



2023

ANNUAL UPDATE

SEPTEMBER 2022 - AUGUST 2023



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



Report Overview



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





This report summarizes prior year accomplishments (September 1, 2022–August 30, 2023), 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 an impact on 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 2022–2023

- **Nonprofit Career Development Certificate.** Created, launched, and delivered to 80 AmeriCorps VISTA members to support the service-to-career pipeline of AmeriCorps members into the nonprofit sector; underwritten by the OneStar Foundation through the National Philanthropic Trust and the Schultz Family Foundation.
- **Bank of America Program on Volunteerism.** Hosted in Washington, DC, in April 2023, reflecting our first major program at the Bush School DC teaching site.
- **Triad National Security, LLC.** Conducted a research project with Triad National Security, LLC. This research focuses on the philanthropic contributions of Triad through its Community Commitment Plan.
- **Amarillo Area Foundation program.** Designed and delivered a hybrid, custom capacity building program for the Amarillo Area Foundation. The initial cohort served 20 executive directors in the Panhandle, and 100% of them reported they would recommend the program to others.
- **Streamlined CNP marketing.** Streamlined communication process through consistent messaging, Hubspot segmentation, and internal processes to significantly increase engagement, and reach new audiences.

Priorities for 2023–2024

- **Philanthropy Southwest Partnership.** Coordinate and complete a capstone project on an expanded report on the impact of philanthropy in the Southwest.
- **Develop a faculty fellows program** to solidify the Center’s position in academic research on nonprofits and civil society.
- **Nonprofit research conference.** Plan, initiate, and deliver a nonprofit research conference focused on highlighting and investigating how university researchers and nonprofits (and vice-versa) can work together on applied projects. A conference is scheduled for late February 2024 with a goal of attracting 100 participants.
- **Continue expanding capacity building** by renewing contracts with current clients, cultivating a relationship with Texas Rural Funders, collaborating with TAMU career services to promote nonprofit careers, and securing funding to launch a paid internship program for five Bush School students to serve Houston nonprofit organizations.
- **Continue to grow CNP audiences** through consistent messaging, and formalized processes. Work with the Bush School Marketing team to update and enhance CNP website pages with new platform to improve user experience and visibility of CNP programs and Continuing and Professional Education certificate offerings.





Overview of Program Activities

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

Prepare Leaders to Have an Impact in Society	6
Graduate Certificate	7
Continuing and Professional Education	8
Student Enrichment Activities	9
Student-Focused Programs and Clubs	9
Highlighting Students and Alumni	10
Priorities/Next Steps in Preparing Leaders	11
Strengthen Capacity for Effective Organizations and Support the Social Sector Ecosystem	12
Capacity Initiatives	13
Brazos Valley Leadership Initiative	14
Bank of America Program on Volunteerism	14
Invited Presentations, Workshops, and Facilitation	15
Priorities/Next Steps in Strengthening Capacity for Effective Organizations and Systems	16
Research to Improve Understanding and Scholarship of the Nonprofit Sector	17
Summary of Projects and Accomplishments	18
Priorities/Next Steps in Research	18
Building and Sustaining a Legacy Center	19
Fundraising and Development	20
Priorities/Next Steps in Fundraising	20
Marketing & Communications	20
Priorities/Next Steps in Marketing	21
NACC Headquarters Administration	22
Center Staff & Faculty, Percent Effort, and Responsibilities	23
Financials	25
Sources of Funds	26
Expenses	28



