

UNIVERSITY of WISCONSIN

Superior

Nonprofit Administration and Human Resource **SEMINARS**



LIFE IS **CHANGE.**

GROWTH IS **OPTIONAL.**

CHOOSE **WISELY.**

— Karen Kaiser Clark



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Continuing Education/Extension

grow for it!

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— WHAT OUR PARTICIPANTS SAY —

“...Courses provide you with **skills** and **information**
that you can take back to your job and use
immediately.”



Download a QR reader for your smartphone for instant access to our website.



Sheryl Homan
Program Manager

Greetings!

Thanks for taking a look at our new catalog. We like to change things up and this year is no exception! In this year's edition you will find:

- A new **Nonprofit Fund Development Certificate** program. It is HOT off the press after many years of interviews, surveys and study. This certificate is aligned with the competencies established for the Certified Fund Raising Executive (CFRE) exam.
- A new slate of **online workshops (ED2GO)** that all start on the third Wednesday of every month and run for six weeks. Take these workshops when and where you want. You will find workshops in Teambuilding, Management & Supervision, Grantwriting, and even Photoshop.
- A **revised Nonprofit Administration Certificate** that includes one additional core (required) workshop in outcome evaluation.

In addition, our department is offering new certificates: **Conflict Resolution for Supervisors** and **Transportation and Logistics**. You will see information on this in the section entitled "Additional Programs" in the back of the catalog. We hope you will check it out!

Sincerely,

A handwritten signature in cursive script that reads "Sheryl Homan".

Sheryl Homan
shoman@uwsuper.edu
715-394-8456

GIVE US A TRY!

Take **\$15 OFF** your first class!

When you mention this offer at the time of registration!

(Offer is restricted to first-time participants in our programs.
Good only on full day seminars listed in the catalog. No other discounts apply.)

What Our Participants Say...



“It has been a very worthwhile training. I can now see why a number of the dislocated workers that we have supported have landed jobs related to the program offering” — **Randy Back, MS Ed, NCC**



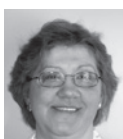
“If you are working in the nonprofit world, or would like to, I urge you to take these classes. Take the entire certificate program, or pick and choose. Either way you can't lose.” — **Linda Ganister, Blue Mountain Project**



“It has been truly a great experience and I am sad that it is over. You all do a wonderful job and the presenters are fantastic!”
— **Diane Jaskie, DOVE, Inc**



“The comprehensive curriculum was presented by professional instructors from different backgrounds. Anyone interested in learning more about the management and administration of nonprofit organizations would benefit from this program.” — **Heath Hickok**



“After working for nonprofit organizations for over 30 years, I found that there was still a lot for me to learn. The instructors for the Nonprofit Certificate Program were excellent. They had all the updated information in an ever changing and fast growing field.”
— **Jan Lappy, Director of Resident Program Services at St. Ann's**



“Let me say thank you for the NAC program. I can't believe how much I came away with and what a wonderful group of people.”
— **Michelle Copley, West Wisconsin Land Trust**



“I found UWS's Human Resource Generalist Certificate Program to be current and relevant to present-day human resource issues. The program provided participants with the opportunity to expand their human resource knowledge, while they networked with other regional professionals.” — **Garry D. Krause, WITC**



“I was honored to be a part of the HR Certificate program. Even though I have been in Human Resources for seven plus years, the field is always changing. This was a way to keep informed on the changes. I would definitely recommend the program! It was a wonderful experience!”
— **Patrick Diver, Fond du Lac Reservation**

2011-2012 Seminars at a Glance

Date(s)	Program	FD	HR	NAC
9/22/11	Fundraising Basics and Beyond	X		
9/29/11	Strategic Planning: Setting the Course			X
9/30/11	How to Get Grants and Gifts	X		
10/20/11	Building an Effective Nonprofit Board			X
10/27/11	Human Resource Management*		X	X
11/10/11	Special Event Fundraising and “Friend-Raising”	X		
11/17-18/11	Current Personnel Issues*		X	X
12/01/11	Coaching for Peak Performance		X	
12/08/11	Asking for Major Gifts	X		
12/15/11	Basic Financial Management for Nonprofits			X
1/12/12	Resolving Conflict in the Workplace		X	
1/19/12	Organizational Assessment			X
1/26/12	Online Resources for Grant Writers (1/2 day)			
2/02/12	Volunteer Mgmt, Recruitment and Retention	X		
2/03/12	Writing Winning Proposals			
2/09/12	Labor Management Relations		X	
2/23/12	Working with the Media (1/2 day)			
3/01/12	Performance Feedback Tools		X	
3/22/12	Developing a Social Media Plan (1/2 day)	X		
4/12/12	Teambuilding		X	
4/19/12	Human Resource Management*		X	X
4/26/12	Donor Research in Fund Development	X		
5/3-4/12	Current Personnel Issues*		X	X
5/24/12	Outcome Evaluations			X
5/31/12	Strategic Marketing	X		
6/07/12	Engaging Audience through Social Media (1/2 day)			
6/14/12	Fund Development Mgmt and Leadership	X		
6/21/12	Assessing/Planning Organizational Capacity			

*Due to an increase in demand, the Human Resource Management and Current Personnel workshops are offered twice a year, once in the fall and once in the spring. Other required workshops are offered once annually.

Required:

FD = Fund Development Certificate Program

HR = Human Resource Certificate Program

NAC = Nonprofit Administration Certificate Program (Core workshops)

All Others are Electives for the Nonprofit Administration Certification Program

Nonprofit Administration Certificate Program (NAC)

General Program Information

The Nonprofit Administration Certificate Program provides training specific to nonprofits or governmental agencies. Providing a well-rounded foundation in administration, seminars strengthen skills in planning, working with trustees, human resources, evaluation, and fundraising.

Benefits of the Nonprofit Certificate:

- Develop a broad base of knowledge and skills that can be immediately applied to the changing nonprofit workplace.
- Save money by becoming more effective at what you do.
- High-quality, low-cost seminars.
- Learn from experts who are highly respected for their hands-on expertise in various aspects of nonprofit management.
- Interact with other professionals who have a wide variety of skills and are often willing to act as a resource.
- Gain knowledge from seminars that are designed for working adults and offer plenty of time for interaction, small group discussions, and questions.
- Discover funding opportunities and strategies that will increase the effectiveness of your nonprofit or governmental agency.
- Create an ongoing resource guide with the materials you receive from the workshops. This will be useful for you and members of your organization for years to come.

