

Certificate Assessment Plan: Nonprofit Leadership (Graduate) 2012-2013

College of Agricultural and Life Sciences
Dr. Michael Gutter
msgutter@ufl.edu

*Office of the Provost
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Institutional Assessment
Continuous Quality
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Nonprofit Leadership
College of Agricultural
and Life Sciences
Michael Gutter;
msgutter@ufl.edu

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Nonprofit Leadership

College of Agricultural and Life Sciences

2012-13 Certificate Assessment Plan

A. Rationale

This graduate certificate seeks to address the need for professionals working within the nonprofit sector in Florida and other parts of the nation. According to a 2005 study by the Johns Hopkins University Center for Civil Society Studies and the Florida Philanthropic Network, there are 46,587 nonprofit organizations in Florida with 17,814 IFS 990 filers of which 4,128 are private foundations. Florida's nonprofits directly employ approximately 380,000 paid workers and 250,000 full time equivalent volunteer workers. The paid workforce of Florida represents a significant 4.9 percent of the total Florida workforce (or 1 out of every 20 workers), more than the state's banking and insurance industry. These nonprofits generated \$48.1 billion in revenues, spent over \$44.6 billion in wages and compensation, and held \$76.2 billion in total assets.

Additionally, through the \$14.6 billion in wages and compensation that they paid, Florida's nonprofits generated at least \$300 million of sales tax revenues for Florida governments. Florida's nonprofit sector is an economic powerhouse, generating and expending billions of dollars and employing a significant number of Floridians. The FYCS Department's academic curriculum is focused on courses in social services and programs that impact individuals throughout the lifespan and recognizes the importance of melding coursework with economic opportunity for careers and service in the nonprofit sector. Most importantly, the Graduate Certificate in Nonprofit Leadership provides a career path for degree and non-degree seeking students seeking to work in the nonprofit sector.

B. Mission

The Graduate Certificate in Nonprofit Leadership supports the missions of the college and university to serve the nation's and state's critical needs by contributing to a well-qualified and broadly diverse citizenry, leadership and workforce.

C. Student Learning Outcomes (SLOs)

- 1) Develop a business plan to include the essential elements for an effective and functioning nonprofit organization.
- 2) Analyze contemporary issues common to nonprofit organizations.
- 3) Use contemporary trends, theoretical perspectives and various fund raising techniques in nonprofit organizations to develop a fund raising plan.
- 4) Apply risk management theory and strategies by developing risk management plan for a nonprofit organization

D. Assessment Timeline for Certificates

Graduate Certificate in Nonprofit Leadership

College of Agricultural and Life Sciences

SLOs	Courses	Business Plan (FYC 6421)	Case Study (FYC 6422)	Fund raising Plan (FYC 6424)	Risk Management Plan (FYC 6425)
#1		X			
#2			X		
#3				X	
#4					X

E. Assessment Cycle Chart for Certificates

Graduate Certificate in Nonprofit Leadership

College of Agricultural and Life Sciences

Analysis and Interpretation:
 Improvement Actions:
 Dissemination:

May - June annually
 Completed by August 1 of each year
 Completed by September 1 of each year

SLOs	Year	12-13	13-14	14-15	15-16
#1		X	X	X	X
#2		X	X	X	X
#3		X	X	X	X
#4		X	X	X	X

F. Methods and Procedures

Student Learning Outcome #1 is assessed by an assignment in FYC 6421 to development of a nonprofit business plan with 12 essential elements including all controlling documents for state and federal 501(c)(3) recognition. Business plans are evaluated using the rubric presented in a separate file.

Student Learning Outcome #2 is assessed through oral and written presentation and analysis of a contemporary nonprofit case study in FYC 6422 to include background, situation, chronology, characters, issues, analysis and recommendations with citations from relevant literature.

Student Learning Outcome #3 is assessed by an assignment in FYC 6424 to develop a fund raising plan. Fund raising plans are evaluated through evaluation of 12 required sections: Section 1: Profile of the nonprofit organization, Section 2: Annual fund raising plan, Section 3: Marketing strategies, Section 4: Donor research file, Section 5: Direct mail piece, Section 6: e-mail solicitation appeal, Section 7: Information sheet for the solicitor, Section 8: Endowment appeal, Section 9: Fund raising event plan, Section 10: Giving web page, Section 11: Grant proposal to a foundation, and Section 12: Evaluation plan for annual fund raising

Student Learning Outcome #4 is assessed by an assignment in FYC 6425 to develop a risk management plan for a nonprofit organization. Risk management plans are assessed by successful completion of the 4 major sections: Section 1: Profile of the nonprofit organization, Section 2: Past and current risks and risk management practices, Section 3: Risk Analysis, and Section 4: Risk Response.

G. Assessment Oversight

Name	Department Affiliation	Email Address	Phone Number
Michael Gutter, Graduate Coordinator	Family, Youth and Community Sciences	msgutter@ufl.edu	352-273-3529
Muthusami Kumaran, Non-profit Certificate Coordinator	Family, Youth and Community Sciences	kumaran@ufl.edu	352-273-3524