Prepare Leaders to Have an Impact in Society



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





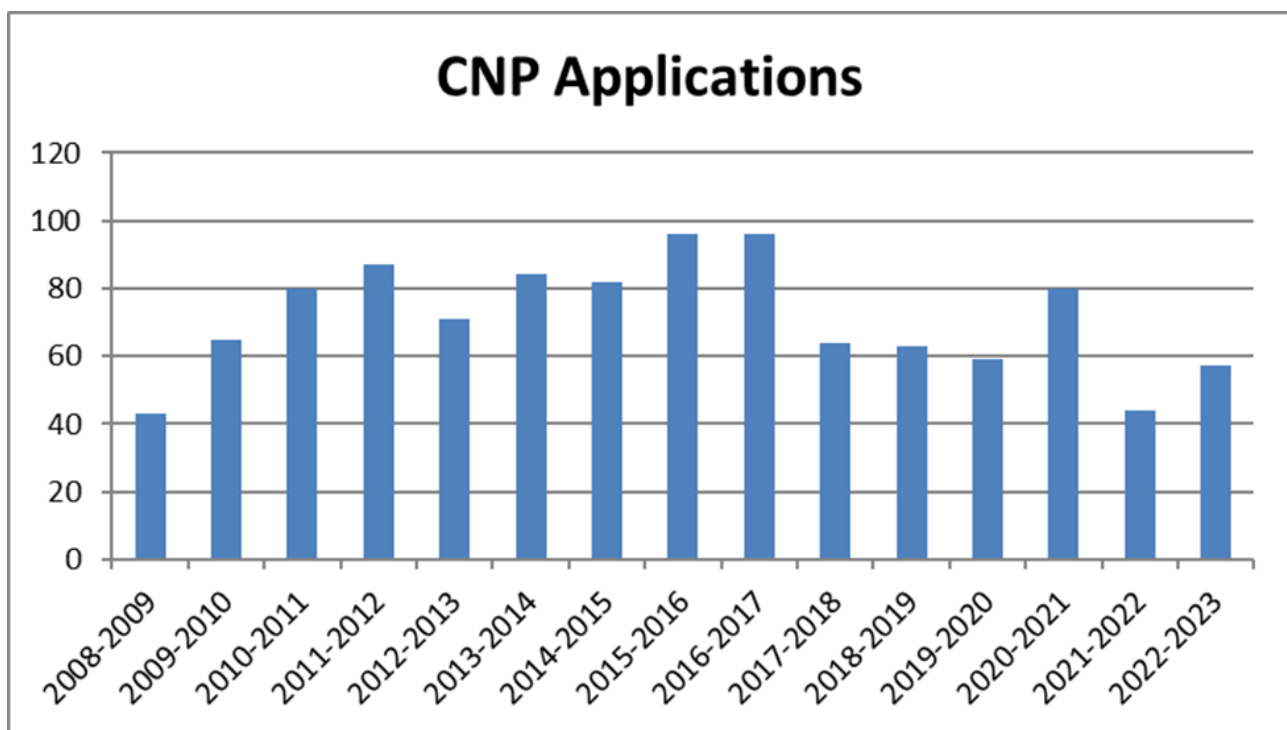
Prepare Leaders to Have an Impact in Society



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 cocurricular 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 supports the graduate certificate in coordination with the Office of Extended Education and the Department of Public Service & Administration. There were 57 students admitted, reflecting a 30% increase in applicants from the prior year. This is more in line with prepandemic enrollment numbers, but not as robust as was experienced prior to 2017. Thirty-three students completed the graduate certificate program in the 2022/2021 academic year.



Continuing and Professional Education

- **Collaborative for Children.** Successfully delivered the Child Care Business Training program to 5400 participants, including 800 new child care center owners and directors in this reporting period. 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:** 21 enrolled participants over two semesters.
 - **Social Justice Leadership:** 12 enrolled participants over two semesters.
 - **Fundraising Leadership:** 10 enrolled participants over two semesters.
 - Generated gross revenues of just under \$66,000 in 2022–2023.
 - Although delivered exclusively online, we piloted in-person delivery of the nonprofit leadership certificate in this reporting period. Of the 21 learners referenced, 9 of them were part of that effort.
- **AmeriCorps National Certificate Program.** Successfully delivered the Nonprofit Career Development Certificate to 80 AmeriCorps VISTA volunteers. Underwritten by the OneStar Foundation (Texas) to support the service-to-career pipeline of AmeriCorps members into the nonprofit sector. Course offerings included social justice leadership, strategic management, understanding fundraising, performance measurement, and situational leadership. Generated gross revenues of \$104,000.
- **Fee-based Workshops and Programs.**
 - **Leadership in Public Service.** Offered 2-day online sessions in May 2023 with 9 participants with a wide range of sessions from leadership and diversity to social media marketing and fundraising. Total revenue for this program was \$5600.
 - **Leadership in Board Service.** Offered twice in 2022–2023, online in October and in-person in February; we had 44 total participants. Program provided training for volunteer leaders (board members) to support high-quality governance and impactful organizations. Total revenue for both of these offerings was \$4,257.
- **Non-fee-based Workshops and programs.**
 - **Webinars.** The Center offered 6 webinars during the Fall and Spring semesters of 2023. 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 ±600. The Center also offered an information webinar discussing the three Continuing Education Certificates. There were 51 registrations for this session.



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. This year 15 students traveled abroad to visit two artisan cooperatives in Oaxaca, Mexico. In addition, “Dava Artesanal” (DAVA Artisan Design) was hosted in March 2023 as a Bush School Capstone artisan event. Artisan products were showcased in locations such as The Arts Council of the Brazos Valley and The Bush School. As a result, nearly \$7,500 of products were sold.
- Dr. Robbie Robichau’s capstone team worked with Allies Against Slavery, a counter human trafficking nonprofit, which intends to expand their data platform. The team addressed how Allies Against Slavery scale their organization while remaining sustainable.

