

## FEES & REGISTRATION

Register for: (please check one or both)

Post Master's Certificate (Fall 2009)

Advanced Certificate (Spring 2010)

The cost is \$800 for each Certificate. Registration and payment is due Aug 3 for the Post Master's Certificate and Nov 2 for the Advanced Certificate.

20 CEUs will be awarded upon completion of each certificate.

25% Discount for NYU SSSW alumni and current field instructors (\$600 for certificate; an additional \$600 for Advanced Certificate)

15% Discount for NYU SSSW Post Master's Certificate Alumni (\$680 for Certificate; an additional \$680 for Advanced Certificate)

**Discounts cannot be combined..**

Please make check payable to **NYU Social Work**.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Degree Earned: \_\_\_\_\_

Years of Experience in a Leadership Role: \_\_\_\_\_

Current position and agency affiliation: \_\_\_\_\_

NYU SSSW alumni? Yes \_\_\_ No \_\_\_ Year of graduation: \_\_\_\_\_

\* Please note that applications will be accepted on a first-come first-served basis. Each seminar is limited to 20 students.

How did you hear about our program:  Ad  Colleague  E-mail

NYU SSSW Website  Other (please indicate): \_\_\_\_\_

### MAIL THIS FORM AND PAYMENT TO:

Silver School of Social Work  
New York University  
1 Washington Square North  
New York, NY 10003

Attention: Priany Hadiatmodjo

t: 212.998.5963

f: 212.995.4172

e: priany@nyu.edu

**NYU**Silver  
Silver School of Social Work

New York University is an affirmative action/equal opportunity institution.

# Post Master's Certificate & Advanced Certificate in Executive Leadership in the Not-for-Profit Sector



Program Director, **Philip Coltoff**, Katherine W. & Howard Aibel Visiting Professor and former Chief Executive Officer & Executive Director of The Children's Aid Society and author of "The Challenge of Change: Leadership Strategies for Not-for-Profit Executives and Boards" and "The Crusade for Children: The Children's Aid Society's Early Years to Present"

Silver School Social Work at NYU  
Division of Lifelong Learning & Professional Development

## POST MASTER'S CERTIFICATE (Fall 2009)

This program will offer professionals in management positions the skills, knowledge and know how to effectively direct staff and programs during this time of change. The content of the course will be, in large part, based on Phil Coltoff's book, "The Challenge of Change: Leadership Strategies for Not-for-Profit Executives and Boards." Please note that the Post Master's Certificate serves as prerequisite for the Advanced Certificate, to be offered in the Spring 2010 semester.

### COURSE OBJECTIVES

Through an interactive process, participants will gain a greater knowledge of not-for-profit management. Funders who are participants will have the opportunity to discuss their expectations of agency management style, strategic direction and programmatic outcomes. Seminar participants will have an opportunity to present issues and challenges from their practice. Course topics include:

- Staff Development
- Strategic Planning
- Fiscal Management and Budgeting
- Organization and Program Development
- Government and Community Relations and Marketing
- Fundraising and Development
- Board Development and the Ethics of Management

### LEARNING OUTCOMES

The format of the seminar will be interactive discussion with issues and concerns of participants consulting the major substantive areas of discussion. While reading will be helpful, the issues involved in the daily management and funding of social agencies as reflected by the participants will constitute the major portion of the seminar.

### PROGRAM DIRECTOR AND FACULTY

Philip Coltoff, LMSW, is the Katherine W. & Howard Aibel Visiting Professor and former Chief Executive Officer & Executive Director of the Children's Aid Society. Philip is a national leader and innovator in the field of social work and social services. He led the Children's Aid Society as it became an agent of positive change in communities across NYC and the U.S. Under his leadership, the Children's Aid Society's budget grew from \$10 million to \$80 million annually, and its award winning community school and teen pregnancy prevention programs were adopted in more than 1,500 sites nationwide and internationally. For specific sessions, guest faculty will be invited.

## ADVANCED CERTIFICATE (Spring 2010)

This advanced seminar will examine significant issues affecting professional leadership and agency management. Using relevant material provided by participants, seminar members and faculty will engage in critical thinking to examine issues and develop strategies for problem resolution.

### ELIGIBILITY

This program is designed for individuals who have already completed the previously offered Certificate Executive Leadership in the Not-for-Profit Sector or the Post Master's Certificate (offered Fall 2009). Those with equivalent leadership experience may also apply and will be considered on a case-by-case basis.

1. For those who have not completed the Certificate or Post Master's Certificate, please provide a statement about your learning objectives for this seminar. You can fax or mail your statement along with your application.

- OR -

2. For those who have not completed the Certificate or Post Master's Certificate and are currently in senior management positions in social service organizations, please provide an application with details of your present responsibilities, description of any prior academic or advanced programs in leadership, and a statement about your learning objectives. Upon review, you will be notified of acceptance within three weeks of submission.

### ISSUES TO BE CONSIDERED

- Vision, mission and agency direction
- The process (journey) as differentiated from outcomes
- Revitalizing and restoring organization visibility
- The art of delegation
- Constituent acceptance; generating community support and trust
- Fundraising, the art and the skill
- Creative problem solving
- Board selection and management
- Appreciating the achievements and accomplishments
- Group project: Development of a strategic plan

**Both programs will meet on Tuesday afternoons from 4:00pm to 6:00pm in their respective semesters. Official dates to be announced.**