, consultation, university partnerships and more, the center plays a significant role in supporting the development of a vibrant nonprofit sector in Texas. Developed CNP in Action as a way to share news about our work in this area.

- Offer certificates in Nonprofit Leadership, Social Justice Leadership, and Fundraising Leadership twice during the 2022–2023 academic year with 60 enrollments across all certificates.
- Launch AmeriCorps National Certificate Program spring 2023 with 65 participants.





## Capacity Initiatives

Engaged in several organizational support activities, such as offering customized professional development training, board retreats and strategic planning activities. Engagements resulted in \$76,824 of contracts last year, with additional payments carrying over into the next fiscal year.

- **Texas A&M University Foundation:** Division 2 contracted Dr. Angela Seaworth to create and teach a professional development training that addresses fundraising techniques and team dynamics. This 10-hour program covered five distinct fundraising areas, and the program was completed by all Division 2 staff at the Texas A&M Foundation. The Division extended the training contract to incorporate all employees who joined following the Foundation realignment.
- **Galveston ISD Education Foundation Board Training:** Contracted to facilitate a board training and review of guiding statements. Dr. Angela Seaworth incorporated a board assessment in this process and was able to help increase the board's understanding of their responsibilities and facilitated a process to revise the organization's vision and mission statements.
- **Galveston Island Meals on Wheels Board Planning Session:** Contracted to facilitate a board strategic planning retreat. Dr. Angela Seaworth incorporated a board assessment and facilitated strategic planning that included expansion of services and geographic reach for the organization.
- **Family Eldercare Strategic Plan:** This Austin-based organization contracted the Center to develop a strategic plan for the organization. Dr. Will Brown, Dr. Angela Seaworth, and graduate student Yetunde Ogunribido worked with the Family Eldercare senior leadership to provide organizational analysis, market research, SWOT analysis, focus groups, and to facilitate visioning and planning. This project will be completed next fiscal year.
- **Habitat for Humanity Texas Fundraising Training:** Contracted to develop fundraising capacity for the Habitat for Humanity affiliates in Texas. Dr. Angela Seaworth recruited a team of instructors to help design and deliver a five-session, customized fundraising training program that covered primary functional areas of fundraising. The program was administered by Habitat Texas, and taught live via Zoom. After receiving outstanding evaluations, Habitat Texas contracted the program a second time for a cohort that included Habitat for Humanity affiliates around the country. Habitat Texas has scheduled a third cohort offering next fiscal year.
- **Hardin-Simmons University:** Contracted to provide an 8-hour custom fundraising training for the Advancement Team, some faculty, deans, administrative leaders, the President, and Emeritus president of the institution. Dr. Seaworth collaborated with the Hardin-Simmons team to identify their areas for growth and campaign goals to design a program specific to their needs.
- **Norman Borlaug Institute for International Agriculture - Afghan Women's Scholarship Endowment Project:** Dr. Seaworth and Dr. Brown worked on the establishment of a U.S. 501(c)(3) private foundation to maintain a \$50 million endowment. This included developing governance documents and establishing sound nonprofit governance and management procedures that will support the organization. Work was halted due to political conditions in Afghanistan and is expected to resume in Fall 2022.



## Brazos Valley Leadership Initiative

The Center partnered with local nonprofit organizations who receive funding from the cities of Bryan and College Station, Community Foundation of the Brazos Valley, and United Way of the Brazos Valley. Goal of the partnership is to highlight and support the charitable and philanthropic contributions these organizations bestow on the Brazos Valley region. Though the initiative experienced a slowdown due to and during COVID, the program is on track to advance forward with continued support from the Center and local Chamber of Commerce.

- Hosted Community Foundation of Brazos Valley and their “Brazos Valley Gives” Celebration in November 2021 with approximately 225 attendees.

