



EDUCATION. RESEARCH. COMMUNITY.

2021-2022

20 years of supporting the nonprofit community of Wisconsin



HBI Timeline

July 2001 Helen Bader Institute for Nonprofit Management was established.

August 2003 Graduate Certificate in Nonprofit Management established.

June 2006 MS in Nonprofit Management and Leadership established.

July 2007 Professional Certificate in Nonprofit Management established.

July 2008 Leadership Diversity in Milwaukee-area Nonprofits study launched.

December 2010 Department of Public and Nonprofit Administration was established.

February 2016 First Nonprofit Wisconsin: In Brief report launched.

September 2017 Wisconsin Nonprofit Resources Group (WisNRG) was established.

May 2018 HBI Summer Film Series launched.

September 2018 HBI welcomes its first International Visiting Assistant Professor.

November 2018 Wisconsin Nonprofit Career Center website launched.

June 2019 MS in Nonprofit Management and Leadership receives Nonprofit Academic

Centers Council (NACC) Accreditation.

August 2019 HBI Executive Leadership Circles program was established.

September 2019 Milwaukee nonprofit needs assessment study launched.

March 2020 HBI Alumni Coaching Program established.

April 2020 Multi-year COVID-19 study launched.

June 2020 Civic Health in Wisconsin report published.

August 2020 HBI becomes a Candid Training Partner.

January 2021 Nonprofit Skills Academy established.

May 2021 Nonprofit Lift website launched.

September 2021 First Wisconsin Nonprofit Compensation & Benefits Report published.

September 2022 Nonprofit Management micro-credentials established.

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The 2021-22 academic year was like no other we have ever experienced. There were many challenges, concerns, stressors, and heavy hearts, but our faculty, staff, and volunteers rose to the occasion, and there is much to appreciate and celebrate.

Our faculty pivoted to online, synchronous learning in a brief timeframe. Our staff remained on-site to support the students, faculty, and volunteers who are crucial to our mission at the Helen Bader Institute (HBI) for Nonprofit Management here at the University of Wisconsin-Milwaukee (UWM). We hosted a series of colloquia, numerous non-credit courses, and several professional development workshops, all with the intent of continuing to serve the nonprofit community here in Southeastern Wisconsin and across the State. As the year progressed, we slowly began to bring our folks together in person through primarily social events that had the effect of bringing smiles to many faces since many of our students, faculty, and staff had never actually met in person.

We are rapidly expanding our learning community and preparing participants in this growing and inclusive community for the future of discovery, the future of problem-solving, and the future of work. We invite you to collaborate with us to extend academic excellence, expand our public purpose, and continue to build nonprofit capacity across Wisconsin.

I invite you to express gratitude to our faculty and staff who kept HBI open during a global pandemic and all the Leadership Council members and other volunteers who helped make this time more bearable. We are happy to highlight in this report a few of the accomplishments and collaborations that will forever mark 2021-22 a successful year for HBI. **Go Panthers!**

Sincerely,

Douglas Ihrke, Executive Director, HBI Chair and Professor, Department of Public and Nonprofit Administration University of Wisconsin - Milwaukee

The Story So Far

It started with an idea. It gathered traction with an engaged university/community partnership. It grew with an unwavering commitment to be the very best. And it flourished with hard work and diligence.

Today, the Helen Bader Institute (HBI) for Nonprofit Management at the University of Wisconsin-Milwaukee (UWM) is proud to celebrate its 20th anniversary. Established in 2001, HBI's mission was clear from the beginning: to improve the leadership and effectiveness of nonprofit organizations through education, research, and community engagement.

Before the launch, many people were involved in identifying the gaps in support systems for the nonprofit sector. In 2000, UWM led a collaborative planning initiative exploring ways to expand the educational opportunities and services for nonprofit leaders in the Milwaukee area. Local philanthropic foundations sponsored a series of focus groups to better understand the interests and needs of the nonprofit sector. Then gathering together a diverse group of 40 people in early 2001, the "Big Bang" was a two-day immersive event that provided a focus and strategic direction.

The wheels were now set in motion, and HBI began to take shape. A Leadership Council was created as the governing body that included representatives from nonprofit organizations, area foundations, and the university. The educational curriculum was designed to increase the competency of nonprofit leaders and prepare new leaders. Research initiatives were established to promote a greater understanding of nonprofit issues and lead to more effective solutions. Community Discussion Forums were launched to host nationally recognized experts in the field. In the pursuit of excellence, HBI became a leader with the Nonprofit Academic Centers Council (NACC) and an active participant in the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA).

