Winona State Adult and Continuing Education (ACE) is responsible for extending the reach of Winona State University by offering programs, courses and learning activities designed to meet your continuing education needs.

Our mission is to provide dynamic leadership that supports the delivery of quality, innovative continuing education in the classroom, online and in the workplace through:

- Professional development and adult entry programs
- Non-credit and continuing education unit (CEU) courses and workshops
- Customized employee training
- Lifelong learning opportunities
- Other personal enrichment learning activities for learners of all ages
PROFESSIONAL DEVELOPMENT WORKSHOPS, SEMINARS, AND COURSES

WSU Adult & Continuing Education Offerings
Customized Training .................................................. 6
Center Stage Leadership ............................................. 7

Sustainability and Environment
Land Ethic at Work .................................................... 8
Sustainability and Environmental Citizenship ..........9

Herbs in the Marketplace .......................................... 10
Amazonion Healing Traditions and Plant Medicines .................................................. 10
American Holistic Nurses Association ...................... 11
Wilderness First Responder ...................................... 12

PROFESSIONAL DEVELOPMENT SERIES
Counselor Education
Suicide Prevention: Action Strategies for ..........13
Helping Professionals
Hoarding Disorder: What is it? What to do ..........13
about it?
Spirituality: Finding Inner Peace .........................13
Globalization: Opportunities and Challenges ....14
Substance Abuse and Addiction: A Family ..........14

MUSIC TEACHER EDUCATION SERIES
Music Education Workshops
Three P’s of Teaching Elementary Music .............15
Making Music Education Special: Inclusive ..........15
Strategies for Diverse Learners

ADULT ENRICHMENT .............................................. 22
Senior University .................................................. 23-24
Poetic Poles: Whitman and Dickinson ..............23
The Sistine Chapel, A Touchstone of .................23
Renaissance
Follow Wildflowers Through a Bluffland’s
Spring .................................................................23
Adventures through the Gender Spectrum ........23
Spring Birding .......................................................24
Exploring Printmaking ...........................................24
A Renaissance Man at the Dawn of the ..........24
Modern Age: The Essays of Michel de Montaigne

Grandparents University ......................................24
Snowbird University .............................................24

Dance and Meditation Courses .........................25
Beginning Jazz Dance ..........................................25
Advanced Modern Dance ..................................25
Meditation Practice ............................................25
Dancescape .........................................................25

Road Scholar .........................................................26

SUMMER CAMP FOR CHILDREN .................. 28-29
AND YOUTH

SCRUBS CAMPS FOR MIDDLE AND HIGH SCHOOL YOUTH
Middle School Scrubs Camps .........................31
High School Scrubs Camps .............................31

ONLINE DEGREE COMPLETION, COURSES AND CERTIFICATES FOR ADULT LEARNERS
Bachelor of Applied Science in Healthcare ......16-17
Leadership and Administration
Individualized Studies ........................................18-19
Summer Session .................................................20
Undergraduate and Graduate Programs ...........21

ONLINE NON-CREDIT CERTIFICATE PROGRAMS
Pharmacy Technician .............................................33
Business ............................................................34-37
Business Communication ...............................38-40
Human Resources ................................................41
Leadership .........................................................42-43
Management ......................................................44-45
New Media Marketing .......................................46-48
Social Media for Business .................................49
Training and Education ......................................50
TABLE OF CONTENTS
SPRING & SUMMER 2016

ONLINE COURSES FOR NON-CREDIT/CEU
Business ................................................................. 52-54
Business Communication .................................... 55-59
Career Skills ........................................................... 60-61
Health ........................................................................ 63-68
Human Resources ...................................................... 69
IT and Software Development .................................... 70-71
Leadership ............................................................... 72-73
LEED Green Workplace .......................................... 74-75
Management .......................................................... 76-79
New Media Marketing ............................................. 80-83
Social Media for Business ....................................... 84-85
Training and Education ......................................... 86
PROFESSIONAL DEVELOPMENT

Workshop, Seminars, and Courses
HELD ON THE WINONA AND ROCHESTER CAMPUSES
Create a high-performance environment at your organization with Customized Training from ACE. Enhance the knowledge and skills of your employees or develop new training to address specific skill gaps. From the most technical topics to highly-valued “soft” skills, our education team will work with you to design a program to meet your organizational development needs.

ACE offers a full array of training support services including needs assessments, content customization, marketing, delivery and evaluation. Certificates of completion unique to your organization are available. Continuing Education Units (CEUs) are awarded for qualifying courses.

Sample topics include:

- Coaching
- Communication for Leadership Success
- Conflict Management
- Customer Service
- Different Generations Training
- Driving Change
- Engagement & Retention
- Leadership Development
- LEAN Principles
- Maximizing Performance
- Process Improvement
- Safety/OSHA
- Setting Goals & Reviewing Results
- Six Sigma Techniques
- Strategic Planning

Arlette Gensmer
Business Outreach Coordinator
507.457.5088 (Winona)
507.281.7788 (Rochester)
AGensmer@winona.edu

www.winona.edu/adult-learners/customized-training.asp
Workshops, Seminars, and Courses

June 27-28, 2016

WINONA STATE UNIVERSITY
WINONA, MN

The works of Shakespeare have a linguistic power that resonates across the centuries, still teaching us the persuasive impact of words.

Nationally-recognized speaker and theater artist David Mann reveals how the rhetorical techniques Shakespeare used can have tangible results in business.

Participants learn to engage clients, communicate a vision, influence change, motivate teams, and move customers to action with persuasive power.

This unique collaboration by David Mann, WSU, and Great River Shakespeare Festival takes place during the summer festival and includes performance tickets, special access to artists, and optional on-campus housing in scenic Winona, Minn.

For more information, contact Winona State University Adult & Continuing Education at 507.457.5080 or continuingeducation@winona.edu

ABOUT DAVID MANN

David Mann has developed training seminars for Fortune 500 companies, and his legal presentation and storytelling techniques have won cases nationwide. He has directed for Children's Theater, Park Square Theater and Torch Theater, and he was a member of GRSF’s inaugural acting company.

For more information, contact Winona State University Adult & Continuing Education at 507.457.5080 or continuingeducation@winona.edu

A special collaboration with:

WINONA STATE UNIVERSITY
www.winona.edu/adult-learners | 507.457.5080

When we see land as a community to which we belong, we may begin to use it with love and respect.

Aldo Leopold

SATURDAY
April 2, 2016
EAGLE BLUFF ENVIRONMENTAL LEARNING CENTER
Lanesboro, MN

REGISTER
www.wsu.mn/Land_Ethic
507.457.5080

COST
Early bird (by March 12): $95
After March 12: $105
Includes all meals. Scholarships are available (limited). For information call 507-523-3366, Ext. 102.

PRELIMINARY AGENDA
Workshop begins at 8:30 a.m. and concludes at approximately 8:30 p.m.
• Check-in and light breakfast
• Morning keynote: Aldo Leopold’s Legacy and Lessons
• Small group work & sharing
• Lunch & networking
• Resource fair & sponsor recognition
• Action strategies
• Workshop wrap up & next steps
• Dinner on the Bluff with guest speaker Dr. Bruno Borsari

Is the land important to you?
How do you choose to act on those values?

A workshop for landowners, farmers, business owners, and town and city dwellers in our region who want to explore their values around land and water conservation and sustainability and then put them into practice.
WINONA STATE SUMMER SESSION 2016

May Session Course:

Sustainability & Environmental Citizenship

Undergraduate - SUST 420-01, Course ID: 000193 (3 credits)
Graduate - SUST 520-01, Course ID: 000192 (3 credits)
Non-Credit (4.5 CEU/45 clock hours)
5/9/2016-6/10/2016, Online

- Develop interdisciplinary skills that can will help you become an effective environmental citizen in a plural society.
- Understand the complex issues related to environmental sustainability, including how people and culture are adapting to climate change, how water resources have been and will be affected by past, current, and future uses, the challenges associated with feeding a growing world population of more than seven billion people, and how companies are responding to increasingly scarce resources and environmental challenges.
- Learn how to use the systems thinking toolset to better understand and solve these complex sustainability problems.

For more course and registration information, go to: http://wsu.mn/environmental-citizenship

This course is team taught by WSU faculty:
Linda D’Amico, an anthropologist who specializes in environmental issues; Jeanne Franz, an environmental and analytical chemist; Candace Kairies Beatty, an environmental geologist; Nicole Anderson, a computer scientist who is an expert on sustainable food systems; and Marianne Collins, an associate professor of marketing with over three decades of industry experience including vice president of sales and marketing.
Herbs in the MARKETPLACE

A workshop on the value and use of herbal products

FRIDAY-SATURDAY
April 1 & 2, 2016
WINONA STATE UNIVERSITY
TAU CENTER
Winona, MN

PARTICIPANT COST
With Friday lodging: $184
Without lodging: $159
Includes refreshments & some meals. See website for details.

Sales of herbal products have increased annually for the past two decades. With the ever-increasing selection of herbal products available there is confusion related to choice and quality of herbal products in the marketplace. Healthcare professionals and anyone interested in gaining a better understanding of the value and use of herbal products will benefit from participating in this two-day, non-credit/CEU workshop.

About the instructor:
Connie Grauds, RPh, MNPA is President of the Association of Natural Medicine Pharmacists and is adjunct faculty at the Center for Spirituality and Healing, University of Minnesota.

SAVE THE DATE:
WSU ADULT TRAVEL SEMINAR
Amazonian Healing Traditions and Plant Medicines
December 27, 2016 - January 6, 2017
For details, visit: www.winona.edu/adult-learners/amazonian-healing.asp
Announcing

SE Minnesota Network of the American Holistic Nurses Association

2015-2016 Continuing Professional Education:
Experiencing the Art and Science of Holistic Nursing

Register now!

for this series of non-credit/CEU Seminars
Open to nurses and other persons interested in the principles and practice of holistic health care as well as learning new models of care.

Registered participants may earn up to 12 clock hours | 1.2 CEU from Winona State University

September 16, 2015 (Wednesday)
Topic: Whole Person Caring

October 13, 2015
Topic: Music Therapy

November 10, 2015
Topic: Healing Touch and Music

December 8, 2015
Topic: Winter Solstice: A Time for Filling Your “Yin Lake”

January 12, 2016
Topic: Pet Therapy

February 9, 2016
Topic: Integrated Nursing in Women’s Health

March 8, 2016
Topic: Aroma Therapy

April 12, 2016
Topic: Healing Gardens

May 10, 2016
Topic: Annual Book Club Night!

Advance registration is required.
For more information and to register online with a credit card go to:
http://winona.augusoft.net - Search on keyword: Holistic
Wilderness First Responder

RECERTIFICATION COURSE
MAY 13-15, 2016 • WINONA, MN

Are your wilderness medicine protocols on the tip of your tongue or in the bottom of your pack?

Join the leader in wilderness medicine for a three-day scenario-based course to review and practice evacuation and decision making guidelines. Our dynamic, experienced instructors will refresh you on the current techniques, protocols and controversies in the wilderness medicine field.

The WFR Recertification course also includes adult/child CPR and FBAO. This course is the most popular recertification program in wilderness medicine and is ideal for current wilderness first responders and wilderness EMTs. The WFR Recertification course is pre-approved for 18 hours of EMT CEUs by CECBEMS.

REGISTER BY APRIL 6, 2016

www.winona.edu/adult-learners/wilderness-certifications.asp
507.457.5080
Workshops, Seminars, and Courses

Suicide Prevention: Action Strategies for Helping Professionals

$175
Friday: January 29, 2016 | 4:00 – 9:30 p.m.
Saturday, January 30, 2016 | 9:00 a.m. – 4:30 p.m.
WSU - Rochester Campus

This workshop will offer students an in-depth look at the process for identifying suicide risk. Protective factors and warning signs of suicidal behavior will be examined and discussed throughout the workshop. Students will learn and practice ways of determining suicidal threat. They will also learn when, how and where to refer people who are suicidal.

For more information about this course, including cost and how to register for one undergraduate or graduate credit, or for non-credit 1.3 CEU |13 Clock Hours, click on the link above or go to: http://winona.augusoft.net

Search on title or keyword: Suicide

Hoardering Disorder: What is it? What to do about it?

$175
Friday: April 1, 2016 | 4:00 – 9:30 p.m.
Saturday, April 2, 2016 | 9:00 a.m. – 4:30 p.m.
WSU - Rochester Campus

Although hoarding impacts millions of Americans every day, little is known about this disorder. Individuals, families, and communities are affected by hoarding and treatment and resource help is needed. This workshop will provide students with the necessary information required to help them meet the needs of people who hoard, whether they are professionals, friends or family members of people who hoard, or hoarders themselves.

For more information about this course, including cost and how to register for one undergraduate or graduate credit, or for non-credit 1.3 CEU |13 Clock Hours, click on the link above or go to: http://winona.augusoft.net

Search on title or keyword: Hoarding

Spirituality: Finding Inner Peace

$175
Friday: April 8, 2016 | 4:00 – 9:30 p.m.
Saturday, April 9, 2016 | 9:00 a.m. – 4:30 p.m.
WSU - Rochester Campus

When we spend our days tending to the physical, emotional and spiritual needs of others, it is essential that we find ways to nurture our own spiritual wellness. This workshop will empower students to explore their own spirituality and examine a number of spiritual practices that can facilitate inner growth and peace. Students will have the opportunity to develop a personal plan for nurturing their inner spirit and finding inner peace. The course will be conducted with respect for all expressions of faith and spiritual life, and will draw upon a variety of sources.

For more information about this course, including cost and how to register for one undergraduate or graduate credit, or for non-credit 1.3 CEU |13 Clock Hours, click on the link above or go to: http://winona.augusoft.net

Search on title or keyword: Spirituality
Globalization: Opportunities and Challenges

Friday: April 22, 2016 | 4:00 – 9:30 p.m.
Saturday, April 23, 2016 | 9:00 a.m. – 4:30 p.m.
WSU - Rochester Campus

Rapid global change and growth carries with it opportunities and challenges for people around the world. This workshop will focus on building an understanding without fear of some of the personal, social, cultural, political, economic, religious, military and other opportunities and challenges brought about by globalization. The workshop will also explore how we as individuals and as a society can adapt to these changes and learn tolerance and acceptance of the diverse world in which we live.

For more information about this course, including cost and how to register for one undergraduate or graduate credit, or for non-credit 1.3 CEU |13 Clock Hours, click on the link above or go to: http://winona.augusoft.net

Search on title or keyword: Globalization

Substance Abuse and Addiction: A Family Matter

Friday: June 10, 2016 | 4:00 – 9:30 p.m.
Saturday, June 11, 2016 | 9:00 a.m. – 4:30 p.m.
WSU - Rochester Campus

Substance abuse and addiction impacts millions of lives every day. This workshop will examine the far reaching effects of substance abuse and addiction on individuals and their families. The physical, emotional, financial, work, educational, social and relational impact of substance abuse and addiction on individuals and their families will be explored in some detail. The role of health care providers and social service workers in the identification, treatment and referral process for substance abuse and addiction will be a focus area for workshop participants.

For more information about this course, including cost and how to register for one undergraduate or graduate credit, or for non-credit 1.3 CEU |13 Clock Hours, click on the link above or go to: http://winona.augusoft.net

Search on title or keyword: Substance
Music Education Workshop: Purposeful, Practical, and Playful Activities: The Three P’s of Teaching Elementary Music  
Saturday, April 9, 2016 | 8:30 am - 12:30 pm  
Music educators have the unique and challenging opportunity to engage their children in music instruction that is rooted in a sequential and spiral curricular structure. In this interactive workshop, participants will explore quality repertoire and practical ideas that are appropriate for teaching grades K-5. Specifically, strategies for fostering skills in singing, part work, inner hearing, memory, improvising, and creating will be offered, along with ideas of how these skills function in the preparation, make conscious, practice, and assessment phases of an instructional sequence.  
$25 / .4 Continuing Education Units | 4 Clock Hours  
Register at: https://winona.augusoft.net/  
Search on title or keyword: Music

Music Education Workshop: Making Music Education Special: Inclusive Strategies for Diverse Learners  
Saturday, January 30, 2016 | 8:30 am - 12:30 pm  
Currently, there are over 6.4 million students in the U.S. ages 3 through 21 who receive special education services under the Individuals with Disabilities Education Act (IDEA). Most public school teachers will have students with special needs in their classes, and music educators need to be prepared to successfully include these students in their music classes. This workshop will address issues that music educators will find useful in their day-to-day teaching, including making adaptations for students, and Universal Design for Learning in the music classroom. Participants will experience evidence-based practices that can be used in the music classroom to support student learning and increase success in an inclusive setting. We will explore ways to engage and find abilities in all students.  
$25 / .4 Continuing Education Units | 4 Clock Hours  
Register at: https://winona.augusoft.net/  
Search on title or keyword: Music
BACHELOR OF APPLIED SCIENCE IN HEALTHCARE LEADERSHIP AND ADMINISTRATION

When you earn your bachelor’s degree in Healthcare Leadership & Administration (HLA) from Winona State University, you earn more than a degree. As a graduate of this program, you gain the leadership skills you need to advance professionally and increase your earning potential.

The three components of the HLA bachelor’s degree include:

**Earned Associate’s Degree**
Eligible applicants to the HLA program possess an AS, AAS or AA degree from an accredited college. Up to 30 incoming technical credits are accepted and applied to the HLA BAS.

- Completed before entering the program

**General Education Program**
40 general education credits and 2 physical development and wellness credits are required to graduate with a bachelor’s degree from Winona State.

- Partially or entirely completed before entering the program

**Core Curriculum & Electives**
The HLA completion-degree program is comprised of 36 credits of core curriculum coursework and 12 credits of upper-division (300 or 400 level) elective coursework.

- Completed throughout the program

Visit [www.winona.edu/hsa](http://www.winona.edu/hsa) to find answers to your questions, check your qualifications and learn about the curriculum.

Call 507-457-2315 or e-mail hla@winona.edu to talk with an HLA representative.
Online Degree Completion Program

BACHELOR OF APPLIED SCIENCE IN HEALTHCARE LEADERSHIP AND ADMINISTRATION

Healthcare Leadership and Administration
Bachelor of Applied Science Major - 48 credits

Multi-disciplinary Core (36 credits)

Business Administration
HADM 441 Healthcare Law and Ethics (2 cr.)
HADM 317 Management of Human Resources in Healthcare (3 cr.)
HADM 435 Managing for Quality in Healthcare (3 cr.)

Communication Studies
HLA 366 Professional Communication Skills for Healthcare Leaders (3 cr.)
HLA 385 Health Communication (3 cr.)

Educational Leadership
EL 414 Introduction to Change & Leadership (3 cr.)
EL 449 Appreciative Coaching Theory/Practice (1 cr.)

