

4-9-2007

Advanced (Graduate) Certificate in Nonprofit Management

The College at Brockport, College Senate

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College Senate
State University of New York College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925
(516) 395-2586 (Fax) 395-2246

COLLEGE SENATE
SUNY College at Brockport
APR 2 - 2007
350 New Campus Drive
Brockport, NY 14420-2925

RECEIVED

TO: Dr. John R. Halstead, College President

FROM: The College Senate: *April 9, 2007*

RE: [Redacted]

I. formal Resolution for approval

APR 16 2007

SUNY BROCKPORT
PRESIDENT'S OFFICE

- II. Recommendation (*Urging the Fitness of*)
- III. Other, For Your Information (*Notice, Request, Report, etc.*)

SUBJ: **Advanced (Graduate) Certificate in Nonprofit Management**
(41 06-07GC)

Signed: Jeffrey T. Lashbrook Date: 4/16/07
(Dr. Jeffrey T. Lashbrook, 2006-07 College Senate President)

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate President

FROM: College President

RE: I. Decision and Action Taken on Formal Resolution (circle choice)

- a. Accepted
 - Implementation Effective Date: Fall 2007
**Date resolution will begin to be used by the College (i.e. spring, fall, when included in catalog, etc.)*
- b. Deferred for discussion with the Faculty Senate on ___/___/___
- c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI

- a. Received and acknowledged ___/___/___
- b. Comment: _____

DISTRIBUTED BY PRESIDENT'S OFFICE TO: President's Cabinet

DISTRIBUTE ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed: [Signature] Date: 4/26/07
(Dr. John R. Halstead, President, SUNY College at Brockport)

DEADLINE FOR SUBMISSIONS: FEBRUARY 23

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS:

- Submit only complete proposals.
- Proposals must be prepared individually in Word format using committee guidelines (guidelines online).
- Fill out this cover page for each proposal (available online at www.brockport.edu/collegesenate) and insert it electronically as the front page of your document.
- Email whole proposal with cover page as one attachment to senate@brockport.edu and facprez@brockport.edu.
- All updates must be resubmitted to the Senate office with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE:

Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Advanced (Graduate) Certificate in Nonprofit Management

2. BRIEF DESCRIPTION OF PROPOSAL:

The Department of Public Administration, which offers the MPA degree, is proposing a four-course Advanced (Graduate) Certificate in Nonprofit Management, for matriculated MPA and graduate students in other Brockport graduate programs, as well as for qualified nonmatriculated students.

3. ANTICIPATED DATE OF IMPLEMENTATION:

Fall 2007

Enter date this will be effective if passed by the Senate.

4. SUBMISSION & REVISION DATES: PLEASE PUT A DATE ON ALL UPDATED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
2/15/07	3/8/07		

5. SUBMITTED BY: (contact person)

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Jim Fatula	Public Administration	x5080	jfatula@brockport.edu

6. COMMITTEES TO COPY: (Senate office use only)

Standing Committee	Forwarded To	Date
<input type="checkbox"/> Enrollment Planning & Policies	Committee	2/16/07
<input type="checkbox"/> Faculty & Professional Staff Policies	Executive Committee	3/19/07
<input type="checkbox"/> General Education & Curriculum Policies *	Senate	3/26/07
<input checked="" type="checkbox"/> Graduate Curriculum & Policies	Senate President's Signature	
<input type="checkbox"/> Student Policies	College President's Signature	
<input type="checkbox"/> Undergraduate Curriculum & Policies	To Vice Provost	
	Other	

* follow special Gen Ed procedures for submission of General Education proposals at "How to Submit Proposals" on our Website.

*(ROUTING NUMBER IS A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY ACADEMIC YEAR AND COMMITTEE INITIALS – Please use routing number and title in all references to proposals.)

Proposal for an Advanced (Graduate) Certificate in Nonprofit Management in the Department of Public Administration

The Department of Public Administration, which offers the Masters in Public Administration (MPA) degree, is proposing an Advanced (Graduate) Certificate in Nonprofit Management.

Rationale for the certificate, which also identifies the registered graduate programs to which the courses apply.

At any given time, at least a third of the matriculated students in the MPA degree program are working in nonprofit organizations, or expect to work in nonprofit organizations after receiving the MPA degree. National and local data show that nonprofit organizations have been growing by 9—10 percent per year since 1999.

The Department of Public Administration currently does not currently offer an emphasis (area of concentration) in nonprofit management. The advanced certificate will allow MPA students (as well as non-matriculated students, and students in other Brockport graduate programs) the opportunity to demonstrate their competency in this area with a certificate.

Registered graduate program to which the advanced certificate courses apply:
the MPA degree offered by the Department of Public Administration

Curriculum

In order to obtain the advanced certificate, students must successfully complete (with a grade of “B” or better) **four graduate courses**, three of which must be from this list of currently offered MPA courses:

PAD 678 Nonprofit Management
PAD 640 Financial Management
PAD 629 Fundraising and Development
PAD 679 Grantwriting/Grants Management

Here are the course descriptions from the Graduate Catalog for these courses:

PAD 629 Fundraising and Development (B). Designed for individuals who are currently preparing for leadership roles in this area. Explores the ethics and values in professional fund raising. Also explores various forms of exchange that take place in fund raising, from individuals through corporations. Develops skills, including prospect identification, cultivation and research. 3 Cr.

