

Business & Management

Nonprofit
Management
Specialized
Studies

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Nonprofit Management Specialized Studies

Nonprofit management in the 21st century is a promising, challenging career that requires professionals skilled in organization, management and relationship-building. Individuals working in mission-focused and value-based organizations must have a thorough understanding of internal and external factors affecting fundraising as well as the ability to apply principles of marketing, communications and strategic planning to this specialized profession.

This fully online program is designed to help you take a more proactive approach to the organizational needs and activities of both large and small nonprofit organizations. After completion of the program, you will have the knowledge base and skills to contribute to high-functioning nonprofit teams and productive fundraising operations.

Program Benefits

After completing this program, students will be able to:

- Identify and define organizational goals, and how those goals align to mission, vision, organizational ethics and deliverables for success
- Define various fundraising models and formulate plans
- Implement strategic financial management practices germane to nonprofit resource administration and reporting
- Analyze the viability of new fundraising initiatives and their potential for success
- Implement leadership strategies specific to fundraising and nonprofit teams

Who Should Attend

- Nonprofit staff members and development staff
- Volunteer coordinators
- Career changers who are looking to enter the nonprofit sector

Curriculum



Specialized Studies Eligibility and Requirements

A certificate is awarded upon successful completion of all seven (7) required courses for a total of 11 units. Students must earn a grade of “C” or better in each course in order to be eligible for the certificate. All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the specialized studies are welcome to take as many individual courses as they wish.

Required Courses

Nonprofit Management Fundamentals

SOCECOL_X448.1 (2 units)

Explore the basics of nonprofit management and gain an overview of the connection between the organizational mission, basic strategies, and nonprofit ethics considerations. Topics also include building a culture of philanthropy, the societal role of the nonprofit sector, and maintaining the necessary work/life balance while engaged in nonprofit and fundraising efforts.

Fundraising Models & Resource Development

SOCECOL_X448.2 (1.5 units)

Examine various fundraising models and practices, including campaign development, grassroots efforts, planned giving, contributor recruitment, annual gifts, and grant writing. This course looks at fundraising from the perspective of individuals, corporations, and foundations, and presents students with models of donor/prospect identification and development.

Nonprofit Financial Management

SOCECOL_X448.3 (1.5 units)

Delve into the financial considerations of nonprofit management and fundraising. Topics include principles of financial management, basic accounting principles, fund management, tax considerations, special concerns for endowments and grants, organizational reporting obligations and operational efficiency.

Stakeholder & Board Management

SOCECOL_X448.4 (1.5 units)

Discover ways to solicit, develop, and interact with various stakeholders of a nonprofit organization, including board members, committees and volunteers, among others. Topics include governance considerations, board management, volunteer engagement, and the removal of ego from nonprofit work interactions. In addition, the course covers systems of governance and their importance to the longevity and viability of the nonprofit organization.

Nonprofit Strategy

SOCECOL_X448.5 (1.5 units)

Examine strategic planning as pertaining to nonprofit and fundraising operations. This course introduces strategic planning principles, SWOT analyses, venture philanthropy, and the ways in which a strategic plan can be developed and implemented. Topics also include stakeholder engagement, avoiding mission drift, program evaluation and vanity metrics.

Nonprofit HR and Operations

SOCECOL_X448.6 (1.5 units)

Explore operations management of a nonprofit organization as well as challenges faced in staffing nonprofit positions. Much like running a successful business, a nonprofit leader must be aware of talent development and retention, as well as how effective and efficient operations management fits into the long-term strategy of the organization.

Nonprofit Marketing and Communications

SOCECOL_X448.7 (1.5 units)

Learn communication skills vital to the success of a nonprofit organization and explore external communications, including marketing and branding, message development, and conveying the message. This course presents a way to communicate across a variety of platforms, adapting a nonprofit organization’s story in a variety of mediums, including social and digital media, public events, and one-on-one networking.



Advisory Committee

Brateil Aghasi, Executive Director, WISEPlace
Shaina Flessler, Senior Development Director, Cystic Fibrosis Foundation
David Gillanders, Executive Director, Pathways of Hope
John Guastaferrro, Executive Director, Anaheim Community Foundation

Jim McAleer, Chief Executive Officer, Alzheimer's Orange County
Kendra Puryear, Executive Director, Developments in Literacy (DIL)
Brenyale Toomer-Byas, Senior Director, Housing and Workforce Development, Orange County United Way



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