

EDLab:

Proven Strategies for Today's Nonprofit Leaders

This intensive six session series offers new and future nonprofit executives an expert, insider perspective on the strategies needed to effectively manage a board, brand, finances, and fundraising

FIRST TUESDAYS FALL 2015 - SPRING 2016

C1601b	December 1	Smith and Poag	Governance / Strategic Planning
C1601c	February 2	Cuba and Poag	Evaluation / Community Engagement
C1601d	March 1	Smith	Financial Management and Budgeting
C1601e	April 5	Cuba and Poag	Marketing / Public Relations / Advocacy
C1601f	May 3	Smith, Cuba and Poag	Leading People / Managing Change
RESCHEDULED:	C1601a NOW	June 7	Smith & Cuba Fund Raising / Development

Class Hours: 9:00 a.m. - 4:00 p.m.

Location: Thompson Conference Center, UT Austin

Course fees: \$570 for full certificate program or \$110 per individual day session

CEUs: Up to 36 CEUs, including 6.0 hours ethics for SW, LPC, LMFT, Psychology

EDLab participants gain:

- ★ Opportunity to assess and strengthen leadership skills, offering transformational impact for you and your organization
- ★ Comprehensive understanding of the skills and strategies that contribute to successful fundraising efforts
- ★ Knowledge of key financial documents and how financial measurement may be used to manage programs and organizations
- ★ An expanded network of colleagues who support mission-driven work
- ★ Increased capacity and responsiveness to challenges via enhanced development and marketing strategies
- ★ Advanced understanding of many critical areas ranging from board development strategies to program evaluation

NONPROFIT LEADERSHIP PROGRAM - COURSE FACULTY

Julia Cuba-Lewis, MSSW, is the Executive Director of GENaustin, the Girls Empowerment Network of Austin. Julia worked for eight years at the Girl Scouts of Central Texas running outreach programs that served at-risk girls. Prior to that, she worked in Chicago at various grassroots women's agencies. While earning her MSSW at UT Austin, she was honored as the NASW Student of the Year for the City and the State, and was the student commencement speaker for her graduating class. She is the Immediate Past Chair of the Austin Commission for Women, and is a graduate of Leadership Austin and Leadership Texas. She was the narrator and troop leader in an award-winning documentary about a program she developed while at the Girl Scouts called Troop 1500, which aired on PBS and was highlighted in O Magazine, People Magazine, This American Life and won the runner up "Audience Award" at SXSW.

Meg Poag, MSSW, has been the Executive Director of the Literacy Coalition for over five years. Meg received her MSSW from UT Austin, where she has taught as an adjunct faculty member. In her 14 years of professional experience in human services, Meg has worked in direct practice, administration and community planning in the areas of housing stability and affordability, substance abuse, mental health treatment, early childhood education, literacy, and services for the elderly and survivors of domestic violence. Ms. Poag has also presented at numerous, national, academic and professional conferences on topics including group facilitation, community building efforts in the literacy arena, and the intermediary role in community planning.

Russell Smith, LMSW is a nonprofit leader with over 22 years of experience running nonprofit and governmental organizations in Houston and Austin. He has worked across the age spectrum, from early childhood to school reform to the Alzheimer's Association. He currently serves as the Executive Director for the Austin Child Guidance Center. Russell holds an MBA from UT Austin, as well as an MSW from the University of Houston. He inherited his passion for working in the public sector from his grandmother, Bert Kruger Smith, an Austin icon who was active in philanthropy for over fifty years. Mr. Smith taught a graduate social work class at UH on financial management for five years, and currently teaches a class at the UT Austin School of Social Work on grant writing and fund development.

Session #C1601b *Governance & Strategic Planning*

Russell Smith, LMSW and Meg Poag, MSSW

Tuesday, December 1, 9:00 a.m. – 4:00 p.m. (6.0 CEU, including 1.0 ethics)

This session offers an in-depth guide to nonprofit governance and strategic planning.

Participant takeaways:

- best practices for assessing organizational needs, recruitment, retention, and evaluation of board members
- board roles and staff roles
- the basics of strategic planning and growth planning
- connecting social work values and ethics to governance and planning processes



Session #C1601c *Program Evaluation, Planning, and Community Engagement*

Julia Cuba Lewis, MSW and Meg Poag, MSSW

Tuesday, February 2, 9:00 a.m. – 4:00 p.m. (6.0 CEU including 1.0 ethics)

This session provides a guide to the nuts and bolts of quality programs, and strategically engaging the broader community to improve organizational outcomes.

Participant takeaways:

- Use planning and evaluation to positively impact program effectiveness
- Understand community engagement as an essential element of successful programs
- Examine the roles of Executive Directors and direct service staff in planning, evaluating and community engagement of programs
- Understand common ethical dilemmas Executive Directors encounter as they plan, evaluate and facilitate community engagement



Session #C1601d *Financial Management and Budgeting*

Russell Smith, LMSW

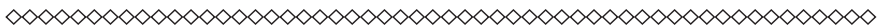
Tuesday, March 1, 9:00 a.m. – 4:00 p.m. (6.0 CEU, including 1.0 ethics)

This session offers an in-depth guide to nonprofit financial statements, budgeting, and financial performance measures.

