WESLEYAN UNIVERSITY
Career Resource Center & Center for Community Partnerships

CCG/CAREERS for the COMMON GOOD
V i s i o n A p p l i e d

SYLLABUS: CCG Workshop Series: Public Service Leadership & Management 101

Saturday, February 18th – Presentation: Public Service: Pathways to Leadership – SHAWN DOVE '84
1:30pm – 2:15pm, Exley Science Center. A Wes alumnus will give an overview of pathways to leadership in public service and the critical competencies and skills for success.

Saturday, February 25th – Session One, Workshops: How to Manage a Nonprofit Organization
12:15pm – 1:30pm, Butt C Lounge. NPO Operations, from Small to Large – BEN MAHNKE '94
Macro view of NPO structure and operations, including departments, functions, and decision making. Programs, Marketing, Development, Finance, Human Resources: How do they all fit together? Discussion will include:

- Roles of Staff: Administrative Assistant to Executive Director
- Roles of Volunteers, Donors, and Board of Trustees

1:30pm – 2:15pm, Butt C Lounge: Lunch (catered) for students and instructors/staff. Students will be presented with hypothetical problems facing NPO managers, and will be asked to strategize solutions.

2:15pm – 2:30pm: Break.

2:30pm – 3:45pm, Butt C Lounge: Management Fundamentals – JODI WILINSKY HILL '78
A basic overview of the "how-to" of NPO management, and the issues managers face.

- Project and Program Management
- Volunteer, Board, and Staff Management
- Grants & Development/Donors/Campaigns
- Communications/Marketing/Promotions/Media

Saturday, March 4th – Session Two, Workshops: How to Start an NPO or New Program
12:15pm – 1:30pm, Butt C Lounge: First Things First – JENNIFER ALEXANDER '88

- Need Assessment: Do We Need Another Start-up or Program? (the Pros & Cons)
- Issues Identification/Goals/Mission statement
- Business Plan/Strategy/Timeline
- Resource Evaluation

1:30pm – 2:15pm, Butt C Lounge: Lunch; same format as previous Saturday. Students will be presented with hypothetical problems or needs facing a new program or NPO, and will be asked to brainstorm solutions or strategies.

2:15pm – 2:30pm: Break.

2:30pm – 3:45pm, Butt C Lounge: Getting Up to Speed – CHRISTINE PINA '91
The focus here is on the actual implementation of the business plan, including:

- Grant writing/financials
- Fundraising/donor development
- Legal issues/501 (C)3
- Lights, desks and phones ALSO: marketing/media, personal vs. professional time, and staffing