Student-Focused Programs and Clubs

- **Board Fellows Program.** In the 2022–2023 academic year, 32 students and 4 new organizations 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 Central and South Texas
 - Brazos Valley Habitat for Humanity
 - Destination Bryan
 - Bryan-College Station Chamber of Commerce
 - Bryan-College Station Public Library System
 - Catholic Charities of Central Texas
 - Health for All, Inc.
 - Project Unity
 - REACH Project
 - Twin City Mission
 - United Way of the Brazos Valley
 - Big Brothers Big Sisters of the Brazos Valley
 - Voices for Children
 - The REACH Project
 - Friends of the Bryan College Station Library System
 - Sexual Assault Resource Center (SARC)
- **Lunch & Learns.** The Center provides lunch talks for TAMU students. In the 2022–2023 academic year the Center’s Lunch & Learns consisted of:
 - Fall: Social Entrepreneurship & Innovation
 - Dr. Robbie Robichau
 - Spring (March 23rd): Perspectives in the Policy Process
 - Dr. Wynn Rosser, President & CEO T.L.L. Temple Foundation
 - Jennifer Harris, Nonprofit Advocate
 - Ryan Franklin



- **Association of Fundraising Professionals (AFP) – Collegiate Chapter.** Student leadership continued to energize the chapter and took advantage of professional development opportunities with AFP Global. Secured scholarships for three students to attend AFP LEAD, which was held in Houston, and the incoming chapter president attended the AFP International Conference in April 2024. It's the first time so many students have participated in AFP Global opportunities. The chapter cultivated its relationship with AFP Houston and secured more funding for the chapter's budget. The chapter held 6 educational meetings in which they learned from development professionals, examined job postings, and hosted a resume and LinkedIn tutorial. The May 2023 meeting was standing room only, with more than 25 attendees. The new student leadership is eager to continue growing the chapter.
- **Black History Month Celebration.** Salute to the Divine Legacy of Black Sororities and Fraternities that was offered in partnership with the Office of Fraternity and Sorority Life, at Texas A&M University on February 15, 2023, at the J. W. Stark Gallery in the Memorial Student Center. Rasheed Ali Cromwell, Esq., Founder and President of the Harbor Institute, was the guest speaker. Mr. Cromwell is a fourth-generation Historically Black Colleges and Universities graduate from North Carolina A&T State University, and partners with college students nationwide to explore Diversity/Equity/Inclusion efforts, leadership development, and cultural empowerment. Shifting the event to the center of campus for the first time yielded 50 students and guests, which was slightly higher attendance than in past years.

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 2022-2023 academic year, we profiled 15 students seeking a summer internship and 13 students celebrating graduation and seeking employment. The profiles greatly 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 2022–2023 academic year, we profiled two alumni for the Alumni in Service social media posts. Alumni highlighted included Lindsey Garner '06 and Nicole Pompilio '18, '20.

Priorities/Next Steps in Preparing Leaders

- **Continuing Education.**
 - Offer certificates in Nonprofit Leadership, Social Justice Leadership, and Fundraising Leadership twice during the 2023–2024 academic year with 50 enrollments across all certificates; formalize the Nonprofit Career Development Certificate for AmeriCorps VISTAs and offer in the spring of 2024.
 - Identify specific organizations to engage and move to a wholesale recruitment approach in identifying future customers for noncredit professional education opportunities.
 - Partner with charitable foundations whose interests align with supporting and underwriting the costs of continuing education for nonprofit professionals.
- **AFP Student Chapter.** Engage undergraduate students and grow overall membership.
- **Alumni Profiles.** Sustain and grow alumni profiles in multiple formats to promote students from all program areas.





Strengthen Capacity for Effective Organizations and Support the Social Sector Ecosystem



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





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 a social media campaign called CNP in Action as a way to share news about our work in this area.

Capacity Initiatives

Engaged in several organizational support activities, such as offering customized professional development training, board retreats and strategic planning activities. Engagements resulted in \$63,800 of contracts last year.

- **Texas A&M University Foundation.** Division 2 contracted Dr. Angela Seaworth to create and teach 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.
- **Texas A&M Foundation Faculty Philanthropy Engagement.** The Foundation CEO contacted Dr. Angela Seaworth to develop a plan for engaging faculty in philanthropy. Seaworth developed a 3-hour program and collaborated with the Foundation team to develop marketing and collateral for the program. The Foundation administers the program, and 4 sessions were offered the first year, and more than 60 faculty members participated. Due to positive reviews and department requests to offer this training, the contract has been renewed for 2023–2024 and will be expanded to Dallas and Galveston campuses.
- **Amarillo Area Foundation.** The Foundation's leadership inquired about developing capacity in their local nonprofit community. Dr. Angela Seaworth collaborated with the Foundation leadership to design a multiyear capacity building program tailored to their needs. The initial cohort of 20 attendees was a success, and the contract has been renewed for a second cohort in 2023-24 and expanded to include consulting hours for participants.
- **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 facilitate visioning and planning. This project was completed in 2023.