Healthcare Leadership & Administration
HLA 300 Foundations of Healthcare & Online Learning (2 cr.)
HLA 490 Healthcare Professional Development (2 cr.)

Nursing
HLA 325 Transcultural Issues in Health Care (3 cr.)
HLA 414 Health Care Policy/Quality Healthcare Delivery (3 cr.)
HLA 445 Evidence-Based Leadership & Management in Healthcare (2 cr.)
HLA 451 Information & Project Management for Healthcare Leaders (3 cr.)

Statistics
HLA 301 Statistical Thinking for Healthcare (3 cr.)

Required Electives (12 credits)

An approved list of HLA Electives is released by the HLA Program Director each semester. There will typically be at least 9 credits of online elective options available.

Student Testimonial

“After completing my two-year degree, I did research to find the best pathway for continuing my four-year degree in a healthcare-focused program. I was excited to find WSU’s Healthcare Leadership & Administration degree. It gave me the opportunity to go to school online and take classes that have equipped me with what I need to lead the changes that are happening in healthcare every day.”

-Jill DeBoef, HLA Graduate

Hear more from our graduates and faculty at www.winona.edu/hla

Application Process

1. Complete the HLA pre-application at www.winona.edu/hla
2. Complete the Winona State University Admission application
3. Send official transcripts from previous post-secondary institutions
INDIVIDUALIZED STUDIES

Design a Program as Unique as You

Your degree... your way!

✓ Specific to your goals & needs
✓ Customized & flexible
✓ Helpful advisors

Individualized Studies Bachelor of Arts Degree

Choose the Path that’s Right for You

Whether you want to enhance the work you are doing in your current position or prepare to meet your future career goals, Individualized Studies can get you where you want to be. Design a program as unique as you, and experience the freedom of choosing your own path.

Move up in your current job: Craft a degree program that will give you the knowledge and experience you need to take your career to the next level.

Land your dream job: Self-design a program that will give you a unique and competitive advantage as you pursue your desired career.

Start your own business: Enhance your current knowledge, develop your future plans and gain the tools you need to excel as a small business owner.

Prepare for graduate school: Prepare for the next step on your academic pathway by gaining the necessary knowledge, skills and confidence.

Build on your past experiences: Use your experiences as a professional to guide your program plan and strengthen your skills and knowledge.

Create a schedule that works with your life: Choose when and how you take courses. Online, hybrid and traditional face-to-face delivery formats give you options that allow you to balance your life commitments while in school.

Earn credit for your prior learning: Explore options to apply your significant college-level learning from life and work experience to your degree plan.
INDIVIDUALIZED STUDIES

Bachelor of Arts

Individualized Studies Bachelor’s Degree and Minor

**Major Requirements**
- Completion of CE 300 - Academic Planning & Career Foundations
- Completion of 45 upper division credits (300 & 400 level) in addition to CE 300 (total of 48 credits)
- Completion of WSU General Education & Intensive requirements
- A minimum 2.0 GPA and 120 overall credits
- 30 semester hours from Winona State University during junior/senior years

**Minor Requirements**
- Completion of CE 300 - Academic Planning & Career Foundations
- Completion of 12 additional upper division credits (300 & 400 level) in addition to CE 300 (total of 15 credits)

**Student Program Plan**
A student program plan will be competed in CE 300. This plan will outline your expected program outcomes, including the knowledge and competencies that you hope to acquire.

**Student Testimonial**
“As an adult learner returning to WSU for a BA degree, the Individualized Studies option is a perfect avenue to blend independence and purpose into a meaningful academic and life experience. I’m able to choose course work that can be applied directly to my current role and give me real-time benefits with that knowledge. It also positions me well for many future aspirations by allowing me to learn and grow without traveling too far out of my comfort zone. It’s an ideal opportunity for me both personally and professionally!”

*Part-time student at WSU; full-time employee at Mayo Clinic*

Contact Us Today

**Winona Campus:**
*Phone: 507-457-5080*
*E-mail: individualizedstudies@winona.edu*
*Contact Person: Jenny Lamberson*

**Rochester Campus:**
*Phone: 507-285-7100*
*E-mail: individualizedstudies@winona.edu*
*Contact Person: Trent Dernbach*

With 150 years of academic excellence, Winona State University offers you a high quality degree that is relevant, affordable, and trusted.

Learn more today at www.winona.edu/individualized-studies/
TAKE YOUR SUMMER IN A NEW DIRECTION

www.winona.edu/summersession

MAY SESSION | MAY 7 – 27
FIRST SUMMER SESSION | MAY 31 – JULY 1
SECOND SUMMER SESSION | JULY 5 – AUGUST 5

REGISTRATION BEGINS MARCH 1, 2016

For More Information
1.800.DIAL.WSU ext. 2800
www.winona.edu/summersession
Winona State Admissions
Undergraduate Degrees and Programs
Graduate Degrees, Programs, and Certificates

Considering an undergraduate or graduate degree?

LET YOUR JOURNEY BEGIN!

To learn about undergraduate degrees and programs visit
http://catalog.winona.edu/
http://www.winona.edu/
ADULT ENRICHMENT

Non-Credit Onsite Courses and Programs for Adults
Non-Credit Courses and Programs for Adults

Senior University of WSU offers peer-led, short, non-credit courses lasting four to five weeks with no tests, papers or homework. The classes are taught by retirees and topic experts and are meant to encourage lifelong learning for retirees in the community. Senior University wants to attract not only those with advanced degrees, but also those who have not had college opportunities. Registration is required and subject to space availability. Early registration is recommended.

Poetic Poles: Whitman and Dickinson
Tuesdays: January 26; February 2, 9, 16, 23
1:30-3:30 p.m.
Walt Whitman, our most eloquent and American globalist, and Emily Dickinson, the private “Belle of Amherst,” express their sense of what is important in life in radically different ways. In this five week course, you will explore how their visions diverge and possibly converge through close reading of representative works.

Cost: $40
Register at: http://wsu.mn/spring-senior-u

The Sistine Chapel, A Touchstone of Renaissance Art: History, Paintings, Meaning
Tuesdays: March 15, 22, 29; April 5
1:30-3:30 p.m.
This course offers an in-depth look at one of the great monuments of Renaissance art: the Sistine Chapel (i.e. “Everything you Ever Wanted to Know about the Sistine Chapel”). While Michelangelo’s Creation Cycle commanding the center part of the ceiling is well known, far less familiar are his images flanking it, not to mention the paintings on the walls below by earlier artists. Among the questions the course explores: How do all the paintings of the chapel cohere despite stylistic shifts among its parts? How are they thematically interrelated? What is the overall meaning of the chapel?

Cost: $40
Register at: http://wsu.mn/spring-senior-u

Follow Wildflowers Through a Bluffland’s Spring
Wednesdays: March 30; April 13, 27; May 11, 18
1:00-3:30 p.m.
Participants will get to know the amazing variety of spring wildflowers that live with us in the Blufflands. Session 1, in classroom, will orient participants to these plants, their habitats, relationships to wildlife and people and how we can help ensure their survival. Sessions 2-5, held one or two weeks apart, will visit local natural areas following the emergence of new wildflowers throughout the season. (Participants are welcome to bring cameras, binoculars and field guides.)

Cost: $45.
Register at: http://wsu.mn/spring-senior-u

Adventures through the Gender Spectrum
Mondays: April 4, 11, 18, 25; May 2, 9
3:00-4:30 p.m.
When did you first become aware of your gender identity? Do you make conscious and deliberate decisions each day based on your gender identity? If you wanted to change anything about your gender expression, roles and identity, what would it be? Are you conscious of your privilege and the power such privilege bestows upon you? Do you have questions about what it means to be transgender and why some people must transition from their birth assigned sex to a gender identity that makes them whole? Do you have questions about the gender transitions of people in the media such as Caitlyn Jenner and Chaz Bono? During this course we will examine these and many other questions as we explore the gender spectrum. Each of us has a gender, defined by our gender expression, gender roles and gender identity. We will discuss how we have experienced gender and will examine the social construction of gender by focusing on two broad groups – those of us who are cisgender (birth-assigned sex and gender identity are the same) and those of us who are transgender (birth-assigned sex and gender identity are different).

Cost: $40
Register at: http://wsu.mn/spring-senior-u
Non-Credit Courses and Programs for Adults

SENIOR UNIVERSITY

**Spring Birding**

**Thursdays: April 7, 28; May 5, 12, 19**

**Class times vary**

Retired U.S. Fish and Wildlife Service (USFWS) wildlife biologist, Eric Nelson, and experienced birder, Julie McCormick, will share their vast knowledge and experience about birds and the hobby of birding during this spring birding class. Always a very popular course, participants will have an initial classroom introduction, followed by four weeks of field trips to various locations in the Winona area to view the spring bird migration. New this year: headphone tour guide system to facilitate instructor communication with participants on field trips.

**Cost:** $45.00

Register at: [http://wsu.mn/spring-senior-u](http://wsu.mn/spring-senior-u)

**A Renaissance Man at the Dawn of the Modern Age:**

**The Essays of Michel de Montaigne**

**Tuesdays: May 3, 10, 17, 24**

2:00-3:30 p.m.

This course will be taught in English using the great Donald Frame translation of "The Complete Essays of Montaigne". Each class period will deal with at least one specific topic addressed in one or several of Montaigne's essays. Students will be provided with a few questions in advance, to be reflected upon as they prepare for the next class. As a result, most of the class period will be spent discussing Montaigne's ideas, elucidating perplexing contradictions and reflecting on Montaigne's perception of the world and his place in it. By doing so, participants will be encouraged to define their own perception of the world and their place in it. The format of the class will be discussion more than lecture, although the instructor will offer clarification and background information to help students better understand the context of the writing and the perspective of the author.

**Cost:** $40

Register at: [http://wsu.mn/spring-senior-u](http://wsu.mn/spring-senior-u)

**Exploring Printmaking**

**Tuesdays: May 10, 17, 24.**

1:00-3:30 p.m.

This course introduces participants to various techniques of the monotype, a hybrid of printing and painting through a hands-on experience. Images will be created through additive, subtractive, transfer drawings and stencils using water-based inks on various printmaking papers.

**Cost:** $70.00

Register at: [http://wsu.mn/spring-senior-u](http://wsu.mn/spring-senior-u)

GRANDPARENTS UNIVERSITY

**June 23-24, 2016**

Winona State University, Winona, MN

Grandparents University® brings together grandparents and grandchildren aged 8 to 14 for a two-day dynamic intergenerational learning experience on the Winona State University campus. You do not have to be a grandparent to participate – perhaps you have a special niece or nephew, or another young family member who would enjoy a unique educational experience.

Participants stay on campus, attend classes taught by Winona State University professors, and dine in the WSU cafeteria. Located in southeastern Minnesota, nestled between scenic bluffs on the banks of the Mississippi River, Winona State University is a wonderful spot for learners of all ages to explore and make memories to last a life time!

Go online to [http://www.winona.edu/grandparents](http://www.winona.edu/grandparents) for more information about this unique educational program and upcoming registration information.

SNOWBIRD UNIVERSITY

**Summer 2016**

Winona State University, Winona, MN

Snowbird University is a great way for retirees to enjoy summer in Winona. Whether you are seeking culture, entertainment or just wish to sit back and take in Winona's breathtaking scenery, find out more about the summer lodging and programs available through Snowbird University at: [http://www.winona.edu/conferencing/snowbirduniversity.asp](http://www.winona.edu/conferencing/snowbirduniversity.asp)
Non-Credit Courses and Programs for Adults

The WSU Theater and Dance Department is offering a limited number of non-credit seats, open to the public, in the following spring 2016 classes:

**Beginning Jazz Dance**

Wednesdays, January 11- April 29, 2016
11:30 am - 12:50 p.m.

A limited number of non-credit/CEU seats are open in this introduction to the basic technique and history of jazz dance and its place among other dance forms.

**Cost:** $179

Register at: [https://winona.augusoft.net/](https://winona.augusoft.net/)
Search on title or keyword: Jazz

**Advanced Modern Dance**

Tuesday and Thursday, January 11 - April 29, 2016
3:30 pm - 4:50 p.m.

This upper level dance class which explores the theory, technique, terminology, and history of modern dance as a performing art. The focus of expressive movement training is enhanced through experiences with improvisation and choreography.

**Cost:** $279

Register at: [https://winona.augusoft.net/](https://winona.augusoft.net/)
Search on title or keyword: Modern

**Meditation Practice**

Fridays, January 11 - April 29, 2016
11:00 am - 11:50 a.m.

A limited number of non-credit seats are open to the public in this weekly class exploring and practicing meditation techniques and skills. Students learn how to practice mindfulness meditation as a lifelong skill for personal development and integration. This course is designed to provide students with knowledge, skills, and support for independent practice.

**Cost:** $45

Register at: [https://winona.augusoft.net/](https://winona.augusoft.net/)
Search on title or keyword: Meditation

**Dancescape**

Meeting times: TBA

Non-credit participants registered for this WSU program will dance, perform, or contribute as an artistic collaborator in new works created by faculty-mentored student choreographers. Dances range from solo to large ensemble works and will be presented in a public venue. Participation is contingent on audition and approval of instructor.

**Cost:** $50

Register at: [https://winona.augusoft.net/](https://winona.augusoft.net/)
Search on title or keyword: Dancescape
Non-Credit Courses and Programs for Adults

Great River Shakespeare Festival
Program #12735
July
See two Shakespeare plays plus see a bonus non-Shakespeare play performed by professionals from the Great River Shakespeare Festival. Enhance your theater experience by discussing the production approach and exploring the directing, design and acting functions. The expertise, enthusiasm and energy of the instructors will add to your enjoyment of the program. You will attend plays as well as participate in some of the special events in conjunction with the Festival. Come for an extraordinary experience and excellent Shakespeare conveniently located in America’s Heartland. Enjoy beautiful vistas, nature and art along the Father of Waters and experience the unique charm, history and hospitality of the island city of Winona, MN.

Floating Classroom on the Mighty Mississippi: The Stories It Can Tell
Program #22018
September
Come to Winona, MN, on the shores of the mighty Mississippi for a one-of-a-kind experience onboard Winona State University’s floating classroom. Spend two full days on the river aboard this 45-passenger, state-of-the-art vessel equipped with electronic equipment, classroom space and upper and lower decks. You’ll gain fascinating insights from local experts into the historical, ecological, recreational and economic significance of this storied American waterway while enjoying the gorgeous scenery provided by the river bluffs of southeastern Minnesota.

Norwegian Heritage & Acclaimed Theater in the Midwest’s Best Small Arts Town
Program # 12129
April & October
Velkommen! You’ve arrived in historic Lanesboro, MN, a little city with a big reputation as the premier small-town arts and culture destination in the Midwest. Immerse yourself in Lanesboro’s unique blend of Norwegian heritage, Amish culture, scenic bikeways and rural life as you indulge your passion for the decorative arts, historic architecture and cutting-edge theater. Choose a program date that celebrates the town at large and its internationally acclaimed Commonweal Theater, or opt instead for an in-depth investigation of Norwegian Culture in Minnesota and the dramatist Henrik Ibsen. Whichever date you choose, you’ll see at least one production at the Commonweal Theater, dine at specially selected restaurants and meet local personalities eager to share the best of their historic hometown.

For more information or to register visit www.roadscholar.org or call toll free 800.454.5768.
Non-Credit Courses and Programs for Adults

Health Care & Nursing | Professional Skills | Leadership

“I found many courses that advance my career goals and appeal to my personal interests.”
— Toni

ADULT & CONTINUING EDUCATION

LETS WORK TOGETHER

Lifelong learning takes many forms—acquiring valued skills, completing a degree, pursuing an advanced degree, gaining a certification, and more. The benefits, however, go beyond tangible career advancement. Lifelong learning is an enriching activity which can lead to personal fulfillment, new and stronger relationships, increased ability to adapt to change, and the discovery and cultivation of your natural strengths.

Is now the right time for you?
Call or visit us on the web today. Let’s work together to find out.

winona.edu/adult-learners | 507.457.5080
YOUTH ENRICHMENT

Summer Camps for Children and Youth
Winona State University’s Camp & Conference Services offer a variety of summer camps for children and youth. These camps support interests and hobbies, nurture creativity and a love of learning, and encourage active and healthy lifestyles.

**Summer Camps:**

**Athletic Camps**
Dates to be announced

**Camp Invention:**
August 1-5, 2016

**Chefs of Tomorrow**
Dates to be announced

**Dixieland Jazz Workshop**
Dates to be announced

**Grandparents University**
June 23-24, 2016

**Lego Mindstorms**
June 13-17, 2016

Additional camps may be added. For a listing of all camps and registration information go to: [http://www.winona.edu/conferencing/summcamps.asp](http://www.winona.edu/conferencing/summcamps.asp)
SCRUBS CAMP

Middle and High School Youth
**Scrubs Camps**

**Middle School Scrubs Camps**

*Rochester Middle School Scrubs Day Camp*
June 14 – 16, 2016 | 9:00 a.m. – 4:00 p.m.

*Dakota County Scrubs Day Camp 1*
June 13 – 14, 2016 | 8:30 a.m. – 4:00 p.m.

*Dakota County Scrubs Day Camp 2*
June 15 – 16, 2016 | 8:30 a.m. – 4:00 p.m.

*St. Cloud-SCCTC Scrubs Overnight Camp*
June 20 – 22, 2016

*Winona-SE Tech Day Camp*
June 28-29, 2016

*Duluth-LSC Scrubs Day Camp*
DATE TBD, 2016

**High School Scrubs Camps**

*Minnesota State Community and Technical College Fergus Falls*
DATE TBD, 2016

*Mankato High School Day Camp*

*Bemidji State University Overnight Camp*
June 14-17, 2016

*St. Cloud-SCSU Day Camp*
June 20-22, 2016

*Winona State University Overnight Camp*
June 26-July 1, 2016

*Urban/Augsburg High School Day Camp*
July 11-15, 2016

*Saint Paul College High School Day Camp*
July 25-28, 2016

*Cloquet-FKL TCC High School Overnight Camp*
TBD, 2016

---

**REGISTRATION OPENS MID-JANUARY, 2016.**

For more information and a listing of all camps, go to:

[http://www.healthforceminnesota.org/scrubs-camp](http://www.healthforceminnesota.org/scrubs-camp)
ONLINE NON-DEGREE CERTIFICATES

Increase and Improve Your Career Opportunities Online!
Online Non-Credit Certificate Programs

PHARMACY TECHNICIAN

Winona State University has partnered with CareerStep to help students like you train for a rewarding new career. The Pharmacy Technician program prepares students to earn their national certification by passing the Pharmacy Technician Certification Board (PTCBB) Exam and is approved by the Minnesota State Board. Students study pharmacology, pharmaceutical calculations, non-sterile compounding, pharmacy law, regulations, and standards as well as topics specific to working in retail or institutional pharmacies. During the training, students have the opportunity to participate in an on-site externship at a local Walgreens, CVS Pharmacy, or independent pharmacy. In addition to one-on-one support from experienced instructors throughout the course and access to personalized graduate support after graduation, students receive six textbooks, a drug reference handbook, and a PTCB Exam voucher.

