



THE AMERICAN UNIVERSITY
WASHINGTON, D.C.

Spring 1988

Volunteer Management Certificate Program

The training and certification of volunteer managers is a priority for organizations that understand the benefits of an efficient volunteer operation. The Professional Certificate in Volunteer Management, a noncredit comprehensive training program, has received educational endorsement from the Association for Volunteer Administration. The program develops and refines specific management skills for on-the-job effectiveness. The program can be completed in one year with all seminars and workshops available during evenings and weekends.

The Program is Intended for:

- Experienced Volunteer Coordinators interested in an educational credential.
- Newly appointed Volunteer Managers who wish to broaden their perspective and gain specific training in job-related areas.
- Volunteers and Volunteer Managers who acknowledge a need for specialized courses for professional growth and wish to expand their familiarity with volunteerism as a profession.

Certificate Requirements

Completion of the Volunteer Management Certificate Program requires participation in five core seminars and two optional workshops.

Core Seminars

- 901 Organizational Theory and Behavior for Volunteer Managers (12 hours)
- 902 Publicity and Public Relations for Volunteer Managers (12 hours)
- 903 Training Your Volunteers (12 hours)
- 904 Supervisory Skills for Volunteer Managers (12 hours)
- 905 Recruiting, Interviewing, and Placing Volunteers (12 hours)

Optional Workshops

- 910 Newsletter Production Workshop (6 hours)
- 911 Management Politics in Nonprofit Organizations (6 hours)
- 912 Fund-Raising for Nonprofit Organizations (6 hours)
- 913 The Volunteer: Managing Self and Differences (6 hours)
- 914 Interpersonal Styles in Groups (6 hours)
- 915 Proposal Writing for Nonprofit Organizations (6 hours)
- 916 Volunteer Performance Reviews (6 hours)

Enrollment

Seminars and workshops in Volunteer Management may be taken individually or as part of the certificate program. Participants who formally apply to the certificate program may register for Volunteer Management courses at a reduced tuition rate. For program information or to request a certificate application, call (202) 885-3900.

Course Materials

The American University's *Volunteer Management Program Resource Manual* will be available for purchase at the first session of each course. It will contain the required course materials and resource information for the entire Volunteer Management Program. Individual course packets will be available for purchase for those not participating as certificate students.

Spring 1988 Courses

ORGANIZATIONAL THEORY AND BEHAVIOR FOR VOLUNTEER MANAGERS

Ruth M. Schimel

Organizations are complex systems that offer challenges to volunteer managers. This seminar provides a theoretical and practical framework for improving the effectiveness of the volunteer manager, with an emphasis on aspects of human behavior. Discussion and analysis of critical issues will give insight into the structure and dynamics of the organization and relationships of the paid staff and volunteers within it. Using a functional approach, concerns relating to the informal organization, group dynamics, conflict management, and organizational environment and change will be addressed. The required text for this course is *Organizational Diagnosis* by Marvin Weisbord. *Getting To Yes* by Fisher and Ury, is recommended for further reading.

Ruth M. Schimel is an adjunct instructor in The American University's Kogod College of Business Administration.

COURSE 901 \$135 (Certificate Tuition: \$110)
SIX SATURDAYS, 9:00 am-11:00 am
FEBRUARY 20 - MARCH 26

PUBLICITY AND PUBLIC RELATIONS FOR VOLUNTEER MANAGERS

Roger Langley

Volunteer organizations rely on good publicity and carefully planned public relations programs to promote their purpose. Learn the basics of publicity and public relations, and real world strategies for getting your message out to the public.

Examine specific promotional objectives, and work on solutions and strategies as a group. Participants will compile their own workbooks with information presented on areas such as small dailies, weeklies, special interest publications, press releases, radio, TV, and much more. Guest speakers such as news directors will share their experiences and answer questions.

Roger Langley is an Information Officer with the Montgomery County Office of Public Information and Volunteer Services.

COURSE 902 \$135 (Certificate Tuition: \$110)
SIX SATURDAYS, 12:00 noon-2:00 pm
FEBRUARY 20 - MARCH 26

TRAINING YOUR VOLUNTEERS

Debra Eshelman

As a volunteer manager, you know that training your volunteers pays off. To foster productivity and retention, learn to effectively train both paid and volunteer staff.

This seminar will highlight the special needs and learning styles of the adult learner as a foundation to designing successful training events. Techniques for implementing needs assessment, group exercises and evaluation tools will also be shared.

Debra Eshelman has been training volunteers for over seven years, and currently trains supervisors and managers for a communications company.

COURSE 903 \$135 (Certificate Tuition: \$110)
SIX WEDNESDAYS, 7:30 pm-9:30 pm
APRIL 6 - MAY 11

SUPERVISORY SKILLS FOR VOLUNTEER MANAGERS

Ruth M. Schimel

Volunteer managers encounter unique supervision problems and opportunities. This seminar will offer insights, practical tools, and techniques for solving these problems and embracing the opportunities. Using the Personal Skills Map, increase your self-awareness to explore professional strengths, as well as areas to target for development. Using a participatory format, the focus will be on organizing work, communicating feedback effectively, analyzing and solving performance problems, and creating an environment for growth and development, particularly as it applies to volunteers. The required text for the course is *Survival Skills for Managers* by Marlene Wilson.

Ruth M. Schimel also teaches *Organizational Theory and Behavior for Volunteer Managers*.

COURSE 904 \$135 (Certificate Tuition: \$110)
SIX THURSDAYS, 6:00 pm-8:00 pm
APRIL 7 - MAY 12

RECRUITING, INTERVIEWING, AND PLACING VOLUNTEERS

Hope M. Piovra

This seminar will provide an opportunity for participants to practice recruiting techniques, beginning with writing job descriptions and including targeted recruitment, screening, and interviewing skills. The critical challenge of personal development of paid and volunteer staff, recognition, and motivation will be discussed. Through role play and class interaction, participants will develop new skills and refine existing ones. The required text is *The Helping Interview* by Alfred Benjamin.

Hope M. Piovra is a former instructor at the University of Akron and draws on her experience as a past Executive Director of the Voluntary Action Center of Summit County, Ohio.

COURSE 905 \$135 (Certificate Tuition: \$110)
SIX SATURDAYS, 2:30-4:30 pm
FEBRUARY 20 - MARCH 26

NEWSLETTER PRODUCTION WORKSHOP

Martha L. Sutherland

This workshop will provide training for those involved as well as those wanting to get involved in the writing, editing, and production of in-house newsletters. Learn to establish editorial and design objectives and what it entails to edit, rewrite, proof, choose type, and copyfit. Participants are encouraged to bring copies of their organizations' newsletters.

Martha L. Sutherland owns Graphicly Speaking. She has extensive experience in designing and producing brochures, newsletters and other promotional materials.

COURSE 910 \$80 (Certificate Tuition: \$65)
TWO THURSDAYS, 7:00 pm-10:00 pm
MARCH 17 and 24

FUND-RAISING FOR NONPROFIT ORGANIZATIONS

Bruce Meader

Most non-public educational institutions from elementary schools through universities, and many non-profit, charitable organizations depend on individual and corporate philanthropy for survival. If you are a board member or volunteer for an organization that needs to raise funds, this course can give you the information and basic skills you need to succeed. Topics include: annual giving programs, capital campaigns, planned giving programs, writing foundation and corporation grant proposals, phonathons and other special events, the role of public relations, and tax consequences of giving.

Bruce Meader is fund development counsel to a wide variety of educational institutions, associations, and charitable organizations.

