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Dear Alumni and Friends,

Greetings from the School of Business and Nonprofit Management! This has been a year unlike any others that I can remember.

The 2019–2020 academic year started full of promise for our students and our school. We spent much of the year engaging in faculty searches for two vacant positions, marketing and accounting. We were successful in our search for a marketing position and are pleased to welcome Nour al Naber onto our faculty effective with the 2020-21 academic year. We were not as fortunate with our search for an accounting professor and so we continue short-staffed into this academic year. However, between the few courses that I continue to teach and our very talented adjunct and full-time faculty team, our accounting program has been well-staffed. We are probably most impacted in the undergraduate advising but, as always, the SBNM faculty work together to ensure that our students’ educational needs are being met.

Clearly, the biggest event of the 2019-20 academic year was the COVID-19 pandemic and our response to it. Of course, the top concern of North Park and SBNM was the safety and health of our students, faculty, and staff. Toward that end, North Park made the decision to pivot all classes to online status beginning after Spring Break 2020. This meant that residential students did not return to campus after spring break but went to their respective homes. SBNM was in an excellent position to accomplish this with minimal disruption given that all our full-time faculty and most of our adjuncts have experience in teaching online.

Historically we have had very few undergraduate courses online, so our undergraduate students were more impacted by this move than our graduate students. But, with the patience and support of our faculty to get them through the unfamiliarity of the process, the students excelled and many saw benefits from online learning.

As the summer saw the pandemic continue to spread, the University remain closed through the middle of July with all personnel except for specialized areas working remotely. Our summer graduate classes remained online, and faculty and staff complied with the University protocol by working remotely. Much of the summer was spent planning and preparing for the 2020-2021 academic year given the uncertainty of what would happen with the pandemic. Given the need for social distancing in the classrooms and in the common areas of the buildings, it was decided that all graduate classes would remain online for the fall semester. This freed up classroom space for the undergraduate classes, which are operating with a mix of face-to-face, online and hybrid modes of instruction. While campus activity is not what it normally is, it has been great to see some student activity back on campus.

While there was concern that the pandemic would impact enrollment, the impact that SBNM has seen on both undergraduate and graduate enrollment has been minimal. We have seen a slight uptick in graduate enrollment this year, but we will continue to work with admissions to improve our numbers at the graduate level.

The 2020-2021 academic year brings with it continued uncertainty and logistics with which to grapple. However, thanks to our students, faculty, and staff, we have met the challenges with success up to now. I see no reason not to think we will continue to do so.

Stay safe and healthy and may God continue to bless you and us as we work to prepare students for lives of significance and service.
On Monday, March 2, 2020, our own Mark Gavoor, Associate Professor of Operations Management, raised the issue in the Faculty Senate that the university should consider actions in response to the burgeoning Covid-19 infection rate in the US. The Provost agreed to take this to the senior team. As a result, a task force was set up to consider possible university reaction to what would soon become a pandemic.

The Corona Virus Emergency Management Team was established under the leadership of Vice President Scott Stenmark and President Mary Surridge and had its first meeting on March 6, the Friday before Spring Break. The team continued to meet throughout the following week and by the end of that week, it was determined to move all classes online for the remainder of the spring semester. By this time the committee was meeting every day and continued to do so for the remainder of the spring term. Their work consisted of staying abreast of the ever changing conditions, accommodating the international students who could not return home, managing the needs of students who still needed to remain in campus housing (all were consolidated in Burgh Hall), determining how graduation would be conducted, deciding on what staff work would have to be done on campus and what could be done by staff at home, and many other issues and concerns that arose on a daily basis. It was determined to continue the summer term entirely online.

In late April, the Corona Virus Emergency Management Team was renamed the Campus Reopening Task Force and turned its attention to how we would open in the Fall. Professor Gavoor continued to serve on this committee which met every morning. There were six teams which included:

- Risk Mitigation
- Academics/Classroom
- Employee/Office Environment
- Residential Life/Student Activities
- Extra-curricular/Co-curriculars Activities
- Communications

Professor Gavoor and Provost Johnson co-chaired the Academics/Classroom Committee on which Dean Hicks also served. Professor Gavoor, as co-chair, was also on the Task Force Leadership Team. The entire Task Force continued to meet daily. The Leadership Team met twice a week as did the Academics/Classroom Team. This schedule continues to date handling day to day issues and planning for the spring term. As a result of all of this work, North Park has had a smooth re-opening with a mixture of online, face-to-face, and hybrid (a mix of face-to-face and online) classes. Our enrollment has held-up nicely as well.

