

Professional Education

UIC Great Cities Institute



Welcome to Professional Education at Great Cities Institute

The last year has been busy. We have designed a great program for Planning Commissioners, created new courses for nonprofit practitioners, and developed partnerships with industry leaders to provide custom programs which meet the specific needs of their constituents. All of this while maintaining the premier Online Certificate in Nonprofit Management program in the country.

Our annual newsletter is intended to keep you updated on all that we do to meet the Prof Ed mission to strengthen the capacity of public and nonprofit practitioners that work to improve the quality of life in urban, suburban and rural settings throughout the world.

I look forward to sharing more successes with you in the next letter, and welcome your responses to this issue's content.

John Mudd
Associate Director
Professional Education



UIC Online Course Teaches Nonprofits to Prove Results

Quick Links

Prof Ed -

<http://www.uic.edu/cuppa/gci/programs/profed/>

Certificate in Nonprofit Management (CNM) -

<http://cnm.cuppa.uic.edu>

Planning Commissioner Online -

<http://pco.cuppa.uic.edu>

On October 9, 2006, the Office of Professional Education at UIC's Great Cities Institute launched a beta run of a new course, **Successful Program Planning and Evaluation**. The purpose of the beta was to identify strengths and weaknesses in the course curriculum or online delivery prior to the formal fee-based launch May 17, 2007.

Recruitment for the beta launch of the evaluation course was comprised of members of the UIC Neighborhoods Initiative. Thanks to a New Directions grant from the US Department of Housing and Urban Development (HUD), this course was offered for free to partner organizations in the North Lawndale community of Chicago.

Led by course content expert and instructor, Noah Temaner Jenkins, this class is designed to teach nonprofit staff that data collection and

analysis can be easy if they plan ahead. Incorporating data collection and evaluation plans in program design helps program managers know what data to collect when it is easily available - during implementation.

Students reported in the end-of-course survey that learning how to use the logic model was the best tool they learned in the course. UIC Urban Planning professor, Curt Winkle, recorded an excellent presentation on how to develop logic models, and students were provided with links to renown resources such as the W.K. Kellogg Foundation, the Ounce of Prevention Fund, the University of Wisconsin Extension, the Harvard Family Research Project, and HUD.

For more information on this course, or to register, please visit our website: www.uic.edu/cuppa/gci/programs/profed/courses.htm

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Prof Ed partners with the Urban Land Institute

Combining the connections within the UIC College of Urban Planning and Public Administration with the online learning expertise of the Prof Ed staff, a unique partnership has been forged with the Urban Land Institute (ULI) to develop a 3-week course for Planning Commissioners.

The course will provide an on-line experience that utilizes simple, constructive learning modules that are geared toward the "volunteer" planning commissioner. Taught by University of Illinois at Chicago faculty and ULI members, the course offers busy planning commissioners an

affordable, quality educational experience while allowing them the flexibility of accessing the course when their schedules allow. ULI Chicago believes communities throughout the Chicago area can use Planning Commissioners Online as a critical first-learning experience for new commissioners. It will provide the necessary tools to do their job effectively and provide the leadership in planning and development that their communities need.

Keep posted for the course's launch date.

For more information, please visit www.pco.cuppa.uic.edu



<http://www.ntrconline.com/>

“To do social good, we also need to be efficient internally to make sure the public benefit has a lasting impact.”

Strategic Management in Action: an Interview with the Neighborhood Technology Resource Center

Dr. Nichol Turner-Lee, Executive Director of the Neighborhood Technology Resource Center (NTRC), participated in a UIC Online Certificate in Nonprofit Management (CNM) cohort in 2003 that was funded by the Steans Family Foundation and was designed specifically for management level staff of community-based organizations in North Lawndale.

According to Dr. Turner-Lee, “the strategic planning tools have helped us to position the organization for future growth, and made us much more conscious of how to be a smarter and more effective organization that is sustainable.” Dr. Turner-Lee told UIC

that shortly after completing the course, NTRC planned a strategic planning retreat to evaluate the state of the organization, and implemented operational tools learned in the course. In fact, Dr. Turner-Lee found the CNM program so useful to the growth and management of the organization that she enrolled two staff people in the program, “so we all can speak the same language.”