Choose our Pharmacy Technician training for:

- **Online flexibility and comprehensive training** – Enjoy the flexibility of studying on your own schedule with the confidence of knowing you’re gaining all of the skills you need to succeed.
- **National certification preparation** – Graduate with the skills you need to pass the Pharmacy Technician Certification Board Exam (PTCE) and prove you have the skills employers need.
- **Externships with Walgreens and CVS Pharmacy** – Our students have the opportunity to gain hands-on experience through an externship in a Walgreens or CVS Pharmacy store in their local area.

When you train with Winona State University you can gain the knowledge and skills you need to start a rewarding career as a pharmacy technician. With over 70,700 new pharmacy technician jobs* expected nationwide by 2022, you’ll be in demand and a valuable member of the healthcare team.

COST: $1,995

For more information or to register: [CLICK HERE TO REGISTER](http://www.careerstep.com/wsu)

*U.S. Department of Labor, Bureau of Labor Statistics
**BUSINESS**

### Business Research Certificate
$495 for one course and certificate*

*Only Available as a Certificate

**FEBRUARY 1 - APRIL 29**

**APRIL 4 - JULY 1**

**JUNE 6 - AUGUST 26**

Discover the specific knowledge needed to succeed in researching and utilizing the best and most appropriate data for decision-making in your work organization. Get the skills needed to effectively communicate research results to a specific audience for maximum impact and effective decision making. For business professionals, entrepreneurs, and anyone who needs specific information about a business or who is in business and needs specific information about a particular topic such as market potential, competitive intelligence, standard industry practice, productivity improvement, etc. This course will give you the specific knowledge you need to succeed in your research quest.

### Certificate in Accounting and Finance for Non-Financial Managers
$495 for three courses and certificate

**FEBRUARY 1 - APRIL 29**

**APRIL 4 - JULY 1**

**JUNE 6 - AUGUST 26**

Every successful person in the workplace utilizes financial information to aid effective decision making. The Certificate in Accounting and Finance for Non-Financial Managers explains the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career. First, get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance. Then find out what you need to know about cash. It is the non-financial manager who really makes a difference in the daily-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence.

### Accounting and Finance for Non Financial Managers
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**

$195

Every successful person in the workplace utilizes financial information to aid effective decision making. Accounting and Finance for Non-Financial Managers explains the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career. Get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

### Financial Analysis and Planning for Non-Financial Managers
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**

$195

Designed for non-financial managers, business owners, entrepreneurs, and other decision-makers, this advanced course will take the mystery out of money matters. Throughout this course, financial information that drives your organization, as seen on the business’s reports, will be assessed and analyzed to understand it. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence.

### Cash is King
**MARCH 7 - APRIL 1 | MAY 2-27 | JUNE 5-29**

$195

Cash is arguably the most important factor in business success. D&B reports 90% of all small business failures are due to poor cash flow—more money gets paid out than collected. It is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

### Certificate in Data Analysis
$495 for three courses and certificate

**FEBRUARY 1 - APRIL 29**

**APRIL 4 - JULY 1**

**JUNE 6 - AUGUST 26**

Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. Add a whole new skill set to your portfolio, and make a big difference in the success of your organization by acquiring data analysis skills. Begin with getting a basic understanding of how to analyze data in a business setting. Then learn how many of your business decisions involve comparing groups for differences. You will know the statistics behind these group differences and relationships. Finally you will find out how to perform inquiries that will be useful to your business or organization, and have the skill necessary to communicate these results through graphs and text that your fellow employees will understand. Whether your business is home based or a large company, this certificate will take you to the next level where important decision-making is concerned.

### Introduction to Data Analysis
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**

$195

Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. This course will give you a basic understanding of how to analyze data in a business setting. Businesses look for candidates with an understanding of how to analyze the data they have been collecting; this course will help you start on that journey.
Online Non-Credit Certificate Programs

BUSINESS

Intermediate Data Analysis
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Many of your business decisions involve comparing groups for differences. For example, would men and women prefer different product features? In addition, you may look at relationships between variables. Does product recognition relate to subsequent product purchase? This Intermediate Data Analysis course will introduce you to the statistics behind these group differences and relationships. In addition, you’ll learn how to work with ratings, graphs and user-friendly reports of statistical results.

Advanced Data Analysis
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

After taking this advanced course in Data Analysis, you will be able to perform inquiries that will be useful to your business or organization, and have the skills necessary to communicate these results through graphs and text that your fellow employees will understand. Take the guesswork out of important company decisions and make decisions based on statistically significant information. Whether your business is home based or a large company, this class will take you to the next level where important decision-making is concerned.

Certificate in Effective Surveys
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26

Help your organization design successful surveys to improve business and workplace effectiveness. Surveys are an increasingly common and important way to understand your audience’s wants and needs. First, find out how to design a survey and analyze the results. Then learn how to segment your audience by demographics and behavior, finding your seven primary audience segments and why they are the most important people to survey. Finally, take away advanced information on how to access various web-based data sites, use Excel to sort data and utilize available web-based templates, and acquire what you need to know to do better present your survey results with advanced presentation tools and techniques.

Using Surveys to Improve Business and Work Productivity
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195

Help your organization design successful surveys to improve business and workplace effectiveness. Surveys are an increasingly common and important way to understand your audience’s wants and needs. Most surveys are ineffective and lead to either the wrong conclusion, or no conclusion at all. With this course, you will come away with how-to practical information that you can use throughout your career, boosting your effectiveness and that of your organization.

High Response Surveys
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Your customers hold the key to the future success of your organization. You can find out what your customers know by engaging and interacting with your customers. Find out how to get feedback, information and even answers from your customers. With our low and no cost methods of customer research, you will discover new techniques for collecting information that will improve your organization’s products or services, promotion and marketing, and even bottom line finances. Whether you work in a for-profit or nonprofit environment, our 8 stage needs assessment model will give you a step by step proven approach to researching and selecting new services, products or activities.

Advanced Survey Research
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

Learn to identify important business and workplace demographics. Find out how to access various web-based data sites, use Excel to sort data and utilize available web-based templates. Then take away information on advanced presentation tools and techniques to better present your survey results. After completing this course you will be able to use various survey tools and improve your presentation of survey results using available templates.

Many certificate courses may also be taken as individual courses. Search for courses at: winona.augusoft.net Search by title or keyword For help finding courses, contact us: 800.342.5978 ext. 5080 continuingeducation@winona.edu

SPRING/SUMMER 2016 | www.winona.edu/adult-learners | 35 | 800.342.5978 ext. 5080 | continuingeducation@winona.edu
NEW! Certificate in Office Operations
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Efficient office operations can mean the difference between success and not-so-much, between being in the black and being in the red. Moving from you and your employees working harder to working smarter, the strategies and benchmarks of office operations increases the productivity of every person in your organization. Position yourself in your organization as the one who knows what to get done, and how to get things done in office operations.

Office Operations
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195

Discover strategies for focusing on specific office outcomes and operating a high-functioning office. Office operations refer to the administration and management of office business practices to support the highest level of efficiency and productivity within an organization. Learn how to design, implement, evaluate, and maintain the process of work within your office. Come away understanding how to supervise or manage a team of administrators, allocating roles, recruiting and training, and issuing assignments and projects.

Cyber Security for Managers
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Cyber security issues are all around us and reach nearly every part of our business and work, from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the work place, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, Intrusion Detection/Prevention, basic security architecture, introductory forensics, and cyber terrorism. At the end of this course, you will have the knowledge needed to practice safer computing and safeguard your business and work information.

Embracing Sustainability in the Workplace
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

It's a smart business practice and the right thing to do. Find out how to implement sustainability solutions for your workplace. Gain practical information for yourself and your employees to begin on Monday morning. Take back practical tips on operating your indoor environments to consider air, water, lighting, fitness, nutrition, mind and comfort. For anyone pursuing a career in a company or in government where there is an effort to build awareness and to gain a deeper understanding of the importance of environmental stewardship and overall social responsibility.

Entrepreneurship Certificate
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Boost your chances of success for your new or small business and reduce your risks. Get the latest on planning your business, brainstorming business ideas and a checklist for going into business. Then learn how to create a business plan, including assessing business feasibility and prepare the management and financial plans. Then take home a step by step approach to attract and keep customers, with an emphasis on customer-driven marketing decisions and building a strong brand. At the end of this certificate, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage and market your new business.

Entrepreneur Boot Camp
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195

Starting a business is something that all of us have thought about at one time or another. Everyone wants to be their own boss. Yet statistics show that most businesses fail within the first five years. This course provides insight into the characteristics, knowledge and skills needed to become a successful entrepreneur. At the end of this course, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage and market your new business.

The Business Plan
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Whether starting a business or growing the one you have, a business plan serves as a roadmap and can help secure needed funding. In this course, you evaluate the many aspects and potential hurdles of the business and build the Business Plan, one step at a time. This practical, hands-on approach encourages you to immerse yourself in the vision and planning aspects of your business. Focusing on the most critical components of the Business Plan enables you to uncover hidden risks and assess the business from a marketing, management, and financial vantage point.

Entrepreneurial Marketing
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

To succeed in today's marketplace, entrepreneurs must know how to effectively market their product or service. This course offers you a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand, analyze which tactics to use, and implement your marketing plan. Whether you are starting a business or growing an existing one, you will take away practical marketing tips and tools that you can use to improve your marketing efforts.
Online Non-Credit Certificate Programs

**BUSINESS**

**Entrepeneurial Finance Certificate**
$495 for three courses and certificate

**FEBRUARY 1 - APRIL 29**
**APRIL 4 - JULY 1**
**JUNE 6 - AUGUST 26**

Finance is a key to entrepreneurial success. The lack of financial knowledge about business and business start-ups is also one of the leading causes of failure for entrepreneurial ventures. As an entrepreneur, you have limited time, and you certainly have limited resources. So knowing where to put your valuable time, and your limited resources, is critical to the success of your new venture. You will start by gaining a deeper knowledge of the financial concepts and accounting processes used in most businesses. You will take back practical techniques that will increase your effectiveness and entrepreneurial success.

**Accounting and Finance for Non-Financial Managers**
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**
$195

Every successful person in the workplace utilizes financial information to aid effective decision making. Accounting and Finance for Non-Financial Managers explains the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career. Get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

**Cash is King**
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**
$195

Cash is arguably the most important factor in business success. D&B reports 90% of all small business failures are due to poor cash flow—more money gets paid out than collected. It is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

**Funding Your Business**
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**
$195

What does it take to have a financially feasible business? The short answer is money! But, where does this money come from? Come explore your business’s financial feasibility in three areas—start-up or expansion, profits, and cash. Then, you will explore potential debt and equity sources of funds to help support these areas and create a financially successful venture.

Many certificate courses may also be taken as individual courses. Search for courses at: winona.augusoft.net
Search by **title** or **keyword**
For help finding courses, contact us: 800.342.5978 ext. 5080 continuingeducation@winona.edu
BUSINESS COMMUNICATION

Certificate in Customer Service
$245 for two courses and certificate
FEBRUARY 1 - APRIL 1
APRIL 4 - MAY 27
JUNE 6 - JULY 29
Customer service is now essential for business and all work organizations. With the increase of technology, human interaction with customers becomes all the more important. Whether it relates to retaining customers, serving your audience, or turning inquiries from potential customers into sales, good customer service is now one of the central factors in organizational success. Learn to improve your customer service skills to enhance your career skill set, improve productivity, and increase your organization’s success. You will also take away some extraordinary customer service techniques you won’t find anywhere else.

Keys to Customer Service
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$145
Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. Through this course you will discover the direct relationship between service skills and career achievement. You will become skilled at being an exceptional service provider. You can help your organization and your career by translating your good service intentions into a workable plan and gain knowledge of ways to consistently deliver great service. The payoff is enormous.

Extraordinary Customer Service
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$145
Transform your customer service into something extraordinary. As a result, more repeat business will improve your bottom line. Customer service separates you from your competition. Extraordinary customer service comes from focusing on the few essential elements that yield big results. Discover how easy it is to tweak your customer service from the ordinary to the extraordinary. You’ll take away a customer service plan that will help you focus on the key elements that will get you started on your pathway to success.

NEW! Certificate in Business Writing
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Discover the keys to successful writing for the workplace. Whether you are writing a report, memo, letter or publicity notice, business writing has some defined characteristics for success. Successful communicators in the workplace move forward, others move back. Enhance your career by improving this critical communication skill. Begin with understanding the format, construction, and successful techniques of writing good business reports and proposals. Then improve your skills with editing and proofreading. Finally, discover what good journalists know. Learn how to write a news story, press release or other publicity notice that zings. Help your organization stand out with your new skills in business writing. This certificate will take you to the next level where business writing is a skill for personal and organizational success.

NEW! Business Writing
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
Take away the key practices you need to develop and hone your business writing communication effectively and successfully. Get the best practices for crafting effective, professional business documents. Find out how to avoid grammatical pitfalls. And acquire business writing principles that will be good for years to come

Effective Copywriting
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195
Whether you are sending out a press release, communicating internally with a memo or promoting your own skills on LinkedIn, strong writing skills are the key to success. Come away with the tools and techniques you need to improve your copywriting skills and learn how to avoid the common writing mistakes that can hold you back.

NEW! Writing News and Press Releases
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195
Being able to write a good news story, press release or publicity notice is a skill that can set you apart in the workplace. Getting the word out is an essential activity for every organization. Acquire the skills good journalists have and learn how to craft a news story, press release or publicity notice that will get attention.
Certificate in Presentation Media
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Presentation media are key to communication, sales, speeches and any other effective presentation today. Whether your presentation is online or in-person, presentation media not only enhance your message but often make your message successful. Find out how to use Prezi, the new slide software that goes beyond one-dimensional presentations, and the finer points of Photoshop for presentations. Then discover the design elements to creating visual presentations for success using any media. Take away critical skills for both training yourself and others in your organization. You will come away with the latest, most advanced practical and design knowledge in presentation media.

Prezi
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
Take a journey into the world of creative presentations. Bring your vision to life with Prezi and leave Powerpoint behind. Learn how to use and engage your creative side for amazing presentations. Your audience will be stimulated with what you are presenting as well as how you are presenting.

Photoshop for Presentations
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195
Acquire the skills to navigate an extensive list of Photoshop features. You will gain both a foundational and advanced understanding of the popular software, and practice the most commonly used methods, such as managing text, working with layers, and image file properties. You will find out the purpose of each photo-editing tool and walk away with the skills to use them. You will even learn what the pros know.

Graphic Design for Visual Presentations
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195
Make your visual presentations look professional and communicate effectively. Get the latest most advanced techniques on graphic design principles, including page layout, typography and basic design considerations. Take away more skills to create an effective and beautiful visual presentation on any presentation software program that you choose.

Certificate in Self Publishing and eBooks
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
eBooks are becoming more popular than ever, especially with the release of the iPad and other tablet computers. In addition to publishing fiction and non-fiction books individuals and companies are using eBook publishing as a way to market products, services, and ideas. Come discover what makes a great ebook and how you go about creating, formatting and publishing your eBook. Learn the steps necessary to create your eBook with text, photos, illustrations, audio, videos and hyperlinks to websites. Understand the different options you have in self-publishing and distributing your eBook. Walk away not only knowing how to make an eBook but how to market it as well.

Growing Your Business with Self Publishing
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
A book can help you expand your business in the way no form of advertising can. This practical course is designed to help entrepreneurs, businesses, and organizations self-publish as well as gain a complete understanding of this often-complicated marketplace. Learn how to understand your publishing options and how to select the best pathways given your business and personal objectives. You will learn how to work with print on demand (POD) companies that print books in small quantities economically. All participants will gain an understanding of the decision-making framework and what factors drive decisions in self-publishing.

Self Publishing eBooks
MARCH 7- APRIL 1 | MAY 2-27 | JULY 5-29
$195
eBooks are becoming more popular than ever, especially with the release of the iPad and other tablet computers. In addition to publishing fiction and non-fiction books individuals and companies are using eBook publishing as a way to market products, services, and ideas. Come discover what makes a great ebook and how you go about creating, formatting and publishing your eBook. Learn the steps necessary to create your eBook with text, photos, illustrations, audio, videos and hyperlinks to websites. Understand the different options you have in self-publishing and distributing your eBook. Walk away not only knowing how to make an eBook but how to market it as well.

Many certificate courses may also be taken as individual courses.
Search for courses at: winona.augusoft.net
Search by title or keyword
For help finding courses, contact us: 800.342.5978 ext. 5080
continuingeducation@winona.edu
Marketing eBooks
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

Having a book idea and publishing it is only half the recipe for success. Find out how to get the word out to your target market. Discover the various marketing avenues for your book. Acquire information on which social media site or sites makes sense for your audience and how to maximize your effort by minimizing your time online. Most importantly, you will create a marketing plan so you can map out your marketing steps all the steps from start to finish.

Certificate in Workplace Communication
$595 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26

Good communication in the workplace is more important than ever. And critical to your career advancement and success. Come get a comprehensive and intensive preparation with skills and techniques you can put to use on Monday morning. Take back a workable conflict management model, along with successful and practical conflict management strategies. Then work with a pro to learn how to improve your negotiation skills for a win-win outcome, including helping others to get what they want, so you get what you want. Finally, find out more about yourself and others using personality profiles for better work performance. You will be learning from some of our more popular instructors, and taking away new how-to skills that work.

Conflict Management
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$245

A recent study conducted by the American Management Association (AMA) revealed that the average manager spends more than 20 percent of their day engaged in or reacting to a conflict situation. This study also identified that out of 25 management skills, conflict management was the only one positively correlated to higher earnings and promotion. Discover a workable conflict management model, discuss case studies in conflict management, and then take away successful conflict management strategies to apply in your workplace.

Negotiation: Get What You Want
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Negotiation is a key skill for success in business and everyday life. Knowing strategies to clarify what you want and how to prioritize needs will ensure you get more of what’s essential. Having the skills to help others get what they want will improve relationships and increase your odds of success in the future. Work with a pro to learn how to plan, implement and win in the bargaining process. Save time, grow your business network and gain confidence when dealing with even the shrewdest of deal-makers. Invest in these skills now and reap a lifetime of rewards.