Participant takeaways:

- Understand the basic four non-profit financial statements, audits and tax returns
- Use basic concepts of budgeting and its use as a management tool
- Use forecasting, ratios, and other measures of non-profit financial performance
- Address ethical considerations in financial management of non-profits





Session #C1601e Marketing/PR/Branding/Advocacy

Julia Cuba Lewis, MSW and Meg Poag, MSSW

Tuesday, April 5, 9:00 a.m. – 4:00 p.m. (6.0 CEU including 1.0 ethics)

This class offers a guide to how organizations can effectively tell their stories, create community awareness, and advocate for their missions on a political scale. Messaging about an organization’s mission through traditional and non-traditional routes can be integral to the overall health and sustainability of an organization, impact funding, and create significant positive change in community thinking about your agency.

Participant take-aways:

- Use marketing, branding and PR to maximize organizational health
- Identify affordable options for designing awareness-raising campaigns about your organization’s mission
- Describe and use strategies involved in effective legislative advocacy



Session #C1601f Leading People/Managing Change

Julia Cuba Lewis, MSW, Meg Poag, MSSW and Russell Smith, LMSW

Tuesday, May 3, 9:00 a.m. – 4:00 p.m. (6.0 CEU including 1.0 ethics)

This session offers an in-depth guide to the leadership of people and change management in nonprofits. Learn practical strategies for attracting and developing a talented staff, creating a dynamic and accountable organizational culture and managing growth and change inside organizations. Explore the ethical dilemmas Executive Directors may face as they manage teams through nonprofit growth and change.

Participant take-aways:

- Develop strategies for securing, onboarding and developing talented staff
- Use strategies for developing a strong organizational culture
- Describe effective models for organizational growth and change management
- Critically examine ethical issues involved with staffing an organization
- Apply practical tools, tips and strategies to create a culture of accountability



RESCHEDULED: Session #C1601a Non-profit Development and Fundraising

Russell Smith, LMSW and Julia Cuba Lewis, MSSW

NEW DATE: Tuesday, June 7, 9:00 a.m. – 4:00 p.m. (6.0 CEU - incl.1.0 ethics)

This session offers an in-depth guide to nonprofit development and fundraising.

Participant takeaways:

- the basics of grant research and grant writing, individual donor cultivation, development, and recognition
- how to best use social media and communications to attract and maintain donors
- the art of the special event and other fundraising activities
- how social work ethics and values relate to development and fund raising



Registration Information

Complete Registration Form and submit with payment.

ACCEPTABLE METHODS OF PAYMENT

Checks, money orders, purchase orders, in advance, or cash (on site only)

- Credit cards: Visa, Mastercard and Discover are accepted
- Checks: Make payable to The University of Texas at Austin
- Purchase orders: Must accompany registration form
Vendor ID #3-7217217217-OPD or UT Tax ID #74-6000-203.

STUDENT DISCOUNT

UT SSW students can contact the OPD office regarding discounts for specific events.

Other current full-time students may attend at half price.

Please send a copy of current student ID with registration form and payment.

REGISTRATION CONFIRMATION

A confirmation letter including parking information will be sent to you by email or fax during the week of the workshop. Please indicate your confirmation preference on the form. To ensure timely confirmation, please be sure your confirmation email or fax number is clearly legible.

REFUNDS/SUBSTITUTIONS POLICY

- Refunds for registration fees must be received in writing three days prior to the workshop. Email notification will be accepted.
- An administrative fee of \$15 per registrant will be deducted from the refund total.
- Full refund will be given if a workshop is cancelled or rescheduled.
- Substitutions are welcome.

CANCELLATION POLICY

- Registrants will be notified if a workshop is cancelled due to low enrollment, and registration fees will be refunded or may be transferred to another workshop.
- Workshops will be cancelled if The University of Texas at Austin is closed due to inclement weather. It is advisable to check radio or television for information on campus closings.

PROFESSIONAL DEVELOPMENT LISTSERVE

The Office of Professional Development maintains an e-mail list to inform subscribers about our programs. If you wish to subscribe to the list, go to: <https://utlists.utexas.edu/sympa/subscribe/ssw-profdevinfo>, type in email at prompt, and follow instructions.

REQUESTS FOR SPECIAL ACCOMMODATIONS

If you require adaptive accommodations, please contact the Office of Professional Development at least 14 days in advance of the event you will be attending for assistance. Office Phone: 512/ 471-2886 • E-mail: ssw-profdev@utlists.utexas.edu

Registration Form

Please Print Legibly. This Form May be Duplicated for Additional Registrations.

Name(s) _____

Agency _____

Address Home or Work _____

City, State, Zip _____

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E-mail _____

Please add my name/information to the Professional Development mailing list.

Confirmation Preference: E-mail Phone

CEUs needed: Social Work LPC LMFT LCDC TAAP

Course # _____ Date _____ Topic _____ Fee \$ _____

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Course # _____ Date _____ Topic _____ Fee \$ _____

Total \$ _____

Method of Payment:

Check # _____ (made payable to The University of Texas at Austin)

Purchase Order # _____ (must accompany registration)

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Exp. Date _____ Name on card: _____

CWV code (found on back of card on signature line) _____

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SEND FORM TO: School of Social Work, UT Austin, Professional Development Office
1925 San Jacinto, MC: D3500, Austin, TX 78712-1405

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