- **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 third time for a cohort that included Habitat for Humanity affiliates around the country.
- **Bryan ISD Education Foundation Board Training.** The Foundation leadership requested programming for a 6-hour board retreat. Dr. Seaworth utilized the Center’s board engagement survey and developed custom training. In addition to fundraising training, the day resulted in a revised vision and mission, clear strategic direction, and three priorities for the upcoming year.
- **San Jose Clinic Board Training.** The San Jose Clinic CEO contracted Dr. Seaworth for board training. She developed a 4-hour custom training based around board roles, responsibilities, and fundraising.

Brazos Valley Leadership Initiative

The Center serves as a resource partner to local nonprofit organizations in the greater Brazos Valley region. Our services include providing counsel on a variety of topics from board governance to professional development to fundraising; in most cases, our expertise is provided at no cost. The goal of the Brazos Valley Leadership Initiative is to highlight and support the charitable and philanthropic contributions of these organizations. In partnership with United Way of the Brazos Valley and the local Chamber of Commerce we plan to move forward with new initiatives in the upcoming year.

- Hosted Community Foundation of Brazos Valley and their “Brazos Valley Gives” Celebration in November 2022 with approximately 275 attendees. There were 161 nonprofits engaged with Brazos Valley Gives and the program raised over \$1,176,760. This is a month-long giving effort that culminates in 18 hours of online giving on the 3rd Tuesday of October. This program raises money and awareness for local nonprofits in 7 Brazos counties.

Bank of America Program on Volunteerism

Bank of America Program on Volunteerism was hosted in Washington, DC in April 2023. The panel event highlighted The Legacy of George H.W. Bush’s commitment to service by recognizing representatives from Points of Light Foundation, Barbara Bush Foundation for Family Literacy, George and Barbara Bush Foundation, and the George Bush Library and Museum. Dr. Frank Ashley moderated the discussion. A total of 43 individuals registered to attend and 40 attended the event.





Invited Presentations, Workshops, and Facilitation

- **Association of Philanthropic Counsel.** Dr. Angela Seaworth was invited to be a keynote speaker at the Summer Forum and presented Contemporary Issues in Fundraising: Guiding Your Clients Through an Ever-Changing Nonprofit Ecosystem.
- **National Environmental Education Foundation.** Dr. Angela Seaworth served on a panel discussing Recruiting and Engaging Volunteers for National Public Lands Day: Strategies for Success for a National Public Lands Day webinar.
- **Texas Education Foundation Network.** Dr. Angela Seaworth was invited back to deliver two talks at the TEFN annual conference in San Marcos, Texas. She spoke to more than 100 public school foundation executives about Building a Culture of Philanthropy within your Foundation and Captivating Donors with Mission and Impact.
- **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 Research Reveals How Philanthropy is Evolving: Implications for Fundraising Strategy.
- **Association for Professional Researchers for Advancement.** Dr. Angela Seaworth was the lunch speaker for the Greater Houston Chapter and presented Informed Fundraising: Using Data and AFP Tools to Increase Your Fundraising Awareness.
- **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.
- **Philanthropy Southwest "On the Road."** Dr. Will Brown and Nicole Collier prepared and presented findings from the Economic Impact study at three regional meetings for Philanthropy Southwest members.

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

- **Brazos Valley Leadership Initiative.** We are partnering and working with our local Chamber of Commerce to provide nonprofits and their staff with a menu of educational opportunities.
- **Sponsored Projects:**
 - Habitat for Humanity Texas (\$6,000 for third round of custom fundraising training)
 - Family Eldercare (\$15,000 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)
 - Texas A&M Foundation (\$1,800 for extended Division 2 training)
 - Bryan ISD Education Foundation (\$3,500 for custom board retreat)
 - San Jose Clinic (\$4,000 for custom board training)
- **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. Dr. Seaworth will be speaking at and hosting a booth at Rural Philanthropy Day 2023 hosted by the Fayetteville Community Foundation.
- **Community Engagement Research Conference.** Explore the option of hosting a regional conference in College Station that engages university researchers and applied practitioners. This 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 a website-landing page, a summary of services, profiles, and leadership team.