Using Personality Profiles for Better Work Performance
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$295

Understanding yourself and others will increase your overall effectiveness at work, home, and in all of your relationships. Learn how to improve your communication with others, convey your ideas effectively, and improve your ability to understand what is important to those who don't share your same style. Course fee includes your own DISC Behavioral Personality Profile assessment and review.
Online Non-Credit Certificate Programs

HUMAN RESOURCES

**Business Coaching Certificate***
$395 for course and certificate
*Only Available as a Certificate

**FEBRUARY 1 - APRIL 29**
**APRIL 4 - JULY 1**
**JUNE 6 - AUGUST 26**

Mentoring and Coaching in the Workplace Lev. 1
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 29**

Mentoring and Coaching in the Workplace Lev. 2
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**

Mentoring and coaching have come to be used more frequently in organizations to improve leadership competencies and provide employee support. It has benefits for the employer and employee. Develop skills in the development, implementation, and support of coaching and mentoring programs in your workplace. Take home the much-awaited toolkit you have been searching for to improve your employees’ performance and create the working environment that your employees will find truly rewarding. Building on Coaching and Mentoring in the Workplace Course I, C/M II take a further in-depth look at variables involved in employee support. Additionally, in this course you will develop skills in the development, implementation, and support of coaching and mentoring programs in your workplace. Critical analysis and improvement of your programs alongside group dynamics and innovative strategies will also be examined in terms of coaching and mentoring programs. This course offers the much-awaited toolkit you have been searching for to improve your employees’ performance and create the working environment that your employees will find truly rewarding.

Many certificate courses may also be taken as individual courses.
Search for courses at: winona.augusoft.net
Search by title or keyword
For help finding courses, contact us: 800.342.5978 ext. 5080
continuingeducation@winona.edu
Online Non-Credit Certificate Programs

LEADERSHIP

Certificate in Leadership Development
$395 for three courses and certificate

FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26

Especially geared for future leaders in the Gen Y generation (born 1980-1999), the certificate provides how-to practical information on advancing your leadership potential and making a difference in both the workplace and in society. Find out what it takes to become an effective leader. Discover your style of leadership. Discuss task completion, building relationships with your subordinates, becoming socially perceptive to changes in the workplace, utilizing your emotions in a positive and effective manner, and addressing challenging goals. Then learn the unspoken secrets that leaders know and the strategies they employ/exhibit in for influencing others. Leadership skills are acquired and learned. You can become a leader if you know the do’s and don’ts; what to say, what not to say; what to do, what not to do. At the end of completing the three course certificate, you will come away with a new understanding, new toolbox of leadership skills, and the information to move your leadership development into high gear.

Leadership Principles
FEBRUARY 1-26 | APRIL 4-29 | JUNE 5-29
$145

Especially for Gen Y (born 1980-1999), the course serves as the first of three in a series addressing the development of Generation Y leadership. Find out what it takes to become an effective leader. Discover your style of leadership. Discuss task completion, building relationships with your subordinates, becoming socially perceptive to changes in the workplace, utilizing your emotions in a positive and effective manner, and addressing challenging goals. Finally, the course offers the opportunity to perform a case study analysis of workplace conflicts that require effective leadership, allowing you to apply your unique leadership characteristics revealed through completing the class.

Developing Your Professional Career
MARCH 7 - APRIL 1 | MAY 2-27 | JUNE 6 - JULY 1
$145

Have you ever wondered “how do I get to that next level in my career?” “What does it take?” This course will help you identify those skills that all great leaders possess, while learning new skills that will help take you to the next level. Whether you are leading a department or a organization you will gain the knowledge you need to be successful. Learn how to incorporate a developed image and communication skills that will rocket you to that next level.

Developing Your Leadership Skills
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$145

Especially for future and emerging leaders in Gen Y, come discover the key concepts of being a leader and the best strategies for developing your leadership skills and influence. Learn the unspoken secrets that leaders know and the strategies they employ/exhibit in for influencing others. Leadership skills are acquired and learned. The action takes place in attending meetings, running meetings, interacting with others 1:1, and employing successful techniques to convince and influence others. You can become a leader if you know the do’s and don’ts; what to say, what not to say; what to do, what not to do.
Executive Leadership Certificate
$695 for three courses and a certificate

FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JULY 5 - AUGUST 26

Leadership today demands increasingly more sophisticated skills. Executives today need to know traditional leadership principles and standard practices. At the same time, our economy is moving swiftly out of the industrial age into the new economy of the Internet, knowledge and innovation. So executive leaders today require a new perspective on the external environment, as well as new tools to lead one's internal organizational structure and way of doing business. This unique certificate addresses both these sets of skills. Begin with information not available anywhere else about how the marketplace and business is changing. Find out what you as an executive need to know about the external environment and how the workplace is changing rapidly internally. Take away a new perspective about how to position your organization for success, and what new leadership skills executives in the 21st century require. Begin with information not available anywhere else about how the marketplace and business is changing. Find out what you as an executive need to know about the external environment and how the workplace is changing rapidly internally. Take away a new perspective about how to position your organization for success, and what new leadership skills executives in the 21st century require. Begin with information not available anywhere else about how the marketplace and business is changing. Find out what you as an executive need to know about the external environment and how the workplace is changing rapidly internally. Take away a new perspective about how to position your organization for success, and what new leadership skills executives in the 21st century require.

Leadership Principles
FEBRUARY 1-26 | APRIL 4-29 | JULY 5-29
$145

Especially for Gen Y (born 1980-1999), the course serves as the first of three in a series addressing the development of Generation Y leadership. Find out what it takes to become an effective leader. Discover your style of leadership. Discuss task completion, building relationships with your subordinates, becoming socially perceptive to changes in the workplace, utilizing your emotions in a positive and effective manner, and addressing challenging goals. Finally, the course offers the opportunity to perform a case study analysis of workplace conflicts that require effective leadership, allowing you to apply your unique leadership characteristics revealed through completing the class.

Executive Leadership in the 21st Century
MARCH 7 - APRIL 1 | MAY 2-27 | JUNE 6 - JULY 1
$395

Our economy is moving swiftly out of the industrial age into the new economy of the Internet, knowledge and innovation. Executive leaders require a new perspective on the external environment, and new tools to lead one's internal organizational structure and way of doing business. Discover information not available anywhere else about how the marketplace and business is changing. Then find out what executive leaders need to know about the new economy to position your organization for success moving forward. The nationally acclaimed book, Nine Shift: Work, life and education in the 21st Century, by William A. Draves and Julie Coates, is included in your course fee.

How to Avoid Fatal Leadership Errors
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$295

Discover how fatal leadership errors begin. Review cases of real leaders in business, education, and government who experienced initial success but ultimately failed because of their own actions. Find out the leading fatal leadership errors, inappropriate dispositions and attitudes, and lack of knowledge and skills. You will take away several practical recommendations to help you minimize these errors and help you perform your leadership role to an optimal level of efficiency.
MANAGEMENT

Certificate in Non Profit-Administration
$595 for two courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Non-profits today need to be run like a business in many respects. You have competition, a need to generate income and a surplus, and staff need to be even more productive. Get the best training on revenue generation for nonprofits, and program evaluation for nonprofits, with our Certificate in NonProfit Administration. You will come away with the latest best information from instructors who train people in nonprofits.

Revenue Generation for Non-Profits
FEBRUARY 1- March 25 | APRIL 4 - May 27 | JUNE 6 - JULY 29
$495
Build revenue streams for your non-profit organization. They are essential not only to keep your doors open but also to expand your services. Discover how to increase revenue from your current activities. Develop strategies for building new ones. Know how to effectively set prices or fees. Understand the 20% that generates 80% of your revenue. These are basic concepts that will yield greater results. After taking this course you will have the knowledge to improve your revenue generation and generate a better surplus.

Program Evaluation for Non-profits
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$245
Enhance your understanding of program evaluation within the non-profit context. Find out how to improve your evaluation planning, data collection, data analysis and data use. Special attention will be paid to the real-world challenges that organizations may face when conducting evaluation, including staff time, costs and reporting evaluation results to funders. By the close of the course, you will have a complete program logic model and evaluation plan ready for implementation.

Certificate in Project Management
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
In today’s business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholders for quick resolution, including project cancellation. Project management is one of the fastest paths to promotion by increasing your network through greater exposure.

Introduction to Project Management
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
Project management is one of the fastest paths to promotion by increasing your network through greater exposure. You will have the skills, tools and templates to confidently develop and maintain a project. An overview of salaries, certification costs, education and experience requirements are provided. Prerequisites: Basic knowledge of MS OFFICE PROFESSIONAL (Outlook, Excel, PowerPoint & Project).

Project Management Project Processes
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195
Acquire a well-rounded knowledge of the five Project Management Processes relating to the Project Management Body of Knowledge (PMBOK) Guide. This basic information will assist you in learning the beginnings of Project Management, whether you are interested in project management, in a project management field, or in any line of work. Come away with a solid foundation of the five processes to learn and use when any type of project occurs in your employment arena.

Project Management Knowledge Areas
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195
In today’s business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholders for quick resolution, including project cancellation. The Project Management Professional community does this through the five Project Management Processes supported by the ten Project Management Knowledge Areas. This course introduces the student to the ten Project Management Knowledge Areas and their support role and relationships to the five Project Management Processes.

Certified Associate in Project Management
$699
Self-paced online class – start anytime
This course prepares you to sit for the certification exam. Students will learn the terminology, tools, and techniques that are required to take a project from the initiating process to planning, executing, controlling, and closing. In addition to providing students with an overview of key concepts in Project Management Institutes (PMI®) A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Fifth Edition, this course will include exercises intended to build confidence and raise the students’ chances of passing the CAPM® Exam.
Online Non-Credit Certificate Programs

**Management Certificate**
$595 for three courses and certificate

**FEBRUARY 1 - APRIL 29**

**APRIL 4 - JULY 1**

**JUNE 6 - AUGUST 26**

Enhance your management skills through this program for supervisors, managers, and emerging leaders. Nothing creates success like a solid foundation. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness. Then learn how to improve your management of time and productivity. Time is even more valuable in this century than in the past. Get tips and techniques you won't get anywhere else for managing time and increasing productivity. Finally, get the keys to manage different generations in your workplace. Discover what motivates each generation at work, what incentives they respond to, and what messages they value.

**Management Boot Camp**

**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**

$295

Enhance your management skills through this course for supervisors, managers, and emerging leaders. Nothing creates success like a solid foundation. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness through use of the DISC personality profile (included). By the end of the course we will have you managing like a pro - quickly and with confidence.

**New 21st Century Strategies for Productivity and Time Management**

**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**

$195

Time is even more valuable in this century than in the last. How effective you manage your time and productivity can affect your business and personal life in so many ways. You’ll get tips and techniques you won’t get anywhere else for managing time and increasing productivity. Whether you are managing your own time, or others’ time, come away with proven tips to put into practice on Monday morning.

**Managing Generations in the Workplace**

**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**

$175

Get an understanding of managing workers in different generations in the workplace. Discover what motivates each generation at work, what incentives they respond to, and what messages they value. Generations X and Y are significantly different than the Boomer generation. Each generation has different expectations and styles of work in the workplace. Come explore the characteristics of the different generations in the workplace. Discover the current motivations of Boomers, Gen Xers and Gen Yers and what messages they value. Then Identify practical, how-to tips and techniques for managing Boomers, Gen Xers, and Gen Yers in the workplace.

**Supervisory & Leadership Certificate**

$395 for one courses and certificate

**FEBRUARY 1 - MARCH 25**

**APRIL 4 - MAY 27**

**JUNE 6 - JULY 29**

Your employees are your most valuable resources. Ensuring the efficiency of your team is the key to your success and is your most important responsibility. Get practical, easy to understand, and insightful methods for new and even experienced supervisors and managers. Learn about effective delegation, performance management, and writing performance reviews. Discuss the specifics of the supervisor’s role and responsibilities, and strategies for improving your overall effectiveness as a leader. Take home practical information along with tips and techniques that can be applied at your job immediately.

Many certificate courses may also be taken as individual courses. Search for courses at: winona.augusoft.net
Search by title or keyword
For help finding courses, contact us: 800.342.5978 ext. 5080
continuingeducation@winona.edu
NEW MEDIA MARKETING

eMarketing Essentials Certificate
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26

Come get a fundamental yet advanced introduction to eMarketing, including improving email promotions, analyzing your web site traffic, doing search engine optimization, and how to successfully employ online advertising. Relevant for any type of organization, including businesses, companies, non-profits, and government agencies. No eMarketing experience or expertise is necessary. If you are already at an advanced level, your instructors are experts and can provide the latest most advanced information and answer your toughest questions.

Improving Email Promotions
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the benchmark for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing. Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

Boosting Your Web Site Traffic
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results. No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

Online Advertising
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach. No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.

Google Analytics
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195

If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard Google Analytics, a free online tool. You'll understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website visitors. A must for anyone serious about leveraging more success from their website.

Google Apps for Business
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195

Google has a variety of web based applications and tools to help you become more productive, including Gmail, Google Calendar, Drive, Hangouts, Documents, Spreadsheets, Presentations, and more. Move beyond the basic features you figured out on your own. Be able to use them to work collaboratively and increase productivity. Learn how to run online meetings and webinars. Learn the ins and outs of all the tools Google has to help you become more productive and improve your work communication skills. You will learn time saving tips and strategies to get more done in your work and personal life.

Google+
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195

Google+ has surpassed Twitter to become the second largest social network next to Facebook. Discover the best ways to use this popular and emerging social media platform to raise your online profile, and connect with current and potential new contacts. You'll learn the advantages of using Google+, how it can help your organization to engage existing users, and grow your base and techniques for using the platform to create relationships, and expand your reach and knowledge in particular subject matter areas.
Inbound Marketing Certificate
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
Inbound marketing is a way to help potential customers find you through organic search. It is a process of using your website in a way that it attracts visitors naturally through search engines, the blogosphere, and social media. Inbound marketing is more effective than outbound marketing, where you push sales messages to your potential customers. Inbound marketing is the future the way we market in the 21st century. Discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email address, and how to implement lead-nurturing campaigns that result in sales.

Introduction to Inbound Marketing
FEBRUARY 1-26
$195
Inbound marketing is a process of using your website in a way that it attracts visitors naturally through search engines, the blogosphere, and social media. The average human today is inundated with more than 2,000 outbound-marketing interruptions per day - and we're all figuring out how to block them. Caller ID, spam filters, TiVo, and satellite radio are all things we use today so that we can avoid being marketed to. In this course, you will discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email address, and how to implement lead-nurturing campaigns that result in sales. Your instructor is a director of marketing for an international association and writes and speaks on the topic.

Content Marketing
MARCH 7 - APRIL 1
$195
You have a website, but why will your customers want to come back or buy something or take action? Do you really know who you are selling to? Do you know what you want to say to them? Do you know how you want to say it? Discover ways to identify your ideal audience. Learn how to create content that is engaging and purposeful. Find out what you want to say to them. Explore where you want to say it and finally, how you want to say it. In one month, you will be better equipped to create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors.

Advanced Inbound Marketing
APRIL 4-29
$195
Get under the hood of inbound marketing and learn how to monitor measure and manage the integrated results of your inbound marketing activities at a more advanced level. We’ll focus on the data that actually matters and how it is influenced by visitor/user engagement. Gain deeper insights into user behavior; learn how to track meaningful conversions, measure visitor engagement and how to use landing pages more effectively - including how to create forms that get results.

Mobile Marketing Certificate
$595 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
The way consumers are interacting with brands and connecting to the world is changing because of mobiles. Find out about location-based marketing, mobile payments, QR codes, applications, and mobile coupons. You will learn how mobile marketing can increase your capabilities to retain current customers and gain new ones. Then get step-by-step instructions on how non-technical users can build, deploy and market smartphone applications across Android, iPhone and Blackberry platforms. Finally, get the knowledge needed to implement a mobile marketing plan for your organization. Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign.

Mobile Marketing
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
More than half of US consumers who’ve made a purchase on their smartphone have done so in response to a mobile marketing message. Analysts forecast smartphone sales will surpass 1 billion by the end of 2016. China hit around 986.3 million mobile connections in December 2012. In the UK, mobile marketing is a multi-billion pound industry. Obviously, the way consumers are interacting with brands and connecting to the world is evolving. If phrases such as location based marketing, mobile payments, QR codes, applications, mobile coupons and social networks almost cause you an anxiety attack, this class is for you. Increase your understanding of the mobile experience, especially smartphones and how you can leverage their capabilities to retain current customers and gain new ones.

Creating Cell Phone Apps for your Business
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$245
Cell phone apps are the latest way smart businesses are reaching their customers. It seems that nearly everyone is carrying and using a Smartphone these days. Smart organizations across the globe are investing in building cell phone apps for their businesses. In this four-week course, we will provide you with step-by-step instructions on how non-technical users can build, deploy and market Smartphone applications across Android, iPhone and Blackberry platforms. The course is ideal for business owners and executives who want to understand how Smartphone applications can be inexpensively built, and also for technical users who want to understand how quickly deploy smartphone applications.

Advanced Mobile Marketing
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$245
Come get the knowledge needed to implement a mobile marketing plan for your organization. Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Learn how to promote your app on the web, building a landing page for your app, and advanced tracking of your application usage. Then take home a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success. You will leave this course with the knowledge to implement a mobile marketing plan for your organization.
Online Non-Credit Certificate Programs

NEW MEDIA MARKETING

Video Marketing Certificate
$395 for two courses and certificate
FEBRUARY 1 - APRIL 1
APRIL 4 - MAY 27
JUNE 6 - JULY 29

Video marketing is the latest hot new marketing trend. Shoppers who viewed product videos were 144% more likely to add the product to their cart. Video with good SEO has a 53% higher chance of showing up on page one of Google searches. When done correctly, video can tell a story, and stories connect people. Video also leads to an emotion ‘trigger’ that plain text cannot do.

Video Marketing
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$245

Sight, sound and motion are much more compelling than static words on a page. Video is very hypnotic and it quickly speeds up the “know, like and trust,” factor with your audience. In this course you will discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness. Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business 24/7 -- even while you sleep.

YouTube for Business
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$245

Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people. Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features. YouTube can enhance your current marketing and communication strategy. After attending this course you will take back proven strategies and techniques for making YouTube work successfully for your organization.

Many certificate courses may also be taken as individual courses.
Search for courses at: winona.augusoft.net
Search by title or keyword
For help finding courses, contact us: 800.342.5978 ext. 5080 continuingeducation@winona.edu
Managing Social Media Platforms Certificate
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Different social networks have distinct characteristics, different features, and are used to develop a two-way communication and marketing strategy for your organization. Get a skill set for working and managing different social media platforms. Then find out what you can be doing, what you should be doing, and take back a plan to integrate social networks into your communication and marketing.
You will get a firm foundation in Twitter, LinkedIn, and Facebook platforms. Come away with both an understanding of these social networks and practical, how-to techniques to integrate social networks into your organization or business. Your instructors are outstanding practitioners who also speak, write, and train others on social networks. Three one month courses.