Certificate Requirements

Participants complete 10 (ten) continuing education units (CEUs) specific to administering a nonprofit or governmental organization. A total of 14-16 seminars (or 100 hours) are needed to complete the program. Seven of the seminars (4.8 CEUs) are required and the rest are electives.

Nonprofit Administration Certificate Program Program Planning Sheet

Name: _____ Date Enrolled: _____

The Center for Continuing Education/Extension will maintain a record of your progress toward the Nonprofit Administration Certificate Program. You may wish to keep your own record by using this form. Program must be completed within four years.

REQUIRED SEMINARS	DATE OF SEMINAR	CEUs
Strategic Planning: Setting the Course	9/29/11	0.6
Building an Effective Nonprofit Board	10/20/11	0.6
*Human Resource Management	10/27/11 or 4/19/12	0.6
*Current Personnel Issues	11/17-18/11 or 5/3-4/12	1.2
Basic Financial Management for Nonprofits	12/15/11	0.6
Organization Assessment and Evaluation	1/19/12	0.6
Outcome Evaluations	5/24/12	0.6
Total Required Seminars		4.8
Electives (5.2 CEUs are needed) Combine required seminars (above) with your choice of electives ($4.8 + 5.2 = 10$)		
Total Electives		5.2
Total (all) (need a total of 10 CEUs)		10

Must be completed within 4 years.

*Also required for the Human Resource Certificate.

Nonprofit Administration Certificate Program

Frequently Asked Questions

Who should attend? Managers, staff, volunteers, nonprofit board members, and government administrators are our primary audience. However, anyone who has an interest in developing his or her management skills is welcome to attend on a one time basis and/or enroll in the program.

Can I take seminars without enrolling in the NAC Program? You may take as many seminars as you like without enrolling in the certificate program. However, if you enroll, you will receive registration priority and discounts on all of your programs. If you DO decide to enroll after you have already taken a few seminars, they will be counted toward your certificate.

How much time will it take? Most of the seminars are offered during the day and run four to six hours each. You will need to complete 100 hours of training. Participants complete the program at a pace conducive to their time and funding availability. You may complete the program within one year or take up to four years. Most seminars are held on Thursdays from 9AM to 4 PM.

What are the costs? The costs to complete the program vary somewhat depending upon the number of full and half-day programs you take to fulfill the 100-hour requirement. However, keep in mind that upon enrollment you will receive registration priority and immediate discounts on all classes. Approximate cost for the Nonprofit Administration Certificate program (including enrollment fee) is approximately \$1,850. Or, you may decide to complete the certificate in two years; the cost will be approximately \$925/year. (You may take up to four years to complete the program.) We are happy to arrange a payment schedule with you if needed. Many people “pay as they go” by submitting payment prior to each workshop.

Can I receive academic credit for completing the program? To receive academic (college) credits for this program, you will need to seek the approval of a faculty member of the college or university where you are enrolled. In order to receive academic credit, you and your academic advisor would need to agree on a program of independent study under a “Special Topics” heading. The additional course work would depend upon the agreement that you and your advisor develop. Typically, this would involve additional reading and/or a research paper, depending upon the number of credits. The Center for Continuing Education routinely grants Continuing Education Units (CEUs) for seminars completed in this program.

I attended a nonprofit seminar recently. Does prior learning count? Enrollees can transfer up to three seminars (or a total of 1.8 CEUs) into the program. The seminars need to be specific to managing a nonprofit agency and comparable to the ones offered under the NAC electives. Seminars taken within two years of the request will be considered. If you wish to transfer seminars into the Certificate Program, you will need to submit copies of the course syllabus/agenda and a certificate of completion. There is a fee of \$25 which must be paid PRIOR to evaluating. Any approved transfers will be recorded in your file.

Nonprofit Administration Certificate Program

Frequently Asked Questions

Are there any scholarships available? Sometimes. Depending on funding availability, we sometimes have a limited number of partial scholarship opportunities available. Please check our website for details after September 15th, 2011.

There may be funding available from some of the funders in the Duluth-Superior area. Most of the foundations providing this funding call it “technical assistance”. Staff and volunteers who link the staff educational plan to an overall agency plan are often the most successful in obtaining technical assistance funds.

Some of the organizations that may consider a request include the following: City of Duluth Community Development Grants, City of Duluth Neighborhood Matching Grants, Community Action Duluth (must be specific to agencies serving low-income people), Duluth-Superior Area Community Foundation, Local Initiatives Support Corporation (LISC), Minnesota Power, Superior Water Light and Power, Northland Foundation, Ordean Foundation, United Way of Superior/Douglas County, the Venture Grant Fund at United Way of Greater Duluth and Lake Superior Initiative. For information about possible scholarships for technical assistance, contact the organization directly.

Can I work toward a Human Resource Generalist Certificate (HR) as well as the NAC simultaneously? Persons enrolled in the NAC program may use two seminars simultaneously toward the HRG certificate: *Current Personnel Issues* and *Human Resource Management*. To receive an HRG certificate, individuals must be enrolled in the HR program. To request an enrollment form, call the Program Assistant at 715-394-8030. (See next section for more information on the HRG.)

How do I enroll? Complete the enrollment form on page 23 and mail along with the \$25 enrollment fee to the address included on the form or to pay by phone, contact the Program Assistant at 715-394-8030. Enrollment forms are also available online at: www.uwsuper.edu/nonprofit. Upon enrolling, you will immediately be entitled to discounts of \$6 to \$15 for each workshop. When you complete the program, you will receive a framed certificate suitable for display.

— WHAT OUR PARTICIPANTS SAY —

“Great **networking** opportunity:
The instructors were in the workforce
and participants were professionals
from the community.

The course descriptions were *well written*
to reflect the course objectives.”

Human Resource Generalist Certificate

Information and FAQs

General Program Information

Geared to individuals who serve as human resource generalists, this series will cover all of the topics that are integral to building a solid program. You will gain a general overview of all of the basic aspects of human resource management. Most of the required seminars are offered once annually with the exception of *Human Resource Management* and *Current Personnel Issues* which are offered twice, once in the fall and once in the spring.