We appreciate the efforts of all involved and are proud that Professor Gavoor and Dean Hicks were integral parts of this amazing effort.

Visit the North Park website for more information: https://www.northpark.edu/fall-2020/communication-updates/ Here you can watch the August 11: Town Hall for Students and Families. This video summarizes the efforts of the Re-opening Task Force.

https://www.northpark.edu/fall-2020/ All information regarding North Park’s reaction to the pandemic can be found here.
Axelton Center

Special Initiatives, Fall 2019
We launched the Axelton Access program—held at the Wintrust Bank building downtown—on the topic of: “Nonprofits and the Future of Chicago”. The sold-out lunchtime event speakers included: Mary Morten, President of the Morten Group; Mark Ishaug, CEO of Thresholds; Teresa Córdova, Director of the Great Cities Institute; and Candace Moore, Chief Equity Officer for the City of Chicago. At that program, the first cohort of Axelton Fellows was announced, including: K. Sujata, former President and CEO of the Chicago Foundation for Women; Sandee Kastrul, President and co-founder of i.c. stars; and Dan Kotowski, President and CEO of ChildServ.

The Axelton Center worked with the on-campus Catalyst program to bring the successful “Honest Conversations about Leadership” to North Park’s undergrad students. Speakers included Sandee Kastrul of i.c. stars; Michelle Morales, former CEO of Mikva Challenge, now President of the Woods Fund; and Jim Kales, CEO of Aspire.

Workshops
Our 2020 spring season began with three sold out workshops. However, due to the pandemic, we began transitioning to a virtual format. As part of our programming “pivot” we also: began providing weekly resources on relevant and timely management topics; developed a six-part webinar series, “Beyond the Crisis,” which addressed core concerns of nonprofits—from fundraising to crisis communications—delivered to 226 nonprofit leaders from various parts of the country. During July, we held a more interactive series for a maximum of 20 per session entitled, “Self-care for nonprofit leaders”.

The fall program season began with a virtual “Strengthen your Core” 4-part series on strategy, finances, fundraising and governance—targeting small nonprofit organization leaders. Coming next is our Fall Axelton Access event, “From Moments to Movements: Racial Justice for Nonprofits,” a panel conversation about racial equity, this historic moment, and organizational DEI initiatives.

Conference and BootCamp
Originally scheduled for May 14th, our annual conference, “Alchemy of Change: Better Nonprofits for Better Communities” has been rescheduled for Spring 2021. The speakers will include Mae Hong of Rockefeller Philanthropy Advisors; Courtney Williams of the Obama Foundation; Brady Josephson of NextAfter Institute; Cyndi Suarez of Nonprofit Quarterly; Deputy Governor Sol Flores; and artist Tonika Lewis Johnson of the Folded Map Project.

The 2020 awards program was delivered creatively in the absence of an in-person conference. The winner—Math Circles for the Excellent Emerging Organization award and New Moms for the Alford-Axelton award—were surprised by our staff driving to the homes of each winner to give the award and record the moment.

The August BootCamp program was postponed to January 2021 and will be virtual.

National/International exposure
In November 2020, the Axelton Center’s director, Pier C. Rogers, PhD, will begin her two-year term as President of the governing board of ARNOVA, the international nonprofit research association. The deeper ARNOVA involvement in combination with the increased use of virtual platforms for trainings is offering the Axelton Center the opportunity to broaden its reach beyond the Chicago nonprofit community.
Student Activities

Freedom Forum
For the 2019–20 academic year, the Freedom Forum raised an all-time high of $75,000 from the Charles Koch Foundation. Pre-Covid, Study Trips benefitted more than 24 students by visiting Seattle, New York City, and San Francisco. Students were able to expand their understanding of the benefits of liberty through speakers including from the headquarters of Microsoft, Amazon, Root Sports, and Helwig Winery, while networking with entrepreneurial North Park alums and extended members of the North Park community across the US. Post-Covid, the Freedom Forum launched its initial introductory video in anticipation of 2020-21’s program calendar.

Nonprofit Leadership Club
The Nonprofit Leadership Club (NLC) has maintained its fostering of future nonprofit leaders through meetings, fundraising activities and community outreach. NLC students learned about fundraising through various activities and guest speakers from the nonprofit sector. Traditionally, students collaborate with our Career Development and Internships Office and host a nonprofit career fair for their fellow students. However, this past year this could not take place due to the Covid-19 outbreak.

