

# New community certificate helps leaders make an impact

## As corporate social responsibility evolves, Mount Royal University's community investment extension plays a key role in development

The community investment professional extension certificate offered at Mount Royal University (MRU) gives professionals an opportunity to think creatively and strategically as facilitators of community prosperity.

"Under informed and poorly designed corporate-giving programs don't make an impact and can actually do more long-term harm than good," says James Stauch, director of MRU's institute for community prosperity.

"Our community's vitality relies, in many ways, on the ability of these professionals to carry out their work effectively and with impact."

The continuing education program builds skills in program design, evaluation, and implementation, as well as in analyzing complex community issues.

It helps those in the corporate sector better understand community priorities and dynamics, and how non-profit organizations operate.

The program is also designed to help build bridges to the corporate world for non-profit sector professionals, better understanding business perspectives and imperatives.

"This is critical as business is challenged to become more socially-responsible and community organizations are challenged to partner more deeply with the private sector," says Stauch.

"Corporate social responsibility really only has about a 30-year history, and is rapidly evolving with many new demands on people's knowledge and skill sets."

The target audience for the program is professionals working for large- and



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medium-sized businesses who are responsible for enacting their company's philanthropy, corporate citizenship, community engagement, or social responsibility activities.

Others who may benefit include non-profit executives, grant makers, fund-

raising professionals, and those working in employee engagement, marketing or sponsorship.

All courses are offered online and begin mid-September.

For more information, visit: [conted.mtroyal.ca/communityinvestment](http://conted.mtroyal.ca/communityinvestment).