



# Center for Nonprofit Leadership

*Engage. Learn. Transform.*

## Program Overview

**Engaging, learning** and **transforming** are at the heart of the nonprofit sector in today's challenging times, and a useful lens for the evolving mission of the Center for Nonprofit Leadership. We work together to transform the leaders and organization that serve our region, helping to underscore how our local nonprofits continue to change people's lives. Here are just few of the ways we make a difference together:

### Engaging leaders across the organization including nonprofit staff, board members and volunteers.

In 2011, we unveil new opportunities for learning, advanced practice workshops to meet the needs of seasoned leaders through our **Leadership 2.0 programming**, new curriculum on **financial literacy** and networking opportunities to foster a vibrant collaborative community of nonprofits serving Ventura County. We also introduce **CareerTrak** and **BoardTrak**, new tools on our website that will help nonprofit leaders advance professionally, or strengthen their skills in their disciplines, taking the responsibility to help shape the future of nonprofit leadership in this county. Please visit [www.vccf.org](http://www.vccf.org) to learn more!

Last year, the Center provided **over 100 workshops** on management and leadership topics to **over 2,000 participants** from **500 unduplicated organizations**. Our faculty included **57 community experts** who generously contributed **328 hours** of volunteer instruction. Our faculty plays a critical role in curriculum development, course instruction, program evaluation and educational needs assessment. Additionally, the faculty is convened annually for the purpose of supporting an integrated approach across the breadth of workshops and topics.

Over 100 **full and partial scholarships** were awarded to local nonprofit leaders; decreasing financial barriers to attendance to workshops and learning opportunities.

**Recent institutional partners** include California Lutheran University, California State University, Channel Islands, Pepperdine University, Ventura Adult / Continuing Education, the California Management Assistance Partnership (C-MAP), the California Association of Nonprofits (CAN), Santa Barbara/Ventura Chapter of the Association of Fundraising Professionals (AFP), the Ventura County Volunteer Coordinator's Council and the Ventura County Planned Giving Council.

*"Thank you so much for awarding me a full scholarship. I have learned so much and am applying my knowledge with a small organization in Ventura County. Thank you for this opportunity and opening a door for me."*

Our work would not be made possible without the generous contributions from **local, regional and national funders and donors** – Aera Energy, the Amgen Foundation, AT&T Foundation, Bank of America Charitable Foundation, California Consumer Protection Foundation, The James Irvine Foundation, Montecito Bank & Trust, Smith-Hobson Foundation, Towbes Foundation, Weingart Foundation, Wells Fargo Foundation, and the Wood-Claeyssens Foundation – to name just a few.

For a full list of our donors, funders and program sponsors, please log on to [www.vccf.org](http://www.vccf.org). Click on Center for Nonprofit Leadership at the top banner of the page!

## Assisting nonprofits, donors, and financial advisors in creating personal legacies and investing in the future of Ventura County.

*"Our planned giving program is well on track, and we take great pride in the fact that our efforts today will ensure that our services are around for the children of the future."*

The Planned Giving Initiative serves to improve the understanding and use of this important and underutilized philanthropic vehicle by providing open office hours, specialized workshops and individual services provided by a skilled Planned Giving Officer. Access to such a resource focuses on assisting nonprofit organizations in securing planned gifts from their supporters – when combined with the stability of VCCF's endowment management and its generously structured charitable gift annuity program, can attract new resources to local

nonprofit organizations.

## Developing and supporting better board leaders.

The Board Leadership Initiative has garnered tremendous success in the community. Comprised of a broad array of programs, the initiative has provided multiple points of entry to a total of **330 (191 unduplicated) board members and community leaders** in fiscal year 2009/2010.

The **Board Leadership Institute**, a seven module certificate training program continues to engage Board members in learning and networking opportunities that focus on community leadership, organizational oversight and governance themes.

Since the program launched in 2006, a total of **185 board leaders** from **106 unduplicated nonprofit organizations** have successfully completed the program. Quarterly Board Chair Roundtable discussions continue to be convened for the purposes of networking, information sharing and addressing challenges unique to their leadership roles.

*"Most of our board members have attended the Board Leadership Institute and other workshop opportunities which have greatly contributed to their competence as savvy, informed and accountable board members."*

To date, a total of **57 organizations** benefited from **expert consultant services** provided by VCCF staff or community consultants affiliated with the Center.

## Delivering programming at the forefront of issues facing the nonprofit sector.

Over **300 people** visited the *Library for Nonprofit Research and Development* and countless nonprofit leaders received referrals to local consultants, funding opportunities, cutting edge research and answers to their questions. Through workshops conducted in the *Technology Center*, nonprofit leaders have increased their ability to conduct online research.

*"The Center for Nonprofit Leadership has become my anchor and the place which helps me re-fuel, gather my resources and guide the organization to the next level."*

Subscribers to the **Nonprofit Enews** grew by **15%** to include **4,689 people** receiving this bi-monthly electronic publication. Each edition includes up-to-date information about Center training opportunities, regional conferences, funding opportunities, and employment opportunities available in the Ventura County nonprofit sector.

To subscribe to the Nonprofit Enews, log on to [www.vccf.org](http://www.vccf.org).  
Click on Center for Nonprofit Leadership, scroll to Nonprofit Enews & sign up!

