

MEMORANDUM

To: Board of Regents
From: Board Office
Subject: The Iowa Nonprofit Resource Center at the University of Iowa
Date: September 9, 2002

Recommended Action:

Receive the report from the University of Iowa to establish the Iowa Nonprofit Resource Center.

Executive Summary:

Report pursuant to Board Policy The University of Iowa is submitting a report to establish the Iowa Nonprofit Resource Center. The Board of Regents Policy Manual (§6.06) requires only informational reports when a proposed center or institute does not require a "major commitment of funds" (amounts exceeding \$25,000). The proposed Center budget from university funds is \$15,000.

Mission The mission of the Iowa Nonprofit Resource Center is to make more accessible educational, research, and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations.

Goals The goal of the Center is to provide instruction (on campus and via ICN) for people who are either being prepared for, or who are already engaged in, the operation of nonprofit organizations. Other aims of the Center include providing resources; facilitating access to publications, websites, consultants, associations, and courses available throughout Iowa and the nation; and providing technical assistance to Iowa nonprofit organizations.

Interdisciplinary Collaboration The Iowa Nonprofit Resource Center is an interdisciplinary collaboration involving faculty and staff from the Graduate College; Colleges of Law, Business, Nursing, Public Health, and Liberal Arts and Sciences; Division of Continuing Education; University of Iowa Foundation; Office of the General Counsel; Institute of Public Affairs; Women's Resource and Action Center; and University Life Center.

Reporting Structure The Center Director is Dr. Willard L. Boyd. While Dr. Boyd is serving as Interim President, the Center will be directed by Jude West, Professor Emeritus, Tippie College of Business, and will report to the Dean, College of Law.

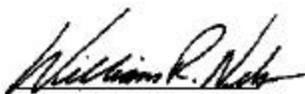
Partnerships and Unique Service to Iowans The Iowa Nonprofit Resource Center has established partnerships with the Iowa State University Nonprofit Management Institute and the Siouxland Nonprofit Management Institute. The Center is unique in that it offers educational programs to students for both undergraduate and graduate credit, on and off campus, serving not only those who currently are engaged in the operation of nonprofit organizations, but those who wish to work in that sector.

Multiple Funding Sources Funding sources include (annual dollar amount):

1. Private funds	\$51,543
2. Grant	80,000
3. University general fund	<u>15,000</u>
TOTAL	\$146,543

The Iowa Nonprofit Resource Center does not pose any new financial obligations to the University of Iowa.

Regent Review Questions Attached are the University of Iowa's responses to the Regent Review Questions on proposed centers and institutes (pp. 3-6). The responses to the review questions appear to meet Board expectations.


William R. Nelson

Approved: 
Gregory S. Nichols

1. Title of the proposed center: The Iowa Nonprofit Resource Center
2. Administrative relationship of the proposed unit to other entities on campus

The Iowa Nonprofit Resource Center is a University of Iowa interdisciplinary collaboration. Participating in the work of the center are faculty and staff from the Graduate College (Urban and Regional Planning), Colleges of Law, Business, Nursing, Public Health, and Liberal Arts & Sciences (Communications Studies, Journalism and Mass Communication), the Division of Continuing Education, the University of Iowa Foundation, the Office of the General Counsel, the Institute of Public Affairs, Women's Resource and Action Center, and the University Life Center.

3. The Center Director is Willard L. Boyd.

During the time that Professor Boyd is serving as Interim President of the University of Iowa, direction will be provided by Jude West, Professor Emeritus, Tippie College of Business. The Center reports through the director to the Dean, College of Law.

4. Basic purposes and objectives of the Center:

The mission of the Iowa Nonprofit Resources Center is to make more accessible educational and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations. The Center provides information and training resources to charitable, nonprofit organizations and interested persons throughout Iowa. The Center is committed to building the capacity and developing effectiveness of community-based organizations, and to enhancing the overall effectiveness of local organizations in building communities.