What are the advantages of earning a Human Resource Generalist Certificate?

Individuals who work in the area of human resources often do so without formal training in the field. This program provides a solid base of knowledge about current law and practices. Developing a strong foundation of information can mean the difference in successfully recruiting and retaining employees. Employers often expect managers to have a basic knowledge and understanding of various aspects of human resources. This is also true for individuals whose job includes human resource functions but is not exclusively restricted to that department. Developing a strong base of knowledge in human resources can eliminate costly (and needless) problems due to untrained staff who may make decisions that conflict with current law and practice.

Can I get academic credit? Yes, if you are a UWS student, you may enroll in BUS 499 to receive three academic credits. You will pay the usual tuition and receive a discount on the fees for the certificate program. If you are enrolled in another college (other than UWS), you should contact your advisor to determine if there are options to take this program as a “Special Topics” or “Independent Study”. Additional coursework is required when seeking academic credit. A syllabus is available upon your request. The Center for Continuing Education routinely grants CEUs (continuing education units) for seminars completed in this program.

Can I transfer seminars into the program that I took elsewhere? Unlike the NAC, the Human Resource Generalist Certificate has no provisions for the transfer of other seminars. To earn the certificate, all seminars must be taken as specified on the next page.

How long do I have to finish the program? You may complete the program in one year or take up to two years (maximum) to complete the certificate. If you want to complete the program in one year, but have an emergency that prevents you from attending, we may be able to work this out with a substitute seminar.

What are the costs? The total cost is \$905, which includes the \$25 enrollment fee. This does not include any mileage or meal expenses. We are happy to arrange a payment schedule if needed.

How do I enroll? Contact the Program Assistant at 715-394-8030 or complete the enrollment form on page 23 (also available at www.uwsuper.edu/hrworkshops).

Human Resource Generalist Planning Sheet

Name: _____ Date enrolled: _____

The Center for Continuing Education/Extension will maintain a record of your progress toward the Human Resource Generalist Certificate. You may wish to keep your own record by using this form.

The series must be completed in two years or less. Persons enrolled in the HR program may use up to two seminars simultaneously toward the NAC. (There are two seminars that are required in each of the programs that are the same: Current Personnel Issues & Human Resource Management.)

REQUIRED SEMINARS	DATE OF SEMINAR	CEUs
*Human Resource Management	10/27/11 or 4/19/12	0.6
*Current Personnel Issues	11/17-18/11 or 5/3-4/12	1.2
Coaching for Peak Performance	12/01/11	0.6
Resolving Conflict in the Workplace	1/12/12	0.6
Labor Management Relations	2/09/12	0.6
Performance Feedback Tools	3/01/12	0.6
Team Building Strategies & Techniques	4/12/12	0.6
Total Seminars (need a total of 4.8 CEUs)		4.8

Must be completed within 2 years.

*Also required for the Nonprofit Administration Certificate program (NAC).

Fund Development Certificate

Information and FAQs

General Program Information

The Nonprofit Fund Development Certificate program was designed to provide individuals with the knowledge, understanding, and skills required to be an effective team or board member in a nonprofit. The workshops selected are aligned with some of the competencies required for the Certified Fund Raising Executive (CFRE) exam.

Who should attend?

People who work or volunteer in the nonprofit sector and want to develop a greater understanding of fundraising will benefit from attending a workshop or in completing the total certificate. The program is geared to nonprofit staff, executive directors, board members and fundraisers- from entry to advanced levels.

Can I take a seminar without enrolling?

Yes! While you will receive a discount and priority registration once you enroll, it is not necessary to do so. Feel free to try as many as you like. If you decide later to enroll, all of the workshops will be counted toward your certificate, provided they are within a two year period.

How will I benefit?

Quite simply, you will benefit by becoming more effective and efficient in raising funds. Typically those in fundraising have had little formal education in the field. To be successful, nonprofit staff and volunteers need to have an understanding of how all of the pieces of fund development fit together. Individuals completing this certificate will develop a solid base of knowledge in a variety of fund development methods and strategies. You will learn about the essential steps in fund development, how to develop policies and procedures, and how to develop a comprehensive solicitation program. Persons completing this certificate will have a well-rounded foundation of not just fundraising but fund development, a critical distinction.

How much time will it take?

Individuals can complete the program in as little as ten months by taking approximately one full-day workshop per month, but you may take up to two years to finish from the date of your first seminar. Workshops are typically offered at about the same time each year. It is fine to jump in and out of the program when it's convenient to you.

What is the total cost?

The total cost of the certificate program is \$933 which includes parking, morning refreshments, handouts and the enrollment fee of \$25. Each participant (or nonprofit) will cover their own mileage, meal and afternoon refreshments. You may pay as you go, or in a lump sum.

How do I enroll?

Contact us at 715-394-8030 or complete an enrollment form in this catalog on page 23.

Fund Development Certificate Planning Sheet

Name: _____ Date enrolled: _____

The Center for Continuing Education/Extension will maintain a record of your progress toward the Fund Development Certificate. You may wish to keep our own record by using this form. The series must be completed in two years or less.

REQUIRED SEMINARS	DATE OF SEMINAR	CEUs
Fundraising Basics and Beyond	09/22/11	0.6
How to Get Grants and Gifts	09/30/11	0.6
Special Event Fundraising	11/10/11	0.3
Asking for Major Gifts	12/08/11	0.6
Volunteer Mgmt Recruitment	2/02/12	0.6
Developing a Social Media Plan	3/22/12	0.3
Donor Research in Fund Development	4/26/12	0.6
Strategic Marketing	5/31/12	0.6
Fund Development Management	6/14/12	0.6
Total Seminars (need a total of 4.8 CEUs)		4.8

Start at any time. Workshops are typically offered at approximately the same time each year. Must be completed in two years.

Instructors



Ken Buck has over 30 years of hands-on leadership and consulting experience in Human Resources. He specializes in recruiting, training, and motivating personnel, as well as in developing employment policies and procedures.



Maria Stalzer Wyant Cuzzo, (PhD, JD, Mediator) is Professor of Legal Studies and Director of the Center for Excellence in Teaching and Learning at UW-Superior. She is academic advisor and co-founder of the UW-Superior Mediation/Conflict Resolution Certificate program and is a nationally and regionally respected trained and educator in conflict resolution issues.



