

**SCHOOL OF BUSINESS
AND NONPROFIT MANAGEMENT**

2016–2017 ANNUAL REPORT

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Yearly Overview

You'll find great things happening at SBNM in this annual report. The highlight for me was the all-time high enrollment in our undergraduate programs. We have three majors: Advertising (interdisciplinary major with the communication and art departments), business (with concentrations in accounting, sport management, economics, management, marketing, and finance), and nonprofit management. The students in our majors—taken together—represent one of the most popular programs on campus. Given the recent restructuring of our undergraduate program (see last year's annual report), it is encouraging to see the positive student reaction this year.

The second highlight is our participation in the Spring Semester Chicago Intensive program, Catalyst 606, with courses in macroeconomics (Sundholm) and marketing (Vollmert). The students in that cohort explored their topics within the context of Chicago by traveling and visiting organizations and places in the city. Their interactions with the people of Chicago enhanced their learning.

Third, our \$750,000 grant from the Lilly Foundation will help develop financially capable pastors and church lay leaders. Tim O'Brien was hired to lead the program we are calling The Academy for Church Leadership.

Finally, we finished a branding study for our graduate programs. We worked with the firm Dartlet to determine our key five dimensions that describe us: Transformative, forward-thinking, integrated, supportive and practical. We're working to develop ethical leaders who will make a difference in the world. You can read how each dimension is defined in the following article on page 3. I'd like to get feedback from alumni of our graduate program to see how our brand connects with your experiences here. Let me know (wLindahl@northpark.edu).

“We’re working to develop ethical leaders who will make a difference in the world.”

–Dr. Wesley E. Lindahl

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Former participants of the Nonprofit Leadership Club

Nonprofit Leadership Club

The Nonprofit Leadership Club (NLC) is fostering future leaders through fundraising, conference participation, community outreach, and a speaker series.

NLC student learned a lot about fundraising this year through their work fundraising for an annual trip to the Alliance Management Institute. Students hosted a benefit concert featuring student bands and artists, raising \$1,500. They also collaborated with our Career Development and Internships Office on a nonprofit career fair for their fellow students. Students were trained in phone solicitations and put those skills to work making calls to the Axelson Center Advisory Board and other friends of the Club.

NLC students leveraged their networking skills with a presentation to the Axelson Center Advisory Board. These experiences opened the students' eyes to the types of activities that raise funds for a nonprofit. Their grit and focus were admirable; and their small group had excellent fundraising results. Eight students traveled to Denver this January to participate in the Alliance Management Institute, a three-day conference about innovation in the nonprofit sector. A speaker series brought together alumni, graduate students, and friends to teach our students about essential skills. From marketing to professionalism, our speakers are getting students ready for their careers.

Advisory Board

The SBNM Advisory Board consists of 35 members from around the country. They meet twice a year to discuss the status of SBNM, and work to grow and improve the school. We are proud to announce that for the second year in a row 100% of the board members contributed to SBNM in support of our students and faculty this past year. Close to \$14,000 was raised—a new high. Board members continue to connect with our students for internships and jobs following graduation. Each board meeting includes a lunch with current students. New member for 2016-17 include:

- Jonathan Dale, Sr. Account Executive, Salesforce
- Mark Johnson, Business Relationship Director IT, Equity Residential
- Karl Swanson, Sr. Director Tax, Equity Office
- James Tierney, Retired banker



SBNM Advisory Board Members

Freedom Forum

The Freedom Forum exists to explore the ideas of economic liberty in theory and practice. Over the past year we have continued to grow on the campus with a local community ethos— to spread the ideas of liberty, classical liberalism, and entrepreneurship. Among some highlights included the establishment a Young Americans for Liberty chapter, sending six students to Washington, D.C. for the International Students for Liberty Conference, organization of frequent discussion forums, hosting film showings, and attendance at live performance theater which explored the issues of freedom of expression.

DARTLET BRANDING STUDY

Lead for Life

If you want to lead, you need the right education. At NPU's School of Business and Nonprofit Management (SBNM), our experienced faculty, industry-driven programs, and ethical focus will equip you to excel in any leadership career—and our well-earned reputation for innovative teaching, practical application, and transformational values will prepare you to lead for the rest of your life.

This is more than a degree. It's a greater pursuit.

Transformative

Real leadership begins with meaningful growth. Our expert faculty will help you bridge the gap between your existing skills and the latest industry needs. With values-centered decision-making at our core, we will prepare you to lead ethically and inspire meaningful transformation wherever you go.

