

THE NORTHWEST ACADEMY FOR NONPROFIT GOVERNANCE

AT SEATTLE PACIFIC UNIVERSITY
WINTER 2015

Preparing the Next Generation of Nonprofit Leaders for Strategic Governance of Mission-Based Organizations
Six Comprehensive Seminars – Participant's Workbook
Additional Professional Support

Since 2006, The Academy for Nonprofit Governance has invited nonprofit boards of directors to seriously consider their succession planning efforts and prepare the next generation of board leaders. The Academy's comprehensive approach, which has benefitted over 200 nonprofits and their boards in the United States and Canada, was created by nonprofit leaders to provide the necessary tools and knowledge for incoming and promising board chairs to succeed. Using a cohort learning model, The Academy for Nonprofit Governance is designed to evolve a culture of effective nonprofit governance and leadership succession through a combination of seminars, participant workbook, tools, roundtables and experienced professional support.

The training modules, discussions and tools presented at Boards Chairs Academy are based on the following assumptions about nonprofit governance:

- Advancing nonprofit organizations as "community causes" is based on tenets of stewardship
- Evolving organizations to thrive in changing communities is the result of deliberate engagement of diversity
- Constructing a dynamic and accountable infrastructure of paid and unpaid human resources is essential
- Assuring a resilient organization requires strategic principles and thinking
- Sustaining a continuity of leadership for the future of the organization is based on a commitment to succession planning principles and practices

The Northwest Academy for Nonprofit Governance at Seattle Pacific University is a strategic alliance supported by a team of faculty who are experienced nonprofit professionals and board leaders available to mentor classroom participants to apply their learning throughout the program.

Six Progressive Topics Essential to Effective Board and Community Leadership of Your Nonprofit Organization

Session #1:

The Art of Nonprofit Leadership

The first session explores the attributes of governance as it relates specifically to the nonprofit business model. Participants are challenged to recognize the leadership needs of cause-related organizations and the responsibilities of board members to advance effective decision-making on behalf of mission-driven enterprises. The seminar includes discussions about the role of values in leadership, the unique elements of nonprofit boards, nonprofit management versus nonprofit leadership, and the nonprofit life cycle.

Session #2:

The Science of Board Development

Governing an evolving organization requires an evolving board of directors. This session will provide an overview of how to develop a dynamic board of directors. Discussions include the evolution of board development as an element of governance responsibilities, board assessments against an organizational picture of success, board recruitment strategies, board orientation, and effective board meetings.

Session #3:

Board Involvement in Fundraising

Sustainable resource development is the product of a fundraising culture. The third seminar challenges participants to analyze their current fundraising cultures and discuss a board's responsibilities for creating and edifying a successful resource development environment. The program will include a fundraising assessment, the fundraising myths and laws, a marketing-based approach to resource development, and the creation of action plans.

Session #4:

Essential Elements of Nonprofit Succession Planning

Assuring a continuity of leadership is one of the most important forms of resource development for a nonprofit organization's sustainable future. This seminar, a hallmark presentation of the mission statement of Third Sector Company, provides board members and executive staff with the tools for cultivating a succession planning culture.

Session #5:

Chief Executive Performance Planning and Review

The relationship that a board has with its chief executive officer sets the tone for understanding the dynamic that exists between governance and management in a nonprofit organization. This convening will present recommendations for performance planning and accountability throughout the organization, evaluating the chief executive, executive compensation, and succession planning practices and policies.

Session #6:

The Strategic Board of Directors

The Academy for Nonprofit Governance culminates with a discussion about the attributes of a strategic organization, which is the result of strategic governance in action. This session will advocate for the development of a nonprofit dashboard, analysis of organizational effectiveness and efficiency against mission with stated benchmarks of success, board member roles in assuring a strategic organizational culture, and steps in safeguarding from backsliding into managing operations and minutia.

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Six Sessions – Thursday Evenings (Winter Quarter - January to March 2015)
Seattle Pacific University MASSM Offices – 130 West Nickerson, Third Floor – Free Parking Available
6:00 PM to 9:30 PM

The Art of Nonprofit Leadership	January 8
The Science of Board Development	January 22
Board Involvement in Fundraising	February 5
Elements of Nonprofit Succession Planning	February 12
Chief Executive Performance Planning & Review	February 26
The Strategic Board of Directors	March 12

Tuition, Program Fees & Online Registration

Individual Sessions Per Individual	$350.00
If Registered For The Series of Five	$300.00 for a total tuition of $1,500

PARTICIPANTS ARE STRONGLY ENCOURAGED TO SELECT MULTIPLE REPRESENTATIVES FROM THEIR ORGAIZATIONS

The Academy for Nonprofit Governance provides 17.5 hours of in-class instruction with consistency and clarity about the fundamental principles of stewardship associated with good governance of nonprofit organizations and the mission-based causes each supports.

ABOUT THE INSTRUCTOR

Leading the Winter Session of The Academy for Nonprofit Governance will be Jeffrey R. Wilcox, CFRE, former senior vice president for community development at United Way of Greater Los Angeles and Valley of the Sun United Way in Phoenix, Arizona. Jeff is also former executive director of the Children's Hospital Foundation of Orange County, California. He is the nonprofit columnist for the Long Beach (CA) Business Journal and author of "The Nonprofit Leader of the New Decade." He will be assisted by a team of experienced and trained nonprofit executives.

Please refer to Third Sector Company's website at www.thirdsectorcompany.com for complete information about the program in your community, the faculty, and links to online registration and payment options through our partnering organizations and licensees.

Engaging the culture, changing the world®
Seattle Pacific UNIVERSITY

ThirdSectorCompany
Taking Nonprofit Organizations to Higher Ground In Their Service to Others®

THE NORTHWEST ACADEMY FOR NONPROFIT GOVERNANCE

A STRATEGIC ALLIANCE BETWEEN SEATTLE PACIFIC UNIVERSITY & THE THIRD SECTOR COMPANY