The Basics: What is LINE?

The LINE program is a ten-month journey designed to assist nonprofit leaders and those aspiring to leadership roles while building their current skill sets and becoming effective and successful leaders of nonprofit organizations.

The LINE program combines the academic rigor of Rice University and the Susanne M. Glasscock School of Continuing Studies’ dedication to philanthropic success. It offers you the catalyst you need to propel your organization to the next level, or it can give you the confidence to pursue your nonprofit career aspirations.

Why LINE?

- Build your nonprofit professional network
- Obtain 9.8 CEU and 85.75 CFRE credits
- Designed for executives, future leaders, and career changers

Who Should Apply?
- Current executive directors and senior leaders of nonprofit organizations
- Nonprofit professionals who aspire to become executive directors or senior leaders
- Professionals seeking a career change into the nonprofit sector

Application Information

To begin the application process, you must submit the following:
- Program application form (download at cphi.rice.edu)
- Résumé or curriculum vitae
- Official college transcripts
- Personal statement
- Two professional letters of recommendation

For application deadlines and application forms, please visit us at cphi.rice.edu. Admission decisions are typically made within three weeks of the final application deadline. Applications are accepted twice a year.

- We accept electronic or paper college transcripts. They must be sent directly from your college or university.

Leadership Institute for Nonprofit Executives (LINE)

Susanne M. Glasscock School of Continuing Studies

Center for Philanthropy & Nonprofit Leadership

Professional Services
Art and Culture
Education
Environmental and Animal
Faith-based
Advocacy
Basic Needs
Children & Youth
Education Support
General
Medical

>950
Organizations Served

ABOUT OUR SCHOOL

The Susanne M. Glasscock School of Continuing Studies furthers Rice University’s commitment to educational outreach by providing flexing personal and professional development opportunities to the greater Houston community and beyond.

- cphi.rice.edu
- cphi@rice.edu
- facebook.com/RiceCFNL
- @linecontinuingstudies
- @glasscockschool
- youtube.com/ricecontinestudies
Earn the Rice University LINE certificate in less than a year.

Nine content modules, two electives, two leadership coaching sessions and a practicum.

**CONTENT MODULES**

The LINE certificate program includes nine content modules to address a variety of the latest management, legal, financial, marketing and leadership best practices in the nonprofit sector. Designed for executives, future leaders and career-changers alike, each content module offers an in-depth study of the current landscape of the nonprofit sector within the context of proven organizational best practices. Participants emerge with extensive knowledge and understanding of the intricacies of running a successful nonprofit organization and governing an effective nonprofit board.

**EFFECTIVE NONPROFIT LEADERSHIP**

Learn about successful leadership in the nonprofit sector and develop goals to improve your own leadership practices. This module incorporates interactive exercises with discussion to address key areas of leadership including integrity, vision, passion for the cause and how to relate to stakeholders.

**SUCCESSFUL NONPROFIT ORGANIZATIONS & BOARD GOVERNANCE**

Learn to recruit, retain and effectively manage the board; staff; and volunteers of a nonprofit organization. Topics covered in this module include elements of high-performing nonprofit organizations; defining board expectations and providing clear board and committee job descriptions; development and implementation of a strategic plan relevant to the mission and goals of the organization and more.

**MARKETING AND PUBLIC RELATIONS**

In this module, learn the value, function and components of a marketing and communications plan. This includes formulating organizational and audience-specific messaging, utilizing a variety of channels for strategic communication and managing multiple facets of branding and visual identification.

**DEVELOPMENT PLANNING AND DONOR ENGAGEMENT**

Learn how to create and implement a fundraising strategy, manage a development team and build relationships with your donor community. Discussion also focuses on the various roles within the donor cycle (identification, cultivation and solicitation) and stewardship of major gift donors.

**FINANCIAL MANAGEMENT**

Understand the fiscal responsibilities of the board and staff and how to develop and maintain sound financial practices. Discussion focuses on preparing the annual budget and long-range planning, day-to-day financial administration, creating appropriate reports, preparing annual financial statements, tax planning and preparing for an audit.

**ORGANIZATIONAL EFFECTIVENESS**

Learn to evaluate an organization’s effectiveness, implement steps to achieve its goals and improve overall performance. Discussions center on establishing a roadmap to achieve the organization’s goals for social change, recognizing the need for an external evaluator and taking the steps for selecting this role.

**ESSENTIALS OF TALENT MANAGEMENT**

Learn how to develop and maintain a work environment conducive to attracting and retaining top-quality staff and volunteers. Discussion topics include recruiting and selecting an effective, stable team; basics of compensation; benefits and rewards; employment law; establishing appropriate policies and procedures; conflict resolution; succession planning and more.

**CURRENT LEGAL & ETHICAL CONSIDERATIONS IN NONPROFIT MANAGEMENT**

Learn about the complex nature of organizational legal, tax, and risk management while discussing the ethical considerations inherent in managing a Texas nonprofit. Class participants will be able to understand the critical differences between for-profit and nonprofit corporations; the process of forming a nonprofit corporation and seeking relevant tax exemptions; maintaining tax exempt status; compliance with federal, state, and local regulations; risk management; fundamental business transactions and more.

**LESSONS IN LEADERSHIP**

This module features current and former nonprofit leaders at the board and staff level discussing challenges they face and how the concepts covered in the LINE program apply to their respective roles. Class participants have the opportunity to ask questions and gain insight from expert panelists at different stages of their nonprofit careers.

**ELECTIVES**

Participants must complete two electives as part of the LINE certificate. One of the electives should be on a fundraising topic, and the second elective may be selected from additional professional development offerings at the Glasscock School of Continuing Studies. These courses are offered in an online or classroom format. To view a full list of available electives, visit opn.rice.edu.

**COACHING**

All participants self-schedule two hours of coaching during the program. The leadership instructor assists the participants with career goals and working through leadership challenges.

**PRACTICUM**

In the practicum, participants utilize the content they have learned from the modules and electives and apply it in a practical way to compete a comprehensive, strategic-level project for a nonprofit organization.

The project may impact the participant’s organization, or the participant may select to work in a consulting capacity for another nonprofit organization. Those not currently employed with a nonprofit organization may request assistance, and Rice will connect them with a local nonprofit organization to complete the practicum.

Participants work with a practicum instructor and identify a mentee within their selected organization to provide feedback during the project. The practicum culminates with a written paper and oral presentation to the organization. Participants have approximately three months to complete the project.