“For nonprofit organizations to be successful,” Dr. Turner-Lee asserted, “we must continue to review and evaluate how we are forming and implementing programs and services. We need to be smart in the goals that we

strive to reach and always seek efficiency. We also need to be forward thinking, and not get stuck. I have found that nonprofits that are deliberate about the strategic process are much more sustainable and effective in what they do and envision they can do.”

“Anyone who is leading a nonprofit can greatly benefit from this course,” Dr. Turner-Lee concluded. “I already recommend it to everyone that I know...To do social good, we also need to be efficient internally to make sure the public benefit has a lasting impact.”

CNM Instructor Spotlight

Director of Marketing and Communications for Community Investment Corporation and CNM instructor Martin Berg has over 25 years experience in nonprofit marketing. Martin has worked for various small and large nonprofit organizations, and belongs to a number of trade associations which keep him abreast of the latest trends in marketing. He has been a CNM instructor since 2003.

Prof Ed (PE): What is a pressing marketing issue affecting nonprofits?

Martin Berg (MB): The most consistent marketing issue for nonprofits is the failure to see the need to market what they do. It is typical for many nonprofits to assume that, because they do good work, the world will somehow find out about it and beat a path to their door. Nothing could be further from the truth. Marketing has implications for funding, the quality and quantity of client services, and membership recruitment and retention (in nonprofits which are membership-based).

PE: Each time you started marketing at a new job, what were some of the first things you did?

MB: I always make a “Marketing and PR Audit” to determine what communications needs of the organization are being well

“Marketing has implications for funding, the quality and quantity of client services, and member recruitment and retention.”

taken care of, and which need attention. Typically, the second list is longer. Part of this process is finding out who the organization feels is its target market, after which I ask, “Where do they go for their information on what we do?” to give clues about which types of media, and which specific outlets, might be appropriate to use to deliver our message.

PE: How can haphazard marketing hurt the marketing effort?

MB: The cliché “you only get one chance to make a first impression” is true. If an NPO’s marketing materials look shoddy (or, conversely, too slick), potential investors or funders will not have confidence in the organization or doubt their judgment, respectively, before they even begin to read their verbal message. Less harmful but not helpful in terms of misdirected energies is the failure to strategize sufficiently who is in the target market and what the goals of the organization should be when they reach them.

To read the full interview, please visit our website: www.uic.edu/cuppa/gci/programs/profed/profednews.htm



Martin Berg, Director of Marketing and Communications for Community Investment Corporation
<http://www.cicchicago.com/>

Student Studies Nonprofit Management while Stationed in Afghanistan

Prof Ed staff interviewed current CNM student Lieutenant David T. Clements who is serving in Afghanistan. When David isn't working in a combat zone, he is the Director of Business Services at the Children's Home in Cantonsville, Maryland.

Prof Ed: Why did you decide to take nonprofit management courses?

David Clements: I decided to take the nonprofit management courses to increase my industry knowledge. I have a personal belief in always continuing my education. However, after completing an MBA, I feel that the most effective way to do so is through specific programs and workshops. I was very fortunate to have secured a Director level opportunity in

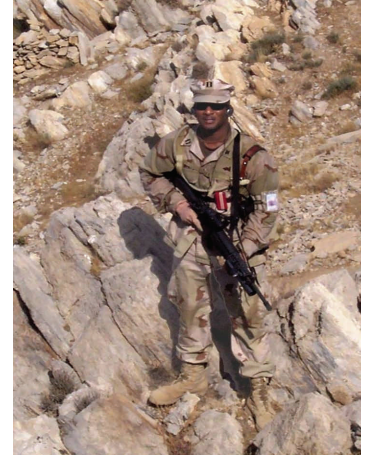
the non-profit industry based on my private sector experience. I simply wanted to learn more about my new industry and hopefully ensure further career progression.

PE: Did you know that you were going to be sent to Afghanistan before you enrolled in our program? If so, did that affect your decision to take the courses when you did?