COURSE 912 \$80 (Certificate Tuition: \$65)
ONE SATURDAY, 9:30 am-4:30 pm
APRIL 16

INTERPERSONAL STYLES IN GROUPS

Lisa Levy

Team work and effective meetings are essential to organizational productivity. Through this experiential workshop you will explore the role of the individual in groups, teams, and meetings. Become aware of your work style and how to strengthen your effectiveness in group situations. Learn how to lead groups toward working successfully, promoting action, and performing problem solving. Participants will learn why meetings fail and how to plan for a successful meeting.

Lisa Levy is the Program Manager for the Institute for Human Resource Development at The American University.

COURSE 914 \$80 (Certificate Tuition: \$65)
ONE SATURDAY, 9:30 am-4:30 pm
APRIL 9

NETWORK NIGHT: VOLUNTEER MANAGEMENT

Legal Liabilities and Volunteerism

February 10, 6:30 pm-8:00 pm

The potential legal liability of board and service volunteers is impacting volunteerism. Do you need to have liability insurance? What is The Volunteer Protection Act of 1987? What are its implications?

Join us for a panel discussion focusing on this timely issue. In addition, take advantage of this opportunity to network with your colleagues.

Call (202) 885-3900 to make a reservation.

Registration Information

Credit Registration

To register for credit courses call the University Programs Advisement Center, (202) 885-2500. Courses begin January 19, 1988. Tuition is \$323 per semester hour. The last day to register without a late fee is January 15. The late registration period with \$50 fee is January 19-25.

Noncredit Registration

Register by returning the attached Noncredit Registration Form, by calling (202) 885-2500 or by going to the University Programs Advisement Center, McKinley Building, Room 153. Registration hours are Monday-Thursday, 9:00 am to 8:30 pm; Friday, 9:00 am to 5:00 pm; and Saturday, 9:00 am to 12:30 pm. Registration is complete only when full payment is verified or an authorized training or purchase order has been received. Participants registering by telephone must use a valid VISA or MasterCard. Registration by mail or in person must be accompanied by a check, money order, or appropriate credit card information. Cash is not accepted. Checks should be made payable to "The American University." Payment returned for insufficient funds will be subject to a \$10 handling charge.

Confirmation and Location

Participants should receive written confirmation of their registration, indicating class location, the week before class

begins. Questions on the status of registration should be referred to (202) 885-2500. Participants should show confirmation letters to the instructor as a verification of their registration.

Cancellations

The American University reserves the right to cancel a scheduled course due to low enrollment or other unavoidable reasons. Every effort will be made to contact the students enrolled in a cancelled course. A student who does not choose to transfer to another course may receive a full refund of the tuition and fees paid. Individual class sessions may be cancelled due to inclement weather or emergencies. Listen for cancellations over local Washington metropolitan radio stations or call (202) 885-2500.

Withdrawals

Students may withdraw prior to the beginning of the first class without penalty. After the first class, no refunds will be granted.

Textbooks

Course texts are available at The American University Campus Store located in the Abby Joel Butler Pavilion, (202) 885-6300. For courses where a text is indicated, students must bring the book to the first class session.

Parking

Parking information will be mailed with course confirmation. For information, please call (202) 885-3110.

NONCREDIT REGISTRATION FORM

SPRING 1988

Complete and mail to:

University Programs Advisement Center
The American University—McKinley 153
4400 Massachusetts Ave., NW
Washington, DC 20016

Part I	Name		SS#	
	Address		Apt #	(D) Phone
	City	State	Zip Code	(E) Phone
	Employer		Position	
	Address		City	State Zip
Part II Course Selection	Course No.	Course Title		Tuition
Part III All Credit Cards will be verified.	<input type="checkbox"/> Check Enclosed (Please make payable to "The American University")			Total \$
	<input type="checkbox"/> Please charge my <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa			
	CardHolder's Name:		Card #	Expiration
	<input type="checkbox"/> Please bill my employer at above address. Purchase or training order must be enclosed.			
Part IV	Signature (Required on all registrations)			