

San Antonio Area Foundation and UTSA Certificate Program Summer 2024
Data Management and Innovation

Program Orientation – May 30 from 9:30 to 10:30 am

This session introduces participants to the program. We will share how to get the most out of the program as well as requirements for earning the certificate of completion and optional CEUs. We will provide an overview of the individual sessions along with a demo about how to use the Learning Management System (LMS) to access PowerPoints and resources.

Area Foundation Staff

Leading with Data & Analytics in Nonprofit Organizations – June 4 from 9am to 12pm

This course introduces key data concepts to help leaders become more data aware and expand their knowledge and understanding of the properties of data for their organization. Participants will have the opportunity to consider data in new and novel ways, while examining the strategies and common pitfalls of analyzing data. To encourage real-time learning, participants will also have the opportunity to practice critical data analysis techniques with examples using real data from the nonprofit sector.

Wenbo Wu, Ph.D., UTSA Department Chair of Management Science and Statistics

Graham Weston Endowed Professor

Associate Professor of Management Science and Statistics

Leaders Who Can Tell Stories with Data - June 6 from 9am to 1pm

This course is specifically designed to help leaders become more data aware – to expand their knowledge and understanding of the properties of data, the strategies along with the common pitfalls in looking at data analytically, and the opportunities that can arise when considering data in new and novel ways. This course will also expose participants to data visualization techniques, understanding how data can be utilized effectively to tell a ‘story’. By the end of the session participants will know how to better utilize the data they handle to make more informed and data-driven decisions. *This class includes additional time for learners to workshop with each other online.*

**Ashwin Malshe, Ph.D., UTSA Associate Professor of Marketing, Chair, Ph.D. Program Committee,
Luther Brown Fellow**

**Cyber Security Training for Nonprofit Leaders: What to Know to Protect Your Organization – June
11 from 9am to 12pm**

Cyber security threats to organizations (both corporate and Nonprofit) continue to increase with technological advancements and the ever-changing industrial environment. This course provides leaders and managers of nonprofit organizations with frameworks and best practices to better manage cybersecurity-related risk for their organization including how to increase cybersecurity awareness of their employees, develop a cyber security response plan for any cyber-attacks to ensure cybersecurity management, and identify tangible ways to increase the cyber resilience of their organization.

Glenn Brown, Ph.D., UTSA Assistant Professor of Practice in Information Systems and Cyber Security

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**Strategy Execution as a Non-Profit Leader: Creating a Problem-Solving Organizational Culture -
June 13 from 9am to 12pm**

Strategy implementation refers to carrying out the activities within the organization, which are required to execute a strategy. Following this framework, participants will learn how to consider their non-profit organization's structure, culture, and vision when making critical decisions to better impact their leadership ability in executing strategy effectively. This class incorporates HBR case studies to enhance the learning experience.

Poonam Khanna, Ph.D., UTSA Associate Professor of Management

Innovation Process Management for Nonprofit Leaders – June 18 from 9am to 1pm

Through this course, leaders will have the opportunity to hone their innovation skills and learn how to identify successful opportunities triggered by changes in technology, legal and/or regulation shifting or preferences of those they serve, execute targeted strategies that turn unmet organizational and/or client needs into actionable innovative solutions, and generate and evaluate ideas on an individual level through design thinking innovation processes and similar methodologies. Leaders will leave this class with a better understanding of the processes to foster innovation and creativity within their organization and strategies to develop a culture that embraces change. *This class includes additional time for learners to workshop with each other online.*

Laural Logan-Fain, Ph.D., Associate Vice President People Business Partnership, Spurs Sports & Entertainment