DC: I had been mobilized and deployed to Afghanistan for a few months before I decided to seek out opportunities to increase my industry knowledge. I had settled into a bit of routine and the down time became as predictable as it could be, given the environment. I searched for programs that would fit my schedule, and UIC worked out

great! With being away from everything we are comfortable and familiar with, as well as somewhat confined to a small Forward Operating Base, it is important to keep oneself mentally busy. My own personal strategy has been to develop a strong body and strong mind. My personal routine has consisted of physical fitness, increased spiritual growth, and fine tuning personal knowledge.

I find the program to be conducive to any environment. If I can successfully complete a course in a combat zone, it can obviously be done anywhere! By presenting the reading and discussion materials as attachments, I was able to print or save them to a memory stick for reading at a later date. This is a must



LT David T. Clements, USN
Brigade Supply Mentor and
Training Brigade Commander
Mentor
Kabul Military Training Center
Kabul, Afghanistan

for anyone with limited internet access. Additionally, many of the articles have become part of my permanent professional library of resource material.

CNM students show significant learning gains

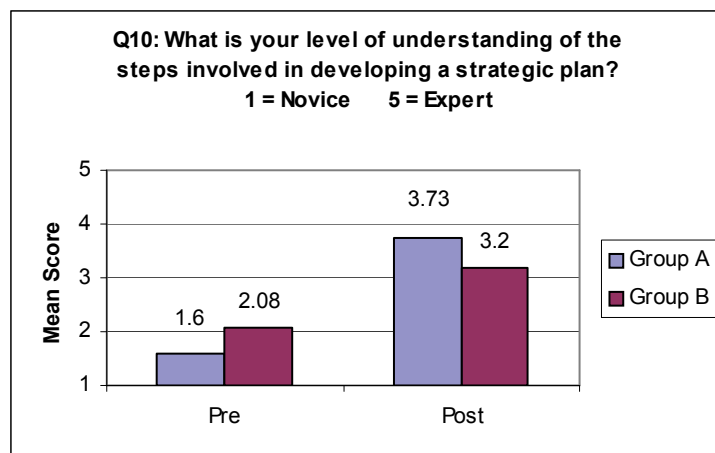
In May 2006, we instituted new assessments in each of the 6 classes that make up the Online Certificate in Non-profit Management program.

These new assessments allow us to better gauge students' strengths and weaknesses at the onset of a course, and also speak to the courses' effectiveness by measuring gains in learning by comparing student responses to a pre-course assessment to those on a post-course assessment.

Now, with the help of Prof Ed graduate research assistant, Courtney Golant, a doctoral student in Education Psychology, we are able for the first time to gather some very interesting data on the learning

gains of our students.


Due to increasing popularity, two sections of the Strategic Management course were offered in November 2006. Using the pre-course assessments, we were able to determine that the students in the separate courses had different needs; students in one course had significantly more prior knowledge in some areas than students in the other course (see chart below).



Knowing this allows us and our instructors to better suit the courses to the needs of the students.

In each of the six CNM courses at least 50% of students who considered themselves "novice" in the material rated themselves as "knowledgeable" at the end of the course. In some courses that percent was as high as 95.

We will continue to track the progress of each class and use this data to refine and update the course content and delivery. We are currently preparing to apply for a grant to fund a large scale program evaluation that will include a long-range impact analysis and a thorough course content revamp.



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Prof Ed can work with you to develop customized courses or cohorts

From the *Nonprofit Management to Urban Development to Geropsychology*, our content and online learning experts can work with you to develop almost any kind of customized course or cohort utilizing a combination of existing and new material.

Prof Ed has developed a variety of courses since its inception in 1998. We use a combination of internal resources, community partners, and content experts from around the country to develop curriculum that is focused on the given audience.

For more information on how to customize a program with us, please contact John Mudd at 312-996-9257 or jmudd1@uic.edu

CNM Quick Facts:

- To date, 741 people have taken a CNM course
- 90% of CNM participants would recommend the course they just completed to a colleague
- 62% increase in enrollment from 2005 to 2006
- 26 CNM participants completed the program in 2006
- Human Services make up 37% of CNM participants' careers, while 15% are in the field of Education, similar to the national statistics reported by the National Council of Nonprofit Associations
- 3/5 of CNM students come from Illinois, while the remaining students represent 38 states and 25 countries

For more information on CNM, please visit:
<http://cnm.cuppa.uic.edu>