## Bank of America Program on Volunteerism

2022 was the 20th anniversary of the Bank of America Program on Volunteerism, and the Center hosted the event in Houston to raise awareness of our work in that market. Initially, the event was planned to be a celebration of our partnerships at Bank of America’s new building but, due to COVID closures, the venue was changed to Holocaust Museum Houston. The panel event highlighted The Power and Future of Volunteerism and recognized the Houston Livestock Show and Rodeo for its volunteer management and community impact. The panel consisted of Chris Boleman ‘96, Ph.D., President & CEO of Houston Livestock Show and Rodeo, Fred McClure ‘76, Associate Vice President of Leadership and Engagement at Texas A&M University, and Melinda Guerra-Reeves, Chief Volunteer and HR Officer at Houston Livestock Show and Rodeo, and Sharleen Walkoviak ‘77, moderated the discussion. A total of 127 individuals registered to attend and 92 attended the event.

## Invited Presentations, Workshops, and Facilitation

- **Women of Color in Fundraising & Philanthropy.** Held the culminating session of the WOC Radiant Leadership Institute at our Bush School D.C. site. As a member of the planning committee who developed the institute, Dr. Angela Seaworth joined the founder of WOC to host the first cohort of women from around the country to complete the program.
- **AFP Greater Dallas Chapter.** Dr. Angela Seaworth spoke about *Trends in Philanthropy*, as the luncheon speaker for more than 50 attendees.
- **Alliance of Community Assistance Ministries (ACAM).** Dr. Angela Seaworth led a capacity building session for the members of ACAM, in Houston, that focused on *Captivating Prospective Donors with Mission & Impact*.
- **AFP Fort Worth Chapter.** Dr. Angela Seaworth was invited to be the lunch speaker for the chapter and discussed *Managing Fundraising in 2022*.
- **AFP Coastal Bend Chapter.** The Corpus Christi chapter invited Dr. Angela Seaworth to serve as their educational luncheon speaker. She presented *Fundraising Leadership: Engaging Your Team and Board with a Culture of Philanthropy*.



- **Texas Education Foundation Network.** Dr. Angela Seaworth spoke to more than 100 public school foundation executives about *Building a Culture of Philanthropy within your Foundation* at the annual conference in San Marcos, Texas.
- **AFP Greater Houston Ask the Experts.** The Greater Houston chapter of the Association of Fundraising Professionals invited Dr. Angela Seaworth to speak at their annual conference about *Using AFP International Data and Tools to Enhance Your Fundraising Effectiveness*.
- **Posse Foundation.** The Houston Posse invited Dr. Angela Seaworth to serve on a panel to speak about Nonprofit Careers with Posse students who are heading to college. The Development Officer of Posse Houston is a Bush School alumnus.
- **AFP New Orleans Chapter.** The chapter invited Dr. Angela Seaworth to serve as their educational luncheon speaker and to discuss *Using Data and Tools to Enhance Your Fundraising Effectiveness*.
- **Bank of America's Neighborhood Builders Signature Program.** Dr. Kenny Taylor presented to more than 100 nonprofit leaders across 50 cities on *Assessing & Building Racial Equity at Nonprofit Organizations*. The Neighborhood Builders program creates more sustainable communities by providing nonprofits with tools to develop stronger strategic plans, chart a succession plan, and enhance funding opportunities.
- **Center for Chamber of Commerce Excellence.** Presentations covering a variety of topics including the Situational Leadership Approach model, Authentic Leadership, Effective Board Utilization and Volunteer Management, and Performance Measurement & Management.
- **TAMU College of Veterinary Medicine.** Presentation to vet med students for a course titled *Vets Impacting Their Communities*, focused on conducting feasibility studies to determine what services communities have with regard to charitable healthcare needs for pets.


## Priorities/Next Steps in Strengthening Capacity for Effective Organizations and Systems

- **Brazos Valley Leadership Initiative.** Support development and transition to Chamber of Commerce committee.
- **Sponsored Projects**
  - Habitat for Humanity Texas (\$6,000 for third round of custom fundraising training)
  - Family Eldercare (\$15,000 remaining for strategic planning)
  - Amarillo Area Foundation (\$25,000 + travel to develop and lead capacity cohort)
  - Texas A&M Foundation (\$8,500 to develop and teach a Culture of Philanthropy training session for Texas A&M faculty members four times per year.)
- **Initiate Capacity Building Cohorts.** Secure partnerships to host multiyear, custom capacity building cohort programs throughout the state, with an emphasis on strengthening rural philanthropy.
- **Expand Rural Philanthropy Initiatives.** Partner with foundations and Texas OneStar to help collaborate on community needs and to provide capacity building for nonprofits in rural communities around the state.