Twitter
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
Twitter is a hot social media platform these days – and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers – and discover the best ways to create relationships and network with your key constituents. You will find out the best – and easiest – techniques for successful interactions in the Twitterverse.

Facebook for Business
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$245
Find out what goes on behind the scenes on Facebook Pages and how to increase the chances that your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach. Discuss how to adapt your marketing message for the Facebook platform and how to integrate Facebook across all marketing areas. This is an advanced class and assumes you have started a page on Facebook and have some basic knowledge of the platform.

LinkedIn for Business
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195
LinkedIn is the most popular business social network and the website for professionals to network, build business relationships, and provide or receive referrals. Most people rarely get beyond setting up a profile and therefore miss out on all the advanced features that have come to make LinkedIn so popular. Learn how to set up your personal profile so that it gets noticed by others. Discover how LinkedIn can be used to generate leads, recruit new employees, and find new jobs. This class will cover all the intricacies of LinkedIn to help you create, customize, and optimize your presence on LinkedIn.

Social Media for Business Certificate
$495 for three courses and certificate
FEBRUARY 1 - APRIL 29
APRIL 4 - JULY 1
JUNE 6 - AUGUST 26
Get in on this exciting and growing way to communicate, market and serve your customers and clients. For businesses, nonprofits, government, and other organizations. From Facebook to Twitter, blogging, YouTube, LinkedIn, and more, discover the new principles of communication that apply across all networks and how these specific social networks work and the possible uses for your organization.
Learn how social networks are used to develop a two-way communication and marketing strategy for your organization. Then find out what you can be doing, what you should be doing, and take back a plan to integrate social networks into your communication and marketing. Whether you are new to social networks or already involved, you will come away with both an understanding of social networks and practical, how-to techniques to integrate social networks into your organization or business. Your instructors are outstanding practitioners who also speak, write, and train others on social networks.

Introduction to Social Media
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
$195
Get involved in the move from in-person to online communication. Learn what social media is and its role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social media. Your instructor is a nationally known speaker, consultant, and trainer on social media and social networks.

Marketing Using Social Media
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
$195
Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media including Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You’ll find out the advantages and disadvantages of each, and learn what’s right for your work and kind of organization. Your instructor is a director of marketing for an international association, and writes and speaks on the topic.

Integrating Social Media in Your Organization
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195
Take away a practical strategy and techniques for implementing social media for your organization or business. Learn how to create your own private social network using Ning, work socially using Google Docs and calendars, and move your web site to an interactive Web 2.0 site. Then your instructor will help you choose which social media tools are right for your situation, and then integrate them into your web site to develop a social media strategy for your organization.
Online Non-Credit Certificate Programs

TRAINING AND EDUCATION

Certificate in Designing Webinars
$345 for two courses and certificate
MARCH 7 - APRIL 29
MAY 2 - JULY 1
JUNE 6 - AUGUST 26
Finally, you can acquire the best professional development in webinar design, presentations, planning, and marketing. Webinars are a popular format for delivering information. They can be very successful for your organization, if you have good webinar presentations and good management and marketing. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences. Then acquire the webinar planning skills involved in budgeting, pricing, and marketing webinar meetings. Take back a certificate in designing webinars that provides you with the latest and best information about presenting webinars, as well as managing and marketing them. You will be learning from two of the foremost authorities on webinars.

Managing & Marketing Webinars
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
$195
Boost your success with webinars by getting the most advanced and latest information on managing and marketing webinars. Find out when and how often to promote webinars, how to do follow up promotion to those who click-through on your initial emails, and how to generate more leads and inquiries. Discover our unique needs assessment model, and take back our five secrets to creating high-response surveys. Market research can be simple, no-cost and effective, lowering your risks. Take home our webinar planning timeline with the ideal timeframe for planning and marketing webinars for maximum success.

Certificate in Teaching Adults
$295 for one course and certificate
FEBRUARY 1 - MARCH 25
This is your invitation to teach others in-person and join in one of the more important functions in life - passing on knowledge and skills to others. It is both an opportunity and a responsibility. Whether you want to teach others or currently teach others, in any setting, either formally or informally, this course is for you. We will give you both the fundamental and advanced information to improve your teaching. Your lead instructor is author of How to Teach Adults, the best-selling book on the subject. The ebook version is included in the course.

Many certificate courses may also be taken as individual courses.
Search for courses at: winona.augusoft.net
Search by title or keyword
For help finding courses, contact us: 800.342.5978 ext. 5080 continuingeducation@winona.edu
ONLINE COURSES FOR NON-CREDIT/CEU

Increase and Improve Your Career Opportunities Online!
**BUSINESS**

**Finance and Accounting for Non Financial Managers, Self-Paced**
$149

Self-paced online class - start anytime
This course provides individuals with an overview of the principal areas of financial management. It introduces you to financial terminology, relates financial measures to operating information, and enables you to understand and apply these measures to operating performance. Individuals gain a working knowledge of financial management for application on a business or personal level by creating and analyzing financial statements and using the information in these statements to make decisions. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**Accounting and Finance for Non Financial Managers**
$195
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**
Every successful person in the workplace utilizes financial information to aid effective decision making. Accounting and Finance for Non Financial Managers explains the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career. Get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

**Cash is King**
$195
**MARCH 7 - APRIL 1 | JULY 5-29**
Cash is arguably the most important factor in business success. D&B reports 90% of all small business failures are due to poor cash flow - more money gets paid out than collected. It is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

**Financial Analysis and Planning for Non Financial Managers**
$195
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**
Designed for non-financial managers, business owners, entrepreneurs, and other decision-makers, this advanced course will take the mystery out of money matters. Throughout this course, financial information that drives your organization, as seen on the business's reports, will be assessed and analyzed to understand it. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence.

**Funding Your Business**
$195
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**
What does it take to have a financially feasible business? The short answer is money! But, where does this money come from? Come explore your business's financial feasibility in three areas - start-up or expansion, profits, and cash. Then, you will explore potential debt and equity sources of funds to help support these areas and create a financially successful venture.

**Introduction to Data Analysis**
$195
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**
Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. This course will give you a basic understanding of how to analyze data in a business setting. Businesses look for candidates with an understanding of how to analyze the data they have been collecting; this course will help you start on that journey.

**Intermediate Data Analysis**
$195
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**
Many of your business decisions involve comparing groups for differences. For example, would men and women prefer different product features? In addition, you may look at relationships between variables. Does product recognition relate to subsequent product purchase? This Intermediate Data Analysis course will introduce you to the statistics behind these group differences and relationships. In addition, you'll learn how to work with ratings, graphs and user-friendly reports of statistical results.
Advanced Data Analysis
$195
APRIL 4-29 | AUGUST 1-26
After taking this advanced course in Data Analysis, you will be able to perform inquiries that will be useful to your business or organization, and have the skill necessary to communicate these results through graphs and text that your fellow employees will understand. Take the guesswork out of important company decisions and make decisions based on statistically significant information. Whether your business is home based or a large company, this class will take you to the next level where important decision-making is concerned.

Using Surveys to Improve Business and Work Productivity
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Help your organization design successful surveys to improve business and workplace effectiveness. Surveys are an increasingly common and important way to understand your audience’s wants and needs. Most surveys are ineffective and lead to either the wrong conclusion, or no conclusion at all. With this course, you will come away with how-to practical information that you can use throughout your career, boosting your effectiveness and that of your organization.

High Response Surveys
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Your customers hold the key to the future success of your organization. You can find out what your customers know by engaging and interacting with your customers. Find out how to get feedback, information and even answers from your customers. With our low and no cost methods of customer research, you will discover new techniques for collecting information that will improve your organization’s products or services, promotion and marketing, and even bottom line finances. Whether you work in a for-profit or nonprofit environment, our 8 stage needs assessment model will give you a step by step proven approach to researching and selecting new services, products or activities.

Advanced Survey Research
$195
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Learn to identify important business and workplace demographics. Find out how to access various web-based data sites, use Excel to sort data and utilized available web-based templates. Then take away information on advanced presentation tools and techniques to better present your survey results. After completing this course you will be able to use various survey tools and improve your presentation of survey results using available templates.

NEW! Office Operations
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Discover strategies for focusing on specific office outcomes and operating a high-functioning office. Office operations refer to the administration and management of office business practices to support the highest level of efficiency and productivity within an organization. Learn how to design, implement, evaluate, and maintain the process of work within your office. Come away understanding how to supervise or manage a team of administrators, allocating roles, recruiting and training, and issuing assignments and projects.

Cyber Security for Managers
$245
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Cyber security issues are all around us and reach nearly every part of our business and work, from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the workplace, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, Intrusion Detection/Prevention, basic security architecture, introductory forensics, and cyber terrorism. At the end of this course, you will have the knowledge needed to practice safer computing and safeguard your business and work information.

NEW! Embracing Sustainability in the Workplace
$195
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
It’s a smart business practice and the right thing to do. Find out how to implement sustainability solutions for your workplace. Gain practical information for yourself and your employees to begin on Monday morning. Brand your organization in the world of environmental stewardship. Your instructors will detail and deliver practical approaches and applications toward implementing sustainability with guidance in planning procedures. Take back practical tips on operating your indoor environments to consider air, water, lighting, fitness, nutrition, mind and comfort. For anyone pursuing a career in a company or in government where there is an effort to build awareness and to gain a deeper understanding of the importance of environmental stewardship and overall social responsibility.
**BUSINESS**

**NEW! Introduction to 3D Printing**  
$195  
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**  
3D printing has been hailed as a solution to all manufacturing problems. Obviously that is exaggerated, but what is it good for (and when is traditional manufacturing still the better choice?) In this course you will learn how to separate the real promise of the technology from the hype, and understand the workflow for a consumer-level 3D printer. You will become familiar with some typical online databases of objects available to print, and get a bit of experience with free or open-source software for all stages of the process. This class will be primarily focused to introduce you to the tools of the open 3D printer ecosystem, but the principles will apply to consumer 3D printers in general.

**NEW! Intro to Maker Tech: The New Shop Class**  
$245  
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**  
Arduino. 3D printing. Wearable tech. Your students or your kids may be talking about these things, but what is all this stuff, and how can you keep up and try to get ahead of them? This class will survey the core technologies found in makerspaces and give you a start in understanding what you will need to learn to create awesome technology projects. You will also learn how to find and sort through the many free resources online.

**Law for Non Lawyers**  
$195  
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**  
You can improve your value to your organization and serve your organization better by recognizing some of the legal issues that work organizations face on a regular basis. For non lawyers in a variety of work environments, you will find out what you should know, and when to consult a lawyer. After completing this course, you will better understand legal issues in the workplace, know when your organization needs to consult a lawyer, and have the knowledge to better serve your organization and work with lawyers.

**NEW! Legal Office Administration**  
$245  
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**  
This course seeks to enable students to acquire the necessary knowledge and skills needed toward the goal of becoming an exceptional legal practitioner in an administrative capacity. It is a bridge course designed to provide students with the tools to develop a thorough understanding of legal office procedures including database management, the preparation of legal documentation including research, legal accounting methods, legal analysis, communications and ethics. At the conclusion of the course, you will be able to improve communication methods, improve the productivity within the legal office by obtaining effective tools that promote a smoother operation. You will also get a better understanding of the importance of competency, confidentiality and the administration of ethics in a legal office environment.

**Your Workplace, Your Employees & The Law**  
$195  
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**  
Designed for non-lawyers, this course will provide business owners, managers, supervisors, and HR professionals with a roadmap for effectively handling complicated employee-related issues that affect today’s legal-prone work environment. Each class contains guidelines, step-by-step compliance instructions, and practical leadership skills, methods, and techniques proven strategies for successfully managing employees and for complying with state and federal workplace laws.
Online Non-Credit/CEU Courses

**Keys to Customer Service**
$145
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**
Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. Through this course you will discover the direct relationship between service skills and career achievement. You will become skilled at being an exceptional service provider. You can help your organization and your career by translating your good service intentions into a workable plan and gain knowledge of ways to consistently deliver great service. The payoff is enormous.

**Extraordinary Customer Service**
$145
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**
This course provides participants with an overview of time management skills, concepts, and techniques. It encourages the participant to identify time challenges and set goals for prioritizing and planning in order to more effectively use his or her time. Participants will learn strategies for maximizing personal effectiveness, including organization, delegation, and the proper use of technology. Participants will also learn to identify signs of stress, and alleviate common stressors through effective time management.

**NEW! Writing News and Press Releases**
$195
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**
Being able to write a good news story, press release or publicity notice is a skill that can set you apart in the workplace. Getting the word out is an essential activity for every organization. Acquire the skills good journalists have and learn how to craft a news story, press release or publicity notice that will get attention.

**Effective Business Writing Skills, Self-Paced**
$149
**CLICK HERE TO REGISTER**

**Self-paced online class - start anytime**
This course provides you with an overview of sound business writing skills. It introduces you to the process of business writing, including prewriting strategies, organizational methods, and revision techniques. Individuals will also examine types of business writing, such as memos, emails, formal letters, and presentations. In addition, you will gain practice in identifying and correcting grammatical errors and structural flaws in writing. Individuals will also gain experience writing in a professional tone. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**NEW! Business Writing**
$195
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**
Take away the key practices you need to develop and hone your business writing communication effectively and successfully. Get the best practices for crafting effective, professional business documents. Find out how to avoid grammatical pitfalls. Acquire business writing principles that will be good for years to come.

**Effective Copywriting**
$195
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**
Whether you are sending out a press release, communicating internally with a memo or promoting your own skills on LinkedIn, strong writing skills are the key to success. Come away with the tools and techniques you need to improve your copywriting skills and learn how to avoid the common writing mistakes that can hold you back.
BUSINESS COMMUNICATION

**Interpersonal Communication Skills in the Workplace Self-Paced**  
$149

**Self-paced online class - start anytime**

This course provides an overview of the principal areas of interpersonal communication, introducing the participant to its importance in the workplace. Participants will examine the key skills and methods related to workplace communication, and learn how to develop and apply those skills. Participants will also learn how to successfully present ideas and information as well as listen to others ideas to solve problems. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**Communication Skills for Managers, Self-Paced**  
$149

**Self-paced online class - start anytime**

This course provides an overview of effective methods of communication for managers, providing a working knowledge of the difference between hearing and listening, and strategies for improving listening, speaking, and writing skills. Individuals will examine methods of delivering criticism, asking questions, teaching a process and creating effective business communications, such as presentations and documents. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**Photoshop for Presentations**  
$195

**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**

Acquire the skills to navigate an extensive list of Photoshop features. You will gain both a foundational and advanced understanding of the popular software, and practice the most commonly used methods, such as managing text, working with layers, and image file properties. You will find out the purpose of each photo-editing tool and walk away with the skills to use them. You will even learn what the pros know.

**Graphic Design for Visual Presentations**  
$195

**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**

Make your visual presentations look professional and communicate effectively. Get the latest most advanced techniques on graphic design principles, including page layout, typography and basic design considerations. Take away more skills to create an effective and beautiful visual presentation on any presentation software program that you choose.

**Prezi**  
$195

**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**

Take a journey into the world of creative presentations. Bring your vision to life with Prezi and leave Powerpoint behind! Learn how to use and engage your creative side for amazing presentations. Your audience will be stimulated with what you are presenting as well as how you are presenting.

**Microsoft Office 2010**  
$499

**Self-paced online class - start anytime**

Winona State University has partnered with Career Step to help students like you train for a rewarding new career. With the increasing role technology is playing in our daily lives, solid computer skills are more than just career skills—they’re valuable life skills. Train with Winona State University to quickly develop the Microsoft Office skills you need. This option includes all five Microsoft products: Word, Excel, PowerPoint, Outlook, and Access. The courses may also be taken individually.
Online Non-Credit/CEU Courses

**Microsoft Word 2010**
$149

Self-paced online class - start anytime

The Microsoft Word course covers beginning and advanced topics, and upon graduation you will be prepared to earn the **MOS Word Expert credential**. The course teaches:

- Working with and editing text
- Formatting characters, paragraphs, and pages
- Working with themes, styles, and tables
- Working with shapes, pictures, WordArt, SmartArt, and charts
- Using document collaboration tools
- Working with mailings, long documents, and references
- Collaborating with other programs
- Working with templates, forms, and webpages

The course is entirely online, and you will have 3 months of access to the curriculum. You will also receive a complete ebook library and a quick reference card.

**Microsoft Excel 2010**
$149

Self-paced online class - start anytime

The Microsoft Excel course covers beginning and advanced topics, and upon graduation you will be prepared to earn the **MOS Excel Expert credential**. The course teaches:

- Editing and formatting worksheets
- Creating and working with charts
- Managing workbooks
- Working with page layout and printing
- Using functions and formulas
- Working with tables, PivotTables, and objects
- Analyzing and organizing data

The course is entirely online, and you will have 3 months of access to the curriculum. You will also receive a complete ebook library and a quick reference card.

**Microsoft PowerPoint 2010**
$149

Self-paced online class - start anytime

The Microsoft PowerPoint course covers beginning and advanced topics, and upon graduation you will be prepared to earn the **MOS PowerPoint credential**. The course teaches:

- Inserting, editing, and formatting text
- Formatting and viewing a presentation
- Working with objects, tables, charts, and SmartArt
- Collaboration with other presenters
- Working with effects and multimedia

The course is entirely online, and you will have 3 months of access to the curriculum. You will also receive a complete ebook library and a quick reference card.

**Microsoft Outlook 2010**
$149

Self-paced online class - start anytime

The Microsoft Outlook course covers beginning and advanced topics, and upon graduation you will be prepared to earn the **MOS Outlook credential**. The course teaches:

- Composing, sending, and receiving email
- Working with contacts and tasks
- Using the calendar
- Using the journal and notes
- Organizing and finding information
- Collaborating with other users
- Managing Outlook data

The course is entirely online, and you will have 3 months of access to the curriculum. You will also receive a complete ebook library and a quick reference card.
BUSINESS COMMUNICATION

Microsoft Access 2010
$149

Self-paced online class - start anytime

The Microsoft Access course covers beginning and advanced topics, and upon graduation you will be prepared to earn the MOS Access credential. The course teaches:

- Creating and working with databases
- Finding, filtering, and formatting data
- Working with tables and fields
- Working with queries, forms, reports, and macros

The course is entirely online, and you will have 3 months of access to the curriculum. You will also receive a complete ebook library and a quick reference card.

Growing Your Business with Self-Publishing
$195

FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1

A book can help you expand your business in the way no form of advertising can. This practical course is designed to help entrepreneurs, businesses, and organizations self-publish as well as gain a complete understanding of this often-complicated marketplace. Learn how to understand your publishing options and how to select the best pathways given your business and personal objectives. You will learn how to work with print on demand (POD) companies that print books in small quantities economically. All participants will gain an understanding of the decision-making framework and what factors drive decisions in self-publishing.

