



Media Advisory

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Madonna University Offers Free Workshops for Non-profits March 13

What: Madonna University professors and local non-profit leaders present a trio of workshops to help non-profit organizations develop strategic plans, utilize affordable information technology and market their programs. These workshops have been made possible through a generous grant from the 3M Foundation.

“In this time of economic uncertainty, community-based non-profit organizations are being asked to provide more services to a greater number of people in need,” said Kevin West, director of the Office of Service-Learning at Madonna. “Our goal with these workshops is to provide tools and resources to help local organizations work smarter and better.”

The following free workshops will be facilitated by Madonna University experts:

- **The Ins and Outs of Non-profit Fact-based Strategic Planning** - Jon M. Huegli, Ph.D., graduate professor in non-profit leadership
- **Marketing Your Organization’s Programs and Services** - Betty Jean Hebel, Ph.D., marketing professor and chair of graduate business programs
- **Affordable Information Technology Tools and Resources** - Phillip Olla, Ph.D., Madonna professor in computer information systems and a Visiting Research Fellow at Brunel University, London, UK

For more information, contact Kevin West at 734-432-5704 or kwest@madonna.edu.

When: Friday, March 13, 8:30 a.m. – 1 p.m.

Where: Madonna University Southwest Detroit Women’s Educational Empowerment Project location
2051 Rosa Parks Boulevard (just south of Michigan Ave. and old Tiger Stadium)
Detroit, MI. 48216

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