Research to Improve Understanding and Scholarship of the Nonprofit Sector



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



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

- **Philanthropy Southwest.** Presented findings from the economic impact of philanthropic giving in the southwest region. Initial results were presented at the annual meeting in October 2022 and three regional meetings in Fort Worth, Oklahoma City and Denver. Negotiated agreement to have Bush Capstone students work on an expanded report.
- **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. 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.
- **Strengthen Partnership with Texas Nonprofit Strong!** The Center is the research partner for the updated Built for Texas Report. This report will update stakeholders on the size, scope, and strengths of Texas' Nonprofit Sector. OneStar, United Ways of Texas, and the Nonprofit Strong! team provided support for this project. Nicole Collier presented a preview update at the Texas Nonprofit Summit, attended by over 300 leaders from around the state.

Priorities/Next Steps in Research

- **Philanthropy Southwest Partnership.** Coordinate and complete capstone project on expanded report on the impact of philanthropy in the Southwest.
- **Strengthen partnerships with relevant faculty across campus.** Develop a faculty affiliate program to solidify the Center's position in academic research on nonprofits and civil society.
- **Develop paper and present on Systems Change** model at the annual meeting of Philanthropy Southwest.
- **Develop a manuscript on nonprofit governance** for publication in fall of 2024.



Building and Sustaining a Legacy Center



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





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.

- Working with regional funders to secure support for student internships. Anticipate offering paid summer internships for five students in summer of 2024.

Priorities/Next Steps in Fundraising

- Coordinate with Bush School development staff.
- 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.
- **Continued Progress with Marketing/Communications Coordinator.** Utilized Marketing and Communications Coordinator to streamline communications through website, e-mail, and social media. Attended multiple conferences to increase brand awareness and promote CNP programs and certificates.
- **Website.** Updated CNP web pages to increase customer relationships and user experience through file downloads and contact capture pop-up forms. Regular and ongoing updates continue to enhance the design and function of all of the center's web landing pages including research, capacity building, and faculty/staff web landing pages.
- **Continuing Education Website Updates.** Established a 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.
- **Social Media.** Active and consistent utilization of social media channels has increased engagement and followers and overall brand awareness. As of September 1, 2023, CNP has over 3,000 followers on social media (Facebook, Instagram, LinkedIn, and Twitter), and over 71,000 lifetime impressions. A total of 380 followers have shared our content on LinkedIn, Facebook, and Twitter. Additionally, social media exposure grew through increased use of LinkedIn and Instagram.

Priorities/Next Steps in Marketing

- **Marketing policies and plans.** Update and formalize marketing and communication plans and subsequent documents. Documents include a marketing plan and a branding guide that will help to institutionalize communication and marketing procedures.
- **Increase exposure of CNP activities.** Promote faculty research, capacity building, Continuing and Professional Education, and CNP activities to various internal and external audiences through press releases, social media posts, TAMU e-mails, Website news stories, Inside the Bush School entries, and external partners' communication channels. Invest more in paid social ads and Google ads to grow CNP's reach within the A&M community and beyond.
- **Optimize website user experience.** Work with the Bush School Marketing team to continue enhancing CNP webpages with a new website platform. Increased user experience through an improved layout and cleaner website design will help potential certificate learners and program participants enroll in our activities.
- **Continue to optimize Hubspot (CRM) tools** to enhance digital marketing efforts and increase internal and external information management. CRM tools will continue to help streamline the messages we send to our audience through e-mail, social media, and other marketing channels to promote programs. The CRM houses all contacts and allows for easy segmentation of our audiences to track center activity.



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 Nicole Collier, the Executive Director and Bush School Alumnus. We also serve as financial headquarters and other administrative support.

- Over the past year, NACC's programming has continued to grow. NACC's international honor society, Nu Lambda Mu, welcomed its 1,500th inductee and welcomed the 15th accredited degree.
- This July, NACC hosted its biennial conference at Auburn University's Hotel and Conference Center. The gathering included plenary sessions with global scholars, presentations on research in nonprofit education, roundtable discussions, and networking opportunities. The event was attended by programs and educators from around the world.
- Currently, NACC has 57 members in 28 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 November 2023. Dr. Brown also completed an edited volume on nonprofit education in partnership with NACC members around the world.
- NACC is also finalizing an updated version of the Curricular Guidelines, a free resource used by programs around the world to ensure quality nonprofit and philanthropic education. The new guidelines will be released in the fall/winter of 2023.





Center Staff & Faculty, Percent Effort, & Responsibilities



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



Center Staff & Faculty, Percent Effort, and Responsibilities



Center Staff

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, 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.

Chris Hudak, *Instructional Design Specialist* (100% FTE), supports the development of online learning materials.

