Willamette’s executive programs are client-driven — meeting the needs of public and private organizations and industry segments. Faculty customize courses to encourage discussion, collaboration and analysis of key organizational challenges and leadership issues. Courses can be presented at Willamette University’s main campus in Salem, Oregon, the Willamette Portland Center or on site at client facilities.

**Sample programs include:**

- **Certificate in Public Management (CPM)** — Designed for public sector professionals, the CPM customizes key organizational concepts to the specific needs of governmental organizations. Past participants in the CPM program represented local, state and federal agencies. The CPM is one of Willamette’s longest running certificate programs.

- **Sustainable Enterprise Certificate (SEC)** — A unique approach to sustainability management, the SEC program explores the interconnectedness of social, economic and environmental wellbeing. This is done by first focusing on the dynamics of complex systems, followed by a practical look at social systems and how the expansion of social wellbeing ties directly to economic and environmental wellbeing. Participants will complete the program having created a sustainability action plan for their relevant organization and community.

- **Utility Management Certificate (UMC)** — Rates, regulations and resources guide the decision making at gas and electric utilities. The UMC program educates participants on management practices and how to apply them to the unique environment of a utility.

- **Oregon Transportation Policy Institute (OTPI)** — Rooted in data, OTPI takes a strategic look at transportation history, growth, funding and future initiatives, locally and abroad. The program is designed to create a common understanding of the concepts, challenges and tradeoffs associated with transportation policies and funding.

- **Certificate in Business Lawyering (CBL)** — Designed for law associates, new partners, and in-house counsel, the CBL offers a structured approach to business essentials and provides tools, resources and concepts to positively influence a law firm organization. Participants will gain business expertise for effective client interaction and law firm management in a face-to-face, highly interactive setting.

- **Certificate in Career Management and Coaching (CMC)** — Designed of long feedback from students in Willamette University’s MBA for Professionals program, the Career Management and Coaching Certificate utilizes executives, trainers and coaches to work closely with participants in uncovering key success factors in career management. Sessions include self-awareness building, environmental assessment, leading through relationships, being mentored and coached as well as mentoring and coaching others, and the development of a career action plan.

- **Certificate in Transit and Community Transportation Management** — Offered around the U.S., the Transit Management Certificate is designed for managers in the public transportation industry. Courses address transit management topics from an enterprise-wide perspective, complete with integrated projects and case discussions.

- **Social Entrepreneurship Workshop** — A daylong seminar for those aspiring to make a positive impact on the community through launching a venture. Sessions include: Fundraising strategies, creating effective partnerships and marketing plans, developing the right board of directors, and creating processes for efficient and effective operations.

**Why WILLAMETTE UNIVERSITY?**

As an internationally recognized educational institution, Willamette University offers the resources required to create a first-class business program. As the first university founded west of the Mississippi River, Willamette has a worldwide network of over 25,000 alumni.

Programs through the Executive Development Center encourage interaction between faculty and students in an intimate, face-to-face and collaborative learning environment. The cohort experience encourages knowledge sharing with new professional connections. Most programs and certificates can be taken for graduate school credit or continuing education units.

**Willamette University’s Atkinson Graduate School of Management offers a truly transformational learning experience for its students.**

**Exceptional teaching, cutting-edge management research and organizational expertise are brought together to prepare leaders to think holistically and to act boldly and ethically.**

— Anne Murray Allen, Executive Development Center Director

**MAKE THE CONNECTION**

**Willamette University Executive Development Center**

Anne Murray Allen, Director • Judy Hampe, Program Coordinator 503.770.6791 • edc@willamette.edu

**Campus Locations**

- Salem — Atkinson Graduate School of Management 500 State Street Salem, OR 97301
- Portland Center 1302 NW Couch Street Suite 400 Portland, OR 97209

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