Sharla Donohue is the Prospect Development Program Manager for Twin Cities Habitat for Humanity. She is a member of the Association of Prospect Researchers for Advancement (APRA), serving as president of APRA-MN from 2010-2011.



Boris Frank is currently Executive Director of Madison's Henry Vilas Zoological Society...*The Friends of the Zoo*. Boris has been a senior consultant for over 35 years, and president of his own firm since 1982. He specializes in the areas of fundraising, not-for-profit management and strategic planning.



Scott Keenan is one of the longest serving Race Directors of any U.S. Marathon. Keenan planned the first Grandma's Marathon in 1977 for a field of 150 runners. It now attracts over 9,000 runners worldwide and ranks among the top races in the United States.



Melanie Keveles, MA, Master Certified Coach, outplacement consultant, trainer, and author, operates a virtual coaching business called Starting Fresh Coaching.com. She is author of *Scrappy Startups*, and is the co-author of *Fired for Success*.



Jodi Arnold Kohrs is the Director of Prospect Management and Research at Minnesota State University, Mankato. Jodi has served on the APRA-MN (Association of Professional Researchers for Advancement Board) from 2007-2011.



Cameron Kruger is the Human Resources Director for the Duluth Area Family YMCA and Lead Consultant for Horizon Nonprofit Solutions. With a decade of experience in the nonprofit field and degrees in management and communications, Cameron combines a youthful spirit with solid knowledge.



Elizabeth Niemi is the former Executive Director for the Northern Pine Girl Scout Council and the former Deputy Director of Planning and Development for the City of Duluth and serves on the board of directors for a variety of nonprofits.

Instructors



Monica Roth Day, Ed.D, MSW, LGSW, is an assistant professor in the Human Behavior & Diversity/Social Work program at UW-Superior. She has taught professional social work & other advocacy programs, prepared grants and performed evaluations for nonprofits.



Karen Salmela, CPA, MBA, teaches financial and managerial accounting at UMD. Karen previously worked as finance director for HRC Mental Health Center and St. Louis County Heritage and Arts Center & also has served on several nonprofit boards.



Jill Schoer is the VP of Development for Wilder Foundation. Prior to that she served as the Vice Chancellor at UW-Superior. She began her career as Corporate and Major Gifts Officer for Wisconsin Public Radio.



Duke Skorich is a market research/media relations consultant and owner of Zenith Research Group in Duluth. He has over 35 years of experience in regional/national print and electronic media.



Beth Storaasli has practiced labor and employment law with the same firm in Duluth for over 33 years. She was an adjunct professor at UMD for several years and frequently lectures for continuing legal education seminars.



Jeffrey Thompson, management and business consultant, has over 30 years experience and specializes in human resources, organizational assessment & redesign of management systems. He has facilitated over 400 strategic planning and team sessions.



James Toscano is president of the Minneapolis Heart Institute Foundation. He is co-author and co-editor of the Minnesota Council of Nonprofits publication *Principles and Practices For Nonprofit Excellence* and serves as a consultant to many nonprofits.



Mary Tripp is a faculty member and student advisor at WITC. She has also served as a marketing coordinator for SMDC Health System and is currently pursuing a doctorate in marketing.



Reid Zimmerman, M.Div., Ph.D., CFRE, has over 25 years of nonprofit leadership experience in fundraising, organizational development, planning and evaluation. Dr. Zimmerman serves as adjunct faculty at the University of St Thomas, Hamline and Capella Universities. His doctoral work is in nonprofit organizational effectiveness.

2011-2012 Seminar Schedule

Fundraising Basics and Beyond

Thursday, September 22, 2011, 9AM-4PM, 0.6 CEUs, FD

You will learn how to initiate and expand fundraising efforts. A variety of fundraising methods will be explored along with their advantages and disadvantages. Participants will focus on how to create a fundraising plan for your organization.
Instructor: Reid Zimmerman

- *“I’m excited to get to work tomorrow and start moving on some of these ideas!”*
 - *“Excellent teacher.”*
-

Strategic Planning: Setting the Course

Thursday, September 29, 2011, 9AM-4PM, 0.6 CEUs, NAC

This workshop covers the following: preparing an organization for planning, the role of the board, how to develop strategic goals and objectives, a review of major trends affecting nonprofits and future implications for all agencies, and how to develop a strategic plan in a one-day session. Instructor: Boris Frank

- *“This was highly recommended and well worth it!”*
 - *“He is an excellent instructor!”*
-

How to Get Grants and Gifts

Friday, September 30, 2011, 9AM-4PM, 0.6 CEUs, FD

Whether you are new to the grantwriting field or just need a refresher, this workshop will provide a great overview to the whole process from why grants are made to how to fix them and what to do once you receive one. A definite must for any grantwriter.
Instructor: Boris Frank

- *“This session was wonderful. Good instructor made information easy to absorb.”*
 - *“Very good explanation of how grants work and the process to get them.”*
-

Building an Effective Nonprofit Board

Thursday, October 20, 2011, 9AM-4PM, 0.6 CEUs, NAC

This workshop will examine the role of the board and board members, moral and legal responsibilities, effective committee structure, recruiting and orienting board members, fundraising responsibilities and conducting meetings efficiently.
Instructor: Sheryl Homan

- *“Very engaging and informative. Information was extremely helpful.”*
- *“This was my first class with Sheryl and she has been the best instructor to date.”*

2011-2012 Seminar Schedule

Human Resource Management

Thursday, October 27, 2011, 9AM-4PM, 0.6 CEUs, HR
(Also offered April 19, 2012)

In this session you will learn about developing performance objectives; understanding employees (and volunteers); managing by expectations; as well as how to deal with “non-performers”. This session is geared to individuals who currently have supervisory responsibilities or wish to prepare themselves accordingly. Instructor: Jeff Thompson

- *“Best local presenter I’ve seen in a long time.”*
 - *“I really enjoyed this session. The presenter knew his subject. He interacted with the class and encouraged discussion.”*
 - *“You held my attention all day... That’s not easy.”*
-

Special Event Fundraising and “Friend-Raising”

November 10, 2011, 9AM-1PM, 0.4 CEUs, FD

Take a few tips from someone who has over 30 years of experience in special event planning. Learn some of the basic rules of thumb for planning your event. Scott’s “Twelve Tenets” will help guide you. Minimize your mistakes and maximize your success by attending this workshop. Instructor: Scott Keenan

