

FALL 2015

Business



**MORE THAN
20 CERTIFICATES
& 100 PROGRAMS**

- Business Analysis
- Business Communication
- Business Process Improvement
- Computer Applications/
Database and Analysis Tools
- Emotional Intelligence
- Human Resources, Training &
Organizational Development
- Labor Relations
- Management Development
- Marketing & Technology
- Project Management
- Small Business
Development Center
- Team Effectiveness
- Women's Leadership



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School of Continuing Education

(SCE) is the largest provider of noncredit continuing education in Southeastern Wisconsin, with over 15,000 participants, more than 1,000 programs and 600 practitioner instructors. Our state-of-the-art classrooms and conference services are located in downtown Milwaukee – the heart of the city’s business and commercial district. SCE is one of 14 schools and colleges at the University of Wisconsin–Milwaukee.

CUSTOMIZED TRAINING

Give your employees high-quality, relevant training that provides immediate on-the-job impact. SCE customized training solutions are designed around your goals, objectives, industry and culture. Contact Rachelle Perotto at sce-customized@uwm.edu or 414-227-3243.



SCE CERTIFICATE PROGRAMS

Complete **ANY** certificate in 18 months or less!



THE VALUE OF PROFESSIONAL CERTIFICATES

Professional certificates are an affordable and convenient way to increase your value in the workplace. Over the past several decades, certificates have been the fastest-growing postsecondary credential awarded. Frequently attained as a supplement or a stepping stone to a degree, certificates are earned through noncredit, hands-on professional development in a specific career discipline. Courses are taught by industry experts, and the skills acquired are relevant and immediately applicable on the job.

WHO SHOULD PURSUE A PROFESSIONAL CERTIFICATE?

- **Working Professionals** – update current skills, gain new ones, advance your career and increase your earning potential
- **Recent College Grads** – bridge the gap between your education and new job requirements
- **Career Changers** – jumpstart your employment in a new field, quickly and economically

WHY CHOOSE SCE?

A professional certificate from the School of Continuing Education comes with the distinction and quality that the University of Wisconsin-Milwaukee has to offer. UWM is Wisconsin’s premier public, urban university with a strong international reputation for excellence in education.

- Local industry experts with real-world knowledge and advice
- Opportunity to network with like-minded professionals
- Convenient downtown location
- Amenities, including course materials, meals and discounted parking

BUSINESS CERTIFICATE PROGRAMS

Advanced Leadership	Office Lean
Business Analysis	Organizational Development
Business Communication	Project Management
Digital Marketing	Six Sigma Black Belt for Services and Transactions
Emerging Leaders	Six Sigma Black Belt Training
Emotional Intelligence	Six Sigma Green Belt for Services and Transactions
Employee Engagement	Social Media Manager
Facility Management	Solution-Focused Business Professional
Human Resources Management	Team Effectiveness
Labor Relations	Train the Trainer
Lean Six Sigma Yellow Belt	Web Design/Development - Coming Spring 2016!
Master Trainer	

SEE 40+ CERTIFICATE PROGRAMS AT UWM.EDU/SCE-CERTIFICATES.

UWM SCHOOL OF CONTINUING EDUCATION

BUSINESS ANALYSIS

uwm.edu/sce-ba
414-227-3311, Anne O'Meara



Business Analysis Certificate

The business analysis profession is expanding, with thousands of new positions expected in the next ten years. The publication of the Business Analysis Body of Knowledge® v3 defines the ever-evolving roles of business analysts. UWM classes and certificates will keep you current with the industry. Position yourself for success by learning the critical skills, knowledge and techniques needed to succeed in the day-to-day roles of a business analyst. Visit uwm.edu/sce-ba for full certificate and course details.

Earn the certificate by completing seven courses with a minimum of five core courses. Courses can also be taken individually without pursuit of a certificate.

