

Johnson Center Philanthropy Archives  
and Special Collections

*Preserving and promoting research in Michigan philanthropy*



*Johnson Center for Philanthropy  
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**Collection title: Direction Center Records**

**Location: Johnson Center Philanthropy Archives, Room 211**

**Collection number: JCPA 09**

**Inclusive dates: 1990-1999**

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**Restrictions: N/A**

**Organizational history:**

Direction Center was a nonprofit organization that provided training, consulting and research services to West Michigan nonprofits to strengthen and support their operations, board governance and leadership capacities. Direction Center was incorporated in February 1991 with founding support from The Grand Rapids Foundation [Grand Rapids Community Foundation], Grand Valley State University and Heart of West Michigan United Way. These three organizations continued as partners of Direction Center, along with the Frey Foundation, Herman Miller, Inc., The Wege Foundation and Western Michigan University. Direction Center delivered its services, in large part, through the use of professionals who volunteered their time, as well as through university faculty and student support. The W.K. Kellogg Foundation also provided substantial financial start-up support of Direction Center.

Direction Center received approximately 1/3 of its funding from its institutional partners, 1/3 from its own fees for services, and the remaining 1/3 from a variety of sources such as corporate underwriting of trainings and special events, sales of training products and grant revenue. An essential aspect of Direction Center's mission was the provision of low-cost services so that small to moderate-sized nonprofits had equitable access to quality professional management resources.

Direction Center completed its mission of providing resources for nonprofit organizations and is no longer in existence. It closed its doors in 1999.

## **Container List:**

### **Series 1: Direction Center Audio/Video recordings (alphabetical)**

#### **Box#**

**1**

#### *Video recordings*

- “As a Circle of Light Increases,” Technology Conference #1 nd. VHS
- “Database Dynamics,” Technology Conference #4, nd. VHS
- “Diversity: A group of people reflecting individual differences,” Work With Me.1997 VHS
- “Models of Governance,” Panel Presentation, September 30, 1994
- “Modem Magic,” Technology Conference #5, nd. VHS
- “Services of Direction Center,” nd. VHS
- “Soft Hearts & Hard Heads: The Non-Profit Manager of the Future,” Joel J. Orosz, nd. VHS
- “Trustees as Servants,” John Muntz, September 30, 1994
- “What is the Info Highway” Technology Conference #2 nd. VHS
- “What of the Future” Technology Conference #3 nd. VHS

#### *Audio recordings*

- “TQS Session 4 Tape 1” nd. audio cassette
- “TQS Session 4 Tape 2” nd. audio cassette
- “TQS Session 4 Tape 3” nd. audio cassette

### **Series 2: Financials (chronological)**

#### **Box#**

**1**

- Year ending December 31, 1996
- Years ending December 31, 1997 and 1996
- Proposed budget draft, 1998
- Direction Center Statement of Activities, July 31, 1998
- Statement of Financial Position, April 30, 1998
- Direction Center Evaluation, as of September 30, 1999
- 1998-2000 Transition & Growth Requirements
- 1998-2000 Transition & Growth Requirements (revised)

### **Series 3: Correspondence**

#### **Box#**

**1**

- Direction Center PC System Evaluation, November 1997
- Announcement of president, February 2, 1998
- Direction Center Customer Meetings, June 10, 1998
- Direction Center Future Possibilities, nd.
- Miscellaneous faxes

#### **Series 4: Board of Directors**

##### **Box#**

**1**

- Meeting minutes
- Miscellaneous

#### **Series 5: Reports and Publications (chronological)**

##### **Box#**

**1**

- “1990 Nonprofit Excellence Awards/Conference: Final Report”
- “1990 Nonprofit Excellence Award: What did anybody do to deserve this?” nomination form
- “Final Report to Frey Foundation: Emphasis Grant Review and Well-Being Indicator Data Collection Project,” Submitted by David L. Medema. Marcy 5, 1993
- “1995 Nonprofit Excellence Award; Recognizing Excellence in the Nonprofit Sector”
- “1997 Nonprofit Excellence Award; Recognizing Nonprofit Excellence in Kent, Ottawa, Muskegon and Allegan Counties.”
- “1997-1998 Report on Corporate Philanthropy in West Michigan,” Center for Philanthropy and Nonprofit Leadership
- Direction Center Newsletter, Marcy 1998
- Consulting Services Summary Report, Dave Medema, October 22, 1998
- “Direction Center Feasibility Study Proposal,” Fred Missad, March 7, 2000
- “1999 West Michigan Salary Survey of Nonprofit Organizations” Dorothy A. Johnson Center for Philanthropy. July 31, 2000
- “Direction Center Feasibility Study,” Fred Missad, August 31, 2000
- Direction Center brochure, nd.
- Direction Center membership brochure, nd.
- Direction Center Information Sheet, nd.
- Strategic Planning Services for Nonprofit Organizations, nd.
- Total Quality Service Transformation Process, nd.
- What nonprofits need most, nd.
- “Needs Assessment Report of Nonprofit Organizations located in Kent and Ottawa Counties” coordinated by Grand Valley State University and Direction Center. nd.
- “West Michigan Nonprofits Research Project,” coordinated by Grand Valley State University and Direction Center. nd.

#### **Series 6: Workshops and Events**

##### **Box#**

**1**

- 1990 Achieving Nonprofit Excellence Conference, November 27, 1990
- “Evaluating Program Effectiveness” & “Developing Program Goals & Objectives,” June 9, 1994
- 1996 Event Calendar

- Symposium on Philanthropy, Fundraising and Nurturing Community Generosity – 1996 (large folder)
- Making Kids Count: working together for children – April 20, 1998 (large folder)
- 1999 Nonprofit Excellence Awards program, May 27, 1999
- 1999 Nonprofit Excellence Awards program, May 27, 1999
- “Spectator or Participant? Nonprofit Participation in the Political Process,” October 1, 1999
- Board Training Program for Nonprofits information sheet
- Diversity Training Services for Nonprofit Organizations information sheet
- Human Resource Management Services for Nonprofit Organizations information sheet

**Series 7: Web documents**

**Box#**

**1**

- Notice of closure
- Listing of Direction Center Publications
- Direction Center Membership – Community Partners listing & membership rates
- Direction Center Board Members
- Contact information – Direction Center staff and students
- List of Resources for Nonprofit Organizations (funders, publishers, etc.)
- Direction Center NPO Personnel Recruitment
- Direction Center on-line Computer Research Services
- Direction Center More Info
- Direction Center Consulting Services
- Direction Center History & Milestones
- Mission Statement
- Guidestar.org report