- *“Best workshop I’ve ever attended!”*
 - *“Put Scott on my board.”*
 - *“All of the tips and guidance were wonderful! Scott is very personable and the stories are great!”*
-

Current Personnel Issues

Thursday and Friday, November 17-18, 2011, 9AM-4PM, 1.2 CEUs, HR
(Also offered May 3-4, 2012)

Basic personnel systems and personnel law will be examined. This workshop is aimed at individuals who have not received formal training in recruiting, hiring, managing and discharging employees but must nevertheless perform those functions. Instructor: Ken Buck

- *“Excellent workshop! I learned a lot of relevant information!”*
- *“Good speaker – love the way Ken relates real life experiences into the program.”*
- *“Buck was great! Time flew!”*

2011-2012 Seminar Schedule

Coaching for Peak Performance

Thursday, December 1, 2011, 9AM-4PM, 0.6 CEUs, HR

This course covers the basic skills utilized by successful coaches. Using a co-active coaching model, participants learn to prepare themselves as coaches, apply listening skills, ask effective questions, and create action for forward movement.

Instructor: Melanie Keveles

- *“This was one of the best sessions I’ve had!”*
 - *“The pacing was great. It had a ton of real-world applications and the tools will be incredibly helpful!”*
-

Asking for Major Gifts in Endowment or Capital Campaigns

Thursday, December 8, 2011, 9AM-4PM, 0.6 CEUs, FD

Learn how to end procrastination and call reluctance; how to prospect and obtain favorable interviews; exactly what to say on the phone; ways to close the gift and follow up; what you need/don’t need to know about taxes, investments and planned gifts; and how to plan and measure success. Instructor: Jill Schoer

- *“All I can say is WOW! Jill Schoer was fantastic.”*
 - *“Jill is very knowledgeable.”*
-

Basic Financial Management for Nonprofits

Thursday, December 15, 2011, 9AM-4PM, 0.6 CEUs, NAC

The emphasis for this workshop is on the general financial practices used by nonprofit organizations. Discussion will center on basic financial reports—how they are compiled and used as well as what reports indicate about your nonprofit organization.

Instructors: Beth Niemi and Karen Salmela

- *“Great to have such passionate and competent trainers.”*
- *“Beth and Karen made the financial picture very clear.”*
- *“Very good presenters!”*

Resolving Conflict in the Workplace

Thursday, January 12, 2012, 9AM-4PM, 0.6 CEUs, HR

Every workplace experiences situations in which individuals disagree with one another from time to time. Whether or not you are currently experiencing issues, you should still be prepared for those difficult conversations. In this session, participants will discover tools to effectively respond and resolve workplace conflict.

Instructor: Dr. Maria Cuzzo

- *“Excellent speaker, instructor – organized.”*
 - *“Exceeded the stated objectives.”*
-

Organizational Assessment

Thursday, January 19, 2012, 9AM-4PM, 0.6 CEUs, NAC

With increasing pressure to generate solid revenue streams, it is critical that we reexamine what we do and why. A variety of exercises will help you focus on the customer and determine the major weaknesses and strengths of your organization.

Instructor: TBA

- *“This is an exceptional program!”*
 - *“Excellent coverage of the topic —new thoughts and refresher as well!”*
-

Online Resources for Grant Writers

Thursday, January 26, 2012, 9AM-12PM, 0.3 CEUs

Using data from the web can sometimes be confusing and inconsistent. In this session, participants will learn about a variety of websites that can offer information to help build your case and make your proposals more successful. This workshop is a “must” for grantwriters and researchers. Instructor: Constance Moeller

Constance Moeller holds a Masters in Information Technologies and Instructional Design from St. Cloud State University and has coordinated faculty development/instructional technology at LSC for twenty years. She is currently a reference librarian at UWS.

- *“Thank you! Very worth my time.”*
- *“I appreciate the instructor’s response to individual interests-situations.”*

2011-2012 Seminar Schedule

Volunteer Management, Recruitment and Retention

Thursday, February 2, 2012, 9AM-4PM, 0.6 CEUs, FD

This workshop is designed for organizations whose staff and key board members work with volunteers. Topics: recruitment and sources of volunteers, guidelines, policies, role of volunteer coordinator, evaluation, and how to fire volunteers.

Instructor: Boris Frank

- *“Boris is an excellent presenter and has a great deal of expertise.”*
 - *“He has broad knowledge, is humorous, and includes everyone.”*
-

Writing Winning Proposals

Friday, February 3, 2012, 9AM-4PM, 0.6 CEUs

Finding and securing grants are becoming increasingly more difficult. This interactive workshop will take you through the grant application process, step-by-step. Identify common grantwriting blunders, clarify your program objectives and refine your proposal. Instructor: Boris Frank

- *“Boris is always excellent- great information and resources.”*
 - *“The instructor’s credibility and longevity, with his well rounded information, was very helpful.”*
-

Labor Management Relations

Thursday, February 9, 2012, 9AM-4PM, 0.6 CEUs, HR

This workshop is designed for individuals who have human resource responsibilities as part of their job. You will benefit from the discussion on such topics as: why workers join unions, management techniques in labor issues, union organization, encouraging union involvement, problem-solving methods, and the law, rules & cases that form a legal basis of labor-management relations. Instructor: Beth Storaasli

- *“Beth is a great addition to these courses. Her demeanor and experience speak for itself.”*
 - *“The labor negotiations role play was great!”*
-

Working with the Media

Thursday, February 23, 2012, 9AM-1:30PM, 0.45 CEUs

Your interactions with members of radio, television, and newspaper news teams can enhance or damage your agency’s image. Learn the best strategies for securing media coverage, holding press conferences, using news releases to publicize your agency, and handling difficult situations with reporters. Instructor: Duke Skorich

- *“Very engaging session. I want more — this was great!”*
- *“This is one of the best-if not the best- workshop I’ve been to.”*

Performance Feedback Tools

Thursday, March 1, 2012, 9AM-4PM, 0.6 CEUs, HR

This workshop prepares the supervisor with tools and methods for implementing a year-round feedback system. This highly interactive course includes ample opportunity to practice using the tools and techniques provided. Obtaining input from others, preparing feedback, and giving feedback are covered.