## Elevating technology literacy and the ability to harness technology to achieve mission.

The **Technology Center** is a fully operational business center with ten **(10) networked computer workstations** with broadband internet access and is home to training and networking opportunities focused on software applications, website design & eMarketing as well as fund development research online.

The learning model is a hybrid of didactic presentation coupled with one-on-one coaching/instruction. The small classroom size allows attendees to bring a business challenge to each workshop and receive one-on-one assistance from faculty. Since the lab opened in 2006, we have conducted **189 workshops** constituting **463 hours** of instruction to **1,398 attendees**.

To complement the classroom learning opportunities, we also provide, free of charge, access to hundreds of hours of on-line course instruction and simulated practice in software applications and skills. The on-demand learning, mentoring and reference materials are available daily from 10am – 4pm.

*"We are a small nonprofit organization with limited funds available for staff training. These workshops are providing the computer knowledge staff will need to upgrade our donor records and perform their jobs with greater efficiency. Staff has been very impressed with the teaching provided and they are excited about what they are learning."*

The **Ventura County Charitable Events Calendar** is a centralized community calendar made available to the nonprofit community, free of charge, for the purpose of increasing exposure to the important charitable events planned, avoiding duplication and potential scheduling conflicts, and promoting choices to potential new donors when they seek to contribute via special events.

Visit [www.vccf.org](http://www.vccf.org) to post your event on the Ventura County Charitable Events Calendar!

## Preparing the current and next generation of nonprofit leaders.

The **Ventura County Nonprofit Leadership Council** was conceived by a group of leaders as a forum for both seasoned and emerging nonprofit executives in Ventura County. The Council meets every other month to **learn, network with colleagues** and explore **cutting edge leadership topics** relevant to the nonprofit field. Each meeting is chaired by a local nonprofit leader with a community content expert facilitating discussion. The Center plays a key role convening and supporting the Council, a unique peer-to-peer learning environment.

The Center offers two very successful intensive programs in partnership with **California Lutheran University** and **Pepperdine University** faculty and students. Each of these two programs matches participating nonprofit organizations with a team of students in a co-learning environment.

The **Strategic Planning Institute** brings expert strategic planning consulting services to small and emerging nonprofit organizations including data collection and analysis, focus group and retreat facilitation and the creation of a multi-year strategic plan.

The **Fundraising Planning Seminar Series** includes general fundraising training, historical trend analysis, planning session facilitation and the creation of an annual development plan with goals and fundraising targets.

Annually, The Center co-sponsors the **Nonprofit Leadership Institute** in partnership with Pepperdine University. This two day event allows nonprofit leaders in the region an opportunity to learn side-by-side with their peers as well as with undergraduate students interested in careers in the nonprofit sector. In 2011, the annual event will be held April 8<sup>th</sup> & 9<sup>th</sup> in Malibu, CA with keynote speaker Kay Sprinkel Grace, author of *The AAA Way to Fundraising Success: Maximum Involvement, Maximum Results*. For additional information, please visit <http://seaver.pepperdine.edu/business/nonprofit-leadership-institute.htm>.

## Providing online resources that leaders need most.

### ★ Introducing CareerTrak and BoardTrak!

In 2011, the Center is pleased to introduce new tools and enhanced features on the VCCF website that will help nonprofit leaders advance professionally, or strengthen their skills in their disciplines, getting the tools to help shape the future of nonprofit leadership in Ventura County.

**CareerTrak** provides website visitors an interactive experience as they determine their long-term career development and immediate skills development needs. Utilizing easy to use drop down menus and links describing various nonprofit positions, **CareerTrak** helps leaders chart the sequence and pre-requisites needed to advance professional goals by using the Center's curriculum of coursework.

For board members ~ new & seasoned ~ we provide **BoardTrak**. Showcasing the critical leadership and governance responsibilities and skills needed for effective board service, **BoardTrak** allows visitors quickly to identify areas in need of deeper understanding aligned with marquee course offerings for board and community leaders county-wide through the Center's annual course offerings.

To access CNL resources online, please log on to [www.vccf.org](http://www.vccf.org).  
Click on Center for Nonprofit Leadership at the top banner of the page!

### ★ Library Collection Online

**Significant enhancements** have been made to the library collection including new publications on Board leadership and governance. The new holdings include a number of recently published books and learning materials from **respected authors and sources** including *Cynthia King, Andy Robinson, Robert Zimmerman and Ann Lehman, Marshall Howard, Jon O'Brien, David Hamlin, BoardSource and Compasspoint Nonprofit Services* – to name just a few. Many of these **notable authors** also serve as faculty and lead instructors in our popular workshops.

The entire catalogue of library resources can be found on the Center's webpages include over 1,000 books, periodicals, pamphlets, tools and templates. Many of our popular titles are now available through our lending program, otherwise, reference materials may be accessed during regular library hours.

The library is open to the public, free of charge Monday-Friday, 10:00 am to 4:00 pm.

### ★ Register Online Now!

To enable quick and easy registration, the Center offers **online registration capabilities**. With the click of your mouse, you can register and make payments to attend our popular workshops and training opportunities.

Register today! Visit <http://www.vccf.org/registration.html> to register.

All quotes are from evaluation forms submitted by workshop attendees. All comments are used with permission.



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