

UNIVERSITY OF PITTSBURGH
SCHOOL OF SOCIAL WORK

presents

ON BECOMING A NONPROFIT CEO:

PREPARING NEXT GENERATION LEADERSHIP

With Don Goughler, MSW, CEO Family Services of W. PA

FIVE-SESSION TRAINING INSTITUTE

Thursdays/AM - Jan. 14, Feb. 4, 11 & 18, and March 4, 2010

2017 Cathedral of Learning - University of Pittsburgh



Continuing Education Program
2025 Cathedral of Learning
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Dear Human Service and Nonprofit Professionals

The School is pleased to reoffer this training program: ***On Becoming a Nonprofit CEO***, a 5-morning series this spring featuring seasoned nonprofit leaders sharing their knowledge and insights with the next generation of nonprofit leadership. In addition, the School continues its regular series of CE programs and online continuing education. For more detailed information on continuing education visit the **School's new website: www.socialwork.pitt.edu** and look for Continuing Education under "Alumni" for the latest ***Social Work Connections*** or ***CE Program Schedule***. ***Connections*** is available electronically, so join the School growing CE email list and request an email version of ***Connections*** at tsssw@pitt.edu or visit our website. For information, ***contact the CE Office at 412-624-3711.***

- ***Tracy M. Soska, LSW, CE Director***

About the Training Institute Faculty

Don Goughler, MSW, has been the President and CEO of Family Service of Western Pennsylvania for the past 9 years. Prior to that he was Executive Vice President and CEO of Southwestern Pennsylvania Human services, Inc. for 11 years. Prior to that he also was both Deputy Director and Executive Director of the Southwestern Pennsylvania Area Agency on Aging and Executive Director of Mon Valley United Health Services. Goughler has been an adjunct instructor at the University of Pittsburgh for the past 13 years where he teaches graduate courses in management. Currently he is Chairperson of the nonprofit, Three Rivers Connect, and serves on the board of trustees of the national nonprofit, Ways to Work, Inc. He also chairs the advisory council of a national gerontology project conducted by the Alliance for Children and Families and funded by the Atlantic Philanthropies, known as New Age of Aging. Don will include several guest presenters in this institute who are detailed inside.

Course Description

In this course students will participate in a learning opportunity for preparing to become CEO's of nonprofit organizations. Beginning with a general session on the nonprofit leadership environment, the course will build through four additional sessions that examine aspects of a four frame model of organizations, described in *Reframing Organizations*, by Lee G. Bolman and Terrence E. Deal. Students will gain an understanding of important nonprofit leadership issues as well as the capacity to recognize and resolve nonprofit management challenges. Sessions will have topical readings.

All sessions are 9:00 am - 12:00 Noon

Objectives

Upon successful completion of the course, students will understand how to:

- Identify nonprofit leadership opportunities and skills.
- Develop vision for the preferred organizational future.
- Achieve clarity in organizational goal setting.
- Balance and integrate organizational goals with the aspirations of staff.
- Build alliances and networks to advance organizational goals

Course Outline

1-14 Leadership/Leaders in the Nonprofit Sector:

Identifying nonprofit leadership opportunities and skills

- Challenges for leaders in the sector
- New organizational designs
- Maintaining ego balance, partnership in the enterprise
- Preparing for executive leadership: what research tells us about nonprofit CEOs
- The Four Frame Model of organizations: metaphors, concepts, leadership image and leadership challenge

Guest Presenters*:

Diana Bucco, *President, The Forbes Funds*
Leslie Bonner, *Consultant, Dewey & Kaye*

2-4 Symbolic Frame

Developing vision of the preferred organizational future.

- Assessing possible scenarios
- Analyzing political environment and mood
- Anticipating funding and resource opportunities
- Clarifying future from history, building space in the future

Guest Presenter: **Al Condeluci**, President and CEO United Cerebral Palsy of Pittsburgh.

2-11 Structural Frame

Establishing clarity in goal expectations and goal- setting

- Strategic planning, teaching strategic thinking
- Using the logic model
- Aligning logistics
- Translating mission through goals and programs
- Division of responsibility and roles, role coordination

Guest Presenter: **Peggy Harris**, President and CEO, Three Rivers Youth

2-18 Human Resources Frame

Balancing and integrating an organization's goals and aspirations of its members

- Recruiting toward goal achievement
- Designing systems for measuring organizational, program and individual outcomes and outputs
- Orienting to strategy, training for achievement
- Building opportunities for staff to succeed

Guest Presenter: **Fran Sheedy Bost**, Executive Director, Turtle Creek MH/MR

3-4 Political Frame

Building alliances and networks to advance organizational goals

- Understanding potential for funding ideas through a range of resources
- Implementing, and avoiding, mergers and alliances with other organizations
- Building internal alliances in staff and board
- Allying with the right elected and administrative officials

Guest Presenters: **Jeff Burks Mascara**, Executive Vice President and CEO, SPHS, Inc.; **David Coplan**, Executive Director, Mon Valley Providers' Council and Past Advocacy Committee Chair, Greater Pittsburgh Nonprofit Partnership.

REGISTRATION FORM

Name: _____
 Address: _____
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 Agency: _____
 Position: _____
 CE Credit: L/CSW _____
 Degrees: _____ Certification(s) _____

(On Becoming a Nonprofit CEO)

Student: ___ BASW ___ MSW ___ PhD ___ Other
 LSW: ___ Yes ___ No Field Faculty: ___ Yes ___ No
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