The goal of the Center is to provide instruction for people who are either being prepared for -- or are already engaged in -- the operation of nonprofit organizations. Educational programs provide strong and relevant course content with instructional delivery to meet the varying needs of students both on and off campus, including distance education and short courses. The two semester core course, Nonprofit Organizational Effectiveness I and II, is delivered both on campus and via ICN to eight sites across the state. This comprehensive year-long course addresses all aspects of operating nonprofit organizations and their community relations.

The Center completed a survey of 138 Iowa nonprofit organizations to ascertain the needs of this sector and to inform them of the Center's mission. The Center has mailed its brochure to 3000 charitable nonprofit organizations in Iowa; to Iowa United Ways for distribution to member agencies; and to Iowa community foundations for distribution to grantees. The Center provides extensive resources (listed below), facilitates access to relevant publications, websites, consultants, associations and courses available throughout Iowa and the nation, via hot line and website, and provides technical assistance to nonprofit organizations in Iowa cities. This network approach provides resources that Iowa nonprofits are able to access quickly to meet specific needs.

A) How will the activities of the unit relate to the general mission and teaching programs of the university? Committed to serving the people of Iowa in their home communities, the Center provides educational, research, and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations. The Center provides strong and relevant course content to people either being prepared for -- or already engaged in -- the operation of nonprofit organizations. The Center introduces students to the nonprofit sector, developing their sense of community service and engaging them in research pertinent to the nonprofit sector.

B) Relationship to strategic plan: The concept of the Center meets the University of Iowa strategic goal #4: Interdisciplinary interaction in teaching, research, and service, an area that has been championed by the Office of the Provost.

5. Do similar units exist at other public or private colleges or universities in Iowa? If so, how does the proposed unit relate to them?

In 1999 Iowa State University combined its expertise with United Way of Central Iowa to offer a Nonprofit Management Institute in Des Moines to enhance the management skills of those serving in the nonprofit sector. The Nonprofit Management Institute offers professional development through off-campus workshops in various areas related to the nonprofit sector, primarily aimed at United Way agencies as a community building exercise. The Iowa Nonprofit Resource Center and the Iowa State University Nonprofit Management Institute work together to offer some courses. Among the practitioners and academicians serving as instructors for the Nonprofit Management Institute are faculty and staff from the University of Iowa. The Siouxland Nonprofit Management Institute is a collaboration between ISU, United Way of Siouxland, and the Tri-State Graduate Center in Sioux City. Its purpose is to enhance the management skills of those serving in the nonprofit sector. The Siouxland Nonprofit Management Institute offers a certificate in nonprofit management. Program participants must complete any combination of courses totaling six continuing education units (CEUs are noncredit units awarded at the rate of one CEU for every ten hours of classroom time). Professor Boyd serves as a faculty member.

The Nonprofit Management Institute and the Siouxland Nonprofit Management Institute are partnerships between Iowa State University and United Way to enhance management skills of those serving in the nonprofit sector. The Iowa Nonprofit Resource Center contributes to both of those endeavors through shared faculty and offerings. The Iowa Nonprofit Resource Center is unique in that it offers educational programs to students for both undergraduate and graduate credit, on-campus and off, serving not only those already engaged in the operation of nonprofit organizations, but others who wish to work in that sector. In addition, the Center provides extensive services and resources, which are available to all nonprofit organizations in Iowa. Among those educational programming and resources are:

Educational programs: educational programs (both on-campus as well as off campus) for undergraduate and graduate academic credit for persons who wish to work with nonprofit organizations as well as those who currently work in them. In addition to the core course, the Center serves the Iowa nonprofit community through a number of noncredit instruction programs such as presentations, workshops and short courses.

- Core Course (offered for undergraduate or graduate credit):

This course addresses all aspects of operating nonprofit organizations and their community relations. Each session focuses on topics of importance and involves a combination of lectures and discussion. Special faculty guests make presentations based on their area of expertise.