Instructor: Ken Buck

- *“It was a day well spent with many gold nuggets to use!”*
 - *“Ken is a great instructor and has extensive knowledge & experience.”*
-

Developing a Social Media Plan

Thursday, March 22, 2012, 9AM-12PM, 0.3 CEUs, FD

Social media has become an essential marketing element for nonprofits. In developing your online strategies, it is important to focus on the outcomes you plan to achieve. In this workshop, we will discuss designing a plan that meets your objectives and the common elements that need to be considered. A follow-up workshop discussing “Engaging Audiences through Social Media” is an optional future workshop on June 7. Instructor: Cameron Kruger

- *“Very informed instructor! Really knows his stuff!”*
 - *“Excellent instructor!”*
-

Team Building Strategies

Thursday, April 12, 2012, 9AM-4PM, 0.6 CEUs, HR

Do employees within your organization work together as a team or as individuals in isolation? In this workshop you will learn the 4 “C’s” of effective teams, how to jump start your team, seven attributes of effective teams and much more.

Instructor: Jeff Thompson

- *“An excellent, well thought-out and well put-together program. Superb presenter.”*
- *“I definitely have some new ideas, thanks to this course. ”*

2011-2012 Seminar Schedule

Human Resource Management

Thursday, April 19, 2012, 9AM-4PM, 0.6 CEUs, HR
(Also offered October 27, 2011)

In this session you will learn about developing performance objectives; understanding employees (and volunteers); managing by expectations; as well as how to deal with “non-performers”. This session is geared to individuals who currently have supervisory responsibilities or wish to prepare themselves accordingly. Instructor: Jeff Thompson

- *“Best local presenter I’ve seen in a long time.”*
 - *“I really enjoyed this session. The presenter knew his subject. He interacted with the class and encouraged discussion.”*
 - *“You held my attention all day...That’s not easy.”*
-

Donor Research in Fund Development

Thursday, April 26, 2012, 9AM-4PM, 0.6 CEUs, FD

In this session, participants will learn how to identify individuals who may be prospective donors and those who might be able to contribute greater amounts to your organization. A variety of public (free) sources will be examined. Learning how to prioritize and segment your database will also be discussed. Instructors: Sharla Donohue and Jodi Arnold Kohrs

- *“They are very knowledgeable.”*
 - *“Excellent! Met my needs.”*
-

Current Personnel Issues

Thursday and Friday, May 3-4, 2012, 9AM-4PM, 1.2 CEUs, HR
(Also offered November 17-18, 2011)

Basic personnel systems and personnel law will be examined. This workshop is aimed at individuals who have not received formal training in recruiting, hiring, managing, and discharging employees but must nevertheless perform those functions. Instructor: Ken Buck

- *“Excellent workshop! I learned a lot of relevant information!”*
- *“Good speaker – love the way Ken relates real life experiences into the program.”*
- *“Buck was great! Time flew!”*

2011-2012 Seminar Schedule

Outcome Evaluations

Thursday, May 24, 2012, 9AM-4PM, 0.6 CEUs, NAC

Under growing pressures by grant makers and donors, nonprofits are being challenged to develop a process to determine the results of the programs they plan to offer. Establishing a solid program to measure outcomes can mean the difference in securing funding to your organization. Instructor: Dr. Monica Roth Day

- *“I was looking forward to this program and it certainly went above and beyond my expectations!”*
 - *“I really appreciated the enthusiasm of Dr. Monica Roth Day.”*
-

Strategic Marketing to Advance Your Organization

Thursday, May 31, 2012, 9AM-4PM, 0.6 CEUs, FD

Participants will learn marketing techniques designed for profit/nonprofit organizations, how to prepare a marketing plan, the role of board and staff in marketing, elements of marketing and executing a plan. (This takes place in a computer lab.) Instructor: Mary Tripp

- *“Great to have hands on lab time on a computer!”*
 - *“Was an excellent training. Thank you!”*
-

Engaging Audience Through Social Media

Thursday, June 7, 2012, 9AM-1PM, 0.4 CEUs

Everyone has a web page and now most have Facebook pages and use a variety of other social media tools like Twitter and e-newsletters. But, are your social media tools actually engaging donors/customers/clients? Attend this session to learn how to utilize the tools in ways that will make you focus on the most effective methods. Instructor: Cameron Kruger

- *“Very interesting! The time went by too fast!”*
 - *“Great job! Very informative!”*
-

— WHAT OUR PARTICIPANTS SAY —

“Exceeded my expectations!
*Great presenters that were prepared,
professional and knowledgeable!”*

2011-2012 Seminar Schedule

Fund Development Management and Leadership

Thursday, June 14, 2012, 9AM-4PM, 0.6 CEUs, FD

From individual to corporate, religious to government, and everyone in between, personalize your fund raising tactics to engage the donors. We will examine potential donor constituencies, development plans, communication plans and managing fund development staff. Instructor: James Toscano

- *“This was an exceptional, interesting, and informative session. Thank you!”*
 - *“Really made me think about important role of volunteers and donors. Great program!”*
-

Assessing, Planning & Increasing Organizational Capacity

Thursday, June 21, 2012, 9AM-12:30PM, 0.35 CEUs

In today’s changing environment, the need for nonprofit capacity building is vitally important – for nonprofits, as well as for the communities and the individuals they serve. Your instructor will lead and examine the nine elements of capacity building and teach participants how to assess, plan and increase organizational capacity.

Instructor: Dennis Johnson

Dennis Johnson, MBA, is a Vice President with Forward Community Investments. He brings more than 20 years of experience in organizational and leadership development, planning, facilitation and management to the firm.

— WHAT OUR PARTICIPANTS SAY —

“When I completed the program, it felt like I had *truly* accomplished something **significant** and **relevant** to my position. Four out of five people in our office have completed the certificate.”

Certificate Enrollment Form

Nonprofit Administration / Human Resource Generalist / Fund Development Certificate

Name: _____ Date Enrolled: _____

Agency: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____ Fax # _____

Email Address: _____

1. I wish to enroll in: NAC HR FD

2. Do you wish to receive credit for prior learning? (NAC only)

Yes No, not at this time Does Not Apply

The Nonprofit Administration Certificate program offers credit for seminars you have attended previously. Enrollees may transfer in as many as 1.8 CEUs (3 six hour seminars). Individuals submitting workshops for consideration will be assessed a \$25 fee. Please submit check, evidence of attendance, syllabus or agenda as well as objectives to Sheryl Homan at the address below. Workshops may be submitted for consideration at any time.

