

Nonprofit Sector Workforce Coalition Members

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South Carolina Fair Share
UPS Foundation
United Way of America
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Midwest Center for Nonprofit
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The following article was published in the December 2006 edition of the American Association of State Colleges and Universities' Community College Journal. It was written by Dr. Kala Stroup, President of American Humanics, Inc., a member of the Nonprofit Sector Workforce Coalition.

The Nonprofit Sector workforce Coalition, an initiative of American Humanics, in conjunction with its alliance of national nonprofit and university partners seeks to bring together regional and national organizations, to work collaboratively on addressing the most pressing issues facing the nonprofit sector workforce. The coalition will focus on targeted strategies to attract, retain, and develop a skilled, committed, and diverse nonprofit sector workforce. Additional information regarding the coalition, its members, and its work can be found at its website.

www.humanics.org/coalition

Facilitated by American Humanics, the Nonprofit Sector Workforce Coalition is committed to working collaboratively on strategies to attract, retain, and develop a skilled, committed, and diverse nonprofit sector workforce.

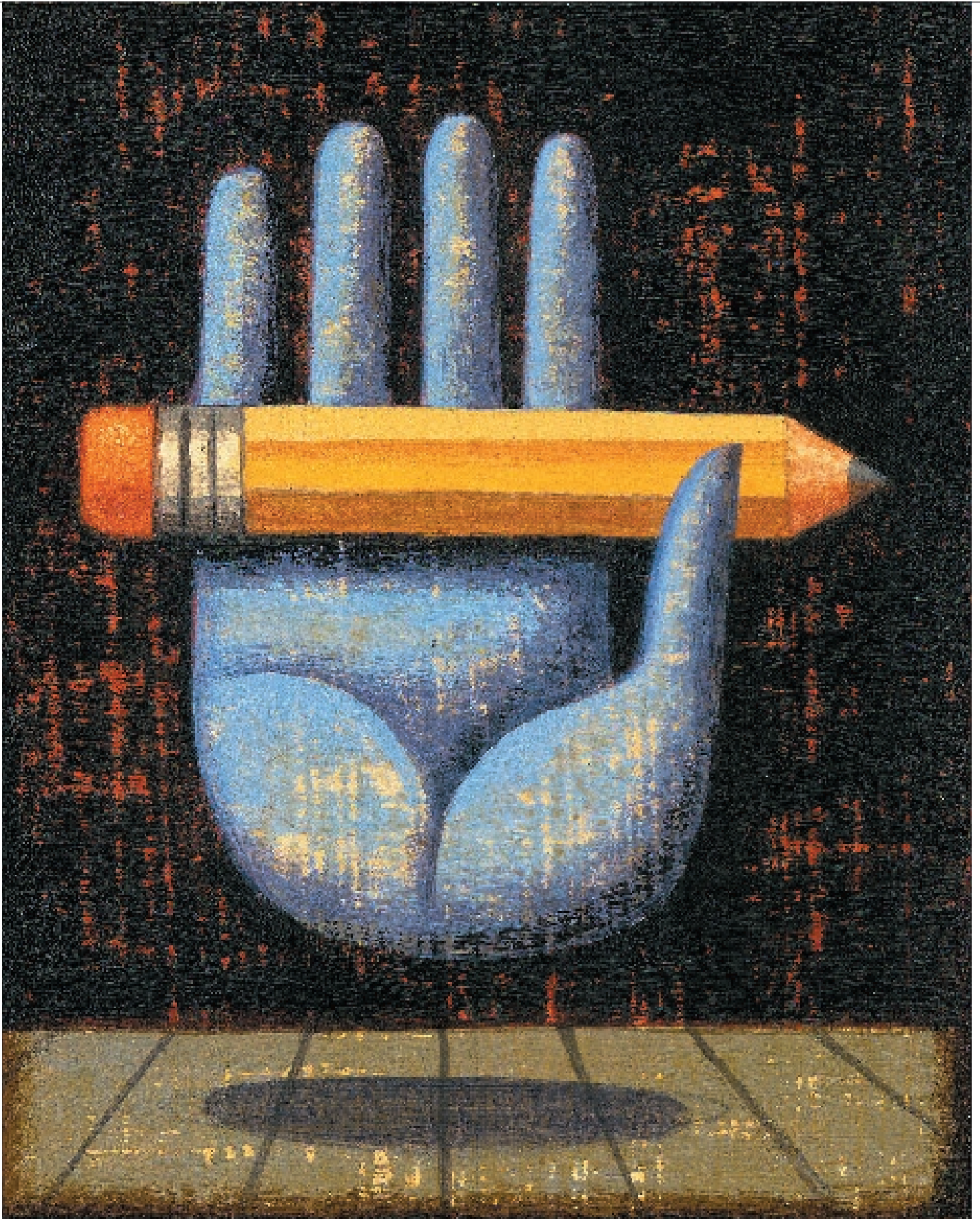
BUILDING TOMORROW'S NONPROFIT WORKFORCE

What does it take to ensure a helping hand for the future?

The nonprofit sector comprises more than 1.1 million registered organizations, employs more than 11 million people (and the equivalent of 5.7 million full-time volunteers), and generates annual revenues exceeding \$1 trillion dollars. Nonprofit organizations are essential tools for addressing community needs, advocating for community and social change, and engaging citizens in democratic problem solving. A vital and growing part of our national economy, they supply the infrastructure for civil society and, at their best, are the conscience of our society. Yet as large and critical as the sector is, little infrastructure exists for recruiting, retaining, and developing the skilled, committed, and diverse workforce and leadership the sector needs to succeed in the decades ahead.