Forward-Thinking

The best leaders always look forward. Your education should, too. We continually evaluate and reinvent our curriculum, responding quickly to an ever-changing market. That means the best-practices you graduate with will not just be relevant—they will give you the competitive advantage you need to land the leadership position you want.

Integrated

To lead well, you must understand well. Our interdisciplinary – nonprofit and business -- curriculum and flexible learning environment will equip you to do both. Through business partnerships, hands-on research, team projects, and intentional diversity of people and ideas, you will become the kind of leader businesses and nonprofit organizations seek.

Supportive

Our committed advisors and dedicated faculty will provide personal guidance from your first class through graduation day, because we are just as invested in your success as you are. With an innovative approach to education—tailored to your schedule—we will give you everything you need to earn a career-building master's degree or certificate.

Practical

Whatever your personal goals, we are ready to bring them to life. One-on-one academic advising, well-connected professors, and meaningful hands-on experience mean that in every class, through every experience, you will build applicable professional skills. An SBNM education will become a head start to thriving in any leadership role.

BY THE NUMBERS

1,776 UNDERGRADUATE ENROLLMENTS
in 2016–17

115 STUDENTS
completed a
graduate degree
in 2016–2017

125 STUDENTS
joined the
graduate program
in 2016–2017

43% of our graduate students
complete most of their
courses online



Axelson Conference 2017

On June 6, 2017, the Axelson Center’s “Focus on the Important” brought an intimate group of 136 nonprofit leaders and volunteers together for its annual conference. It was the first time the conference was back on campus since 2011 when the “Annual Symposium” began to be held in downtown Chicago—since it had outgrown the capacity of North Park’s campus. According to one attendee, “I loved having the session at North Park. It felt like a great way to market the university and Axelson Center. We all go to conferences downtown!” Another attendee commented, “There isn’t another conference like this in Chicago, so I find it valuable.”

This year’s sold out conference was intended to promote greater networking opportunities, and was held in plenary sessions. Jacob Harold, the President & CEO of GuideStar (the world’s largest source of information about nonprofits), gave the opening keynote. Lisa Brown Alexander, President and CEO of Nonprofit HR, presented on, “Sustaining Talent Engagement to Drive Mission” and led an engaging Q&A session in which many common human resources matters were raised by audience members.

The afternoon sessions engaged conference attendees in various ways to learn more about the range of perspectives that nonprofit funders may offer. The afternoon panel involved a discussion with representatives from four major Chicago area foundations: The Chicago Community Trust; The Brinson Foundation; The Stearns Family Foundation; and the McCormick Foundation. Questions from the audience were shared by Pier C. Rogers, PhD, the Axelson Center’s Director, as the foundation representatives offered their perspectives in their responses.

The afternoon was brought to a close with an opportunity for attendees who pre-registered to further engage with seven different foundations in the “Ask a Funder” session. Thirty-five participants signed up for the completely booked sessions where they could spend 15 minutes in a “speed-dating-like” session with a foundation representative. Because of its popularity and limited time slots, not all participants were able to spend time with their preferred foundation. However, some voiced appreciation of the learning that occurred, even in an unexpected way. “While this foundation’s mission and funding area are outside the scope of what my organization does, I was able to gain valuable insights into board building and development.”

The day closed with a networking reception, where conference attendees who had not “networked” sufficiently during the course of the day had one last chance to meet new folks, make observations or ask questions, and generally ensure that the day was beneficial—down to the last few minutes.

This year’s conference attendees were heavily from the **human services and education subsectors (43% and 31% respectively)**, followed by **arts & culture (20%)** and **community development (18%)**. The top three roles of those in attendance were: **fundraising/development (43%)**; **executive directors (31%)**; and **programs (22%)**. Representatives in **marketing roles followed not far behind at (16%)** of those in attendance. The distribution of organization budget size for this year’s conference was: **39% (under \$1M)**; **37% (from \$1M to just under \$10M)**; and **24% (over \$10M)**.

“I loved having the session at North Park. It felt like a great way to market the university and Axelson Center. We all go to conferences downtown!”



Axelson Conference keynote speaker Jacob Harold

Some of the general comments shared by participants included:

- I expected a good quality conference because Axelson usually provides good quality training, and the day did not disappoint.
- Great speakers, wonderful opportunity for funders and nonprofit organizations to connect in a candid setting.
- I came not sure how much I would get out of it as I am new to nonprofit sector. But there was a lot of very useful and well-presented information
- I made some great connections and enjoyed the session content.

