

# Nonprofit

# Notes

The Newsletter of the Institute for Nonprofit Organization Management

July, 2003

## Message from the Director

From *Mike Cortés, Director of the Institute for Nonprofit Organization Management*

Today, as the Institute for Nonprofit Organization Management completes its 20<sup>th</sup> year, we return to a question asked when the Institute was founded: What should professional education for the well-rounded nonprofit manager and leader include? Our efforts to answer this question began with alumni and student focus groups two years ago and are continuing with our current Curriculum Revision Project, described in the next column.

Some findings have been challenging, others reassuring. Not surprisingly, we find that quality of instruction sometimes varies from course to course, and we must strive more consistently for excellence in teaching. We are challenged to make use of new instructional technologies to augment and enhance instruction. Trends in the sector indicate a need for new courses as well as continuation of existing courses. Growing cultural diversity, increasing demands for accountability and transparency, needs for new leadership, nonprofit involvement in public policy and entrepreneurship, and opportunities offered by new information technologies, all suggest expansion and adjustments to our curricula.

We look forward to the involvement and support of our alumni and faculty as we move ahead with these efforts.



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## Curriculum Revision Project

From *Kathleen Fletcher, Project Director*

Thanks to grants from the Packard Foundation and The California Endowment, the Institute has embarked on a project to revise the current curricula in the MNA and certificate programs to better meet the needs of nonprofit managers in the 21<sup>st</sup> century. The first step was to interview experts in nonprofit management to get their perceptions of important skills and knowledge areas for nonprofit managers and current trends in the nonprofit sector that will impact nonprofit managers. The results of those interviews can be found in a working paper that can be emailed to you—contact [fletcher@usfca.edu](mailto:fletcher@usfca.edu) if you would like a copy.

In February, the Institute hosted a half-day conference to discuss the findings of the interviews and the challenges faced by nonprofit management educators in the 21<sup>st</sup> century. Participants included representatives from Bay Area academic institutions that provide nonprofit management education, from training and support organizations, and from foundations, as well as nonprofit managers and consultants.

Based on the interviews and the conference, changes in the current MNA and certificate programs are being proposed. Watch for updates in future newsletters!

## Research News

From *Carol Silverman, Research Director*:

The Institute, in partnership with the Urban Institute, is investigating the overlap between the three major sources of statistical information on California nonprofit organizations: the Internal Revenue Service, the Registry of Charitable Trusts, and the Secretary of State's list of incorporated public and mutual benefit organizations. The project will yield a better understanding of the kinds of nonprofits that are missed if only one datasource is used.

In April of this year, the Institute, in partnership with the California Association of Nonprofits, held a half-day symposium in Sacramento where major state producers of nonprofit data met with academic and research centers to discuss how to improve the comprehensiveness and quality of statistical information on California nonprofits. State participants included the Office of the Attorney General, the Franchise Tax Board, the California Research Bureau, the Office of the Legislative Analyst, the Employment Development Department, and the Senate Office of Research. Academic and research centers included the Urban Institute, Guidestar, Indiana University, the University of California, Los Angeles, and the State University of California, Fullerton.

### Check Out the Updated Institute Website!!

Research Associate Kevin Rafter has spearheaded the Institute's website update project. We hope you will check out the entire site for the latest news on educational programs, research programs, events, publications, alumni news, and donor opportunities. If you're not already reading this newsletter on the web, go to the site at [www.inom.org](http://www.inom.org).

Send your comments or suggestions for the website to [inom@usfca.edu](mailto:inom@usfca.edu).

## Advisory Board News

At its June 3 meeting, the Institute Advisory Board said good-bye and thank you to five valued members who had completed their terms:

**Bob Glavin**, Consultant, Fitzgerald & Graves  
**Kay Sprinkel Grace**, Organizational Consultant  
**Bruce Sievers**, President (retired), Walter & Elise Haas Fund  
**Tom Silk**, Attorney at Law  
**Anne Smith**, Showa University of Music

Elected as new members who will join the board at its next meeting were:

**Ingrid Mittermaier**, Attorney at Law  
**Alexandra Morgan**, Executive Director, Family House  
**Jim Richards**, President & CEO, Boys & Girls Clubs of San Francisco  
**Vincent Robinson**, Executive Director, Social Venture Partners Bay Area  
**Sterling Speirn**, President, Peninsula Community Foundation

Continuing member **Joe Valentine**, Executive Director of the Morris Stulsaft Foundation, was elected as Chair, and **Barb Larson**, Development Officer at Community Foundation Silicon Valley, was elected as Vice-Chair of the Advisory Board.