Self-Publishing eBooks
$195

MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29

Books are becoming more popular than ever, especially with the release of the iPad and other tablet computers. In addition to publishing fiction and non-fiction books individuals and companies are using eBook publishing as a way to market products, services, and ideas. Come discover what makes a great ebook and how you go about creating, formatting and publishing your eBook. Learn the steps necessary to create your eBook with text, photos, illustrations, audio, videos and hyperlinks to websites. Understand the different options you have in self-publishing and distributing your eBook. Walk away not only knowing how to make an eBook but how to market it as well.

Marketing eBooks

APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26

Having a book idea and publishing it is only half the recipe for success. Find out how to get the word out to your target market. Discover the various marketing avenues for your book. Acquire information on which social media site or sites makes sense for your audience and how to maximize your effort by minimizing your time online. Most importantly, you will create a marketing plan so you can map out your marketing steps all the steps from start to finish.

Infographics
$195

APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26

After taking this course in “Infographics”, you will be exposed to a powerful, concise way to present information. You will also learn the basics of designing infographics and be able to make your own simple infographic.

NEW! Introduction to Game Design
$245

FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1

Games are increasingly recognized as a tool that can serve many business purposes beyond entertainment. This course provides a general introduction to what goes into the design and development of both video and analog games, with a particular focus on the use of games outside of consumer entertainment. By completing this course, you can take the first steps into understanding game design, and how it can be applied in your field.

NEW! Intermediate Video Game Design
$245

MARCH 7 - APRIL 1 | JULY 5-29

Worldwide, video game sales including consoles, and online and mobile games are projected to reach $111 billion dollars this year. Mobile games are the fastest-growing segment of the market as more and more people play casual games. By 2019 Price Warehouse predicts social and casual game sales will exceed traditional game sales. In this intermediate introductory course you will learn the basics of video game design process, learn about the main video game genres, and use a game development application to begin your journey of making games.
Neuro Linguistic Programming (NLP)
Fundamentals
$175
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
NLP is a powerful change management tool that transforms the way people think and act to have the greatest impact both professionally and personally. NLP is one of the most powerful skills used today in business, psychology, sales, and all forms of personal development. Find out how to manage your emotional and psychological states to eliminate fear and anxiety, replace negative behaviors with positive ones, and establish rapport in your personal and professional relationships. Then learn how to model highly successful people and better understand your staff’s and customer's needs, motivations and behaviors.

Advanced Neuro Linguistic Programming (NLP)
$175
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Advanced skills will enable you to manage your states of consciousness to eliminate the negative emotions and limit decisions that interfere with your ability to obtain the highest levels of success in all areas of your life, including career, relationships, health & fitness, family, personal growth & development. You will learn how to effectively use language to enhance communication and reframe any situation to your personal benefit.

Conflict Management
$245
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
A recent study conducted by the American Management Association (AMA) revealed that the average manager spends more than 20 percent of their day engaged in or reacting to a conflict situation. This study also identified that out of twenty-five management skills, conflict management was the only one positively correlated to higher earnings and promotion. Discover a workable conflict management model, discuss case studies in conflict management, and then take away successful conflict management strategies to apply in your workplace.

Negotiation: Get What You Want
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Negotiation is a key skill for success in business and everyday life. Knowing strategies to clarify what you want and how to prioritize needs will ensure you get more of what’s essential. Having the skills to help others get what they want will improve relationships and increase your odds of success in the future. Work with a pro to learn how to plan, implement and win in the bargaining process. Save time, grow your business network and gain confidence when dealing with even the shrewdest of deal-makers. Invest in these skills now and reap a lifetime of rewards.

Using Personality Profiles for Better Work Performance
$295
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Understanding yourself and others will increase your overall effectiveness at work, home, and in all of your relationships. Learn how to improve your communication with others, convey your ideas effectively, and improve your ability to understand what is important to those who don’t share your same style. Course fee includes your own DiSC Behavioral Personality Profile assessment and review.

Practical Problem-Solving Skills in the Workplace, Self-Paced
$149
Self-paced online class - start anytime
This course provides an overview of the principles of problem-solving techniques, introducing the participant to the importance of a practical problem solver in business and indicating how the participant can adapt and apply techniques from this course to become a practical problem solver. Individuals will define the evolution of the global business market, identify work-related problems, recognize how to gather information related to solving problems, and identify how to organize and manage projects. Participants will also learn about real-life successful problem solvers as well as how to ask the right questions to find a solution for a project. Finally, individuals will learn how to recognize when a work plan is needed and will identify the goals of managing a project. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Effective Time Management, Self-Paced
$149
Self-paced online class - start anytime
This course provides participants with an overview of time management skills, concepts, and techniques. It encourages you to identify time challenges and set goals for prioritizing and planning in order to more effectively use your time. Participants will learn strategies for maximizing personal effectiveness, including organization, delegation, and the proper use of technology. You will also learn to identify signs of stress, and alleviate common stressors through effective time management. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
CAREER SKILLS

Career Preparation
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Geared for professionals at every stage, this course provides resources and support to re-assess your career trajectory, develop the tools you need to launch yourself into a promotion, a new job or a whole new field. We will start with the basics – career assessments: who are you? What are you interested in? What are you good at? And where do you want to go? Then we will work on some research skills to find those opportunities or create them yourself. Lastly, each participant will craft the tools to take them to the next step – resumes, cover letters and other ways to reach out and cultivate your next career launch. Each participant will be able to customize their work to suit their unique direction and needs. This Career Preparation class is designed for people who are wanting to clarify their career options within a specific field or explore possibilities for a career change. The goal of the class is to help participants learn more about careers that match their interests and become more confident about career planning and strategic career moves.

Start Your Career: Create and Manage Your Brand, Self-Paced
$149
Self-paced online class - start anytime
This course teaches individuals a professional branding technique that prepares them to create and manage their own personal brand to further themselves in their chosen industry. Individuals learn how to market your own experiences on a resume, in a personal narrative, and in a visual timeline or portfolio. Branding themselves for professional development helps individuals achieve short-term goals and visualize their goals for the long-term. This is a 47 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Creativity & Innovation, Self-Paced
$50
Self-paced online class - start anytime
This course covers how to apply creativity skills and innovative thinking to the workplace. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Critical Thinking and Problem Solving, Self-Paced
$50
Self-paced online class - start anytime
This course covers how to apply critical thinking and problem solving skills to the workplace. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Communication and Collaboration, Self-Paced
$50
Self-paced online class - start anytime
This course covers the importance of communication and collaboration in the workplace. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Financial Literacy, Self-Paced
$50
Self-paced online class - start anytime
This course provides an overview of the principal areas of financial literacy. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
Online Non-Credit/CEU Courses

CAREER SKILLS

Workforce Readiness - Flexibility and Adaptability, Self-Paced
$50
SELF-PAID ONLINE CLASS - START ANYTIME
This course provides an overview of the principal areas of flexibility and adaptability. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Initiative and Self-Direction, Self-Paced
$50
SELF-PAID ONLINE CLASS - START ANYTIME
This course provides an overview of the principal areas of initiative and self-direction. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Leadership and Responsibility, Self-Paced
$50
SELF-PAID ONLINE CLASS - START ANYTIME
This course covers the importance of quality leadership and how to lead with integrity. It discusses ethical behavior in using influence and power in the workplace and how to take responsibility. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Productivity and Accountability, Self-Paced
$50
SELF-PAID ONLINE CLASS - START ANYTIME
This course covers the importance of productivity and accountability in the workplace. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness - Social and Cross-Cultural Skills 3.0, Self-Paced
$50
SELF-PAID ONLINE CLASS - START ANYTIME
This course covers the importance of social and cross-cultural skills in the workplace. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Workforce Readiness Bundle, Self-Paced
$349
SELF-PAID ONLINE CLASS - START ANYTIME
This course covers the skills necessary to succeed in the workplace, including topics such as critical thinking, communication, taking initiative, leadership, and financial literacy. It also covers creativity and innovation, flexibility and adaptability, and social and cross-cultural skills. This is a 69 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Practical Math for the Workplace
$145
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
For anyone interested in acquiring the skills needed to understand and perform common business activities such as payroll, banking, invoicing, and purchasing. Business owners and managers will find this course particularly beneficial in providing a clear and understandable insight into the basic mathematical skills and processes needed to perform financial tasks required in the workplace. This course provides a basic foundation for understanding the practical applications of mathematics in common workplace activities.
GET IN

GET OUT

GET WORKING

CHOOSE ONLINE CAREER TRAINING
DESIGNED TO GET YOU WORKING!

Train with Winona State University and Career Step to gain the skills you need to quickly start a rewarding new career in an in-demand field. Available programs include:

• Medical Coding and Billing
• Medical Transcription and Editing
• Microsoft Office 2010
• Pharmacy Technician

Call today to find out why 84% of Career Step graduates get jobs!

WINONA STATE UNIVERSITY
Adult & Continuing Education

1-877-225-7151 • CareerStep.com/wsue
Online Non-Credit/CEU Courses

HEALTH

Dementia Care

$495

FEBRUARY 1-MARCH 25 | APRIL 6 - MAY 29 | JUNE 1-JULY 24

As baby boomers age, the 21st century workforce is challenged to care for an exponentially growing population of persons with dementia. This course provides essential knowledge and understanding about neurological diseases that affect cognition and memory, and practical application of effective skills for supporting persons with dementia. Nearly all disciplines benefit from expertise in Dementia Care Specialists, as do families of persons with dementia. Come away with increased knowledge in how to care for persons with dementia. Expertise in this growing area of human services also enhances your resume.

Dementia for Family Caregivers

$149

FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1

Designed for family caregivers dealing with Alzheimer's disease, Vascular dementia, Lewy-Body Dementia or other conditions which cause significant memory problems. In addition to basic information about dementia, this 4-week course will cover essential elements to address throughout the illness, common health complications, and tips from professional care providers who deliver person-centered care. Use of materials and internet will facilitate learning and maximize competence in care-giving beyond the end of the course. Your instructor is an authority on dementia.

For Parents of Boys

$195

MARCH 7 - APRIL 1 | JUNE 6 - JULY 1

Boys learn differently than girls, get worse grades than girls, and face certain challenges in school. Find out how you can help your son succeed more in school. Discover why males do 30% less school work than females, fidget more, like new and hard challenges, and more. Then take home 9 tips for helping your boy learn and succeed more in school. You'll also find out something new about how you learn.

Success and Aging Parents

$149

FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1

Know more about taking care of your loved one. Geared towards family and friends of an elderly person, including spouses/significant others, parent-child, elder-other relative, friends, even long-distance caregivers. You will get essential information that caregivers or care partners need to know as you care for an older adult. Learn how to prepare for changes in personal relationships when taking on caregiving roles. Improve your understanding of resources and the long-term care services and supports available. Come away with a developed confidence in techniques in assisting others with variety of needs. This course will also be useful for health program students and emerging professionals.

Spanish for Medical Professionals

$145

MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29

Are you frustrated by the communication gap that can occur between you and your Spanish-speaking patients? If you answered yes, this Spanish class - designed specifically for healthcare professionals - will help you bridge that gap. You will practice the basic, practical language skills needed to effectively communicate with your Spanish-speaking patients and their families. You will learn the basics of the language, gain an understanding of the culture, and know how to ask the questions crucial to quality healthcare. Whether you speak some Spanish and need a refresher, or speak no Spanish, you will complete the course with the skills you will need to effectively communicate with your Spanish-speaking patients.

Spanish for Medical Professionals II

$145

APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26

If you understand basic Spanish, or if you have successfully completed Spanish for Medical Professionals, Spanish for Medical Professionals II will help you expand your knowledge of the Spanish language. You will learn about the near future, present progressive, the command or imperative tenses, direct objects, increase your medical vocabulary and practice interviewing patients, taking health history, diagnosing, giving instructions, and prescribing medication. You will improve your communication skills with your Spanish speaking patients and conquer the frustrating communication gap that can occur.
HEALTH

Certified Professional Health Care Compliance Officer, Self-Paced
$299

Self-paced online class - start anytime
This course prepares you to become certified Health Care Compliance Officers. Individuals develop an understanding of the key requirements needed to effectively develop, implement, and monitor a health care compliance program for their practices or help others in their compliance efforts, which are based on governmental regulatory guidelines. You will emerge from this course fully prepared to sit for the AAPC’s Certified Professional Compliance Officer (CPCOo) certification exam. The certification exam itself is not part of this course. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Certified Professional Medical Auditor 2.0, Self-Paced
$399

Self-paced online class - start anytime
The Certified Professional Medical Auditor course is designed to prepare individuals to become Certified Professional Medical Auditors (CPMA). Individuals will be able to use their experience with coding and documentation guidelines in order to improve their practice’s revenue cycles. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Cultural Competence for Healthcare Providers, Self-Paced
$149

Self-paced online class - start anytime
This course shows students how to develop and strengthen their ability to effectively interact with diverse groups of people. Students will gain an understanding of how individuals and systems provide quality care to patients with diverse values, beliefs and behaviors. They will also learn how to tailor health care delivery to meet patients’ social, cultural, and linguistic needs. In addition, students will become aware of their own cultural influences and how they may affect perceptions, diagnoses and interactions with patients and colleagues. Finally, students will learn how cultural competence serves both as a vehicle to increase access to quality care for all patient populations and as a business strategy to attract new patients and market share. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

NEW!  Professional Medical Coding and Billing ICD-10
$2,995.00

Self-paced online class - start anytime
The Professional Medical Coding and Billing program prepares students for the Certified Coding Associate (CCA) and Certified Professional Coder (CPC) certification exams. Students learn healthcare information management, reimbursement methodologies, medical terminology, anatomy, pathophysiology, and pharmacology as well as studying the ICD-10, CPT, and HCPCS code sets in an extensive practical section that gives them valuable hands-on experience before graduation. In addition to one-on-one support from experienced instructors throughout the course and access to personalized graduate support after graduation, students receive ebooks, industry codebooks, access to an online reference library, and a voucher for one of the national certification exams.
NEW! Medical Transcription & Editing
$2,995.00

Self-paced online class - start anytime
Approved by the Association for Healthcare Documentation Integrity (AHDI), the Medical Transcription & Editing program focuses on teaching the skills needed to work as a medical transcriptionist and medical transcription editor. Students study medical terminology, anatomy, healthcare documentation, and editing theory and technique as well as developing and practicing their typing and listening skills on hundreds of authentic, employer-provided dictations from a variety of specialties. In addition to one-on-one instructor support and personalized graduate support, enrollment includes ebooks, a transcription foot pedal, an AHDI membership, a subscription to an online reference library, and a voucher to take the RHDS exam.

NEW! Medical Terminology Basics (InterCECT)
$299

Self-paced online class - start anytime
This course will introduce the building of medical words including prefixes, suffixes, and combining forms from Greek and Latin word parts and the rules for connecting them to form medical terms. Special emphasis is placed on spelling, pronunciation, and definition of medical words. A foundation is created for the continued development of medical vocabulary.
Online Non-Credit/CEU Courses

HEALTH

Customer Service for Health Care, Self-Paced
$299

Self-paced online class - start anytime
This course provides participants with the basics of customer service for individuals seeking to work in the healthcare industry. In the past few years, the Centers for Medicare & Medicaid services have implemented a customer service survey called HCAHPS. The initiative is to measure patients' satisfactions and perspectives on hospital care. The uniqueness of the HCAHPS survey also provides patients with a transparent viewpoint of their local hospitals and they may choose to which competitor they would like to return their investments. In response to the HCAHPS course, as well as the application of the new Patient Protection and Affordable Care Act, health care facilities are reevaluating customer service and implementing new patient service standards and regulations in their facilities. The goal of this course is to provide you with insight to the HCAHPS survey as well as the tools to provide excellent customer service in your field. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

HIPAA Privacy Rule Training for Health Care Organizations, Self-Paced
$50

Self-paced online class - start anytime
This course provides a foundation for all learners to the Health Insurance Portability and Accountability Act (HIPAA). The course defines HIPAA and introduces its most current information, including privacy rules and security rules, and provides students with opportunities to locate information on the HIPAA. Students are encouraged to consider HIPAA from the perspective of the patient as well as the Covered Entity. In addition, students are introduced to the HITECH Act and its impact on electronic medical records. At the end of the course, students will be able to implement safeguards with HIPAA. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

ICD 10 CM and ICD 10 PCS Level 101 (InterCECT)
$29

Self-paced online class - start anytime
This course will provide the information needed by coding professionals to make critical assessments. It will also help to identify the education they might need in preparation of the October 1, 2013 implementation.

