



*preparing
next generation
nonprofit leaders*

American Humanics® Inc.

A national alliance of colleges, universities and nonprofits dedicated to educating, preparing and certifying professionals to lead and strengthen nonprofit organizations.

COMPETENCY BACKGROUND

The American Humanics (AH) Core Competencies provide the academic framework for undergraduate coursework and related experiential education opportunities, including service learning and internships.

The competencies have been developed in partnership with nearly 70 colleges and universities nationwide and more than 20 national nonprofit organizations. They are reviewed annually by the American Humanics Committee for Curriculum Review and Assessment.

PROFESSIONAL COMPETENCIES

Board/Committee Development	An understanding of the purpose and role of the Board of Directors in a nonprofit organization, of the dynamics between an organization’s staff and its volunteer directors, and of staff support strategies.
Community Outreach/Marketing and Public Relations	An understanding of the role of community outreach and marketing strategies in building public awareness of the mission and messages of nonprofit organizations.
Diversity Awareness	An understanding of professional practice and interaction skills in culturally diverse settings, enabling the student to navigate encounters, dilemmas, and challenges in such settings.
Ethics and Values	An understanding of the importance of personal and organizational ethical standards, accountability structures, and a code of conduct for an organization devoted to public service.
Fundraising Principles & Practices	An understanding of the variety of fundraising strategies and methods used to support the mission of an organization, including grants, major and planned gifts, annual funds, and special events.
Historical & Philosophical Foundations	An understanding of the unique character and role of nonprofit organizations within American society, and an understanding of the historical and social forces that influenced the sector's development.
Information Management & Technology	Basic computer and technology literacy, and an understanding of the benefits and responsibilities associated with technology at a modern nonprofit organization.
Nonprofit Accounting & Financial Management	An understanding of basic nonprofit accounting, budget development, audits, and the monitoring of fiscal operations.

Nonprofit Management	An understanding of the central importance of mission orientation, and also of general nonprofit management knowledge, including public policy processes, human resource procedures, and strategic planning.
Program Planning, Implementation and Evaluation	The ability to assess needs within a population, ascertain the feasibility of a program, calculate the appropriate resources and staffing necessary, implement a program, and then evaluate and improve the program to maximize resources and increase program quality and inclusiveness.
Risk Management and Legal Issues	A working knowledge of risk management, crisis management, and the basic laws and regulations under which nonprofits operate.
Volunteer Management	An understanding of American volunteerism coupled with the ability to create a volunteer program that employs effective techniques that both harness volunteer service to further the organization's mission and also foster the spirit of volunteerism.
Youth and Adult Development	The ability to develop unique activities and programs that are responsive to the different development stages and needs of both youth and adults, and an understanding of their dynamics and specific challenges involved in working with each group.

FOUNDATIONAL COMPETENCIES

Career Development and Exploration	Personal commitment to the mission of a nonprofit organization and an understanding of the realities and opportunities of the entry-level job market.
Communications Skills	Use of effective verbal and nonverbal communication skills, proper grammar and vocabulary in written and oral communication, effective public speaking skills, and effective listening techniques
Employability Skills	The ability to develop an effective resume, demonstrate appropriate interviewing skills, research nonprofit organizations to determine capability with personal values and goals, and exhibit appropriate personal appearance
Personal Attributes	The ability to demonstrate a positive attitude, initiative, ethical and responsible behavior, honesty and integrity, leadership characteristics, and time-management skills