- **Development & Finance Symposium in Washington D.C.** Host a two-day symposium at Bush School D.C. in September 2023 that explores how nonprofit organizations can create advantage and yield better-informed business decisions for their organizations by focusing on the dynamics between development and finance office collaboration. The program will include speakers from both business functions and will allow us to research current interaction between these functions at participating organizations.
- **Community Engagement Research Conference.** Explore the option of hosting a regional conference in College Station that engages university researchers and applied practitioners. Conference is an attempt to bridge how nonprofit research can lead to applied opportunities, and how applied initiatives can inform nonprofit management research opportunities.
- **Increase Awareness of Capacity Initiatives.** Develop systematic marketing and communication regarding capacity initiatives that range from custom training, board assessment, and capacity cohorts, which include website-landing page, a summary of services, profiles, and leadership team.
- **Bank of America (BoA) Program on Volunteerism.** Host the 21st annual BoA event in Washington, D.C., as part of the 25th anniversary of the school. The event will promote and celebrate volunteerism enacted through the Legacy organizations of President Bush. Use this engagement in D.C. to highlight the programs of our Center and strengthen partnerships in the region.







# Research to Improve Understanding & Scholarship of the Nonprofit Sector



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# Research to Improve Understanding and Scholarship of the Nonprofit Sector



The center conducts high-quality research to inform scholarship and practice. Affiliated faculty are active in their scholarship communities on topics such as board governance, nonprofit finance, fundraising, leadership, social service networks, and others. In addition, our relationships with centers, agencies, and foundations across the state have allowed the center to develop several meaningful research initiatives and projects. The Center is engaged in numerous applied and fundamental research activities to support the learning objectives of partners and the research interests of faculty and staff. The Center has the capacity to support data collection, analysis, report development, and promotion.

## Summary of Projects and Accomplishments

- **Board Member Engagement Research Project.** Continue to explore options to engage participants in this work. For instance, we are working with the Association Management Center to offer the assessment tool to professional and trade associations. The second round of data collection was presented at the Annual Meeting of the International Society of Third-Sector Research (ISTR).
- **Philanthropy Southwest.** Formalized agreement with Philanthropy Southwest to serve as their research partner. The first project was to explore the economic impact of philanthropic giving in the southwest region. Initial results were presented at the annual meeting in October 2022. Anticipate subsequent projects to be developed. A \$20,000 project investment from Philanthropy Southwest was subsequently obtained.
- **Triad, LLC Northern New Mexico Long-term Community Investment Impact Review.** This research focuses on the philanthropic contributions of Triad National Security, LLC through its Community Commitment Plan. In 2021, Triad invested \$2.5 million in education, economic diversity, and community giving. Research findings were presented to the Triad board in October 2022. This was a \$115,000 contracted project and overseen by the Community Partnership Office.
- **West Coast Data Conference.** Co-hosted with RGK Center for Philanthropy and Community Service at the University of Texas, West Coast Data Conference in Spring 2022. There were 32 presentations and 100 participants during the daylong event.
- **National Science Foundation.** Grant focused on understanding “social infrastructures” for disaster resilience, particularly for equitable resilience and the effects of Long-Term Recovery Groups (LTRGs) on community unmet needs, inequity post-disaster; and the local philanthropic and nonprofit ecosystem post-disaster. Dr. Kenneth Taylor serves as a consultant and partner on this project with a team from the TAMU College of Architecture.

## Priorities/Next Steps in Research

- **Board Member Engagement Research Project.** Continue collection, refine report deliverables and promote fee-based options to engage interested nonprofits in self-assessment.
- **Strengthen partnership with Texas Nonprofit Strong!** Include a research partnership to update the Built for Texas Report and agreements collaborate and support events and programs.
- **Philanthropy Southwest Partnership.** Complete the project to explore the economic impact of philanthropy on the economy and develop follow-up initiatives.
- **TRIAD Community Impact.** Continue to develop partnerships with TRIAD National Security and develop options for follow-up engagement.
- **Strengthen partnerships with relevant faculty across campus.** Develop a faculty affiliate program and establish a working paper series to solidify the Center's position in academic research on nonprofits and civil society.
- **Secure additional projects for the subsequent year.** Identify and secure one to two additional projects.