Students put their skills to work making calls to the Axelson Center Advisory Board and other friends of NLC to raise funds to attend the Alliance Management Institute. This past year it was held in Kansas City and attended by a small cohort of undergraduate students seeking their Certified Nonprofit Professional certification. This journey was fully funded by the Bigglesworth Family Foundation. These experiences continue to open the students’ eyes to the types of activities that raise funds for a nonprofit.
Student Activities

Scholarships and Awards

Although not a typical academic year, the School of Business and Nonprofit Management was still able to maintain its tradition of awarding scholarships to well deserving undergraduate and graduate students for their hard work and accomplishments throughout their academic years at North Park University. Matthew Voss was the recipient of The School of Business and Nonprofit Management Outstanding Senior Award Elom & Vera Nelson Prize, which is given to a deserving senior that demonstrate academic excellence and service. The Mark Farano Memorial Scholarship is given to an MBA student who demonstrates strong academic performance and leadership capability. David Rodriguez was the recipient of the Mark Farano Memorial Scholarship.

The Jimmie Alford Scholarship is awarded to students pursuing a degree or certificate in nonprofit management who have demonstrated academic excellence. The four recipients of the Jimmie Alford Scholarship were Cheriamor Houston, Kayla Kulans, Mary Alice Nowak, and Theodora Protofanousis. Also, this past summer Maree Bullock, widow of the late Jimmie Alford, conducted a virtual meeting via Zoom with the current and former recipients of the Jimmie Alford Scholarship. In honor of his legacy, Maree brought recipients together to discuss their continued work in the nonprofit field, and to provide words of wisdom and encourage them to continue the work of philanthropy and service.

Theodora Protofanousis (top) and Mary Alice Nowak (center), two of the recipients of the Jimmie Alford Scholarship. Mireya Dominguez (below), recipient of the Delta Mu Delta Regional Award.
Student Activities

Scholarships and Awards
Students within the School of Business and Nonprofit Management also received awards and recognition from local and national organizations. Lydia Vander Stelt was the recipient of the Lincoln Laureate Abraham Lincoln Civic Engagement Award which is awarded to a senior from a four-year degree-granting institution of higher learning in Illinois. Student Laureates are honored for their leadership and service in the pursuit of the betterment of humanity and for overall excellence in curricular and extracurricular activities.

Sara Fitzgerald was a recipient of the Financial Executives International Student Award. The Financial Executives International Chicago Chapter gives scholarships to college students in the area of Accounting or Finance.

Students earned certificates as Certified Nonprofit Professionals awarded by the Nonprofit Leadership Alliance, and joined honor societies such as Nu Lambda, and Delta Mu Delta. Mireya Dominguez was a recipient of Delta Mu Delta’s Regional Award which is presented to an outstanding student in business.

Left: Lydia Vander Stelt, recipient of Lincoln Laureate Student Award; Right: Sara Fitzgerald, recipient of Financial Executives International Student Award
The SBNM Advisory Board met in October. The meeting included a welcome from the President Mary Surridge. Al Kamienski presented a summary of his research on comparisons of education across international lines. Additionally, we had discussions on how the advisory board could continue to help SBNM in the future with the idea of creating some action plans in the April meeting. Unfortunately, the emergence of the pandemic resulted in the cancellation of the April meeting. We look forward to a virtual meeting in October with hopes for a face-to-face meeting in the Spring.
Personnel

**Nour Al Naber,**
**Associate Professor of Marketing**

Professor Nour Al Naber is Associate Professor of Marketing. Nour has several years of experience in sales, marketing, and managerial duties; along with owning a retail establishment with her husband in Southwest Chicago. Nour has developed and taught several online and hybrid classes, with topics ranging from Introduction to Marketing to Interactive Marketing for various institutions, including North Park University. Her Introduction to Marketing course met the Quality Matters (QM) standards and is now listed as a 2017 QM–Recognized Course–Higher Education.

In explaining her reason for pursuing a teaching career, Nour states that “I love interacting with students and creating an enjoyable learning experience. I truly strive to go beyond the specific role of helping students transfer knowledge, to the point of moving them to understand the global connectivity of our world from a different lenses.” She continues that as an instructor her “role is to motivate students to reach their academic goals and help them learn how to make the right decision that is ethically accepted” Nour says that she loves “teaching and encouraging students to further their education.”
89% of our students would recommend the program to others.

94% of our students found courses to be appropriately challenging.

