MASTER OF NONPROFIT ADMINISTRATION (MNA)

TECHNICAL INSIGHTS

Prof. Marco Tavanti, Ph.D.
Professor, School of Management
MNA Program Director
CONTENT:

1. Teaching & Learning Tools
2. Professional Capacity Tools
3. MNA Values, Skills & Competencies
4. Q&A and discussion
Part 1:
Teaching & Learning Tools
MYUSF: CENTRAL AUTHENTICATION SYSTEM

ACCESS:
https://myusf.usfca.edu

SUPPORT:
https://myusf.usfca.edu/services/myusf
CANVAS: USF Learning Management System

CANVAS ACCESS:
https://usfcas.usfca.edu

CANVAS TUTORIALS:
https://myusf.usfca.edu/services/canvas
ZOOM: VIDEO CONFERENCE TECHNOLOGY

ACCESS:
https://www.zoom.us

TUTORIALS:
https://myusf.usfca.edu/its/cit/zoom
ECHO 360: CLASSROOM TECHNOLOGY

ACCESS:
http://echo360.com

SUPPORT:
https://myusf.usfca.edu/services/lecture-capture/
DIGICATION: E-PORTFOLIOS

ACCESS:
https://usfca.digication.com

TUTORIAL:
https://usfca.digication.com/home_guest.digi?
sid=549&cid=0&tid=0&pid=0&
LYNDA: ONLINE TECHNICAL TRAININGS

ACCESS (THROUGH USF)

http://www.lynda.com/portal/usf
QUALTRICS: FOR SURVEYS

ACCESS:
http://usfca.qualtrics.com/

TUTORIALS:
https://www.qualtrics.com/support/survey-platform/getting-started/survey-platform-overview/
TURNITIN: ACADEMIC INTEGRITY TOOL

ACCESS THROUGH CANVAS
http://usfblogs.usfca.edu/canvasusf/how-to-use-turnitin-in-canvas/

TUTORIAL:
https://guides.turnitin.com/01_Manuals_and_Guides/Instructor/Instructor_QuickStart_Guide
**USFBLOGS:** USF WORDPRESS SYSTEM

**ACCESS:**
http://usfblogs.usfca.edu

**TUTORIAL:**
https://help.edublogs.org
USFWIKI: SHARING SITE

ACCESS

http://www.wiki.usfca.edu

ALTERNATIVES:
GOOGLE DRIVE, DROPBOX, BOX, ETC.
YOUTUBE: VIDEO-SHARING

ACCESS:
https://www.youtube.com

SAMPLE:
https://www.youtube.com/user/mtavanti
LIBRARY: USF GLEESON

ACCESS:

https://www.usfca.edu/library
CITATIONS

APA: http://www.apastyle.org
CHICAGO: http://www.chicagomanualofstyle.org

DIFFERENCES:

1. In-text citations for Chicago has no year. Chicago footnotes can include more text and specifications.
2. APA has a List of References (year after author’s name) while the Chicago has a Bibliography (Year at the end of reference).
APA v. CHICAGO: A MATTER OF STYLE

APA:
https://owl.english.purdue.edu/owl/resource/560/01/

CHICAGO:
https://owl.english.purdue.edu/owl/resource/717/01/
ZOTERO: CITATION TOOLS

WORLDCAT: LIBRARY CITATIONS
https://www.worldcat.org

ZOTERO: INTEGRATED CITATIONS
https://www.zotero.org

ZOTERO TUTORIAL
https://www.zotero.org/support/screencast_tutorials
PROFESSIONAL WRITING

SEE LYNDA TRAININGS (ACCESS THEM THROUGH USF)
https://www.lynda.com/Writing-training-tutorials/1550-0.html

PROFESSIONAL WRITING TUTORIALS:
https://www.youtube.com/watch?v=6Q3kl2FIAM8
PROFESSIONAL PRESENTATIONS

PPT TUTORIALS: https://support.office.com/en-us/article/PowerPoint-2013-videos-and-tutorials-bd93efc0-3582-49d1-b952-3871cde07d8a