"Achieving top-level ranking for our education programs in nonprofit management and leadership will be a marathon, not a sprint."

- John Palmer Smith, HBI Founding Director

In a few short years, HBI has grown into a thriving hub of nonprofit education, research, and community engagement. HBI is now recognized as one of the top ten certified nonprofit academic centers in the United States. Its Master of Science in Nonprofit Management is highly regarded throughout the state and the US. HBI continues to be responsive to its multiple stakeholders' diverse interests and needs and continuously evolving.

HBI is a trailblazer. The first 20 years are only the beginning...

Education Programs

Over the years, HBI has developed many educational and professional development programs tailored to nonprofit professionals' career objectives and active lifestyles. They encompass rigorous graduate-level programs and a series of continuing education workshops leading to a professional certificate.

Participants in HBI's educational programs have been:

- Nonprofit professionals seeking to advance their careers
- Professionals preparing to transition into the nonprofit sector as part of a career change
- · Graduate students seeking to add a nonprofit focus to their other graduate studies
- Recent college graduates just beginning their nonprofit careers.

Graduate Education

Master of Science in Nonprofit Management and Leadership

UWM's **Master of Science in Nonprofit Management and Leadership** addresses the full range of skills needed to serve nonprofit organizations effectively, including financial management, resource development, governance, organizational leadership, and program planning and accountability.

Graduate Certificate in Nonprofit Management

UWM's **Graduate Certificate in Nonprofit Management** is the first graduate-level program to be provided by any college or university in the State of Wisconsin that has been specifically designed for the leaders and managers of nonprofit organizations.

Graduate Badges in Nonprofit Management*

The first offering of its kind in the UW System, HBI has developed a series of graduate-level, skills-focused course "clusters" demonstrating a specialization in various areas of nonprofit oversight. Additionally, MS in Nonprofit Management and Leadership students will be able to pursue these badges as specializations within their degree:

- Nonprofit Advocacy and Public Policy
- Nonprofit Finance
- Nonprofit Fundraising
- Nonprofit Human Resources

- Nonprofit Leadership
- Nonprofit Management
- Nonprofit Marketing

Accolades

Accreditation

UWM's **Master of Science in Nonprofit Management and Leadership** is **one of only 12 similar programs worldwide** to receive accreditation from the **Nonprofit Academic Centers Council** (NACC).

The NACC Accreditation Process fosters third sector academic programs worldwide, including nonprofit and non-governmental organization (NGO) studies and management, social entrepreneurship, social-purpose organizations leadership, and philanthropy studies and management, all with curricula placing the civil sector at the center of their curricular perspective.

Accreditation signals that a university has a well-developed program that specifically addresses this distinctive sector.

"...unambiguously meets 16 of the 16 major content subject areas through curriculum instruction..."



UWM's Master of Science in Nonprofit Management & Leadership was recognized by Intelligent.com as the #4 Best MBA in Nonprofit Management Degree Program of 2022 nationwide.

Nonprofit Management Graduates







Professional Development

Professional Certificate in Nonprofit Management

The Professional Certificate in Nonprofit Management focuses on 14 key areas that successful nonprofit organizations depend on. With topics spanning revenue development, legal concepts, ethics and more, our courses offer something valuable for every nonprofit professional. These skills are essential for community leaders, program administrators, executive directors, board members and volunteers in nonprofit organizations.

Nonprofit Skills Academy

HBI's Nonprofit Skills Academy provides learning opportunities designed to develop skills, practices, and behaviors to best prepare people working in the social sector for success. It furthers skills-building professional development opportunities, and provides additional capacity-building resources to nonprofit leaders throughout Wisconsin.

Professional Badges

Designed to provide a strong foundation in all aspects of nonprofit management, badges focus on preparing nonprofit staff to understand the sector's evolving needs and meet day-to-day challenges within their organizations. Learning options focus on management principles and best practices across core disciplines of fundraising, board governance, marketing, management, and finance.

Scholarships

Since 2009, through the generosity of many community members, foundations, and corporations, the Helen Bader Institute for Nonprofit Management has provided **more than \$210,000** in scholarship funding to **more than 100 graduate students**.