ICD-10, Self-Paced
$349

Self-paced online class - start anytime
This course provides individuals with an overview of the ICD-10 for both diagnosis and procedure coding. It covers the transition from ICD-9 to ICD-10 and reviews the changes and updates. Participants will learn the new codes, the structure, and nature of the characters. You will also learn how to use the appropriate reference manuals and guides to create diagnosis codes from the ICD-10-CM and procedure codes from the ICD-10-PCS. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
Online Non-Credit/CEU Courses

HEALTH

ICD-10: For Allied Health Professionals 2.0, Self-Paced
$199

Self-paced online class - start anytime

The ICD-10: For Allied Health Professionals course will provide allied health professionals with key information regarding the transition from ICD-9-CM to ICD-10-CM/PCS. This short course will present an overview of ICD-10, the changes that practitioners will need to know about in order to provide accurate information to medical billers and coders, and other important aspects of ICD-10 that relate directly to ensuring appropriate coding and payment. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

ICD-10: For Physicians, Self-Paced
$199

Self-paced online class - start anytime

The ICD-10: For Physicians course will provide physicians with key information regarding the transition in medical billing from ICD-9 to ICD-10. This short course will provide an overview of ICD-10 and the changes that physicians will need to know in order to provide accurate information to medical billers/coders. You will also learn about other important aspects of ICD-10 that directly relate to ensuring appropriate coding and payment. This is a 19 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Introduction to Medical Law and Ethics, Self-Paced
$149

Self-paced online class - start anytime

This course introduces you to legal and ethical issues related to the health care setting. This course provides individuals with an overview of the laws and professional requirements that regulate the delivery of health care, including HIPAA, the Patient’s Bill of Rights, and standard of care. You will also gain an understanding of the ethical and moral issues that health care professionals may encounter. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Introduction to Pharmacology, Self-Paced
$149

Self-paced online class - start anytime

This course provides an overview of the principles and basics of pharmacology, including terminology, laws and ethics, and clinical concepts. Individuals will be presented with the basics of pharmaceutical arithmetic, including abbreviations, system conversions, and basic pharmaceutical problem solving. This course also introduces the principles of clinical application, including basic pharmacokinetics, dosage forms, and drug administration. Individuals will gain the basic knowledge and skills necessary to apply pharmacology to other disciplines of healthcare. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Overview of Electronic Health Records and Clinical Software, Self-Paced
$199

Self-paced online class - start anytime

This course introduces participants to the electronic health record (EHR). You will gain a thorough understanding of both the terminology of EHR systems and the practical use of such systems in a health care provider office setting. You will also learn about problem lists, assessments, prescription/medication management, exam notes, and diagnostic orders and results. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
Online Non-Credit/CEU Courses

HEALTH

Patient Access Specialist, Self-Paced
$299
Self-paced online class - start anytime
This is one of five courses comprising the Patient Access Specialist Program. This course introduces individuals to the many roles and responsibilities encompassed by the Patient Access Services department in a hospital setting. You will also learn about the delivery of the critical components of the revenue cycle and compliance issues with regulatory agencies. In addition, the course will provide you with an understanding of the role of correct patient identification practices in maintaining patient safety and the need for extraordinary customer service skills in difficult situations. Finally, you will gain the skills and knowledge required to sit for the Certified Healthcare Access Associate certification exam. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Professionalism in Health Care, Self-Paced
$149
Self-paced online class - start anytime
This course offers a primer on professionalism in the health care industry. This is a 26 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Survey of Medical Law & Ethics, Self-Paced
$79
Self-paced online class - start anytime
This course provides an overview of the legal and ethical issues found in the health care setting. The course will cover the laws and professional requirements that regulate the delivery of health care, which include HIPAA, the Patient’s Bill of Rights, and standard of care. Individuals will also gain an understanding of ethical and moral issues that health care professionals may encounter. This is a 19 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Survey of Medical Terminology, Self-Paced
$79
Self-paced online class - start anytime
This course offers a primer on common medical terminology for individuals new to the health care industry, providing a survey of medical terminology, symbols and abbreviations, and the application of this new language in the field of health care. This is a 19 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Survey of Pharmacology, Self-Paced
$99
Self-paced online class - start anytime
This course offers a primer on the principles and basics of pharmacology, introducing individuals to the principles of clinical application, including basic pharmacokinetics, dosage forms, and drug administration. You will gain a brief introduction to the knowledge and skills necessary to apply pharmacology to other disciplines of health care. This is a 19 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Universal Precautions, Self-Paced
$50
Self-paced online class - start anytime
This course supplies training and information on the OSHA Bloodborne Pathogens Standard for individuals at risk of occupational exposure to blood and other potentially infectious materials (OPIM). This OSHA standard is a federal mandate requiring the use of Universal Precautions and other engineering and work practice controls to provide a safe workplace for those employees. Exposure to blood and OPIM could result in transmission of bloodborne pathogens, which could lead to disease or death. This is a 13 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
Change Management Skills for Human Resource Professionals

$245

MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29

Strategically applying/utilizing the various disciplines within human resources in order to cause organizational change and add value is often referred to as “change management.” HR professionals are increasingly being asked to develop the personal skills and attitudes for implementing change as well as a technical understanding of how to apply the tools for change. In this class participants will learn how to successfully plan, implement, communicate, create employee involvement and commitment, and add value during change. This class is beneficial to human resources professionals within organizations or those seeking to enter the field of Human Resource Strategy Consulting.
Online Non-Credit/CEU Courses

IT and Software Development

**CompTIA A+ 3.0, Self-Paced**  
$549

**Self-paced online class - start anytime**
This course provides individuals with the basic knowledge and skills necessary for a career in PC support. The course is designed to fully prepare you to sit for and pass the CompTIA A+ 220-801 and 220-802 certification exams. Topics include installation, configuration, preventative maintenance of PC hardware components, and the basics of networking, security, visualization, desktop imaging, and deployment. Individuals will also gain knowledge of diagnostic and troubleshooting processes for various types of technical issues. This is a 75 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**CompTIA Network+ 2.0, Self-Paced**  
$549

**Self-paced online class - start anytime**
This course provides individuals with the basic knowledge and skills necessary to become an IT network practitioner. This course is designed to fully prepare you to sit for and pass the CompTIA N+ certification exam. Students will gain the knowledge and skills necessary to manage, maintain, troubleshoot, install, operate, and configure basic network infrastructure as well as describe networking technologies, understand basic design principles, adhere to wiring standards, and use testing tools. This is a 60 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**Java Programming Fundamentals 3.0, Self-Paced**  
$1,599

**Self-paced online class - start anytime**
This course should enable you to be able to sit for and pass the Oracle Java Certification - Associate level. This is a 112 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

**Mobile Applications: Android, Self-Paced**  
$299

**Self-paced online class - start anytime**
This course provides individuals with the knowledge and skills necessary to develop Android mobile applications for the commercial market. You will learn to build robust, commercial-grade Android applications, and will gain an understanding of how to extend application functionality. The course will also cover the steps to finalize applications for external release. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
Online Non-Credit/CEU Courses

Mobile Applications: HTML5 3.0, Self-Paced
$299

Self-paced online class - start anytime
This course introduces individuals to HTML5 technology. You will learn about basic HTML, CSS, and Javascript, and will be introduced to the more complicated new features of HTML5. You will receive hands-on experience building web pages and mobile applications using HTML5. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Mobile Applications: iOS 6 3.0, Self-Paced
$299

Self-paced online class - start anytime
This course provides learners with an introduction to iOS technology. Learners will learn how to design and build dynamic, commercial-grade mobile applications for the iPhone, iPad, and iPod Touch. The course will provide individuals with a comprehensive understanding of the iOS mobile user interface and the experience and maintenance of applications. Finally, you will learn how to create successful user interfaces for your iOS applications. This is a 41 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Search Engine Optimization 3.0, Self-Paced
$149

Self-paced online class - start anytime
This course introduces individuals to the basic principles and strategies of Search Engine Optimization (SEO). You will learn how SEO can be used to market websites and companies, and will gain an understanding of the strategies, techniques, and tools used to optimize the information they present online to improve visibility using search engines. This is a 19 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Computer Concepts, Self-Paced
$150

Self-paced online class - start anytime
This course provides students with very basic skills on how to operate a computer and function within a digital environment. Students will explore a computer’s hardware and software, as well as use the internet for either job search or basic workplace purposes. This is a 26 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
LEADERSHIP

Developing Your Leadership Skills
$145
MARCH 7 - APRIL 1 | MAY 2-27 | JUNE 6 - JULY 1
Especially for future and emerging leaders in Gen Y, come discover the key concepts of being a leader and the best strategies for developing your leadership skills and influence. Learn the unspoken secrets that leaders know and the strategies they employ/exhibit in for influencing others. Leadership skills are acquired and learned. The action takes place in attending meetings, running meetings, interacting with others 1:1, and employing successful techniques to convince and influence others. You can become a leader if you know the do's and don'ts; what to say, what not to say; what to do, what not to do.

Developing Your Professional Career
$145
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Have you ever wondered how do I get to that next level in my career? What does it take? This course will help you identify those skills that all great leaders possess, while learning new skills that will help take you to the next level. Whether you are leading a department or an organization you will gain the knowledge you need to be successful. Learn how to incorporate a developed image and communication skills that will rocket you to that next level.

Entrepreneur Boot Camp
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Starting a business is something that all of us have thought about at one time or another. Everyone wants to be their own boss. Yet statistics show that most businesses fail within the first five years. This course provides insight into the characteristics, knowledge and skills needed to become a successful entrepreneur. At the end of this course, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage your new business.

Executive Leadership in the 21st Century
$395
MARCH 7 - APRIL 1 | MAY 2-27 | JUNE 6 - JULY 1
Our economy is moving swiftly out of the industrial age into the new economy of the Internet, knowledge and innovation. Executive leaders require a new perspective on the external environment, and new tools to lead one's internal organizational structure and way of doing business. Discover information not available anywhere else about how the marketplace and business is changing. Then find out what executive leaders need to know about the new economy to position your organization for success moving forward. The nationally acclaimed book, Nine Shift: Work, Life and Education in the 21st Century, by William A. Draves and Julie Coates, is included in your course fee.

First Line Supervision and Leadership, Self-Paced
$149
Self-paced online class - start anytime
This course provides participants with an overview of general supervision concepts and methodologies. It helps you to understand requirements for making the transition to first-line leadership, and introduces the paradoxes of first-line supervision. You will examine the role of a supervisor, qualities of an effective leader, and develop strategies for effective communication, management, and training. The course also explores team development and technological factors that affect leadership. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
**How to Avoid Fatal Leadership Errors**

$295

**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**

Discover how fatal leadership errors begin. Review cases of real leaders in business, education, and government who experienced initial success but ultimately failed because of their own actions. Find out the leading fatal leadership errors, inappropriate dispositions and attitudes, and lack of knowledge and skills. You will take away several practical recommendations to help you minimize these errors and help you perform your leadership role to an optimal level of efficiency.

**How to Manage Conflict in the Organization, Self-Paced**

$149

[CLICK HERE TO REGISTER]

**Self-paced online class - start anytime**

This course provides an overview of the effective ways to manage conflict in the workplace, identifying types of conflict and providing participants with techniques for eliminating conflict. Participants will examine the different types of conflict resolution and identify differences between interpersonal and structural conflicts in the workplace. Participants will also learn why it is important to resolve conflicts in the workplace. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
LEED GREEN WORKPLACE

LEED 205: Green Buildings and LEED, Preparing for the LEED Green Associate Exam 2.0, Self-Paced
$595

Self-paced online class - start anytime
This course examines green design, construction, and operations concepts that are fundamental to the LEED green building rating system. It will prepare you to sit for the LEED Green Associate exam given by USGCB. The course will cover LEED intents and concepts at the credit category level as well as strategies and synergies. Other topics covered in this course include LEED corporate social responsibility, integrated project team(s), environment and social and economic impact of sustainability strategies and actions. LEED metrics and LEED referenced standards are addressed throughout the course.

LEED 210: Green Building Core Concepts and Strategies for Construction Management 3.0, Self-Paced
$299

Self-paced online class - start anytime
This course examines the intent and environmental, social, and economic impact of the green building core concepts that are fundamental to LEED. It is intended for those who are seeking to support and advance sustainability and green building in construction management. The course will review green building issues and core concepts of the LEED framework unique to facilities management settings, as well as the key roles supporting sustainability in these settings. This course will provide the skills and knowledge for learners in the construction management field to become leaders in sustainability efforts and allow them to identify opportunities for growing this role in the future.

LEED 210: Green Building Core Concepts and Strategies for Facilities Management 3.0, Self-Paced
$299

Self-paced online class - start anytime
The LEED 210: Green Building Core Concepts and Strategies for Facilities Management course examines the intent and environmental, social, and economic impact of the green building core concepts that are fundamental to the LEED (Leadership in Energy and Environmental Design) green building rating system. This course will review green building issues and core concepts of the LEED framework unique to facilities management settings, as well as the key roles supporting sustainability in these settings. In addition, this course will provide the skills and knowledge for learners to become leaders in their organization's overall sustainability efforts and allow them to identify opportunities for growing this role in the future.

LEED 210: Green Building Core Concepts and Strategies for Healthcare 3.0, Self-Paced
$299

Self-paced online class - start anytime
The LEED 210: Green Building Core Concepts and Strategies for Healthcare course introduces students to green design and operations concepts that are fundamental to LEED, and relates these concepts to the health care industry. Students will investigate concepts such as LEED corporate social responsibility, integrated project team(s), environment, social and economic impact of sustainability strategies and actions, and green building issues unique to the healthcare industry. They will also gain the skills and knowledge they need to become leaders in their organization's overall sustainability efforts and allow them to identify opportunities for expanding this role in the future.
**LEED 210: Green Building Core Concepts and Strategies for Services and Hospitality 3.0, Self-Paced**

$299

**Self-paced online class - start anytime**

The LEED 210: Green Building Core Concepts and Strategies for Services and Hospitality course examines the intent and environmental, social, and economic impact of the green building core concepts that are fundamental to the LEED (Leadership in Energy and Environmental Design) green building rating system. This course will review green building issues and core concepts of the LEED framework unique to the services and hospitality industry, as well as the key roles supporting sustainability in these settings. In addition, this course will provide the skills and knowledge for learners to become leaders in their organization’s overall sustainability efforts and allow them to identify opportunities for growing this role in the future.

**LEED AP + Building Design & Construction**

$795

**FEBRUARY 1-MARCH 25 | APRIL 4 - MAY 29 | JUNE 6 - JULY 24**

Discover the real-world application of Green Building Design and Construction practices on LEED projects. Prepare yourself for the LEED AP+BD&C accreditation exam that (after passing) will allow you to operate as a successful LEED practitioner on and off job sites. The LEED Rating System is the industry leader in Green Building Design and Construction, and has driven market transformation in both the public and private sectors over the past decade. This innovative system is continually evolving to providing guidelines for specifying, designing, building and tracking sustainable best practices for site, water, energy, material and indoor air quality. As a result, numerous building codes such as the International Green Construction Code follow many of the LEED principles, and Federal Agencies along with many corporate policies mandate LEED certification to provide the environmental, economic and social benefits that these buildings have proven to possess. You will learn the tools, knowledge and materials necessary to pursue new opportunities in the growing green field as a LEED AP+ BD&C accredited professional ready to work on the next billion square feet of LEED Certified commercial space!

**LEED V4 Accredited Professional for Existing Buildings: Operations : Maintenance Exam Prep & Study Group**

$795

**FEBRUARY 1-MARCH 25 | APRIL 4 - MAY 27 | JUNE 1 - JULY 29**

This study group covers the concepts and strategies of the LEED for Existing Buildings Operations & Maintenance Rating System and is intended for design, construction and real estate professionals, building owners, and anyone who wants to develop their knowledge in this area. The course will prepare students to earn the LEED for Existing Buildings Operations & Maintenance Accredited Professional (LEED AP O+M) credential from the Green Building Certification Institute. This exam tests the knowledge and skills necessary to participate in the operation and maintenance of existing buildings that implement sustainable practices and reduce the environmental impact of a building over its functional life cycle. Please note that experience on a LEED project is an eligibility requirement to sit for this exam. Students examine case studies of LEED for Existing Buildings Operations & Maintenance certified building projects, concepts of integrated design, third-party verification and the LEED administration process.

**LEED V4 Green Associate Exam Prep & Study Group**

$695

**FEBRUARY 1-MARCH 25 | APRIL 4 - MAY 27 | JUNE 6 - JULY 29**

This course covers the fundamental concepts of green building and is intended for design, construction and real estate professionals, building owners, or anyone who wants to develop their knowledge in this area. The course will prepare students to earn the LEED Green Associate credential from the Green Building Certification Institute and fulfill the eligibility requirement to sit for the exam. Students examine case studies of LEED certified building projects, concepts of integrated design, third-party verification and the LEED administration process. In each of the first seven Units we cover all specification sections listed by the Green Building Certification Institute as exam content areas. The final Unit focuses on exam preparation. You will examine case studies of LEED certified building projects, concepts of integrated design, third-party verification and the LEED administration process. Kelly Gearhart, your instructor, holds the designations LEED AP BD+C, LEED AP O+M, and will answer your questions in the online discussion.
Online Non-Credit/CEU Courses

MANAGEMENT

Revenue Generation for Nonprofits
$495
FEBRUARY 1-MARCH 25 | APRIL 4 - MAY 27 | JUNE 1 - JULY 29
Build revenue streams for your non-profit organization. They are essential not only to keep your doors open but also to expand your services. Discover how to increase revenue from your current activities. Develop strategies for building new ones. Know how to effectively set prices or fees. Understand the 20% that generates 80% of your revenue. These are basic concepts that will yield greater results. After taking this course you will have the knowledge to improve your revenue generation and generate a better surplus.

Program Evaluation for Nonprofits
$245
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Enhance your understanding of program evaluation within the nonprofit context. Find out how to improve your evaluation planning, data collection, data analysis and data use. Special attention will be paid to the real-world challenges that organizations may face when conducting evaluation, including staff time, costs and reporting evaluation results to funders. By the close of the course, you will have a complete program logic model and evaluation plan ready for implementation.

Introduction to Project Management
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
In today's business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholder for quick resolution, including project cancellation. Project management is one of the fastest paths to promotion by increasing your network through greater exposure. You will have the skills, tools and templates to confidently develop and maintain a project. An overview of salaries, certification costs, education and experience requirements are provided.

Managing Multiple Projects, Self-Paced
$149
CLICK HERE TO REGISTER
Self-paced online class - start anytime
This course provides an overview of the principal areas of managing multiple projects, introducing the participant to the importance of effective project management in the workplace. Participants will examine the key skills and methods related to project management and learn how to develop and apply those skills. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Project Management Processes
$195
MARCH 7-APRIL 1 | MAY 2-27 | JULY 5-29
Acquire a well-rounded knowledge of the five Project Management Processes relating to the Project Management Body of Knowledge (PMBOK) Guide. This basic information will assist you in learning the beginnings of Project Management, whether you are interested in project management, in a project management field, or in any line of work. Come away with a solid foundation of the five processes to learn and use when any type of project occurs in your employment arena.

Leadership Principles
$145
FEBRUARY 1-26 | APRIL 4-29 | JULY 5-29
Especially for Gen Y (born 1980-1999), the course serves as the first of three in a series addressing the development of Generation Y leadership. Find out what it takes to become an effective leader. Discover your style of leadership. Discuss task completion, building relationships with your subordinates, becoming socially perceptive to changes in the workplace, utilizing your emotions in a positive and effective manner, and addressing challenging goals. Finally, the course offers the opportunity to perform a case study analysis of workplace conflicts that require effective leadership, allowing you to apply your unique leadership characteristics revealed through completing the class.
Online Non-Credit/CEU Courses

MANAGEMENT

Project Management Essentials, Self-Paced
$149

Self-paced online class - start anytime
This course provides an overview of the principle areas of project management, introducing the participant to the advantages and disadvantages of different organizational structures, as well as the phases of an effective project management system. Individuals will examine the key skills of a project manager, and learn how to develop and apply those skills for project success. Participants will learn how to create a project schedule, resource plan, and budget, and how to monitor and evaluate a project to manage time, cost, scope, and resources. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Project Management Knowledge Areas
$195

APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
In today's business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholders for quick resolution, including project cancellation. The Project Management Professional community does this through the five (5) Project Management Processes supported by the ten (10) Project Management Knowledge Areas. This course introduces the student to the ten (10) Project Management Knowledge Areas and their support role and relationships to the five (5) Project Management Processes.

Project Management Professional, Self-Paced
$1,195.00

Self-paced online class - start anytime
This course will assist students in preparation for the Project Management Professional (PMP®) exam. Students will learn the terminology, tools, and techniques required to take a project through all process phases from initiating to planning, executing, monitoring, and controlling through closing. In addition to providing students with an overview of key concepts from PMI's A Guide to the Project Management Body of Knowledge, Fifth Edition (PMBOK® Guide), this course is designed to build confidence and raise the students' chances of passing the PMP® Exam. This is a 54 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.