3. Fees: Enrollment/Seminar/Evaluation Which fees will be included with this form?

Enrollment Fee: \$25

Seminar \$69 / \$110 / \$209

Evaluation Fee (NAC only): \$25

To be billed to: _____

Check Visa or Mastercard # _____ Exp. date: _____

Signature _____

4. May we include your name and contact information on a list we share with others who are enrolled in the program? Yes No

5. (Optional) In order to better serve you, please respond to the following:

A. Please circle your current employer:

Nonprofit Government Small Business Corporation Other

B. Please indicate number of years (total) in the above service

(please circle) 0-1 2-3 4-5 5 or more

Please return this form to:

University of Wisconsin-Superior • Center for Continuing Education/Extension

PO Box 2000, 102 Old Main, Superior, WI 54880

FAX: 715-394-8381 Phone: 715-394-8469

To enroll online, please visit our website at: www.uwsuper.edu/nonprofits

Additional Learning Opportunities

Community Programs

We offer a variety of community education workshops from Adult CPR to Early Childhood topics. Visit us online for a full listing of upcoming workshops.

Online: www.uwsuper.edu/community

Contact: Marna Banks, Program Manager
715-394-8033, mbanks@uwsuper.edu

Credit Courses

Taking additional coursework promotes development, stimulates further academic pursuits and often helps with career changes and promotions. Many credit courses are offered online or in the evening, and offer flexible enrollment or completion dates.

Online: www.uwsuper.edu/ceecredit

Contact: Marna Banks, Program Manager
715-394-8033 / 800-370-9882, mbanks@uwsuper.edu

Customized Management Training

We offer customized training for large businesses, nonprofits, and governmental organizations. Programs are developed according to your specific needs at the place and time convenient to you. Customized training is high quality and costs less per participant.

Contact: Sheryl Homan, Interim Director
715-394-8456 / 800-370-9882 or shoman@uwsuper.edu

Distance Learning Center | Complete your degree online!

UW-Superior's Distance Learning Center offers courses online so you can complete your dere without taking time out of your day to sit in the classroom! Majors include: Communicating Arts, Elementary Education, sustainable Management, Health and Wellness Management, and an Individually Designed Major degree.

Students enrolled through the Distance Learning Center do virtually everything online-from enrolling in courses to interacting with instructors. Help is available if you need it from your Distance Learning Advisor.

You may also be able to receive credit for learning from work and life experience through the credit for prior learning program. Contact the Distance Learning Center for more information on how to complete your degree.

Online: www.uwsuper.edu/distancelearning

Contact: 715-394-8487 / 800-370-9882 or dlc@uwsuper.edu

Additional Learning Opportunities

ED2GO | Online Workshops

We now offer a wide variety of online workshops in partnership with Ed2Go for those individuals who prefer to learn online or simply are not able to attend workshops on campus. Examples are: Building Teams that Work, Six Sigma, Understanding the Human Resource Function, Achieving Success with Difficult People and many more. Workshops usually start on a Wednesday and run for six weeks, with two lessons a week. Contact: Barb (bfuhrman@uwsuper.edu) or Jo (jmcdonou@uwsuper.edu).

See our website for more information: www.uwsuper.edu/seminars

Health Conferences and Human Issues

- Oct 6, 2011: 14th Annual Head of the Lakes Diabetes Update 2010
Barker's Island Inn, Superior, WI
- Nov 16-18, 2011: 9th Biennial Reminiscence & Life Review Conference
Best Western Roundhouse Suites, Boston, MA
- Jan 26, 2012: 6th Annual Healthy Minds & Healthy Bodies Conference
Barkers Island Inn, Superior, WI
- April 5, 2012: 9th Annual Northwoods Diabetes Update 2011
Professional Audience—Minocqua, WI
- May 17, 2012: Head of the Lakes Arthritis Symposium
Barker's Island Inn, Superior, WI

Online: www.uwsuper.edu/health

Contact: Donna Sislo

715-394-8170 / 800-370-9882, dsislo@uwsuper.edu

Mediation/Conflict Resolution Certificate

As a regional leader in the mediation and conflict resolution field, we offer quality, diversified, active learning courses and training designed to serve our many different audiences interested in mediation and conflict resolution theory and practice. Also, we are offering a new mini-certificate "Conflict Resolution for Supervisors" on page 28.

Online: www.uwsuper.edu/mediation

Contact: Lisa Mattsson, Mediation/Conflict Resolution Coordinator

715-394-8013, lmattss@uwsuper.edu

Additional Learning Opportunities

Northwoods Nonprofits

A special web page is dedicated to helping nonprofits market their programs in an online calendar and serve as an information resource for board members, volunteers and staff. Register your organization in the FREE directory to help get the word out on the work you do.

Online: www.northwoodsnonprofits.org

Contact: 715-394-8469

Paralegal Certificate Program

The field of paralegal studies is growing! Law firms increasingly rely on paralegals for a wide range of functions in today's competitive market. Paralegals assist lawyers in conducting research, interviewing clients, preparing trial exhibits and legal documents, and other tasks associated with legal casework. Paralegal education is also valued by students preparing for further training in the field of law.

Online: www.uwsuper.edu/paralegal

Contact: Lisa Mattsson, Paralegal Coordinator
715-394-8013, lmattso@uwsuper.edu

Road Scholar

The Road Scholar program is the world's first and largest education and travel organization for older adults. Our programs offer an excellent opportunity to learn and to meet new people from all over.

June 17-21, 2012: Explore Apostle Islands National Lakeshore, Bayfield, WI

August 19-23, 2012: Lives, Lore, and Lessons of Lake Superior, Superior, WI

Sept 16-19, 2012: The Edmund Fitzgerald, Civilian Conservation Corp,
Lewis & Clark Apostle Island Exploration

Online: www.uwsuper.edu/roadscholar

Contact: 715-394-8469 / 800-370-9882

Additional Learning Opportunities

Small Business Development Center

Entrepreneurs, Business Owners and Managers please click on the following link:

Online: www.uwsuper.edu/sbdc

Contact: Julianne Raymond, Director

715-394-8351 / 800-370-9882 or jraymond@uwsuper.edu

Tech Tuesdays

We offer a variety of workshops that focus on technology and nonprofits in conjunction with the YMCA and the Minnesota Council of Nonprofits.