John Palmer Smith Scholarship	\$40,571
Nonprofit Management and Leadership Scholarship	\$21,762
Nonprofit Management General Scholarship	\$132,400
United Way of Greater Milwaukee Scholarship	\$17 <mark>,166</mark>

Community Research Support

In addition to the numerous academic research projects conducted by HBI faculty and presented at conferences worldwide over the past 20 years, the Helen Bader Institute for Nonprofit Management has produced many Wisconsin and Milwaukee-specific studies and reports. These initiatives help nonprofit and public sector leaders better understand the local nonprofit sector's makeup, challenges, and triumphs. Additionally, they promote mutual learning and respect between academic scholars and the nonprofit community so that real-world problems can be understood and addressed in partnership.

Research highlights

- The COVID-19 Effect on Wisconsin's Nonprofit Sector (2020-2022)
 - COVID-19 Report 1
 - COVID-19 Report 2
- Wisconsin Nonprofit Compensation & Benefits Survey (2022)
- Civic Health of Wisconsin: Connectedness in Context (2021)
- Understanding & Supporting Milwaukee Nonprofits (2020)
- · Nonprofit Wisconsin: In Brief
 - Nonprofit Wisconsin: In Brief Size and Scope (2015)
 - Nonprofit Wisconsin: In Brief Size and Scope & Economic Impact (2019)
- Racial Diversity in the Staff Leadership of Milwaukee's Nonprofit Organizations (2011)
- Leadership Diversity in Milwaukee-Area Nonprofits: A Benchmark Study (2008)
- Arts and Culture in Southeastern Wisconsin: The Public Speaks (2005)
- Wisconsin Nonprofit Capacity Building Survey (2005)
- Leadership Change in Nonprofit Milwaukee: Making Transitions Work (2005)
- Inventory of Latino Organizations in Metro Milwaukee (2003)
- Social Entrepreneurship Study (2003)

Academic Research

Over the past 20 years, HBI faculty have been very active in publishing research in outstanding academic journals. Below is a sample of some of the research carried out by our faculty, past and present, all of whom have raised the national profile of HBI and UWM because of their active research agendas. Over the years, the HBI faculty have included:

- Fredrik Andersson
- Erica Ceka
- Grace Chikoto
- · Douglas Ihrke
- Dan Neely
- Laura Peracchio

HBI has also had several graduate students who have gone on to academic positions over the years who have been active publishers as well, and they include the following:

- Jennifer Fink University of Wisconsin-Milwaukee
- Mike Ford University of Wisconsin-Oshkosh
- Nathan Grasse Carleton University (Ottawa, CA)
- Troy Washington Marquette University

Research Highlights

- Chikoto, Grace L., Abdul-Akeem Sadiq, and Erin Fordyce. "Disaster mitigation and preparedness: Comparison of nonprofit, public, and private organizations." Nonprofit and Voluntary Sector Quarterly 42.2 (2013): 391-410.
- Chikoto, Grace L., and Daniel Gordon Neely. "Building nonprofit financial capacity: The impact of revenue concentration and overhead costs." Nonprofit and Voluntary Sector Quarterly 43.3 (2014): 570-588.
- Grasse, Nathan, Trenton Davis, and Douglas Ihrke. "Understanding the compensation of nonprofit executive directors: Examining the influence of performance and organizational characteristics." Nonprofit Management and Leadership 24.3 (2014): 377-398.
- Andersson, Fredrik O., and William Self. "The social-entrepreneurship advantage: An
 experimental study of social entrepreneurship and perceptions of nonprofit
 effectiveness." Voluntas: international journal of voluntary and nonprofit organizations
 26.6 (2015): 2718-2732.