86% of our currently enrolled students are returning students.

83% of our students would enroll in the program again.
School of Business and Nonprofit Management 2019-2020 Marketing Efforts

The School of Business and Nonprofit Management team has worked diligently over the past year to increase our new student numbers. The list of participation at events and connections with prospective students continue to grow. The University Marketing and Communication team has launched a top-of-funnel search effort and presented a new marketing plan to Graduate Adult Admission for the past 2019-20 year and for the coming 2020-21 year. We look forward to focusing our efforts on new markets and new partnerships to bring in top academic students to North Park University.

Marketing material and implementation of events are on task with the addition of Emily Ward, Graduate Enrollment Marketing Manager. We revamped the 18-month communication flow for all graduate and adult programs and moved to virtual acceptance meetings with our SBNM team for more efficient and effective process to increase enrollment. Since the departure from campus in March due to COVID-19, all the counselors worked remotely until July 13th, and returned with 3-day shifts throughout the week. Counselors met with students using different modalities including Microsoft Teams, Zoom, GoToMeetings, and Calendly to schedule meeting times.

Working remotely allowed for deeper, longer, uninterrupted conversations (without breaks and commute times); were efficient and effective and never missed a beat for enrollment purposes. The following tuition reduction initiatives are being communicated through the website, emails, videos, and social media to drive fall and spring enrollment: 50% tuition reduction for 2019-20 undergraduate graduates (continuing for Spring 2021), increase in the Alum scholarship from 20% to 30% for those enrolling this fall (continuing for Spring 2021), tuition freeze for 2020-2021.
Networking Dinner

The 2020 SBNM Annual Networking Dinner: Multi-Sector Convergence: Social Good from Three-Perspectives showcased another year of continued success alongside of networking, food and fellowship. There were over 175 guests attending, including SBNM Advisory Board Members, SBNM faculty and staff, North Park University alumni and a current mix of both undergraduate and graduate students. All enjoyed the ambiance of Porretta’s Elegant Banquets while listening to a keynote panel of speakers representing the nonprofit, for-profit and government sectors roles in helping to advance social good in Chicago and in the world. Panelists included Mark Ishaug, CEO of Thresholds, Eileen Buckley, Director of Corporate Responsibility for Stryker and Kurt H. Peterson, UG ’94, SEM ’07, First Deputy and Budget Director for the City of Chicago. The event was made possible by generous sponsorships from the Alexander Macnab & Company, from SBNM Advisory Board Member, Joanna Kanakis, and her company, Halo Investing, from SBNM Advisory Board Member, Cami Nyquist, and her organization, Swedemom, and from members of the SBNM faculty.
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Networking Dinner

At the dinner, awards were presented to recognize the contributions of our excellent adjunct faculty team. Additionally, Dr. Alvin Kamienski, Professor of Finance, and Rochelle Robinson-Levant, Associate Dean, were honored with the Dedication and Service Award. Dr. Kamienski was recognized for his efforts over the years with the Freedom Forum. He has raised thousands of dollars in grants over the years and has used these funds to provide opportunities for students to travel to visit companies and attend conferences. Associate Dean Robinson-Levant was recognized for her tireless work in keeping SBNM running on a day to day basis and her creative efforts to address meeting the needs of the School.

In line with the University’s mission of giving, there was a shoe collection drive in conjunction with this event, benefiting a Chicago nonprofit organization, Share Your Soles. The organization has shared over 3 million pairs of shoes to 40+ locations around the world focusing on the very needy both here in the United States and in underdeveloped countries and is a second responder when natural disasters strike. Thanks to the generous donations of new and like-new shoes, we collected over 120 pair that will be donated to those in need, both domestically and internationally.

Top-left: Rochelle Robinson-Levant
Top-right: Al Kamienski
Below: Student attendees at the SBNM Annual Networking Dinner
In September 2019, SBNM hosted a week-long visit of 19 students and faculty from the Lutheran University of Applied Sciences in Nuremberg, Germany. During the visit, Dr. Wesley Lindahl worked with Dr. Klaus Schellberg from Germany to organize visits to campus to attend class sessions on nonprofit management and visits off-campus to meet the staff at Swedish Covenant Hospital, Covenant Living Northbrook and Shore Community in Skokie. A Catalyst Campus program was developed and offered together with Dean Linda Duncan from the School of Nursing on the social support network in Chicago. A trip by North Park students over to Germany was planned for May 2020, but had to be postponed indefinitely because of the COVID pandemic.