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
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY





Financials

Sources of Funds

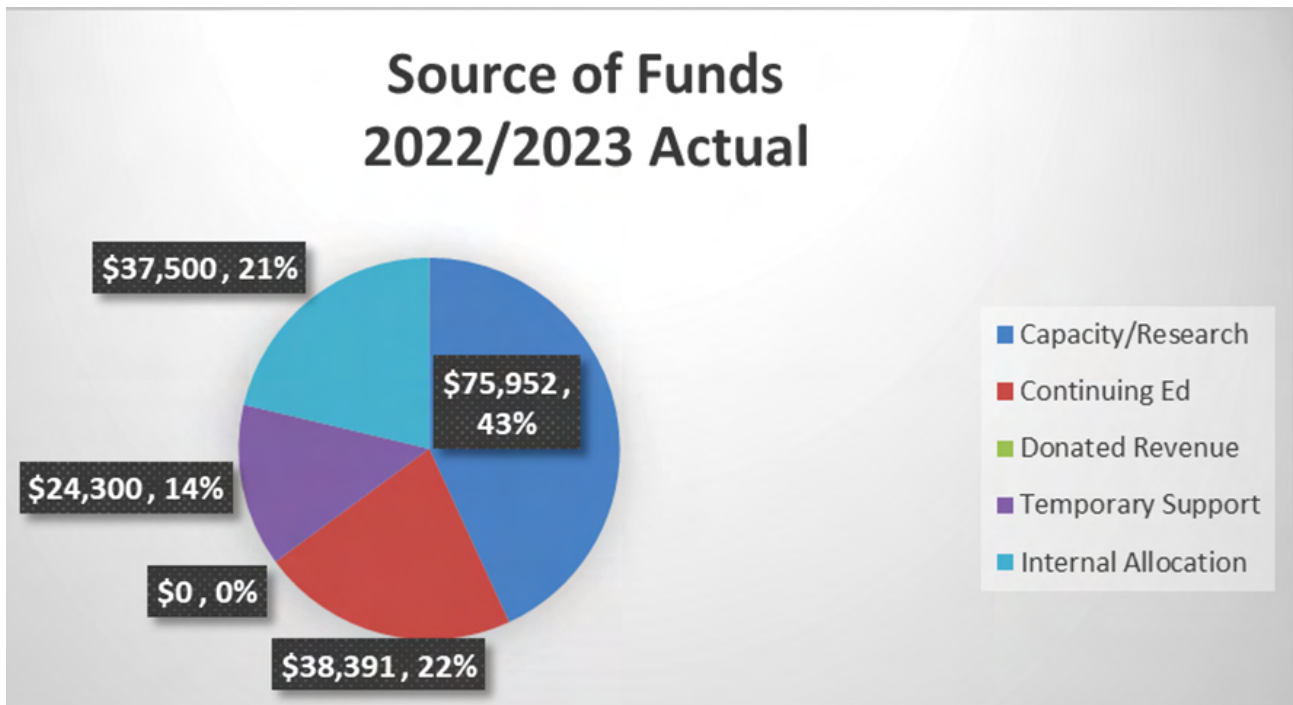
Actual vs. Budget

2022/2023	Actual	Budget
Capacity/Research	\$75,952	\$90,000
Continuing Ed	\$38,391	\$150,000
Donated Revenue	\$0	\$25,000
Temporary Support	\$24,300	\$24,300
Internal Allocation	\$37,500	\$68,900
TOTAL	\$176,143	\$358,200

