

New Fall 2017 Certificate and Course Descriptions



NEW CERTIFICATES

NEW! WordPress Certificate

WordPress is the most popular content management system (CMS) for website and blog design. After successfully completing this course, you will know how to build a simple WordPress website or blog. Topics include introduction to CMS, WordPress installation and setup, page and content creation, administration, themes (selection, purchase, installation and setup), working with widgets and plugins, and more.

NEW! Website Setup

Social media and digital technologies, when understood and leveraged effectively, can enable you to find new clients and motivate these clients to take action in more efficient and strategic ways. Social media sales solutions can help you save time, save money and make money throughout the sales cycle from prospecting to referrals to closing sales.

NEW! WordPress Fundamentals

WordPress is the most popular content management system (CMS) for website and blog design. After successfully completing this course, you will know how to build a simple WordPress website or blog. Topics include introduction to CMS, WordPress installation and setup, page and content creation, administration, themes (selection, purchase, installation and setup), working with widgets and plugins, and more.

NEW! Advanced WordPress

Now that you have learned how to setup a WordPress website, it's time to learn advanced options and features of WordPress. You will learn how to modify WordPress web pages by hand-coding. You'll also learn about simple yet effective SEO techniques that improves your website ranking. We will also talk about very important on-going site maintenance and site security.

NEW! Productivity & Time Management Certificate

Maximizing productivity and the use of time is the primary way to increase profitability and organizational success for a growing number of people and their organizations. Successful businesses and work organizations are moving from counting hours sitting in a chair to outcomes and results. Boost your productivity by managing your time better. Discover the Top Ten most effective time management techniques to increase your work outcomes without spending more time. Take home new 21st century techniques and strategies. Then find out about the exciting Productivity eTools that are available now, and utilize technology to boost your productivity. Finally, get the latest best information on documenting your own productivity, and managing the productivity of others.

New 21st Century Strategies for Productivity & Time Management

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.

NEW! Productivity eTools: Be Organized and Get Stuff Done

Find out the top 40 favorite applications and eTools of productive workers. Get the latest tools, sites, iPhone and iPad applications to turbo-charge your work and simplify your life.

Then discover how to select the right tools for your needs, evaluate your productivity system and develop a framework that gets things done. Learn about different new productivity tools each week, while also blending an evaluation of your own productivity needs. After completing this course you will work more efficiently and uncover more time in your day.

NEW! Managing Productivity

Whether you are measuring and documenting your own productivity, or managing the productivity of others, acquire the four new management systems and procedures to maximize productivity in your work organization. Move your skill set from the last century's system of managing time to this century's managing of productivity. With a growing number of people in the workforce working remotely, only these four new management systems allow you to successfully both office or on-site workers and those working from a distance, including home. After completing this course, you will have a new set of management skills to manage both your own productivity and that of others in the new work environment of this century.

NEW! Management Certificate

*Drop *New 21st Century Strategies for Productivity and Time Management* from Management Certificate

*Add *Collaborative Management* to Management Certificate

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 last. 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

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.

Collaborative Management

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.

Managing Generations in the Workplace

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.

NEW! Workplace Conflict Solutions Certificate

In today's business environment, employers expect employees to have a solid set of interpersonal skills. The ability to solve problems quickly and effectively is a critical interpersonal skill well worth developing. First, find out how to deal with difficult personalities and broach challenging subjects in the workplace. Gain skills to be an effective team member and leader in the workplace by taking control of the conversation, managing your reactions, and navigating problematic interactions with ease. Then understand how to approach the delicate matter of bullying in the workplace. Both females and males need to understand about relational aggression in the workplace. Finally, develop problem solving skills and find out how to recognize problems and deal with them more appropriately. You will take home techniques relevant for any organization or group context, but can also be easily adapted to work at an individual level.

Dealing with Difficult People in the Workplace

Dealing with difficult personalities and broaching challenging subjects is a workplace necessity and takes skill, tact, and confidence. Gain skills to be an effective team member and leader in the workplace by taking control of the conversation, managing your reactions, and navigating problematic interactions with ease. These skills will guide you to find your voice and communicate effectively in workplace interactions, making day-to-day interactions run smoothly.

Female Bullying in the Workplace

Recently we have seen an upsurge of individuals claiming bullying in the workplace. The phenomenon of females being bullied by other females has been discussed in recent years in the media but little has been done to combat or try to deal with the problem. Both females and males need to understand about relational aggression in the workplace. This course is designed to not only help you understand this growing issue but to also help you to not become a victim of workplace bullying.

Creative Problem Solving

In today's business environment, employers expect employees to have a solid set of interpersonal skills. The ability to solve problems quickly and effectively is a critical interpersonal skill well worth developing. Using the problem solving model in this course will enable you to be more successful. Interpersonal and business relationships fail because of poor problem solving. Find out how to recognize problems and deal with them more appropriately. You will take home techniques relevant for any organization or group context, but can also be easily adapted to work at an individual level.

NEW COURSES

NEW! Spanish for Medical Professionals

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 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.

In the first four weeks you will learn the basics to communicate to your patients in the present tense. In the second four weeks you will expand your vocabulary and learn to communicate using the past, future and imperative tenses. You will also increase your medical vocabulary and practice interviewing patients, taking health history, diagnosing, giving instructions, and prescribing medication. 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.

NEW! Introduction to Fiction Writing

Designed specifically for those with little fiction writing experience who want to learn how to begin a fiction writing project. Find your pathway toward your fiction writing goals. You will learn the basic building blocks of story: character, plot and setting, as well as the different forms of fiction writing and some of the genres you might like to explore. Find out about researching avenues for marketing your work: online versus print magazines, self-publishing versus publishing with a traditional press. Come away with the skills you need to get started on a new work of fiction.

NEW! The Big Change: 1900-1920

One hundred years ago society went through a fascinating and life-changing transformation, moving from an agrarian society into the Industrial Age. Some 75% of the way your great and grandparents worked, lived and learned changed. Discover and relive those exciting years and changes. See the changes in dress, culture, novels, music and of course technology, work and political movements. Then discover the amazing parallels between then and now as our society goes through a similar change today.