Contact: 715-394-8030

Transportation and Logistics Online Certificate

Currently “under construction”, this certificate, under the leadership of Dr. Richard Stewart, will cover all of the elements needed to pursue CTL (Certification in Transportation and Logistics) through the American Society of Transportation and Logistics (AST&L). Please contact Mike White if you wish to be placed on a mailing list to receive notice when the certificate is available.

Contact: Mike White, mwhite17@uwsuper.edu

Need More Information? <http://uwsuper.edu/cee>

Check out our web page for additional Continuing Education programs.

— WHAT OUR PARTICIPANTS SAY —

“...Gave me **confidence** to *grow*
as an Executive Director,
and made me *more marketable*.”

NEW! Mini-Certificate

Conflict Resolution for Supervisors: Essential Elements

This new series of three one-day workshops will equip those with supervisory responsibility with the crucial skills needed to deal effectively with conflict in the workplace. Whether you supervise within a professional or volunteer capacity, these workshops will provide you with the knowledge and skills necessary to deal effectively with interpersonal and organizational conflict. Instructors Laraine and Paul Mickelson are highly respected trainers in the field of conflict resolution in the workplace. Take a workshop individually, or all three for the mini-certificate!

1. Mapping Conflict Management Styles

Wednesday September 14, 2011, 9AM - 4PM / Cost: \$125/person (includes materials fee)

People have conflict styles, and so do organizations. Gaining understanding of both the individual and organizational conflict styles is a critical and essential element in conflict management. This workshop offers two distinct skill opportunities. The first is to complete a personal conflict style inventory that allows supervisors to determine their conflict management style and how to use it with positive results. The second opportunity offers participants a chance to evaluate the organizations conflict culture to increase constructive resolutions to conflict.

Instructors: Laraine & Paul Mickelson of ADR Services

2. Coaching Others to Resolve Conflicts

Wednesday October 12, 2011, 9AM - 4PM / Cost: \$110/person

If you could reduce the amount of time you spend dealing with staff conflict, how would you spend time? This workshop teaches you specific skill sets that allow you to assist your staff to become more confident and proficient in responding to their own conflicts. Learning the elements of coaching others in conflict is an essential competency in the supervisors' conflict management toolbox.

Instructors: Laraine & Paul Mickelson of ADR Services

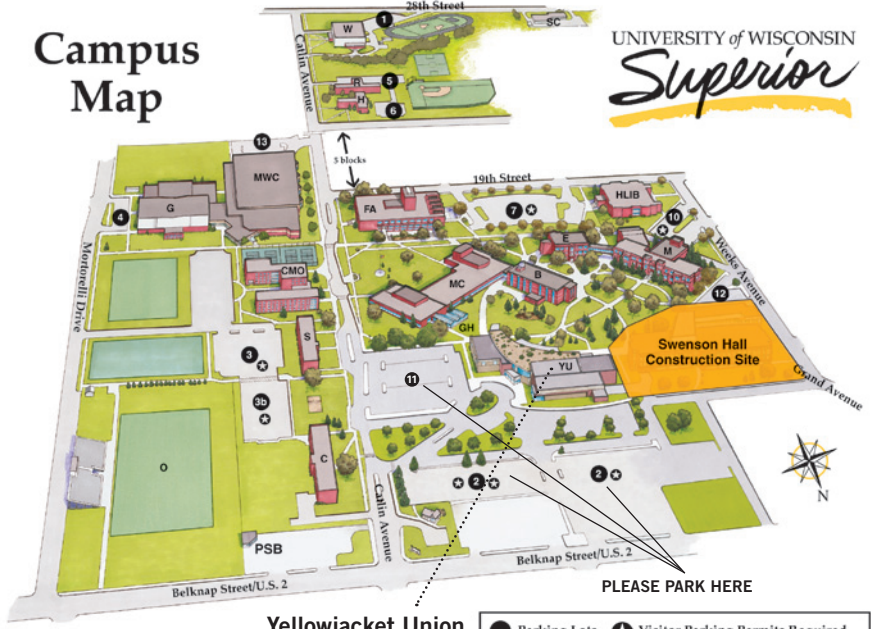
3. Early Intervention and Resolution of Conflict

Wednesday November 9, 2011, 9AM - 4PM / Cost: \$110/person

Lower level conflicts can be nipped in the bud with this effective intervention tool. This workshop is a hands-on, skill based course that equips the learner with a tangible process to assist staff in conflict. This is the final workshop in a series of three for a certificate in *Conflict Resolution for Supervisors: Essential Elements*. It is not required to attend all three workshops, but a certificate is awarded when all three workshops are taken and completed.

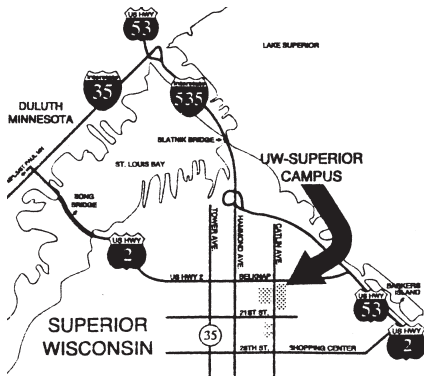
Instructors: Laraine & Paul Mickelson of ADR Services

Campus Map



Yellowjacket Union

Parking Lots
 Visitor Parking Permits Required



Hotel Information:

Superior/Douglas County Chamber of Commerce
 205 Belknap St.
 Superior, WI 54880
 715-394-7716 or 1-800-942-5313
www.visitsuperior.com

Duluth Convention & Visitor Bureau
 100 Lake Place Drive
 Duluth, MN 55802-2326
 1-800-438-5884
www.visitduluth.com

For more info see: www.uwsuper.edu/maps

Most workshops are held at the Yellowjacket Union with convenient parking across the street.



CENTER FOR
Continuing Education/Extension

grow for it!

— WHAT OUR PARTICIPANTS SAY —

“Thank you!

This program was worth volumes!

The **knowledge and experience**
of the presenters was very helpful!”