This year's conference, "Focus on the Important", provided an opportunity for the Axelson Center to again bring nonprofit leaders together on North Park's campus for learning and networking. In 2018, the Axelson Center's Annual Symposium will be offered in partnership with Forefront, the statewide nonprofit association whose members include nonprofits, foundations, and wealth managers. Watch for more information about Symposium 2018 once the new year is underway.



New Faculty/Staff

Dr. Timothy J. O'Brien started as the Program Director, SBNM Lilly Endowment Grant in March, 2017. He directs and executes the Academy for Church Leadership program funded by the Lilly Endowment's National Initiative to Address Economic Challenges Facing Pastoral Leaders. This area is Tim's specialty and passion.

Tim's background is extensive. He has served as a full-time and adjunct professor at SBNM for many years. He is currently a Principal with Mutuality Associates, LLC, serving as a consultant in the nonprofit sector. In past years, he served as the Executive Director, Community of Passionist Partners, Controller of YMCA of the USA, and CFO of the Tides Center in San Francisco. He has published extensively, researched within the nonprofit financial management area, and has served on numerous boards including serving as Treasurer of St. Luke's Episcopal Church in Evanston, IL. He has presented at workshops in the field of financial literacy for nonprofit organizations, including workshops to students at North Park Theological Seminary "Vocational Excellence: Financial Management in the Church"—in conjunction with a different Lilly Endowment grant in 2015.

Lilly Grant

Overview

North Park University's School of Business and Nonprofit Management has received a three-year grant with from the Lilly Endowment with three goals:

1. Enhance and Expand Existing Educational Programs.
These include:
 - 1.1. Graduate certificate program in Church Administration,
 - 1.2. A "boot camp" model for new pastors
 - 1.3. Existing workshops and custom-designed workshops for specific organizations
 - 1.4. Joint M. Div. and MBA/MNA programs
 - 1.5. An annual conference
2. Conduct a needs assessment to guide new program development, program evaluation, and continuous program improvement

3. Explore the development of additional advanced degrees and programs in Church Leadership:

- 3.1. Master's Degree in Church Administration
- 3.2. Doctoral degree in Church Leadership

Work has begun on this initiative as of March 2017 when the new program director, Tim O'Brien and Pier Rogers attended an orientation conducted by the Lilly Endowment in Indianapolis. A program assistant, Roman Motely, joined the team in June and work on developing marketing and events as well as curriculum design has begun.



2017 SBNM Networking Dinner

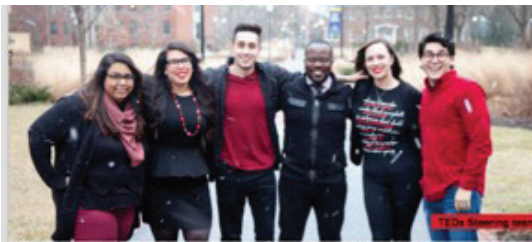
The 2017 School of Business and Nonprofit Management (SBNM) Networking Dinner was held at Monatero's Ristorante and Banquets. The theme for this year's event was "Trends in Career Development in a Diverse Workplace." Three SBNM adjunct faculty, Michelle Aronson, Gregory Crawford, and Kurt Peterson, with Professor Mark Gavor as the moderator, spoke from their years of experience in Human Resource Management, and provided great insight to the audience. The Dedication and Service Excellence Award was presented to Dean Wesley E. Lindahl for his leadership and commitment to SBNM.



Professor Ann Hicks, Zenos Hawkinson Award for Teaching and Campus Leadership Recipient

Faculty Award

Dr. Ann Hicks was awarded the prestigious Zenos Hawkinson Award for Teaching and Campus Leadership this past April at the annual awards convocation. Dr. Hicks is a widely respected and beloved professor, who goes out of her way to inspire her students to high levels of performance. Her faculty profile tells us that prior to joining North Park's faculty, Dr. Hicks spent nearly 20 years in senior-level accounting and finance positions in real estate and education. This experience, combined with her passion for teaching and the relationships she is able to build with students, helps her communicate the possibilities that accounting holds for future careers.



Pictured left to right: Ami Thakkar, Donielle Alicea, Paul Clines, Dr. Christopher Hubbard, Hannah Anthony and Jorge Ortiz

TEDx

Last spring, a team of students, faculty, and staff came together to host North Park University's inaugural TEDx event. Donielle Alicea (School of Professional Studies), Hannah Anthony (Provost Office), Paul Clines, C'17 (Graduating senior, Business and Economics Student), Dr. Christopher Hubbard (School of Business and Nonprofit Management), Jorge Ortiz C'17 (Graduating senior, Business and Economics Student), and Ami Thakkar (Residential Life) made up the steering team that rallied together over nearly one-hundred volunteers to help plan, organize, and host this momentous event. This five-hour event commenced in Anderson Chapel with twenty-two speakers who, over three sessions, gave thought provoking and insightful talks on their interpretation of the theme, shifting paradigms.