# Building & Sustaining a Legacy Center



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## Building and Sustaining a Legacy Center



Each year center staff seek to sustain and refine center operations. This includes oversight of all financial transactions and funded contracts. In addition, we are engaged in fundraising efforts to build the sustainability of the center. We also coordinate and work with advisory board members. A significant portion of our work promotes and manages communications and marketing. This includes website updates and management, social media (across numerous platforms), graphic design, and e-mail campaigns and newsletters. As part of our center administration, we also host the Nonprofit Academic Centers Council and help oversee and manage all the finances associated with the membership association.

### Fundraising and Development

Center staff are engaged in a number of initiatives to secure philanthropic support for the programs and activities of the Center. The Bush School development staff provides support for these activities.

- **Regional Sponsors and Donors.** Most of this work has been on hold throughout the year due to COVID. We did host the second annual Brazos Valley Gives event in Fall 2021
- **Created a Fundraising Case Statement and Proposal.** We refined our major gifts case statement to reflect the four main themes of the center. These were formatted and printed for the 20th Annual Bank of America Program and Volunteerism.
- **Secured Funding for Marketing.** Secured \$25,000 additional investment in digital marketing to improve Search Engine Optimization and brand awareness in the primary market of Texas. These investments resulted in significant improvements in keyword rankings and online engagement.

### Priorities/Next Steps in Fundraising

- Coordinate with Bush School development staff and help them execute a development plan that will provide funding that will help sustain the Center.
- Maintain and develop relationships with donors and supporters.
- Identify and solicit one or two project-based grant proposals.

### Marketing & Communications

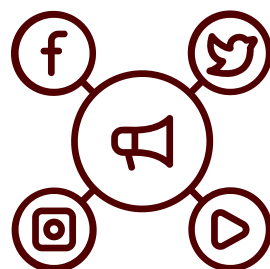
- **Increased Coordination Internally and Externally.** Gathered additional contact information in select markets to capture potential partners and new marketing channels. Regular engagement with the new Bush School Marketing Director and team, Bush school staff and TAMU staff to facilitate broader outreach for programs, certificates and research.
- **Established a Marketing/Communications Coordinator.** CNP's 2021–2022 GANT, Alyssa Duany, was brought on in the summer to focus on Center marketing and communication. This position allows the Center to streamline marketing efforts and increase communication and coordination internally and externally.



- **Website.** Regular and ongoing updates were made of CNP web pages including updates of student enrichment, research publications, and increased user experience.
- **Continuing Education Website Updates.** Established new website landing page and registration pages for increased user experience. Created new creative content to promote new Certificate Education Instructors.
- **Customer Relationship Management (CRM) system.** The Center began utilizing the Customer Relationship Management System, Hubspot, in the Summer of 2022 to manage interactions with current and prospective Center audiences. Initial work to develop information architecture is completed. Hubspot will increase our ability to streamline communications with our partners, create campaigns for new programming, provide analysis to recruit new clients and partners, and strengthen our relationships. Utilize Hubspot (CRM) tools to continue digital marketing efforts and improve Search Engine Optimization and CNP webpages on the Bush School website.
- **Social Media.** Active and consistent utilization of social media, increased viewers and engagement. Achieved an almost 60% increase in Facebook page likes (785–914) and a 15% increase in reach to hit 15,422 people. Similar growth was reached on LinkedIn. Additionally, social media exposure grew through the increased use of Twitter and the creation of a CNP Instagram account.