PREZI TUTORIALS: https://www.ethos3.com/2016/01/prezi-how-to-tips-and-tutorials-for-prezi-beginners/
WHAT ELSE DO YOU NEED TO KNOW TO BE SUCCESSFUL IN THE MNA PROGRAM?
Part 2: Professional Capacity Tools
LEGALZOOM: INCORPORATE A NONPROFIT

WEB:  

NOLO TUTORIALS:  
http://www.nolo.com/legal-encyclopedia/nonprofits

DO IT YOURSELF IN CA:  
http://www.sos.ca.gov/business-programs/forms/
SPSS: STATISTICAL ANALYSIS

PURCHASE: https://myusf.usfca.edu/services/its-estore
TUTORIAL: http://spssvideotutor.com
**NVIVO**: QUALITATIVE ANALYSIS

WEBSITE: http://www.qsrinternational.com/nvivo-product

TUTORIAL: https://www.youtube.com/user/QSRIInternational
QUICKBOOKS: SMALL ACCOUNTING

WEBSITE: https://quickbooks.intuit.com
TUTORIALS: http://quickbooks.intuit.com/tutorials/
SALESFORCE: ESSENTIAL ALSO FOR NONPROFITS

WEB: [http://www.salesforce.org/nonprofit/](http://www.salesforce.org/nonprofit/)
GOOGLE: FOR NONPROFITS

WEB: https://www.google.com/nonprofits/

GOOGLE ANALYTICS:
https://www.google.com/nonprofits/products/
BASECAMP: PROJECT MANAGEMENT

WEB: https://basecamp.com
TUTORIALS: https://basecamp.com/help/2/videos
ALTERNATIVES: TeamWorkProject, ActiveCollab, Zoho Projects, Trello, Jira, Asana, etc
http://www.creativebloq.com/software/best-project-management-71515632
NONPROFIT INSURANCE

ALLIANCE GROUP: https://insurancefornonprofits.org
CALNONPROFITS: http://www.calnonprofitsinsurance.org
BOARDSOURCE: BOARD MANAGEMENT

WEB: https://www.boardsource.org

NATIONAL COUNCIL:
https://www.councilofnonprofits.org/tools-resources/board-roles-and-responsibilities
NONPROFIT ADVOCACY

ASSESSMENT TOOL:
http://bolderadvocacy.org/tools-for-effective-advocacy/evaluating-advocacy/advocacy-capacity-tool
WEBSITE: DO IT YOURSELF

WORDPRESS: https://wordpress.org/
Compare .com with .org: https://en.support.wordpress.com/com-vs-org/
WEEBLY: https://www.weebly.com
WIX: http://www.wix.com
MARKETING: SOCIAL MEDIA FOR NONPROFITS

PREFERRED SOCIAL MEDIA USED BY NONPROFITS:

1. **Facebook** (98%)
2. **Twitter** (~70%)
3. **LinkedIn** (~55%)
4. **YouTube** (~45%)
5. **Pinterest** (~25%)
6. **Instagram** (~15%)
7. **Google+** (~15%)
8. **Flickr** (~10%)
9. **Tumblr** (~5%)
OTHER USEFUL **TOOLS** FOR NONPROFITS

http://www.nptechforgood.com/2016/02/28/36-useful-apps-online-tools-for-nonprofits/
NONPROFIT USEFUL RESOURCES

http://www.blueavocado.org
https://www.independentsector.org/index.cfm
https://www.nonprofitleadershipalliance.org
http://www.nonprofit-academic-centers-council.org
http://calnonprofits.org
http://foundationcenter.org
http://www.grants.gov
WHAT ELSE
WOULD YOU ADD
TO THIS LIST?
Part 3:
MNA Values, Skills & Competencies
MNA INTEGRATED PRAXIS MODEL

1. CONTEXT
2. EXPERIENCE
3. ANALYSIS
4. PRACTICE
5. EVALUATION

ORGANIZATIONAL LEVEL
DEVELOPMENT MANAGEMENT

PERSONAL LEVEL
VALUE LEADERSHIP

INSTITUTIONAL LEVEL
SYSTEM THINKING

Copyright © 2016 Marco Tavanti, Ph.D.
The MNA Required Courses

CORE COURSES (28)

