

Education and Student Affairs Committee
Board of Regents, State of Iowa

Subject: University of Northern Iowa Proposed Program in Philanthropy and Nonprofit Development

Prepared by: Robert J. Barak



Date Submitted: September 1, 2004

Recommended Action:

Approve the University of Northern Iowa's request to establish M.A. program in Philanthropy and Nonprofit Development.

Executive Summary:

The University of Northern Iowa requests approval to establish a M.A. program in Philanthropy and Nonprofit Development. The proposed program is designed to offer Iowa professionals in the philanthropy and/or non-profit fields the opportunity to advance their knowledge while earning a graduate degree. Housed in the College of Education's School of Health, Physical Education and Leisure Services, the program will be offered through the Division of Continuing Education via the ICN network. This will allow the program to serve professionals in the field throughout Iowa, most of whom are place-bound and employed full-time.

The proposed program has been reviewed by the Interinstitutional Committee and the Board Office and both are recommending approval. The Iowa Coordinating Council for Post-High School Education has also reviewed the program and no concerns were raised.

Attached is a copy of the responses to the Regents Questions on new program approval.

REGENTS PROGRAM REVIEW QUESTIONS

UNI Contact Person for new program: Susan J. Koch, Associate Provost

DEPT/SCHOOL: School of Health, Physical Education and Leisure Services (HPELS)

COLLEGE: Education

PROGRAM TITLE: Master of Arts (M.A.) in Philanthropy and Nonprofit Development

1. Need

- a. How will this proposed program further the educational and curriculum needs of the students in this discipline?

The M.A. in Philanthropy and Nonprofit Development is an interdisciplinary program designed for individuals who have experience in the philanthropy and/or nonprofit fields. The program is designed to offer professionals the opportunity to continue their study, advancing their knowledge while earning a graduate degree.

Program objectives:

- (a) to develop and enhance professionals' skills and knowledge in the fundraising and nonprofit sectors;
- (b) to further students' understanding of ethical and legal issues as they relate to philanthropy and nonprofit administration;
- (c) to advance students' knowledge of scholarly research, theories and models in the area of nonprofit organizational development, donor relations, grant writing, corporate/foundation relations, advocacy, public funding, and evaluation/accountability;

These objectives correlate with the needs evidenced by data from the Kellogg Foundation. Larson and Wilson (2001) and Larson (2002) found that students in existing nonprofit graduate degree programs were specifically interested in curricula advancing their knowledge in the following areas: budgeting and accounting, evaluation and accountability, fundraising and development, governance, legal structure, policy making and marketing, proposal writing, and strategic planning for nonprofit organizations. Thus, the proposed program focuses its curriculum on meeting these needs.

The program will be offered via the UNI Division of Continuing Education and most courses will be made available via the Iowa Communication Network, serving professionals in the fields of philanthropy and nonprofit management from across the state. This program delivery approach also corresponds with needs identified by prior research. Participants in nonprofit management programs generally were

working full-time (88%), and thus were "place-bound" (71%), seeking convenient programs within a one-hour drive (Larson & Wilson, 2001).

- b. How does it further the educational and curriculum needs of other units in the college or

university?

This program targets a unique mainly place-bound population of fundraising/resource development professionals throughout Iowa whose needs may not be as specifically met by other graduate programs offered on campus.

2. Duplication and Collaboration

a. What programs in this field of study are available in other colleges and universities in Iowa?

No other institution in Iowa has a graduate degree in Philanthropy and Nonprofit Development. Iowa State University has a non-credit certificate program with the participation of the University of Northern Iowa, and the University of Iowa has a credit-bearing certificate.

b. With what representatives of these programs have you consulted in developing this proposal? Provide a summary of the reactions of each institution consulted.

University of Iowa - Chet Rzonca, the Interim Dean of Continuing Education at the University of Iowa, has indicated his unit's support and desires to eventually develop some course-sharing opportunities (see attached letter from Chet Rzonca). The Graduate College at the University of Iowa surveyed graduate programs at SUI in response to a consultation request and likewise has indicated strong support for the proposed program (see attached letter from John Keller).

Iowa State - The Graduate College of Iowa State University has also indicated support for the program. (see attached letter from John Mayfield).

c. In what ways is this proposed program similar to those mentioned above? In what ways is it different or does it have a different emphasis?

No other institution in Iowa has a graduate degree in Philanthropy and Nonprofit Development. Certificate programs at the University of Iowa and Iowa State University offer some similar content, however the proposed program offers the important opportunity to go beyond a certificate to earn a Master of Arts degree in Philanthropy and Nonprofit Development while taking courses at locations across the state. The curriculum is geared toward students who are currently employed in philanthropic/ resource development positions, allowing them broad exposure to topics identified as important for the nonprofit sector-at-large, while simultaneously providing them with flexibility to tailor projects to their individual/specific needs.

d. How does the proposed program supplement the current programs available?

