

Motion for Adding, Modifying, or Dropping a Program
Graduate Academic & Curriculum Committee
Fontbonne University

Title of Motion: Add a Concentration in Nonprofit Management to be available to students in the following graduate programs in the ECGBPS: MBA, MM, NPM, and SCM.

Date Submitted: Wednesday April 4, 2012

Submitted By: Anita Manion, Assistant to the Dean for ECGBPS Curriculum and OPTIONS Faculty & Jonathon Moberly, Curriculum Coordinator

Department/College: Eckelkamp College of Global Business & Professional Studies

Nature of Change: Add New Program: Modify Program: Drop Program:

It is moved that the Eckelkamp College of Global Business & Professional Studies be approved to add a Graduate Concentration in Nonprofit Management.

Rationale/Evidence of Need. Include how this new program aligns with Fontbonne's mission and strategic plan.

The Eckelkamp College of Global Business & Professional Studies desires to do the following:

- 1) Create more opportunity for ECGBPS graduate students to take elective courses that will provide them with the option of obtaining a concentration in Nonprofit Management, which will allow them to combine their business knowledge and experience with a Nonprofit perspective. This will prepare students to contribute to organizations that support the greater good, which aligns with Fontbonne's mission.
- 2) Increase enrollment in the Master of Science in Nonprofit Management and other ECGBPS graduate programs.

Based on research and discussions among Director of International Affairs, focus groups of Nonprofit Management professionals, Adjunct Instructors in the ECGBPS graduate programs, OPTIONS Assessment Coordinator, OPTIONS Student Services Department, ECGBPS Full-Time Faculty, and the OPTIONS Faculty & Curriculum Services Department, the following conclusions were made:

- 1) Those wishing to enter management positions in Nonprofit organizations need to have both the skills obtained in a business degree, and the ability to apply those skills in a Nonprofit environment.
- 2) Competing universities offer students the opportunity to obtain a concentration in Nonprofit Management
- 3) The ability to offer a concentration in Nonprofit Management will make the graduate programs in the ECGBPS stronger and more marketable to prospective students.
- 4) These changes will further our graduate students' appreciation for learning and allow the ECGBPS to further offer a program that has a commitment to personal concern for our students.

Proposed Date of Implementation: Fall 2012

Projected Enrollment:

4/2012

Based on discussions with the OPTIONS Admissions staff, we expect that the implementation of a Nonprofit Management Concentration for the ECGBPS graduate programs will make the respective programs more marketable to prospective students, thus increasing total enrollment.

Financial Impact (describe/list projected amounts):

- **Faculty** Cost per student should actually decrease since enrollment is projected to increase and these are shared courses which will not require new faculty **New Library Holdings** No impact
- **Equipment** No impact
- **Audio-visual / software** No impact

Effect on currently enrolled students:Current graduate students can elect to take a concentration in Nonprofit Management beginning in fall 2012.

Does the proposed program replace an existing one?

No

New Program Objectives/Outcomes:

Upon completion of this concentration, students will be able to:

1. Analyze various models and methods of board governance and leadership and the management of duties and responsibilities for moving the organization from mission statement to mission success.
2. Create a continuous model to strategically plan, develop, implement and evaluate services and programs to enhance organizational effectiveness.
3. Develop essential skills to identify, manage and maximize recurring and sustainable sources of revenue.
4. Apply fundraising principles, processes and skills to advance the organization.
5. Apply the financial and human resource principles necessary to sustain a nonprofit organization including how to balance and support a volunteer staff.
6. Effectively communicate and advocate for a mission-based organization.
7. Assess the day-to-day operations of a nonprofit organization and propose a plan for high-impact management.
8. Examine the importance of ethical issues and the influence these issues have on management decision-making.

Course Listings for New Program:

List all courses required for the new program. Include course number/title and credit hours for each course. If new courses are being proposed, please complete the Motion to Modify, Add, or Drop a Course Form for each course.

Nonprofit Management Concentration	Credit Hours
NPM 510 Marketing and Communication for Nonprofits	3
NPM 520 Resource Development for Nonprofits	3
NPM 530 Revenue Streams for Nonprofits	3
NPM 550 Governance, Leadership, and Management for Nonprofits	3
NPM 560 Strategy, Planning and Program Evaluation for Nonprofits	3
NPM 570 Nonprofit Operations	3

Does this new program affect another department/college? YES NO

If yes, has this department/college approved of this new program?

Additional information:

- The courses in the NPM concentration will be offered in a face-to-face format. These are courses that currently exist in the Master of Science in Nonprofit Management, and which can be shared by students in other graduate programs. This gives an opportunity to increase enrollment in the Master of Science in Nonprofit Management, and provides an opportunity for students to enroll in additional graduate credit hours beyond just their major, which could lead to increased revenue for the university.

If approved, distribute to the following:

- Catalog
- Registrar
- Fontbonne Policy Manual Volume I
- Advisors' Manual
- Student Handbook
- Part-time Faculty Manual
- Staff Handbook
- Other: