Master of Nonprofit Management

Department of Planning, Public Policy and Management
Fully 9 percent of the U.S. gross domestic product (GDP) is now produced by nonprofit organizations. Eight percent of employment in the U.S. is in nonprofit organizations. The nonprofit sector is no longer a career that people fall into but an avocation that students prepare for with a rigorous, focused degree program.
The Master of Nonprofit Management is a professional degree providing training for students in administration of nonprofit organizations. Due to the growth of the nonprofit sector over the past three decades in the U.S. and the equally rapid growth of nongovernmental organizations internationally, the sector has professionalized. Nonprofit employees now seek master degree-level training in order to advance their careers and specialize in nonprofit administration.

This degree is distinct from a Master of Business Administration and a Master of Public Administration due to the nonprofit sector’s unique funding and management structures. Unlike businesses, nonprofits gather revenues from a variety of funding streams, each with its own unique development challenges: government and foundation grants, membership revenues, gifts from major donors, broad-based support (small gifts), special events and sponsorships, endowment income, commercial revenue (fees for services), bequests, and many other forms of funding peculiar to the nonprofit sector.

Nonprofits also operate in a tax-exempt financial reporting environment in which financial management issues and accounting challenges differ considerably from those faced by businesses. Nonprofit human resource management shares some features with business and government sectors but also has unique aspects, such as volunteer recruitment and management. Despite the differing features of the government, business, and nonprofit sectors, drawing on professional training elements from all three sectors is critical for a Master of Nonprofit Management. We have crafted a strongly skills-focused curriculum, melding best practice elements from all three sectors into all courses.

University of Oregon is an institutional member of the Nonprofit Academic Centers Council (NACC) and the National Association for Schools of Public Affairs and Administration (NASPAA). Based on both NACC and NASPAA guidelines for nonprofit curriculum, the University of Oregon’s Department of Planning, Public Policy and Management has one of the strongest university nonprofit programs in the nation, with a breadth of nonprofit-specific courses, tenure-track or tenured faculty specializing in nonprofit research, nonprofit career development services, and nonprofit research advising.
Graduates of our nonprofit program have obtained positions as program directors at foundations, prospect researchers, events managers, development associates, development directors, finance directors, executive directors, and many other positions.

FIELDS OF INTEREST
arts
community development
environment
grant making
health
historic preservation
housing
human services
international development
public advocacy
FACULTY MEMBERS

**Neil Bania**, PhD, conducts research related to poverty, social policy and the wellbeing of low-income families. He previously served as research director at the Mandel Center for Nonprofit Organizations at Case Western Reserve University and has published nonprofit research in Nonprofit Management and Leadership and in the Journal of Arts, Management and Law. He teaches courses in Public Sector Economy and Social Planning and Policy.

**Robert Choquette**, MCRP, has been involved in grant writing and development and project management for over fifteen years. He serves as director of professional development services for the International Society for Technology in Education. He teaches courses in Grant Proposal Writing and Strategic Planning.

**Colleen Chrisinger**, PhD, has worked, volunteered, and raised funds for a variety of nonprofit organizations in the United States and Latin America, including migrant labor, youth development, human rights, nutrition, literacy, and women’s safety and self-sufficiency organizations. She has been employed as a coordinator of service-learning programs for college students and as a consultant for a state budget advocacy center. Her research focuses on programs and policies that address employment, economic structure, and poverty. She teaches Research Methods, Public Management, and Program Evaluation courses.

**Jessica Greene**, PhD conducts research focusing on the collaborative role of patients and providers in improving health outcomes. She is currently working with a not-for-profit health care system to examine the role of clinicians in supporting patients in becoming engaged in their health. She has served as a board member of Planned Parenthood of Southwest Oregon. She teaches Health Policy.
Renée Irvin, PhD, has published research on nonprofit regulation, philanthropy, nonprofit competition, and endowment funds. She is an active member of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) and served as chair of the National Association for Schools of Public Affairs and Administration Nonprofit Section in 2006-09. Her current research topics include donor motivation and nonprofit financial condition.

Irvin currently serves as faculty advisor for the Oregon Collegiate Chapter of the Association for Fundraising Professionals, as a member of Eugene’s Nonprofit Executives Group and from 2009-12, serves as a member of Oregon Community Foundation’s Southern Willamette Valley Leadership Council. She teaches Philanthropy and Grant Making and Resource Development for Nonprofit Organizations, and directs the graduate certificate in nonprofit management program.
Grant Jacobsen, PhD, specializes in research focusing on various environmental issues, with a particular emphasis on pro-environment consumer behavior. He has examined how changes in public awareness affect the willingness of consumers to donate to nonprofit environmental organizations. He worked at the National Rural Support Program, a nonprofit rural development organization based in Islamabad, Pakistan. Jacobsen teaches Quantitative Methods and Environmental Policy.

Diane Lang, JD, serves as executive director of HIV Alliance, Inc., and has served as United Way of Lane County’s chair of the United Way Agency Directors Organization. She teaches the Nonprofit Board Governance and Nonprofit Management Consultancy courses.
Laura Leete, PhD, conducts research in areas related to nonprofit employment and wages and has published articles about the level of pay and degree of pay equality in the nonprofit sector. Most recently she authored a chapter on the valuation of volunteer efforts in the nonprofit sector in the Handbook of Research on Nonprofit Economics and Management (Edward Elgar Press, 2010). She is an active member of the Association for Research on Nonprofit and Voluntary Associations (ARNOVA) and teaches Public and Nonprofit Financial Management.

Rich Margerum, PhD, conducts research focusing on the role and impact of collaborative approaches to natural resource and environmental planning. As part of this work, he has examined the role of nonprofit community groups as participants in and facilitators of these collaborative efforts. He has served as a board member of the Long Tom Watershed Council.

Marc Schlossberg, PhD, has worked and volunteered for a host of nonprofit organizations, including environmental, human rights, school tutoring, and mental illness, and substance abuse treatment programs. He has presented nonprofit research at the Association for Research on Nonprofit and Voluntary Associations (ARNOVA) and other professional conferences, and was awarded ARNOVA’s Emerging Scholar Award for his work on the use of geographic information systems (GIS) technology in community asset and needs mapping, and the role of nonprofit organizations in providing transportation to disadvantaged populations.
### Core Curriculum (32 Credits)

- **PPPM 586** Philanthropy and Grant Making (2)
- **PPPM 522** Grant Proposal Writing (1)
- **PPPM 581** Resource Development for Nonprofit Organizations (4)
- **PPPM 687** Nonprofit Board Governance (3)
- **PPPM 608** Workshop: Computer Applications and Orientation (1)
- **PPPM 618** Public Sector Theory (4)
- **PPPM 634** Strategic Planning (4)
- **PPPM 656** Quantitative Methods (5)
- **PPPM 680** Managing Nonprofit Organizations (4)
- **PPPM 684** Public and Nonprofit Financial Management (4)

### Internship (4 Credits, Required in Most Cases)
- **PPPM 604** Internship (4)

The internship requires students to complete a substantive administrative project under the supervision of the on-site mentor as well as the department's internship director.

### Sample Concentrations (20 Elective Credits)

The Master of Nonprofit Management offers flexible, but suggested curricula, for concentrations in areas such as policy, planning and community development, environmental sustainability, international development, arts management, and several other fields. Allied academic units with possible electives include environmental studies, business, architecture, landscape architecture, and geography.

### Capstone: Choose Either Management Track or Research Track

#### Management Track (16 credits)
- **PPPM 688** Nonprofit Consultancy (required) (4)

**Plus 12 credits from the following:**
- **PPPM 565** Program Evaluation (4)
- **PPPM 507** Seminar: Volunteer Management (2)
- **PPPM 622** Project Management (4)
- **PPPM 633** Public Management (4)
- **PPPM 548** Collaborative Planning and Management (4)
- **J 510** Experimental Course: Nonprofit Campaigns (4)
- **CRES 610** Experimental Course: Nonprofit Clinic (4)
- **AAD 524** Conference Management (4)
- **AAD 520** Event Management (4)

*And possible courses in management from the Lundquist College of Business*

#### Research Track (12–15 credits)
- **PPPM 690** Student Research Colloquium (required) (2)
- **PPPM 657** Research Methods in Public Policy and Management (required) (4)

**Either**
- **PPPM 609** Terminal Project (6)

**Or**
- **PPPM 503** Thesis (9)

### Total: 68 to 72 Quarter Credits (Comparable to 47 Semester Credits)
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<tr>
<th>TOPIC</th>
<th>ALLIED ACADEMIC UNIT AT UNIVERSITY OF OREGON</th>
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<tr>
<td>International development</td>
<td>Department of International Studies</td>
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<tr>
<td>Nonprofit entrepreneurship</td>
<td>Lundquist College of Business</td>
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<tr>
<td>Marketing and development</td>
<td>Lundquist College of Business, School of Journalism and Communication</td>
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<td>Arts management</td>
<td>Arts and Administration Program</td>
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<td>Public relations and advocacy</td>
<td>School of Journalism and Communication, College of Education</td>
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<td>Education and social services</td>
<td>College of Education</td>
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ADMISSIONS

The nonprofit sector attracts leaders from a variety of backgrounds. Therefore, we welcome high-achieving applicants with any undergraduate major, at various stages in their professional careers.

Some applicants have completed other graduate degrees or are completing a concurrent graduate degree at UO. Students may apply at the time of admission for acceptance to more than one concurrent graduate degree program or may add a concurrent degree after students enter the Master of Nonprofit Management program. Concurrent degrees include planning, public policy, business, arts administration, international studies, environmental studies, and many more options at the University.

Applications for admission are due February 1 for students entering the program in the following fall term. In exceptional cases, students may be admitted at other times of the year.

Please see our website for complete admissions information: pppm.uoregon.edu/grad/nonprofit_master

LIBRARY RESOURCES

The University of Oregon Libraries current collections in nonprofit management and philanthropy are outstanding. Along with other important resources, UO’s Knight Library houses the Foundation Directory Online, which is an electronic repository of information on all grant making foundations in the U.S. The Foundation Directory Online enables scholarly research on U.S. foundations and their grant making, and serves as a key resource for community nonprofit professionals seeking funds for their organizations.
Welcome!

Now that you’ve read about the Master of Nonprofit Management program, we would like to encourage you to contact us regarding any further questions you might have. We also welcome visits from prospective students throughout the year. Further investigation will reveal features of our program duplicated nowhere else, including:

- **Board governance course**, where students serve on a board of directors for the academic year, participating fully in their chosen organization’s governance.

- **Philanthropy seminar**, where students learn grant making by awarding $15,000 to a regional nonprofit organization of their choice.

- **Career development and internship services** specifically tailored for Master of Nonprofit Management students.

- **Nonprofit management consultancy**—the capstone experience for the Master of Nonprofit Management. Students work in teams to complete management projects for regional nonprofit organizations.

We wish you all the best in your graduate studies and look forward to hearing from you.

Best regards,

Associate Professor Renee Irvin, Co-director

Associate Professor Laura Leete, Co-director
From left to right: Elena Fracchia, MPA ’11, associated professor Laura Leete, and Tiffany Hall, MPA ’11 at PPPM awards ceremony. Elena is now the United Way of Lane County Associate Director for Income and Tiffany is the Annual Giving Coordinator for Providence Alaska Foundation.
Master of Nonprofit Management

pppm.uoregon.edu