Research Highlights (continued)

- Ford, Michael R., and Douglas M. Ihrke. "Comparing nonprofit charter and traditional public school board member perceptions of the public, conflict, and financial responsibility: Is there a difference, and does it matter?." Public Management Review 18.7 (2016): 972-992.
- Chikoto, Grace L., Qianhua Ling, and Daniel Gordon Neely. "The adoption and use of the Hirschman–Herfindahl Index in nonprofit research: Does revenue diversification measurement matter?." Voluntas: International Journal of Voluntary and Nonprofit Organizations 27.3 (2016): 1425-1447.
- Porumbescu, G. A., Lindeman, M. I., Ceka, E., & Cucciniello, M. (2017). Can transparency foster more understanding and compliant citizens?. Public Administration Review, 77(6), 840-850
- Svensson, Per G., Fredrik O. Andersson, and Lewis Faulk. "A quantitative assessment of organizational capacity and organizational life stages in sport for development and peace." Journal of Sport Management 32.3 (2018): 295-313.
- Bublitz, M. G., Hansen, J., Peracchio, L. A., & Tussler, S. (2019). Hunger and food well-being: Advancing research and practice. Journal of Public Policy & Marketing, 38(2), 136-153.
- Nardini, G., Bublitz, M. G., Butler, C., Croom-Raley, S., Escalas, J. E., Hansen, J., & Peracchio, L. A. (2022). EXPRESS: Scaling Social Impact: Marketing to Grow Nonprofit Solutions. Journal of Public Policy & Marketing, 07439156221087997.
- Ceka, Erica, and Douglas Ihrke. "Do Revenue Uncertainty, Fiscal Capacity, and Service Demand Explain Layoff Decisions in Nonprofit Organizations?" Paper presented at the 2022 Annual Conference of the American Society for Public Administration. Jacksonville, FL.

Nonprofit Community Support

Over the past twenty years, the Helen Bader Institute for Nonprofit Management has worked to enhance organizational efficiency and effectiveness in nonprofits throughout Wisconsin through community-focused initiatives and organizational capacity-building projects. Our goal is to provide technical assistance and other management and leadership support and information services to local nonprofit leaders and increase public awareness of effective nonprofit management and leadership.

Candid / Foundation Directory

In Fall 2020, HBI joined into a training partnership with Candid.org, home to GuideStar, the Foundation Center, and former GrantSpace (now Candid Learning). HBI is one of over 400 partners in Candid's Funding Information Network. This includes access to Foundation Directory, a searchable application that provides unsurpassed comprehensive and accurate information on U.S. Grantmakers and their grants. Nonprofit community members can use computer terminals located in UWM's Golda Meier Library and search for funders based on subject, geography, funder type, type of support, trustee names, and many other criteria.

COVID-19 Support

In Spring 2020, at the outbreak of the COVID-19 pandemic, the Helen Bader Institute for Nonprofit Management, in collaboration with the Oklahoma Center for Nonprofits, developed a set of guidelines to aid in this endeavor. Drawn from federal and state health and labor sources, Moving Forward: Considerations for Nonprofit Re-engagement provides guidelines intended as recommendations for nonprofit organizations as they return to the workplace and re-engage with the communities they serve.

To understand the impact of the COVID-19 pandemic on Wisconsin nonprofits' ability to meet their community's needs, HBI, in partnership with the Institute for Nonprofit Management Studies at the University of Wisconsin – Whitewater (UWW) and our affiliate faculty throughout the UW System, issued a series of surveys to nonprofit leaders throughout 2020-2022.

These reports looked at the utilization and impact of emergency federal aid, the increase in demand for services, decreases in staffing, and overall needs of nonprofits on both regional and statewide levels.

Nonprofit Resource Support

Nonprofit Skills Academy

A newer initiative involves the development of learning opportunities designed to develop skills, practices, and behaviors which best prepare people working in the social sector for success. Additionally, our goal is to further skills-building professional development opportunities and additional capacity-building resources for the nonprofit workforce.

To this end, the HBI Nonprofit Skills Academy offers many fully-online courses with topics ranging from fundraising fundamentals to nonprofit accounting basics. Additional course offerings focused on board development, marketing fundamentals, and volunteer management are scheduled to be released in the coming year.

Projects	Details	Outcomes
Community Forum Series	Offers support to the top-level oversight of nonprofit organizations of various sizes and missions.	 24 community presentations provided 1800 nonprofit leaders participated
Wisconsin Nonprofit Career Center	Wisconsin-specific nonprofit jobs board and employment resource	•
Foundation Directory	Access to a searchable database providing comprehensive information on grantmakers and their grants.	 453 nonprofits served statewide to date
Nonprofit Leadership Circles Program	Provides peer-cohort learning and support to leaders of nonprofit organizations of various sizes and missions.	 4 Exec. Director Circles 1 HR Director Circle 85 participants to date
Nonprofit Management Alumni Coaching	Free six-month professional coaching offered to recent MS in Nonprofit Management & Leadership graduates.	11 pro-bono professional coaches23 alumni participants to date

Staff

Douglas Ihrke, Executive Director

Bryce Lord, Associate Director

HBI Leadership Council

The Leadership Council is the principal governing body for the Helen Bader Institute for Nonprofit Management.