## Priorities/Next Steps in Marketing

- **Information Management.** Update and align Center distribution lists in the common repository to increase our ability to target our audience as we create new programming. This is part of an upgrade in e-mail provider so we can easily distribute electronic collateral about programming and Center updates
- **Increase exposure of CNP programs,** research, capacity building, and continuing education to TAMU audiences and other markets in the state. Utilizing press releases, website news stories, TAMU e-mails, and investing in more paid social media ads on LinkedIn, Facebook, Instagram, and Google will grow CNP's reach within the A&M community and beyond.
- **Collaborate with the marketing department** at the Bush School D.C. site to promote our nonprofit programs, continuing education certificates and graduate certificates to the D.C. market.
- **Promote research and publications** from CNP faculty and CNP-affiliated faculty, through press releases, social media posts, and an updated landing page, to secure our place as a nonprofit research center.





## NACC Headquarters Administration

The Center has continued to serve as the institutional host of the Nonprofit Academic Centers Council (NACC). This houses the office of the Executive Director, Bush School Alumna Nicole Collier. We also serve as financial headquarters and other administrative supports.

- Over the past year, NACC’s programming has continued to grow. NACC’s international honor society, Nu Lambda Mu, welcomed its 1,500th inductee, welcomed the 15th accredited degree, and is planning its next conference at Auburn University.
- Currently, NACC has 59 members in 29 states and 6 countries. All members of NACC share a commitment to nonprofit and philanthropic education. Membership for NACC continues to spread with two types of membership. General membership is open to all programs, departments, centers, etc. that offer degrees in nonprofit and philanthropic leadership. No center is required for membership, just a proven focus on two of the following areas, research, outreach, and education. Affiliate membership is for any organization that supports nonprofit and philanthropic education.
- Dr. Will Brown is currently serving as the President of NACC and will complete his term in 2023. Dr. Brown also completed an edited volume on nonprofit education in partnership with NACC members around the world.
- NACC is currently exploring renewing its contract to serve as the host of NACC for four to five more years. As part of the agreement, the Bush School will continue to provide valuable in-kind support and administrative support, with intent to become a sustaining member of the organization.



# Center Staff & Faculty, Percent Effort, & Responsibilities



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## Center Staff & Faculty, Percent Effort, and Responsibilities



**Will Brown, Ph.D.**, Director (30% FTE), oversees center-related activities, provides leadership for administration, research, and development.

**Kenny Taylor, Ph.D.**, Director of Outreach and Professional Development (70% FTE), directs Continuing Education activities and leads TWC grant.

**Angela Seaworth, Ph.D.**, Director of Philanthropic Initiatives and Capacity Building (30% FTE), secures and executes capacity building contracts and philanthropic initiatives, and carries out special projects.

**Denise Parker, MBA**, Administrative Associate (50% FTE), administers all center-related financial services, coordinates website updates, develops newsletter, and supports all center-related events.

**Nicole Collier, MPSA**, Research Associate (40% FTE), supports all center-related research activities and Executive Director, Nonprofit Academic Centers Council (60% FTE).

**Alyssa Duany, MPSA**, Marketing & Communications Coordinator (100% FTE), supports and leads center communications and marketing initiatives including social media, website, and print materials.

**Open Position**, Assistant Director Continuing Education (100% FTE), Support the development of online learning materials and oversees delivery of program services.

### Faculty Associates

- **Frank B. Ashley III, Ed.D.**, Senior Associate Dean for Academic Affairs and Senior Professor
- **Terry Fernsler, Ph.D.**, Lecturer
- **Deborah Kerr, Ph.D.**, Professor of the Practice (30% FTE) supports TWC Grant
- **Jenny Knowles Morrison Ph.D.**, Lecturer
- **Charles Little, Ph.D.**, Lecturer
- **Ellie Heng Qu, Ph.D.**, Assistant Professor
- **Robbie Waters Robichau, Ph.D.**, Assistant Professor
- **Wynn Rosser, Ph.D.**, Lecturer
- **Kelly J. Zúñiga, Ed.D.**, Lecturer

# Financials



*Center for*  
**Nonprofits & Philanthropy**  
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# Financials