The year-long core course examines themes and issues common to a wide range of nonprofit endeavors. Participants look at the array of factors and issues that emerge as nonprofit organizations are launched and managed. The important collaborative relationships of the nonprofit with community constituencies, government entities, and professional associations is covered. Emphasis is given to marketing, public relations, public advocacy, international relations, and the interplay of these factors. Topics covered include mission statements, board of directors, legal and tax issues; required governmental filings, budgeting and accounting; fundraising; leadership and teambuilding.

Nonprofit Organizational Effectiveness I: Focuses on operational and financial aspects of nonprofit management, including mission of the organization and its governance. The strategic planning necessary for effective management is emphasized, including finance, budget, income generation and fund-raising.

Nonprofit Organizational Effectiveness II: This course has two primary thrusts. First, it focuses on qualities needed for leaders of nonprofit organizations, including the relationship with staff and volunteers. Secondly, the course covers the relationship of a nonprofit with the external world – community constituencies, governmental entities, professional associations and collaboration with other organizations. The emphasis will be on integrated strategic communication involving marketing, public relations, public advocacy and internal relations.

- Workshops (planned giving; *Anticipating, Preventing and Surviving a Crisis in a Nonprofit Organization*; United Way Training sessions); off-campus Presentations

Resources:

- **Iowa Grants Guide:** a free, on-line database of organizations that fund projects in Iowa. The IGG web site provides information for and about Iowa's nonprofit resources, including profiles of foundations, trusts, and corporate, government and other funding sources in Iowa. The **Tool Kit** section has information on writing grants, preparing budgets, and fund-raising, as well as links to other sites that may be useful to Iowa grantseekers.
- **Directory:** links to the best nonprofit websites; websites for national organizations which have information on general and specific nonprofit issues; websites and agencies with an Iowa emphasis, including those that provide advice or sources for consultants; information to connect with specific kinds of nonprofit organizations.
- **Guide to Government and Legal Resources:** a director of governmental agencies of use in various stages of organizational development. Iowa Government Contacts, federal resources, and the Iowa Legislature.
- **List of courses:** for-credit and non-credit courses offered by institutions, organizations, and for-profit entities in the state and regionally.

- **Guide to the best nonprofit books:** and a system to check location at a nearby library
 - **Frequently Asked Questions:** section on website which will be added to over time. The Center is experimenting with an audio component.
 - **Off Campus Presentations by Professor Boyd**
 - **Nonprofit Continuing Legal Education:** Seminar in November 2002 at the College of Law on charitable giving and intergenerational transfer of wealth
 - **Technical Assistance:** The Iowa Nonprofit Resource Center has helped nonprofit organizations in many Iowa cities.
 - **Video on the Role of Nonprofits in Building Iowa Communities:** The Iowa Nonprofit Resource Center is developing a video that will explain by example the total impact of the nonprofit sector in Iowa.
 - **Law School Courses:** Nonprofit section of the Law School Legal Clinic will be extended into two semesters. The clinic takes cases of start up nonprofits which do not have initial funding, as well as cases of broader interest. Course in Philanthropy; Taxation Issues of Nonprofit Organizations.
 - **ICN Class:** through the Division of Continuing Education, additional off campus sites for the core course are being identified at community colleges
 - **Online training resources:** links to sites which provide information, training or tutorials
6. Proposed sources/annual amounts of funding:
The Iowa Nonprofit Resource Center has a fulltime coordinator, Richard Koontz. In addition, graduate assistants are utilized to provide online informational services.

Budgetary Item	Source of Funds	Annual amount
General operation support	F.Wendell Miller fund	\$35,000
TA support	F.Wendell Miller fund	\$16,543
Programming, operating expenses, personnel	Carver Grant	\$80,000
Supplies, travel	General Fund	\$15,000
Total		\$146,543

7. The Iowa Nonprofit Resource Center does not pose any new financial obligations to The University of Iowa.

The Iowa Nonprofit Resource Center website, <http://nonprofit.law.uiowa.edu>