FALL
NPA 601 - Nonprofit Ethical Leadership (4)
NPA 602 - Nonprofit Strategic Governance (4)
NPA 610 - Nonprofit Fundraising & Philanthropy (4)
NPA 611 - Nonprofit Finance & Accountability (4)

SPRING
NPA 612 - Nonprofit Marketing & Communication (4)
NPA 621 - Social Impact Analysis - Practicum (4)

SUMMER
NPA 622 - Nonprofit Data Analysis - Capstone (4)

NPA 651 - Nonprofit Management: People, Programs & Policies (4)
NPA 661 - Sustainable Development Leadership (4)
NPA 662 - Social Entrepreneurship Leadership (4)
NPA 663 - Humanitarian Emergency Management (4)
NPA 664 - Negotiation & Conflict Management (4)

NPA 697 - Internship (2-4) by special arrangement.
NPA 698 - Directed Study (2-4) by special arrangement.
NPA 699 - Special Topics (2-4) by special arrangement.
## MNA 3.0 COMPETENCIES Part 1 of 2

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course title</th>
<th>Course competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPA 601</td>
<td>Nonprofit Ethical Leadership (4 units)</td>
<td>Ethics (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Leadership (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sector (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Analysis (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Diversity (2)</td>
</tr>
<tr>
<td>NPA 602</td>
<td>Nonprofit Strategic Governance (4 units)</td>
<td>Board governance (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strategic planning (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Organizational analysis (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Management (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Innovation (2)</td>
</tr>
<tr>
<td>NPA 610</td>
<td>Nonprofit Fundraising &amp; Philanthropy (4 units)</td>
<td>Fundraising (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grant (3)</td>
</tr>
<tr>
<td>NPA 611</td>
<td>Nonprofit Finance &amp; Accountability (4 units)</td>
<td>Finance (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accountability (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transparency (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Law (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tax-Exemption (2)</td>
</tr>
</tbody>
</table>
## MNA 3.0 COMPETENCIES  Part 2 of 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Competencies</th>
</tr>
</thead>
</table>
| NPA 612  | Nonprofit Marketing & Communication (4 units) | Marketing (3)  
|          |                                          | Communication (3)  
|          |                                          | Technology (2)  |
| NPA 621  | Social Impact Analysis - Practicum (4 units)  | Evaluation (3)  
|          |                                          | Impact (2)  
|          |                                          | Consultation (2)  
|          |                                          | Partnership (1)  |
| NPA 622  | Nonprofit Data Analysis - Capstone (4 units) | Career development (3)  
|          |                                          | Program evaluation (3)  
|          |                                          | Organizational development (3)  
|          |                                          | Presentation (2)  |
| NPA 651  | Nonprofit Management: People, Programs & Policies (4 units) | Project Management (3)  
|          |                                          | HR (3)  
|          |                                          | Advocacy (2)  
|          |                                          | Organizational analysis (2)  |
# NACC CURRICULA AND MNA 3.0 Part 1 of 2

Course coverage of competency:  
(1) Introduced;  
(2) Moderate Coverage;  
(3) Comprehensive Coverage