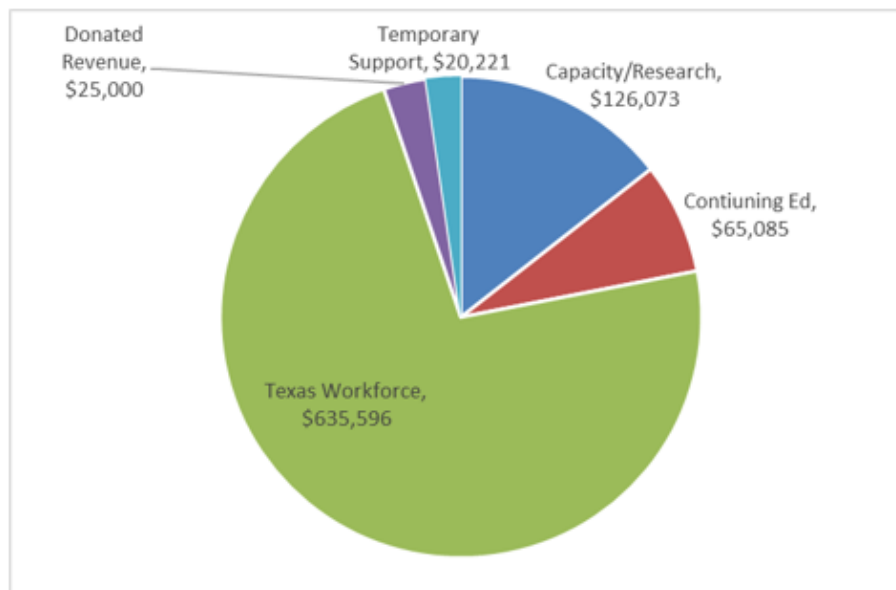
## Sources of Funds



SOURCE OF FUNDS	2021/2022		2022/2023
	Budget	Actual	Budget
Capacity/Research	\$ 75,000	\$126,073	\$90,000
Continuing Ed	\$ 45,000	\$65,085	\$150,000
Texas Workforce	\$ 635,596	\$635,596	\$0
Donated Revenue	\$ 25,000	\$25,000	\$25,000
Temporary Support	\$ 20,221	\$20,221	\$24,300
Internal Allocation	\$59,355	\$77,568	\$68,900
Marcus gift	\$ -	\$0	\$0
<b>TOTAL</b>	<b>\$ 860,171</b>	<b>\$949,542</b>	<b>\$358,200</b>

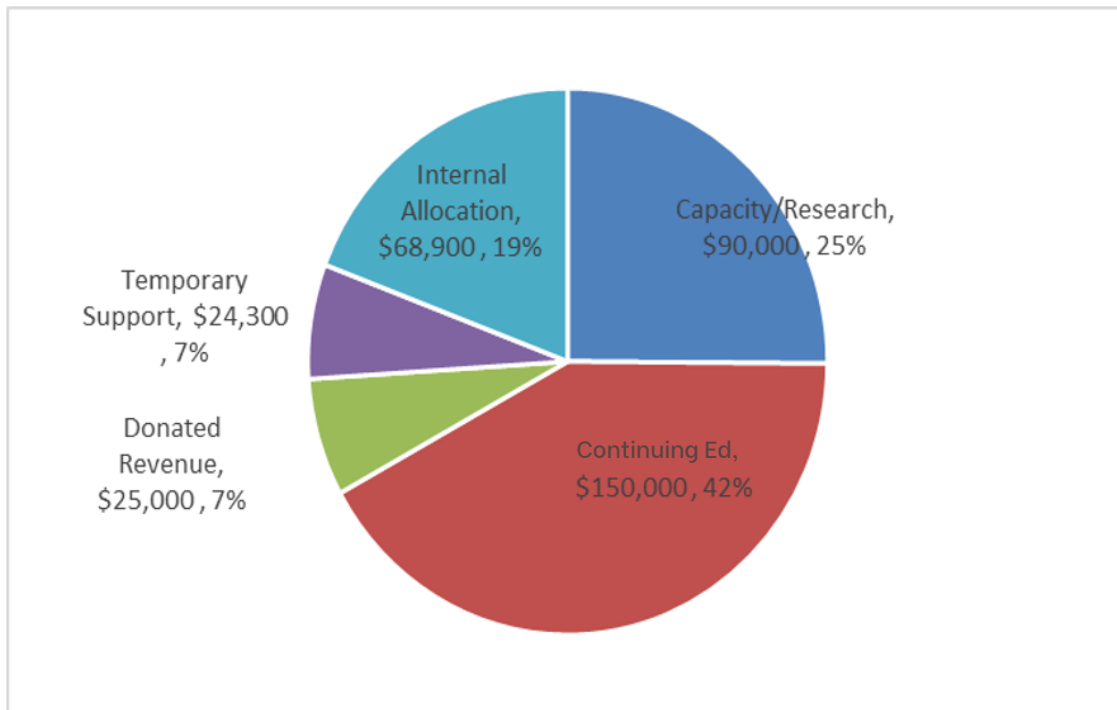
Note: Reserves from Texas Workforce and Marcus gift will be used as needed during 2022/2023 to cover projected expenses.