Recognizing these issues and in conjunction with Shelly Cryer's report, *Recruiting and Retaining the Next Generation of Nonprofit Leaders*, published by the Forbes Funds, the board of directors of American Humanics chose to take action. Comprised of corporate, academic and nonprofit leaders (Mutual of America, PricewaterhouseCoopers, University of San Diego, Arizona State University, University of the District of Columbia, Boy Scouts of America, Girl Scouts of the USA, YMCA of the USA, Junior Achievement, March of Dimes, Points of Light Foundation etc.), the American Humanics board approved a series of national dialogues to address these important issues.

During the past two years American Humanics has facilitated a number of these meetings at the national conferences of (and in partnership with) Association for Research on Nonprofit Organizations and Voluntary Action, Independent Sector, and the National Human Services



American Humanics students volunteering in San Diego in conjunction with the 2006 American Humanics Management Institute.



Assembly. Most recently, the organization convened 32 organizations at the Pocantico Conference Center of the Rockefeller Brothers Fund in July 2005, for two days of rigorous discussion on the research and advocacy work to be done collectively to recruit, prepare, and retain a skilled, diverse next-generation of nonprofit sector leadership.

Shirley Pippins, American Association of Community Colleges board member and president of Suffolk County Community College, attended the Pocantico Conference and discussed the mission of community colleges in workforce development. The close ties and strong relationships that community colleges have with their communities provide another natural vital link to meet the workforce needs of the charitable sector. Some community colleges do offer a certificate for youth workers, and many offer associate degrees in human services.

Connecting the Two- and Four-Year Curriculums

While the focus of the four-year curriculum includes nonprofit business management, human resource management, volunteer management, fundraising, leadership development and youth development, there is an integral role community colleges can play in youth worker certification.

Since 1948, American Humanics has offered a baccalaureate degree certification in nonprofit management/leadership. There are over 73 colleges and universities offering this certification, some with an emphasis in youth work. The American Humanics alliance is a partnership between nonprofit organizations and universities, with the purpose of preparing the next generation of non-

profit leaders. Articulation programs and associate degree certification for the local nonprofit workforce, in cooperation with the area community colleges, are logical extensions of the national work of the American Humanics alliance.

Service learning programs, Campus Compact and campus volunteer centers are some of the ways colleges are involved with the nonprofit sector in their communities. The purpose of the Nonprofit Sector Workforce Coalition is to design and implement strategies that address the recruitment and retention of a skilled and diverse set of leaders. The more structured certification programs respond to the competencies needed in the workforce, and have more formal academic programs that acquaint students with the history, values, and culture of the charitable sector and to prepare students for the increasing demands placed on nonprofit organizations.

Outstanding Academic Programs

American Humanics currently has programs at 73 campuses across the country. These campuses vary widely in their size, mission and student population. It is this rich diversity that makes the professionals that obtain certification through American Humanics so valuable to the sector. Arizona State University, Murray State University, Lindenwood University and the University of Houston have all been recognized for their outstanding preparation of the next generation of nonprofit sector leadership.

In addition to understanding and awareness of career paths into the nonprofit sector, students must have the necessary finance, management, fundraising and leadership skill sets needed to succeed. Internships and workshops often provide the experiential learning component necessary for certification. Since community colleges have a long

history with workforce development and experiential education, the outreach to this sector is a natural evolution in meeting the need for well-prepared employees. Presently, American Humanics and a few community college leaders are developing a model associate degree/certification program for youth workers. Community colleges who are interested in being a part of this development are encouraged to contact the national headquarters of American Humanics in Kansas City, 1-800-343-6466 or email kstroup@humanics.org.

Meeting the future's needs for a well-prepared, skilled, and diverse workforce in the nonprofit sector is part of a national campaign involving over 50 nonprofit organizations, foundations, associations, university centers and academic degree programs. These organizations include Campus Compact, America's Second Harvest, Annie E. Casey Foundation, Girl Scouts of the USA, YMCA of the USA, Institute for Higher Education Policy/Alliance for Equity in Higher Education, Georgetown University Center for Public & Non-

Cooperative Education

Internships prepare students to face the challenges of work "in the real world," and oftentimes lead to a job that matches career goals with personal passion.

Wanting to make a difference, Megan Connor enrolled in a nonprofit leadership class through the American Humanics (AH) program at Kansas State University (Manhattan).

During Megan's senior year, she interned with the Kansas State University Foundation Special Events Department and continued her volunteer work with JDRE. After graduation Megan joined the American Humanics' team as the communications and development intern at the national office in Kansas City.

Two months into this internship she received a job offer from JDRE. Eight years of volunteer work and several internships gave JDRE comfort that Megan would make an immediate difference at their agency.

The knowledge and skills acquired during her internships could not have been attained nor duplicated in a classroom setting. With JDRE, the K-State Foundation and AH Megan was able to connect passion with skills.



William Jewell College American Humanics student Courtney Harron cleans up a storm-ravaged home in New Orleans.

profit Leaders, CommonGood Careers, Idealist.org, Mary Reynolds Babcock Foundation, UPS Foundation, National 4-H Council, National Urban League, Echoing Green, Public Allies, Arizona State University Center for Nonprofit Leadership & Management, March of Dimes, United Way, and many others. In addition, 73 universities offer American Humanics certification and nonprofit leadership/management programs. We invite the community colleges to be part of this national effort. Information about American Humanics and the national coalition can be found at www.humanics.org and www.humanics.org/insc. I invite any questions and inquiries.

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