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0. Comparative Global Perspectives on the Nonprofit Sector, Voluntary Action and Philanthropy</td>
<td>601 (3)</td>
</tr>
<tr>
<td>2.0. Scope and Significance of the Nonprofit Sector, Voluntary Action and Philanthropy</td>
<td>601 (3)</td>
</tr>
<tr>
<td>3.0. History and Theories of the Nonprofit Sector, Voluntary Action and Philanthropy</td>
<td>601 (3)</td>
</tr>
<tr>
<td>4.0. Ethics and Values</td>
<td>601 (3) 622 (2)</td>
</tr>
<tr>
<td>5.0. Nonprofit Governance and Leadership + Strategy</td>
<td>602 (3)</td>
</tr>
<tr>
<td>6.0. Public Policy, Advocacy and Social Change</td>
<td>651 (2)</td>
</tr>
<tr>
<td>7.0. Nonprofit Law + Compliance</td>
<td>611 (3) 601 (1)</td>
</tr>
<tr>
<td>8.0. Nonprofit Economics</td>
<td>--</td>
</tr>
<tr>
<td>9.0. Nonprofit Finance</td>
<td>611 (3)</td>
</tr>
<tr>
<td>10.0. Fundraising and Resource Development + Grant writing</td>
<td>610 (3)</td>
</tr>
<tr>
<td>11.0. Financial Management and Accountability</td>
<td>611 (3)</td>
</tr>
<tr>
<td>Section</td>
<td>Code</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>12.0. Leadership, Management, Innovation and Entrepreneurship</td>
<td>651</td>
</tr>
<tr>
<td>13.0. Nonprofit Human Resource Management</td>
<td>651</td>
</tr>
<tr>
<td>14.0. Nonprofit Marketing and Communications</td>
<td>612</td>
</tr>
<tr>
<td>15.0. Information Technology and Management</td>
<td></td>
</tr>
<tr>
<td>+ Analytics</td>
<td></td>
</tr>
<tr>
<td>+ Technology integration</td>
<td></td>
</tr>
<tr>
<td>16.0. Assessment, Evaluation and Decision-Making Methods</td>
<td>621</td>
</tr>
<tr>
<td>+ Social impact</td>
<td></td>
</tr>
<tr>
<td>Community service, civic engagement</td>
<td></td>
</tr>
<tr>
<td>+ Career development</td>
<td></td>
</tr>
<tr>
<td>+ Experiential</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## MNA LOs & CURRICULA MAPPING – GOAL 1

<table>
<thead>
<tr>
<th>Program Goals-Objectives</th>
<th>Revised (2016-) Learning Outcomes</th>
<th>CURRICULA 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG1: Develop nonprofit leaders who are socially conscious, community engaged, and globally minded.</td>
<td><strong>LO1. Develop nonprofit sector knowledge:</strong> Demonstrate knowledge and understanding of the past, present, and future trends of the nonprofit sector across organizations, policies, and sectors in the U.S. and internationally.</td>
<td>601 (3) 602 (1)</td>
</tr>
<tr>
<td></td>
<td><strong>LO2: Develop social sector values:</strong> Demonstrate strategic, appreciative, and critical thinking to articulate and discern social sector values for the promotion of just, inclusive, prosperous, responsible, and sustainable communities.</td>
<td>602 (3) 601 (2)</td>
</tr>
</tbody>
</table>

**Course coverage of competency:**
(1) Introduced;
(2) Moderate Coverage;
(3) Comprehensive Coverage
## MNA LOs & CURRICULA MAPPING – GOAL 2

| PG2: Develop nonprofit managers who are competent, strategic, effective, and system thinkers. | LO3: **Apply nonprofit management competencies:** Apply principles and approaches of nonprofit management to problem-solve using strategic planning, board governance, resource development, financial administration, human resource management, legal compliance, nonprofit marketing, program evaluation, policy and advocacy. | 610 (3)  
611 (3)  
612 (3)  
651 (2) |
| LO4: **Apply systemic solutions:** Apply nonprofit management skills and leadership competencies for the promotion of cross-sector collaborations, social value creation, and systemic solutions. | 602 (2) |
| PG3: Develop nonprofit administrators who discern ethical decisions for the common good. | LO5: **Integrate nonprofit ethical leadership:** Demonstrate ethical leadership capacity and ethical reasoning for nonprofit leadership, global responsibility, social accountability, and ethical decision-making. | 601 (2)  
622 (2) |
| --- | --- | --- |
| | LO6: **Integrate social impact analysis:** Demonstrate evaluative capacity benefiting organizational development, organizational learning, organizational effectiveness, and organizational sustainability for social impact and social innovation. | 621 (3)  
622 (3) |
Learn more at:
www.usfca.edu/mna

Q&A
Prof. Marco Tavanti, Ph.D.
Nonprofit Program Director
Professor of Management

Master of Nonprofit Administration (MNA)
School of Management
University of San Francisco
Downtown Campus
101 Howard Street, Ste. 500
San Francisco, CA 94105
http://www.usfca.edu/mna