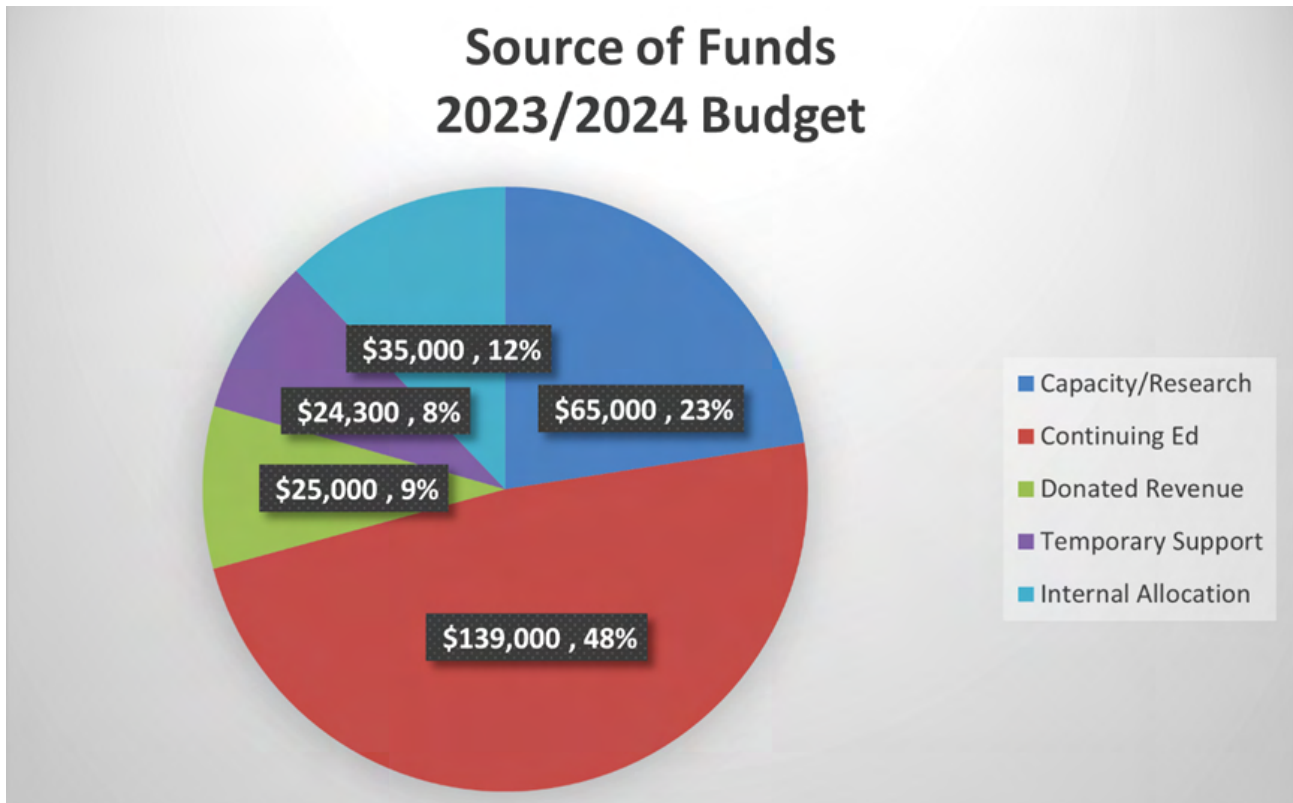
2022/2023 Sources of funding chart with amounts for actual vs. budget