Lastly, this event would not have occurred if it wasn't for the generous financial support of the following: Provost's Office, School of Business and Nonprofit Management (SBNM), School of Professional Studies (SPS), Student Government Association (SGA), University Ministries (UMIN), Economics Club (Undergraduate), North Park Theological Seminary, Dean's Office, College of Arts & Sciences, Center for Student Engagement, North Side Community Federal Credit Union, W.Dawk & Associates, X Def Training and Fitness, Villa Franciso, Mark Gavoor and Mark Olsen.





Participants of 2017 International Trip to Barcelona, Spain at a corporate visit to ABD

International Trip: Barcelona, Spain

The past year's international trip took us to Barcelona, Spain. Professor Al Kamienski, co-director with Dean Wesley E. Lindahl Bon dia!" One might guess "Buenos dias" would be the standard "good day" greeting in Barcelona. It would be if you wished to speak Spanish, the second language taught to schoolchildren in the region of Catalonia. The first? As in the introductory greeting, it is Catalan—an interesting hybrid of French, Spanish, and Italian languages. (Traveler's note: English is the third language, so navigation for Americans is quite simple). In the days of then Dictator Franco Catalan was forbidden. Today local ordinances require signage to be in Catalan.

The above example is indicative of the spirit of this region which has been autonomous since 1932. They have their own government, municipal services, and perhaps one day a military. A brief Google search on "Barcelona Independence" will provide ample arguments on both sides for an issue of secession that is heating to a near rolling boil that threatens to spit the fideo noodles from the paella pan.

The second most populous city in Spain and ranked as the fourth most economically influential economy according to GDP by the EU, the capital city of the region is at a crossroads. But it has always been. Founded by the Romans, its deliciously Gothic history abuts a cosmopolitan present. Our group was delighted by its architecture, especially Gaudi, awestruck by its cathedral spires, fascinated by its politics, and consumed by its food. Our visits included several businesses and nonprofit organizations, the US embassy, the site of the seminal 1992 summer Olympics, and the seaside (Barcelona is the largest tourist port in Europe). Altogether we were intrigued by its international business and nonprofit savvy.

As a resident put it, "I am not a Spaniard, but a Catalonia." As transients, we grew to appreciate its steadfast dedication to freedom. But we also understood for many centuries Barcelona is a critical driver of Spain's national vibrancy. For how much longer is a question to be monitored in these modern days of Brexit, isolationism, and proposed walls. Our hope is that the people, deeply faithful in God, shall find peace and providence in whatever structure the almighty deigns for their undeniably rich future.



Professor Hubbard at dragon boat races in China

North Park Professors Gavoro and Hubbard teach in China

On May 22, 2017, Professors Chris Hubbard and Mark Gavoro traveled to China. They were visiting professors at the Anhui University of Finance and Economics (AUFE) in Bengbu, China. They taught two short courses each, one to an undergraduate cohort of 50 students and the other to a cohort of 24 graduate students.

It was the first time at AUFE for Professor Hubbard. He taught Economics of Leadership to undergraduates and Capital & Power: Advanced Economics of Leadership to the graduate students. It was the second year at AUFE for Professor Gavoro. He also taught two courses: Marketing Channels and Supply Chain to undergraduates and Quantitative Methods to Graduate Students. The objective was to expose AUFE students to American style of business courses and for the students to have their first course entirely in English.

Professors Hubbard and Gavoro followed in the footsteps of Dean Lindahl and Professors Kamienski, Marsh, and Schilling who have also taught in China.

Professor Gavoro said, "It was wonderful to be back at AUFE for a second year in a row to both renew old acquaintances and make new friends. Our engaged and interactive style of teaching was greatly appreciated by the students. I was again impressed by the hard work and dedication of the students to both learn the course material and master English." Professor Hubbard noted, "This was an awesome experience. I appreciated travelling with Professor Gavoro who had already been there. It would be wonderful to expand our relationship with AUFE to have some of our students travel there and learn Chinese. I would love to do this again."

"I was again impressed by the hard work and dedication of the students to both learn the course material and master English."

—Professor Mark Gavoro



Professor Mark Gavoro with graduate students in China