Other continuing board members include:

**Michael Austin**, Professor of Social Welfare, UC Berkeley  
**Brian Cahill**, Executive Director, Catholic Charities & CYO of San Francisco  
**Ken Larsen**, Director of Public Policy, California Association of Nonprofits  
**Jan Masaoka**, Executive Director, CompassPoint Nonprofit Services  
**Sonia Melara**, Consultant  
**Janice Gow Petty**, Executive Director, Sacramento Regional Foundation  
**Russy Sumariwalla**, Founder and President, Global Philanthropy & Nonprofits  
**Caroline Tower**, Secretary/Treasurer, Candelaria Fund  
**Glynn Washington**, Executive Director, Council for Responsible Public Investment

## Alumni News

### *Nonprofit Management Alumni Society Board*

The Alumni Society Board is off and running for 2003. Here are the members currently serving:

**Marcia Hodges, President**  
**Keith Archuleta, Treasurer**  
**Hilary Crosby**  
**Denis Fama**  
**Lupe Gallegos-Diaz**  
**Irma Orantes**  
**Margrit Rinderknecht**  
**Natasha Terk**

The board has planned three “house parties” as networking events for all students, alumni, and faculty of the MNA and certificate programs. The events will be held this fall in the East Bay, on the Peninsula, and in San Francisco. Watch your mail for a “Save the Date” postcard.

### *Congratulations to Graduates!*

The following people graduated with their MNA degree in May 2003:

- **Michael Bankert**
- **Edna Mabanés Casteel**
- **Pamela Hogan**
- **Rachel Humphry**
- **Rachel Larkin Jackson**
- **Suzanne Czermer Levi**
- **Lisa Moore**
- **Janice Sands-Weinstein**
- **Agnesa Secerkadic**
- **Katherine Tinsley**
- **Sara Wendt**

### *Movers and Shakers*

MNA alum **Marcia Hodges**, has been promoted from Director of Development to Vice President of Operations for Yosemite National Institutes.

Executive Certificate alum **Jack Treacy, SJ**, is using his nonprofit management skills as Rector of the USF Jesuit Community. He is in his 4<sup>th</sup> year of a 6-year term.

MNA alum **Dan Kalb** is now the California Policy Coordinator for the Union of Concerned Scientists.

MNA alum **Lisa Moore** has moved from her development job at St. Mary’s College to become the Director of Annual Giving at USF.

Development Certificate alum and current MNA student **Patrick Heryford** is now Associate Director for Annual and Special Giving at USF. This is a change from his previous USF development job in Corporate and Foundation Relations.

Development Certificate alum **Richard Martin** is putting his education to work as Grants Manager at Larkin Street Youth Services, managing a portfolio of over 60 corporate and private foundation funders with revenue totaling \$1.9 million.

MNA alum **Dan Saftig** is leaving the University of Minnesota Medical Foundation to become President and CEO of the Iowa State University Foundation. He says his MNA degree was definitely a factor in getting the new job.

MNA alum **Alexandra Morgan**, Executive Director of Family House in San Francisco, is a new member of the Advisory Board of the Institute for Nonprofit Organization Management.

MNA alum **Cris Chater** has joined the John A. Hartford Center of Geriatric Nursing Excellence at UCSF, using her nonprofit management skills as she recruits students into a doctoral program in gerontology and creates fundraising strategies for the center.

MNA alum and faculty member **Tom Courtney** has left his position as CFO with Yosemite National Institutes and has launched a nonprofit financial management consulting practice. He will continue his teaching at USF and at UC Berkeley.

MNA alum **Susy Hammond** reports that she is acting on her secret desire to be a bluegrass and country singer by singing with the bluegrass band Earthquake County and playing bass in jams around town. Go, Susy!

**Other Alums:** Send your news to [inom@usfca.edu](mailto:inom@usfca.edu) for future newsletters.