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

Sources of Funds



2022/2023 Actual Sources of CNP funding with amount and percentages breakdown



2023/2024 Budgeted Sources of CNP funding with amount and percentages breakdown



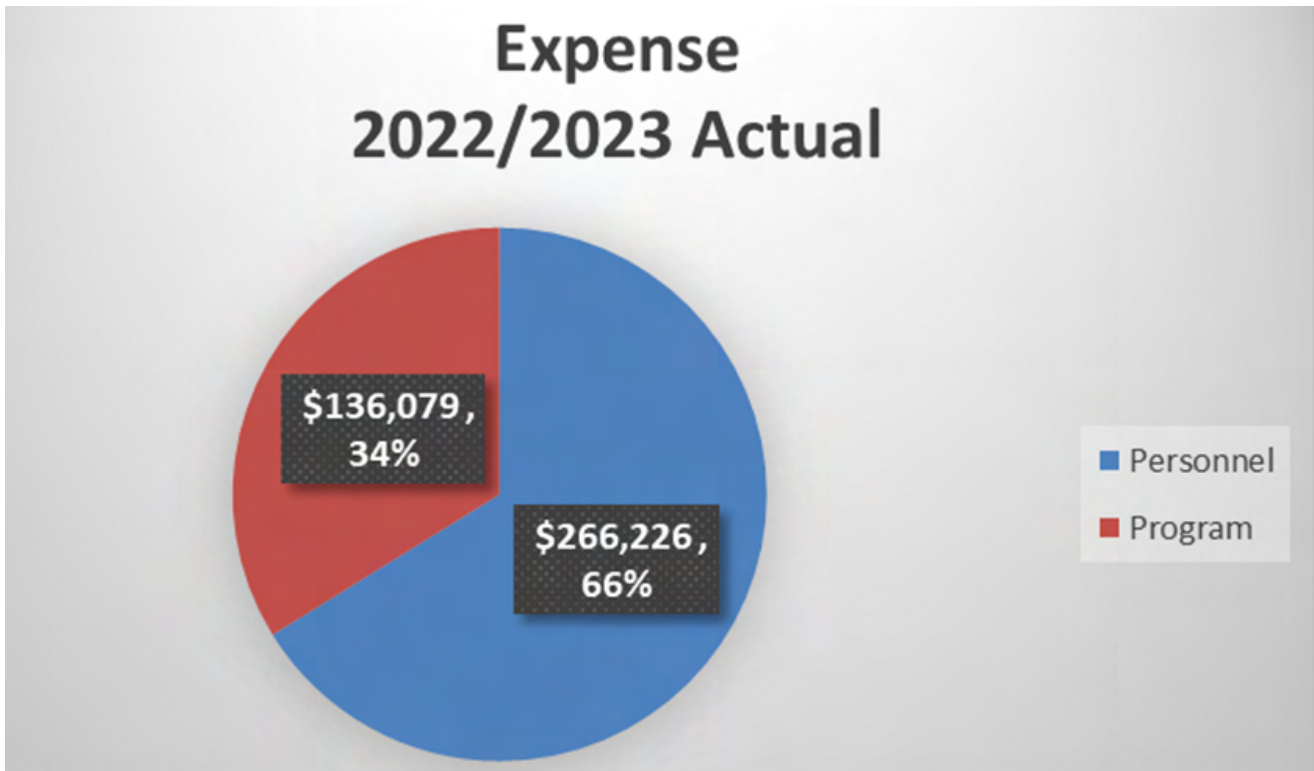
Expenses

	2022/23 Actual	2023/24 Budget
Personnel	\$266,226	\$322,477
Program	\$136,079	\$116,000
Total	\$402,305	\$438,477

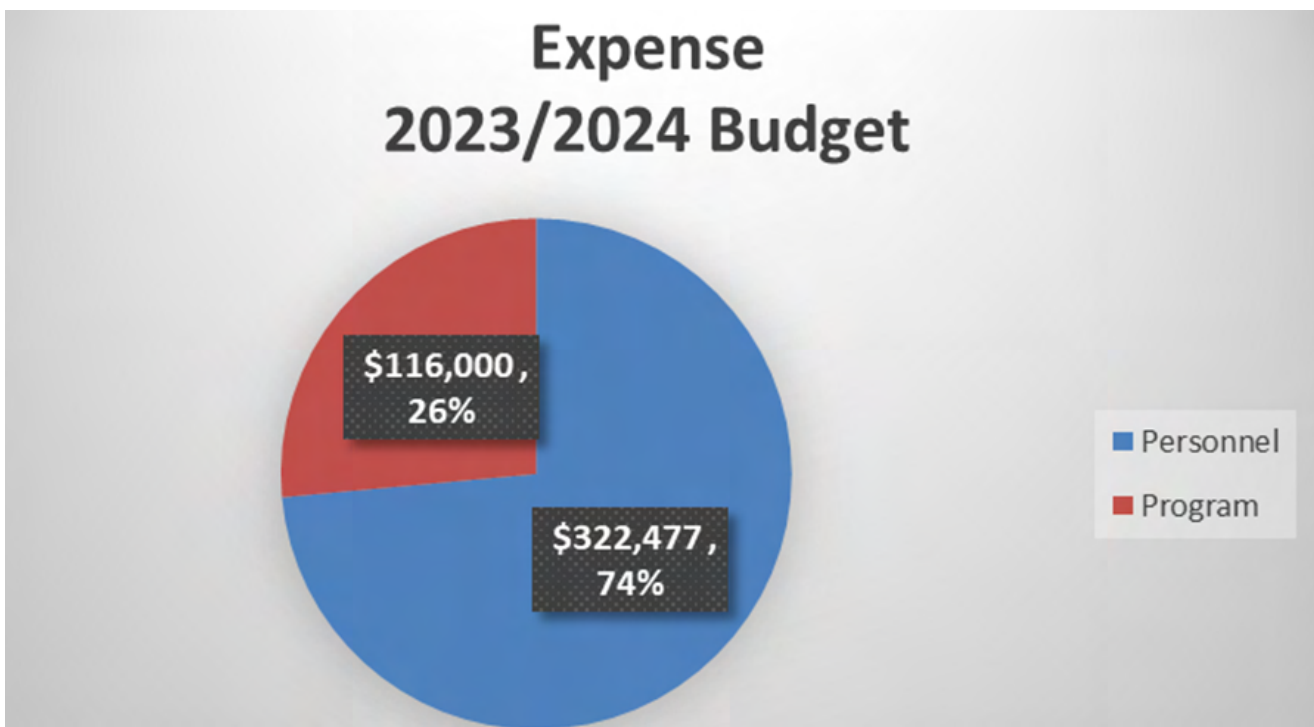
Actual vs. budget personnel and program breakdown of expenses



Expenses



2022/2023 actual expenses for personnel and program



2023/2024 budget expenses for personnel and program



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

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

Stay In Touch!

bush.tamu.edu/nonprofit/
Bushschool.nonprofitmanagement@tamu.edu

@CNPatBushSchool



Preparing Leaders



**Strengthening
Organizations & Systems**



**Improving Understanding
& Scholarship**