Executive Committee

Mary Beth Malm, Chair **Community Volunteer**

Dr. Johannes Britz, Provost

UW-Milwaukee (ex-officio)

Dr. Kaushal Chari, Dean Sheldon B. Lubar School of Business UW-Milwaukee

Dr. Tina Frieberger, Dean Helen Bader School of Social Welfare **UW-Milwaukee**

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UW-Milwaukee

Micky Sadoff, Co-Founder

Milwaukee College Preparatory Schools

Spectrum Nonprofit Services

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HBI Faculty Fellows

As part of HBI's various research and educational initiatives, nonprofit researchers, community partners, and practitioners are eligible to become HBI Faculty Affiliates, provided the focus of their work and practice intersect with those of the Institute.

Current Helen Bader Institute Faculty Fellows can be found throughout Wisconsin, engaging in a variety of work focused on developing the nonprofit sector.

- Carol Brunt, Ph.D., Assistant Professor UW-Whitewater, Management
- Jennifer Fink, Ph.D., Assistant Professor UW-Milwaukee, Health Sciences
- Michael Ford, Ph.D., Associate Professor UW-Oshkosh, Public Administration
- Ruth Hansen, Ph.D., Assistant Professor UW-Whitewater, Management
- John Kovari, Ph.D., Associate Professor UW-La Crosse, Political Science, Public Administration

- Kerry Kuenzi, Ph.D., Assistant Professor
 UW-Green Bay, Public & Environmental Affairs
- Linnea Laestadius, Ph.D., Associate Professor UW-Milwaukee, Public Health
- Travis Nelson, Ph.D., Associate Professor UW-Platteville, Criminal Justice & Political Science
- Mark Sidel, Ph.D., Professor
 UW-Madison, Doyle-Bascom Professor of Law
- George Wang, Ph.D., Professor UW-Parkside, Sociology

Alumni

MS in Nonprofit Management & Leadership

Saad Akbar Khan
Sarah Altiman
Erik Anderson
Lisa Anderson
Renee Anderson
James Armour
Sarah Balch
Brian Balistreri
Chelsea Becker
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Graduate Certificate in Nonprofit Management

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James Thull



Acknowledgements

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Donors

- Association of Fundraising Professionals
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- BoardStar
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- Faye McBeath Foundation
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- Les Weil
- Ann and David Williams

*deceased

As we celebrate 20 years of serving the nonprofit community of Wisconsin, please consider making a gift to the Helen Bader Institute for Nonprofit Management today and designate it to an area of your choice, such as:

- Helen Bader Institute for Nonprofit Management (#2919)
 Enhancing academic and public programming
- Nonprofit Management and Leadership Scholarship (#6904)
 Providing scholarships for students enrolled in the Nonprofit Management and Leadership program
- John Palmer Smith Scholarship Fund (#6934)
 Providing scholarships for students in the Nonprofit Management and Leadership program in honor of HBI's first Executive Director

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Use the link above to support one of the listed funds or any fund at UWM. If you do not see your desired fund in the dropdown menu, select "other designation" and write in your intentions.

To make a gift by check or phone, or for more information about planned giving and corporate and foundation philanthropy, please contact the UWM Office of Development at give.uwm.edu or (414) 229-3020. Please make checks payable to the UWM Foundation.

Thank you!

Our Mission

The mission of the Helen Bader Institute for Nonprofit Management at the University of Wisconsin-Milwaukee is to improve the leadership and effectiveness of nonprofit organizations through education, research, and service.

Our Vision

Our vision is to be recognized as one of the top ten nonprofit academic centers in the United States, enhancing the nonprofit sector and the quality of life for all.



Photos featuring the work of HBI nonprofit management alumni courtesy of:

America's Black Holocaust Museum Minnesota Academy of Physician Assistants

Harness Rochester Art Center

<u>Hear Wisconsin Humane Society</u>

<u>Hospitality Center, Racine</u> <u>Wisconsin International Academy</u>