Big Picture:
• Be able to explain the role of Mission, Vision, Objectives in defining the direction of the organization.
• Write a mission statement.
• Judge whether or not a mission statement is effective.
• Describe the role of a Board of Directors and the tasks of the officers.
• Based on general background of an organization, give insight as to the type of people you would recommend for a Board of Directors.
• List what the Executive Director does?
• Describe key points to running a meeting (board meeting, staff meeting,…).
• What do committees of the board do?
• Be able to create an organization chart that includes staff, directors, board of directors,…
• Determine who an organization’s customers are and how to reach them; how price & place effect this.
• Explain what a SWOT analysis is and how it works. Also, be able to categorize statements.

Finance:
• Describe the difference between a Capital budget and an Operating budget.
• Be able to read and create different styles of budget layouts.
• List common revenue and expense categories.
• Define these terms: fringe benefits, reserves, overhead (in relation to grants), carry forward, deficit
• List ways a given organization could realistically generate money. Include specific fundraising strategies.
• Discuss strategies for raising grants: finding sources, communicating with a fund provider, writing a proposal, collaboration.

Stewardship:
• Describe the value of a land management plan for a site.
• List site resources that should be assessed before a land management plan is complete?
• Describe the following settings and give examples of each: Physical, Social, Managed.
• Give examples of the following facilities: Administrative, Service, Maintenance, Enforcement.
• Explain ways in which an organization can obtain equipment and the considerations for making a selection. Give examples.

Personnel:
• Explain the process of hiring staff. Include:
  o Writing a job description
  o Creating a hiring committee
  o What and where you post
  o Selecting candidates from applications
  o Interviews
• Describe legal considerations in asking questions of candidates.
• Discuss what you do now that someone is hired? Include information on performance appraisals and policies/procedures.