PAD 640 Financial Management (A). Geared to enable non-financial managers to understand financial management in government, health and not-for profit organizations. Examines financial management and how to make use of the financial information such as budgets, forecasts, strategic plans and financial statements. 3 Cr.

PAD 678 Nonprofit Management (B). Provides an understanding of nonprofit organizations: their characteristics, purpose, structure, role and the management challenges confronting them. Examines practical methods and strategies for strengthening governance and board issues; planning; fund raising; marketing; public relations; financial management; and working with volunteers. Emphasizes organizational and management issues specific to health and human services agencies. 3 Cr.

PAD 679 Grant Writing and Management (B). Provides students with a "hands-on" experience of developing and writing competitive grant proposals for nonprofit and governmental agencies in order to increase their effectiveness in planning for, submitting, obtaining and managing grants. Enables students to: create a

competitive grant proposal, identify the strengths and shortcomings of grant funding for program and agency purposes, identify sources of grant funding, and analyze the strengths and shortcomings of agency support for grant writing. 3 Cr.

Students will also be able to choose one of these MPA elective courses for the fourth course for the advanced certificate:

PAD 637 Marketing for Public Service Organizations (A). Presents a comprehensive overview of the theory behind nonprofit marketing and analysis of key nonprofit sectors including fundraising, the arts, education, healthcare and social ideas. Explores how marketing can be used to enhance fundraising, get the word out about a new service and increase a nonprofit's visibility in the community. Includes a review of marketing concepts and demonstrates how to ethically apply them to situations facing all types of nonprofit organizations. 3 Cr.

PAD 664 Non-Profit Advocacy and Government Relations (A). Addresses the origin, growth and future of the nonprofit sector's relationship to the government sector, both in the United States and internationally. Reviews the historical and current partnerships with and regulation by government entities. Examines the nonprofit organization's advocacy role on behalf of its mission and beneficiaries, as well as the scope of permitted lobbying and political activities. Covers in detail the devolution of government functions to the third and private sectors and its consequences for resource management, administration and service delivery in several nations (though primarily in the United States). Examines the state's role in regulating speech by nonprofits and government funding of service delivery through religious-based organizations. 3 Cr.

The fourth course for the advanced certificate may be from the above list, or could be another MPA course, or a course from another Brockport graduate program, with approval of the faculty advisor. We want to provide this flexibility for the fourth course because students who pursue this certificate will often have strong experience in one or more of these course areas, and we would like to accommodate that previous expertise.

Faculty credentials and course responsibilities

Mark Peterson teaches PAD 629 Fundraising and Development, and PAD 637 Marketing for Public Service Organizations. He is on the adjunct faculty. He has an MBA and has the Certified Fund Raising Executive (CFRE) designation.

Kevin Bosner teaches PAD 640 Financial Management, and is on the adjunct faculty. He has an MBA degree, and is completing his Ph.D. degree in organization and management from Capella University, Minneapolis.

The other listed MPA courses for the Certificate in Nonprofit Management are taught by full time MPA faculty.

Students: information on admission and advisement

Any student who is matriculated in a graduate program at SUNY Brockport is eligible to apply for admission to the Advanced Certificate in Nonprofit Management. Application materials will be available through the Office of Graduate Studies.

Non-matriculated (non-degree) students may also apply for admission to the Advanced Certificate program. Admission standards for non-degree students will be identical to the admission standards of the MPA program. Applicants must have an earned baccalaureate degree with at least a 3.0 cumulative GPA . NOTE: Students who are admitted to the Nonprofit Management Advanced Certificate program may not be eligible for financial aid; these students will be advised to consult with the Financial Aid office. Any non-degree student who later decides to apply to and is matriculated in an MPA degree program will be permitted to carry only (9) of the (12) credit hours earned while in non-degree status into matriculated status. Application materials for non degree

students will also be available through the Office of Graduate Studies.

MPA matriculated students have a faculty advisor who will advise them regarding this certificate. Matriculated students from other SUNY Brockport graduate programs, and non-matriculated students pursuing the Advanced Certificate, will be assigned a faculty advisor from the department's full time faculty. Matriculated students in the Masters program in Recreation and Leisure Studies Management will receive advisement from faculty in their department.

Resources and support programs

No additional resources are needed. All of the courses for the Advanced Certificate in Nonprofit Management are currently taught in the MPA program.

Rev 2/13/07




SUNY BROCKPORT

Dean, School of Professions

February 8, 2007

To: College Senate

From: Christine Murray, 
Dean, School of Professions

RE: Advanced Certificate in Non-Profit Management

I fully support the Department of Public Administration's proposal to develop an Advanced Certificate in Non-Profit Management.