The program would expand UNI's degree offerings by targeting a specific and place-bound demographic (professionals in philanthropic/nonprofit arenas) not otherwise served by UNI's, ISU's, and U of I's current degree programs. A survey conducted by UNI's Continued Education division in 2003 through the Iowa Association of Fundraising Professionals indicated that 60 people expressed interest in the program.

The proposed program compliments the University of Iowa and Iowa State University's

certificate programs by offering participants the opportunity to earn a graduate degree, providing additional professional advancement beyond the certificate.

- e. Has the possibility of some kind of interinstitutional program or other cooperative effort been explored? What are the results of this study?

Preliminary discussions have been held with the University of Iowa about some potential for course-sharing with the nonprofit certificate program that SIU offers.

- f. Please list the Iowa institutions in which articulation agreements are being developed for the proposed program (NOTE: This applies only to community college degree programs which may transfer students to this program).

N/A

- g. Please provide the Classification of Instructional Program (CIP) Code for the proposed program.

52.0206

3. Please estimate the enrollment in this program for the next five years.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
a. Undergraduate:					
Majors:	0	0	0	0	0
Non-majors:	0	0	0	0	0
b. Graduate:					
Majors:	20	20	20	*	*
Non-majors:	0	0	0	0	0

*Note: Assuming enrollment meets the minimum requirement, the program will be offered with a cohort approach for one three-year cycle after which program demand will be re-evaluated. Continuation of the program is contingent upon sustained interest and adequate enrollment.

- c. On what basis were these estimates made?

In late December 2002, a brochure was distributed to several Iowa chapters of the Association of Fundraising Professionals (approximately 300 members), explaining the proposed program and soliciting their feedback. By February 1, 2003, 60 people had expressed interest in the program. If one-third of those interested decided to enroll, a cohort of 20 would begin the program.

- d. What are the anticipated sources of these students?

The respondents to the survey work in a variety of capacities and settings throughout the state; including hospitals, nonprofit/philanthropic organizations/foundations (i.e., the Red Cross, Iowa Public Television Foundation, NBA Ramsey Home, etc.), volunteer organizations and colleges/universities. As mentioned, many of these individuals' primary roles revolve around fundraising and resource development, making this program a potential strong match for their needs.

Note: Letters of support for the proposed program from four practicing nonprofit professionals are included with these responses.

4. Please provide any available data or information on employment opportunities available to graduates of this program in Iowa and nationally.

The continued growth of nonprofit organizations both statewide (38.3 percent growth in the number of nonprofits in Iowa between 1989 and 94) and nationally (35.8% growth) coupled with increased competition for funding, suggest that advanced training in philanthropy/nonprofit development is necessary (Independent Sector & Urban Institute, 2002; Independent Sector, 2001; Hodgkinson, Weitzman, Abrahams, Crutchfield & Stevenson, 1997; Stevenson, Pollak & Lampkin, 1997).

This program is designed to meet academic/professional development needs of professionals already in the philanthropy/nonprofit arena. The survey referenced earlier supports this claim, as the majority of respondents are currently employed in resource development positions and would use the proposed degree for personal development and career advancement purposes.

5. Are there accreditation standards for this program?

No

- a. What is the accreditation organization?

NA

- b. What accreditation timetable is anticipated?

NA

6. Does the proposed program meet minimal national standards for the program, e.g., Council of Graduate Schools or other such bodies?

Yes

7. Report any reactions of the Iowa Coordinating Council for Post-High School Education.

Pending

Additional Resource Needs

1. Will the program require new resources? Yes

If yes, what is the plan to obtain new resources?

Since the program is designed solely for off-campus delivery through the Division of Continuing Education, program costs including faculty salaries, ICN costs, etc. will be funded by the tuition dollars generated by program enrollees. No other

university resources will be necessary. If there is insufficient interest in the program to generate sufficient revenue to support the program, it will not be offered.

2. Will the program require reallocated resources?

No

3. At what level of enrollment will additional resources be required for the program?

20 students

4. For programs planning to use external grants, what would be the effect of the grant termination?

NA

Estimate the total costs (or incremental increases in expenditures) that may be necessary as a result of the new program for the next three years.

ESTIMATED INCREMENTAL COST

	First Year	Second Year	Third Year
(1) Faculty	\$16,000.00	\$16,000.00	\$8,000.00
(2) Graduate Assistants	\$0.00	\$0.00	\$0.00
(3) General Expense	\$8,800.00	\$8,800.00	\$8,800.00
(4) Equipment	\$0.00	\$0.00	\$0.00
(5) Library Resources	\$7,800.00	\$0.00	\$0.00
(6) New Space Needs	\$0.00	\$0.00	\$0.00
(7) Computer Use	\$0.00	\$0.00	\$0.00
(8)	\$0.00	\$0.00	\$0.00
Total	\$32,600.00	\$24,800.00	\$16,800.00

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