



COURSE DESCRIPTIONS

6-WEEK COURSES

Strategy & Positioning: In this course, we will look at organizational strategy and important measures of organizational performance. This course will help you describe challenges and opportunities from the perspective of the customer and evaluate the alignment of programs, pricing, promotion and channels to affect consumer behavior and achieve goals.

Arts & Culture Finance: This course will help you to get beyond the financial facts and figures of an organization, to see the underlying financial structure, to understand the dynamic process so that you can comprehend, anticipate and respond to an organization's present and future financial challenges.

3-WEEK COURSES

Community & Collaboration: We draw from the fields of urban planning and community development to explore how organizations and entrepreneurs can maximize their benefit to the community.

Nonprofit Governance: This elective will enable you to gain a practical grounding in nonprofit governance – as a staff member, ED/CEO or as a board member. We will also take a look at the human dimensions of board leadership and contextual dynamics that affect governance.

ELECTIVES

Impact Management: This course will challenge you to define who and what is significantly affected by the work that you do, give you tools to capture and analyze this information in a regular and cost-effective way and look at ways the information can be used to improve decisions, generate stronger results, define brand, boost income and reduce risk.

Nonprofit Fundraising: You will build your working understanding of the many forms of philanthropy available to support nonprofit organizations and gain a sturdy grasp of the fundamentals of effective fundraising practice.

Value in Arts and Culture: We will explore the value of the arts, the unique challenges of running mission driven organizations and how to assess and adapt to the environment in which you are working.

Introduction to Social Media: We introduce you the basics of social media and help you develop an understanding and awareness of the strategy and principles behind social media, effectively establish and optimize online networks and understand the importance of metrics.

IN-PERSON CONVENING

You will travel to Philadelphia to meet and work with your colleagues at the University of Pennsylvania. This time will be spent learning with faculty about leadership, negotiation, decision-making and human-centered design.

COMMENCEMENT & REUNION

You will reunite with your colleagues at the University of Pennsylvania to analyze a living case study of a local organization and receive your Certificate in Arts & Culture Strategy.