Project Risk and Cost Analysis, Self-Paced
$149

Self-paced online class - start anytime
This course provides an overview of the principal areas of Project Risk and Cost Analysis, introducing the participant to the importance of effective risk management in the workplace. Participants will examine the key skills and methods related to project risk and cost analysis, and learn how to develop and apply those skills. This is a 34 time-on-task hour course. Time on task refers to the estimated amount of time to complete all readings and assessment in a given course. Once the course has been accessed, students have 6 months to complete the course before access expires.
MANAGEMENT

NEW! Collaborative Management
$245
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Whether you manage or lead people, collaborative skills are essential to help harness the energy of groups and teams for maximum performance and productivity. Knowledge of collaborative skills will enable you to gain participation quickly, get input and buy-in for building consensus and plan for cooperation to get crucial projects completed. This course will help you explore the principles of collaborative management and gain insight on how to expand your collaborative skills for success of your team or organization.

Interview Skills
$295
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Acquire new skills in job interviewing. You should attend if you want to improve your chances for being hired for a position, as well as if you are a leader who wants to improve the results of your hiring practices. A recent study by The Society of Human Resource Management (SHRM) found that up to 75% of employee performance issues can be directly identified during the interview process. This class will help you identify the “red flags” during the interview process so that you can avoid all the expense and problems associated with a bad hire.

New 21st Century Strategies for Productivity and Time Management
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Time is even more valuable in this century than in the last. How effective you manage your time and productivity can affect your business and personal life in so many ways. You’ll get tips and techniques you won’t get anywhere else for managing time and increasing productivity. Whether you are managing your own time, or others’ time, come away with proven tips to put into practice on Monday morning.

Managing Generations in the Workplace
$175
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Get an understanding of managing workers in different generations in the workplace. Discover what motivates each generation at work, what incentives they respond to, and what messages they value. Generations X and Y are significantly different than the Boomer generation. Each generation has different expectations and styles of work in the workplace. Come explore the characteristics of the different generations in the workplace. Discover the current motivations of Boomers, Gen Xers and Gen Yers and what messages they value. Then identify practical, how-to tips and techniques for managing Boomers, Gen Xers, and Gen Yers in the workplace.

The Business Plan
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Whether starting a business or growing the one you have, a business plan serves as a roadmap and can help secure needed funding. In this course, you evaluate the many aspects and potential hurdles of the business and build the Business Plan, one step at a time. This practical, hands-on approach encourages you to immerse yourself in the vision and planning aspects of your business. Focusing on the most critical components of the Business Plan enables you to uncover hidden risks and assess the business from a marketing, management, and financial vantage point.

Entrepreneurial Marketing
$195
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
To succeed in today’s marketplace, entrepreneurs must know how to effectively market their product or service. This course offers you a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand, analyze which tactics to use, and implement your marketing plan. Whether you are starting a business or growing an existing one, you will take away practical marketing tips and tools that you can use to improve your marketing efforts.

Stress Management
$145
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Stress isn’t the enemy. It is our perceptions of stress that amp our anxiety and use up all our steam. Events happen every day. How we interpret those events can set the stage for how we feel and how we react to others. Reducing stress is as easy as understanding what stress is, understanding what stress is to you, and using that knowledge to restructure your thoughts. Turn stress into a stepping stone, not a stumbling block!
Supervisory & Leadership
$395
FEBRUARY 1-MARCH 25 | APRIL 4-MAY 27 | JUNE 6 - JULY 29
Your employees are your most valuable resources. Ensuring the efficiency of your team is the key to your success and is your most important responsibility. Get practical, easy to understand, and insightful methods for new and even experienced supervisors and managers. Learn about effective delegation, performance management, and writing performance reviews. Discuss the specifics of the supervisor’s role and responsibilities, and strategies for improving your overall effectiveness as a leader.
Take home practical information along with tips and techniques that can be applied at your job immediately.

Management Boot Camp
$295
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Enhance your management skills through this course for supervisors, managers, and emerging leaders. Nothing creates success like a solid foundation. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness through use of the DiSC personality profile (included). By the end of the course we will have you managing like a pro - quickly and with confidence.
NEW MEDIA MARKETING

Improving Email Promotion
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing. Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

Boosting Your Web Site Traffic
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results. No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

Online Advertising
$195
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach. No experiences necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.

Google Analytics
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard Google Analytics, a free online tool. You’ll understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website visitors. A must for anyone serious about leverage more success from their website.

Google +
$195
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Google+ has surpassed Twitter to become the second largest social network next to Facebook. Discover the best ways to use this popular and emerging social media platform to raise your online profile, and connect with current and potential new contacts. You’ll learn the advantages of using Google+, how it can help your organization to engage existing users and grow your base, and techniques for using the platform to create relationships, and expand your reach and knowledge in particular subject matter areas.

Google Apps for Business
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
Google has variety of web based applications and tools to help you become more productive, including Gmail, Google Calendar, Drive, Hangouts, Documents, Spreadsheets, Presentations, and more. Move beyond the basic features you figured out on your own. Be able to use them to work collaboratively and increase productivity. Learn how to run online meetings and webinars. Learn the ins and outs of all the tools Google has to help you become more productive and improve your work communication skills. You will learn time saving tips and strategies to get more done in your work and personal life.

Introduction to Inbound Marketing
$195
FEBRUARY 1-26
Inbound marketing is a process of using your website in a way that it attracts visitors naturally through search engines, the blogosphere, and social media. The average human today is inundated with more than 2000 outbound marketing interruptions per day - and we’re all figuring out how to block them. Caller ID, spam filters, TiVo, and satellite radio are all things we use today so that we can avoid being marketed to. In this course, you will discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email address, and how to implement lead-nurturing campaigns that result in sales. Your instructor is a director of marketing for an international association and writes and speaks on the topic.
NEW MEDIA MARKETING

Content Marketing
$195
MARCH 7 - APRIL 1
You have a website, but why will your customers want to come back or buy something or take action? Do you really know who you are selling to? Do you know what you want to say to them? Do you know how you want to say it? Discover ways to identify who your ideal audience is. Learn how to create content that is engaging and purposeful. Find out what you want to say to them. Explore where you want to say it. And finally, find out how you want to say it. In one month, you will be better equipped to create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors.

Advanced Inbound Marketing
$195
APRIL 4-29
Get under the hood of inbound marketing and learn how to monitor measure and manage the integrated results of your inbound marketing activities at a more advanced level. We'll focus on the data that actually matters and how it is influenced by visitor/user engagement. Gain deeper insights into user behavior; learn how to track meaningful conversions, measure visitor engagement and how to use landing pages more effectively - including how to create forms that get results.

Mobile Marketing
$195
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
More than half of US consumers who've made a purchase on their smartphone have done so in response to a mobile marketing message. Analysts forecast smartphone sales will surpass 1 billion by the end of 2016. China hit around 986.3 million mobile connections in December 2012. In the UK, mobile marketing is a multi-billion pound industry. Obviously, the way consumers are interacting with brands and connecting to the world is evolving. If phrases such as location based marketing, mobile payments, QR codes, applications, mobile coupons and social networks almost cause you an anxiety attack, this class is for you. Increase your understanding of the mobile experience, especially smartphones and how you can leverage their capabilities to retain current customers and gain new ones.

Creating Cell Phone Apps for your Business
$245
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
It seems that nearly everyone is carrying and using a smartphone these days. Whether you favor the Android, iPhone or Blackberry platforms, once you get used to having Internet access with you “everywhere” you go, it’s hard to be unplugged. Smart organizations across the globe are investing in building smartphone applications. The challenge with traditional smartphone applications is that development is highly technical and very expensive. In this four week course, we will provide you with step-by-step instructions on how non-technical users can build, deploy and market smartphone applications across Android and iPhone platforms. This course is ideal for business owners and executives who want to understand how smartphone applications can be inexpensively built and also for technical users who want to understand to how quickly deploy smartphone applications.

Advanced Mobile Marketing
$245
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Come get the knowledge needed to implement a mobile marketing plan for your organization. Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Learn how to promote your app on the web, building a landing page for your app, and advanced tracking of your application usage. Then take home a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success. You will leave this course with the knowledge to implement a mobile marketing plan for your organization.

Video Marketing
$245
FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1
Sight, sound and motion are much more compelling than static words on a page. Video is very hypnotic and it quickly speeds up the “know, like and trust,” factor with your audience. In this course you will discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness. Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business 24/7 -- even while you sleep.
NEW MEDIA MARKETING

**Powerful Presentations & Effective Speaking Techniques**

$195  
**FEBRUARY 1-26  |  APRIL 4-29  |  JUNE 6 - JULY 1**  
Nearly every job or business has an element of speaking, presentations, or sales. This course will allow you to master all three and accelerate your success in every aspect of your career. Learn everything from voice and speech basics like proper breathing, diction and enunciation, all the way to specific presentation templates and techniques that will allow you to deliver your presentations with ease and confidence. From the board-room, to the class-room, to speaking for thousands of people, there are several critical factors that every speaker must master. You will learn how to effectively deliver a presentation to one person across the table, in front of a small group in a boardroom, from stage for a large audience, and host tele-seminars or webinars online.

**Workplace Ethics and Etiquette**

$145  
**FEBRUARY 1-26  |  APRIL 4-29  |  JUNE 6 - JULY 1**  
For entrepreneurs, managers or anyone in the workplace, understanding workplace ethics and etiquette is critical to individual and organizational success. Discover new information about the related but different concepts of business ethics and etiquette. Learn the how-to’s of making ethical business decisions. Then find out the 5 secrets of how to interact properly in business and social settings to improve your communication and networking skills.

**Designing Successful Webinars**

$195  
**MARCH 7 - APRIL 1  |  MAY 2-27  |  JUNE 6 - JULY 1**  
Webinars are a hot new meeting format that save money and reach more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more. The technology is simple, but good webinar presentation techniques are critical. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

**Evernote**

$195  
**MARCH 7 - APRIL 1  |  MAY 2-27  |  JULY 5-29**  
Save project inspiration you find online and in the real world with Evernote. Snap a picture, record audio, clip entire webpages. Save all kinds of information (documents, hand written notes, audio, images) in one place. Record meetings, store files, save receipts, scan contracts and store contracts. Create a digital file cabinet for all of your projects, documents and to-dos; add multiple layers of organization using notebooks, notebooks stacks and tags. Find what you need fast. Search by keyword or tag and quickly find what you are looking for (even typed and handwritten text inside of attached photos, images, PDF, documents, spread sheets and presentation).
## NEW MEDIA MARKETING

### YouTube for Business
$245
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**
Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people. Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features. YouTube can enhance your current marketing and communication strategy. After attending this course you will take back proven strategies and techniques for making YouTube work successfully for your organization.

### Twitter
$195
**FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1**
Twitter is a hot social media platform these days - and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers - and discover the best ways to create relationships and network with your key constituents. You will find out the best - and easiest - techniques for successful interactions in the Twitterverse.

### Facebook for Business
$245
**MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29**
Find out what goes on behind the scenes on Facebook Pages and how to increase the chances that your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach. Discuss how to adapt your marketing message for the Facebook platform and how to integrate Facebook across all marketing areas. This is an advanced class and assumes you have started a Page on Facebook and have some basic knowledge of the platform. Includes the most current updates Facebook has made to Pages.

### LinkedIn for Business
$195
**APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26**
LinkedIn is the most popular business social network and the website for professionals to network, build business relationships, and provide or receive referrals. Most people rarely get beyond setting up a profile and therefore miss out on all the advanced features that have come to make LinkedIn so popular. Learn how to set up your personal profile so that it gets noticed by others. Discover how LinkedIn can be used to generate leads, recruit new employees, and find new jobs. This class will cover all the intricacies of LinkedIn to help you create, customize, and optimize your presence on LinkedIn.
SOCIAL MEDIA FOR BUSINESS

Introduction to Social Media
$195

FEBRUARY 1-26 | APRIL 4-29 | JUNE 6 - JULY 1

Get involved in the move from in-person to online communication. Learn what social media is and its role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social media.

Marketing Using Social Media
$195

MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media including Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization. Your instructor is a director of marketing for an international association, and writes and speaks on the topic.

Integrating Social Media in Your Organization
$195

APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26

Take away a practical strategy and techniques for implementing social media for your organization or business. Learn how to create your own private social network using Ning, work socially using Google Docs and calendars, and move your web site to an interactive Web 2.0 site. Then your instructor will help you choose which social media tools are right for your situation, and then integrate them into your web site to develop a social media strategy for your organization.

Social Media Strategies (InterCECT)
$595

CLICK HERE TO REGISTER

JANUARY 18 - FEBRUARY 29

Social Media offers almost any business unprecedented access to a much larger audience. Unlike traditional forms of marketing, social media is inexpensive and in many cases, free. This levels the playing field and makes it possible for even the smallest company to make an impression. This course is designed to train the front lines in a profession related to social media. We will cover 6 areas of content that will prepare professionals for the changing industry of social media.
Designing Successful Webinars
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JUNE 6 - JULY 1
Webinars are a hot new meeting format that save money and reach more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more. The technology is simple, but good webinar presentation techniques are critical. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

Managing & Marketing Webinars
$195
APRIL 4-29 | JUNE 6 - JULY 1 | AUGUST 1-26
Boost your success with webinars by getting the most advanced and latest information on managing and marketing webinars. Find out when and how often to promote webinars, how to do follow up promotion to those who click-through on your initial emails, and how to generate more leads and inquiries. Discover our unique needs assessment model, and take back our 5 secrets to creating high response surveys. Market research can be simple, no-cost and effective, lowering your risks. Then take home our webinar planning timeline with the ideal timeframe for planning and marketing webinars for maximum success.

Fostering Online Discussion
$195
MARCH 7 - APRIL 1 | JULY 5-29
Being engaged with your online learners throughout the course is one of the three biggest weaknesses of online teachers. It is also one of the three biggest ways to take your online course to the next level, making it a superior learning experience for your learners. Come experience how to do it from the creator of the concept and practice of ‘continual engagement’ in teaching. Discover how to build student success through your interaction, how to give online learners feedback, communicating with them about everything from subject matter to delicate issues to grading. You will come away with advanced, practical, how-to tips from one of the foremost authorities on fostering online discussion. And you will see how your instructor models great interaction and engagement in the online environment.

Developing Hybrid Courses
$195
MARCH 7 - APRIL 1 | MAY 2-27 | JULY 5-29
The rapid growth of on-line and other digital tools to deliver course materials has opened the door to many possibilities for expanding regular face-to-face courses or developing new ones. This is a great opportunity to reach broader audiences and add rich resources and materials to the topics you want to teach. Whether developing new or modifying an existing class, this four-week session will help you puzzle out how to take advantage of the best of both worlds. Use the strength of the face-to-face engagement and the power of the Internet to deliver great content, reach broader audiences and support different learning styles. The Hybrid or “flipped” classroom encourages students to learn at their own pace while also building on the unique exchanges that can happen in both the face-to-face class and on-line.

Gender in the Classroom
$145
MARCH 7 - APRIL 1 | JUNE 6 - JULY 1
Discover why girls waste 30% of their study time, why boys get worse grades than girls, why boys do less homework than girls, and the 5 learning habits girls get in school that hurts them in the workplace. Your female students learn differently than your male students. Discover how girls learn. Take away 10 top tips for helping girls learn more, and the 5 tips to help girls succeed more. Then discover how boys learn. Take away 10 top tips for helping boys learn more, and the 5 tips to help boys succeed more. Get info about research not available anywhere else.

Generational Learning Styles for K12 Teachers
$145
APRIL 4-29 | JULY 5-29
Regardless of your age, it is always helpful to increase your understanding of how your current students learn and what your future students might need. Students learn in a variety of ways, this course will focus on the influence of generational characteristics on learning styles. Your students learn differently than you do. Come find out how to help your students learn more and discover something new about yourself, too! We will explore fascinating information on the brain and how each generation has responded to their unique “cohort experience”. You will acquire the skills and information needed to facilitate Gen Y and the emerging generation of learners. Understand how your own generational characteristics impact your learning AND your teaching.
Online Learning and Teaching for K12 Teachers
$145
MARCH 7 - APRIL 1 | JUNE 6 - JULY 1
Discover the fascinating world of online learning and teaching. Specifically for K-12 teachers, you will find out why and how your students learn online. Find out about all the wonderful eTools being used, from drag-and-drop games to virtual labs. Then find out how you can begin to use the web in your own teaching. See why web-enhanced courses are being introduced in K-12 schools. Then take home online strategies for helping your students to learn more and preparing them for the workplace.

Students with ASD (Autism Spectrum Disorder)
$145
MARCH 7 - APRIL 1 | JUNE 6 - JULY 1
Today, every school in America has students who have been diagnosed with ASD (Austim Spectrum Disorder)—a neurological disorder on the autism spectrum. The effects of this disorder vary widely, but it is important for every teacher to understand how to recognize behaviors that may indicate ASD. In this course, you take away strategies for working effectively with ASD students. And you will find out how to work effectively with parents to create the most positive learning environments for children and teens with this disorder. The course is geared for K-12 teachers, but it is also relevant for counselors, faculty in higher education, parents and anyone else interested in understanding this important issue.

Social Media and Online Tools for K12 Teachers
$145
APRIL 4-29 | JULY 5-29
Facebook, Twitter, YouTube, it’s seems everyone, including your students, talk about ways the Internet let’s them stay in touch and see what others are doing. Since many of your students are already there, have you been curious if any of these tools might keep them engaged in your class? Do you ever wonder if there might be some time effective ways to communicate with their parents? GoogleDocs, Adobe ConnectNow, iGoogle, Flicker, animoto, earth album, Teacher Tube, blogs, virtual labs and yes, even Facebook and Twitter can help you add dimension and interest to your class. Discover tips to use a variety of social media and online tools to help your students. You will also spend some time discussing ways to overcome resistance you might encounter in using these programs. For any teacher interested in social media, from beginners to advanced social networkers.

Using Cell Phones in the Classroom
$145
APRIL 4-29 | JULY 5-29
Class, turn your cell phones - - on! Most of your students have cell phones, and now you can use this valuable tool in your classroom to engage and involve your students more in their learning. Discover how to implement cell phones in your classroom from a teacher who has done it successfully. Come away with a step-by-step how-to plan on enhancing your students’ learning, and your teaching.
NOW THAT THE KIDS ARE GOING BACK TO SCHOOL . . .

SO CAN YOU!

EXPLORE THE POSSIBILITIES

Undergraduate Degree Completion
Graduate Studies
Professional Continuing Education
Non-Credit Courses

www.winona.edu/adult-learners
continuingeducation@winona.edu
507.457.5080