### Source of Funds 2021–2022 Actual





## Sources of Funds 2022- 2023 Budget

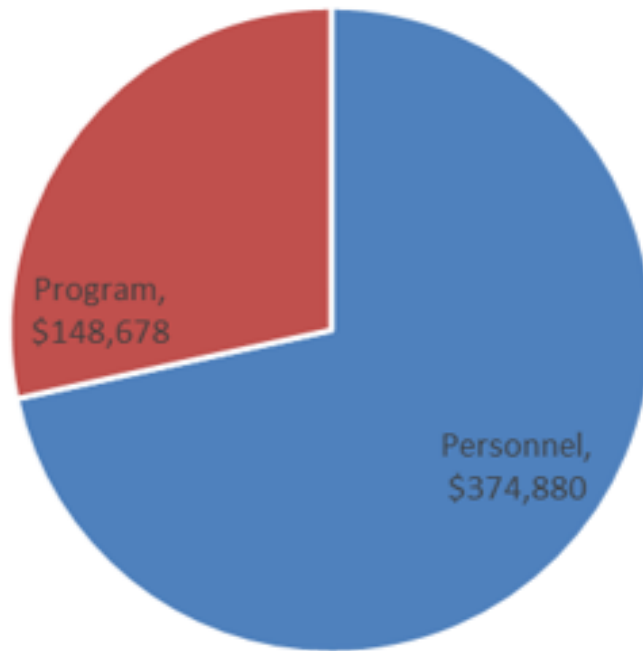


## Expenses

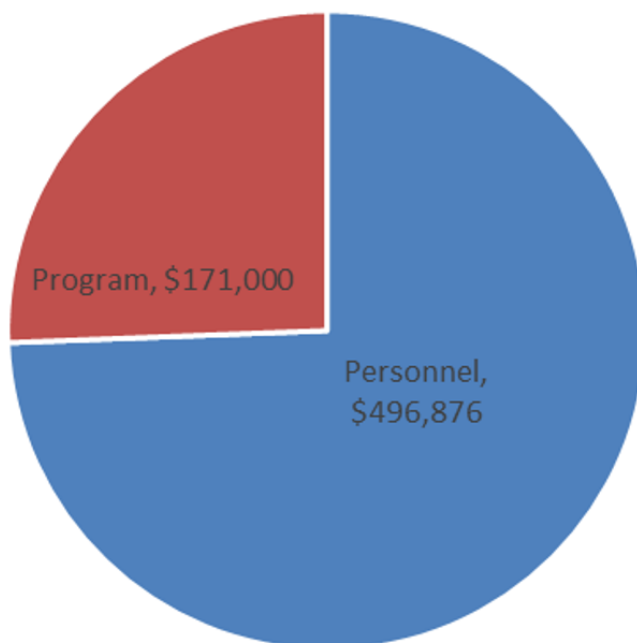
<b>EXPENSE</b>	<b>2021/2022</b>	<b>2022/2023</b>
	<i>Actual</i>	<i>Budget</i>
<b>Personnel</b>	\$ 374,880	\$ 496,876
<b>Program</b>	\$ 148,678	\$ 171,000
<b>Total</b>	\$ 523,558	\$ 667,876



### Expenses 2021-2022 - Actual



### Expenses 2022- 2023 - Budget





# Center *for* Nonprofits & Philanthropy

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

## Stay In Touch!

<https://bush.tamu.edu/nonprofit/>

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**@CNPatBushSchool**



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& Scholarship**