Courses include, but are not limited to:

- Business Analyst Essentials
- Analyzing and Validating Business Requirements
- Modeling, Analyzing and Redesigning Business Processes
- Critical Thinking: Business Analysis and Decision-Making Strategies
- Defining and Managing Business Requirements
- Using Strategic Analysis to Build BA-IT Partnerships
- Eliciting High-Quality Requirements through Group Facilitation



EARN PD HOURS AND CDUs

BUSINESS COMMUNICATION

uwm.edu/sce-communication
414-227-3219, Jan Allen



Business Communication Certificate

Improve your written, spoken and interpersonal communication skills to help pursue a new position or promotion. Professional instructors with real-world experience provide up-to-date knowledge in small group sessions. Visit uwm.edu/sce-communication for full certificate and course details.

Earn the certificate by completing four core courses, three electives and the capstone course in as little as 18 months (not to exceed three years). Courses can also be taken individually.

OPEN HOUSE - SAVE THE DATE

Attend this free open house event to meet with instructors and other professionals from all program areas at SCE. Discover what's new and learn how our courses can help you succeed at your organization.

Thu., Aug. 20, 7:30-9am
Program No. 5050-8624

CORE

Business Style of Writing

Content is king in business communication – and has even evolved into its own style of writing. Learn how the business style of writing enables writers and readers to understand each other without ambiguity. Very little grammar will be discussed, because business communication style simplifies grammar. The information is also highly relevant to people doing technical writing.

Thu., Sept. 3, 8:30am-4pm
Instructor: Judy Steininger
Early Bird: \$345 (Register by Aug. 20)
Fee: \$395
Program No. 5050-8182

Effective Speaking and Presentation Skills

Develop the techniques every effective speaker needs and discover the elements of great speeches, then practice them in a small group.

Wed.-Thu., Sept. 23-24, 8:30am-4pm
Instructor: Amy Climer
Early Bird: \$745 (Register by Sept. 9)
Fee: \$795
Program No. 5050-8261

Effective Interpersonal Communication Skills

Learn about your communication style and how it affects others. Uncover your listening skills. Employ strategies for motivating performance improvement and overcoming perceptual barriers.

Wed.-Thu., Dec. 9-10, 8:30am-4pm
Instructor: Laura V. Page
Early Bird: \$845 (Register by Nov. 25)
Fee: \$895
Program No. 5050-8188

Other Core Course:

Emotional Intelligence I: Dealing with Difficult People, Including Yourself, see pg. 8

ELECTIVES

Technical Writing for Non-Writers

If you write documentation, proposals, online material and reports, you will benefit from this online course. Learn proven approaches and techniques, and apply them immediately back on the job to achieve successful written communication of technical information. This is a self-paced class with instructor interaction and feedback.

Course Accessible: July 1-Dec. 31
Instructor: Dave Clark, Ph.D.
Fee: \$289
CEUs: 0.8
Program No. 5052-8085

Facilitating Difficult Meetings: How to Achieve Consensus and Collaboration

Hone your facilitation skills, and avoid the pitfalls of group decision making when it comes to important issues like strategic planning. Know what to do when your group gets stuck in the "groan zone," and implement strategies for fostering consensus.

Wed., Sept. 23, 8:30am-4pm
Instructor: TBD
Early Bird: \$345 (Register by Sept. 9)
Fee: \$395
CEUs: 0.7
Program No. 5050-8194

Writing for Publication

Publishing an article requires writing ability, a worthwhile subject, research of appropriate publications, editors and audiences, subject knowledge, timing, and some luck. Learn to minimize luck and maximize the other components of an interesting, well-written article to better its chances for publication, whether electronic or print.

Thu., Oct. 1, 8:30am-4pm
Instructor: Judy Steininger
Early Bird: \$345 (Register by Sept. 17)
Fee: \$395
CEUs: 0.7
Program No. 5050-8176

Crisis Communication and Media Relations in the Digital Age

All organizations are vulnerable to crisis. Today's digital environment decreases the amount of time we have to respond to crisis, and increases the chances of it going global. Learn the basics of crisis response, including message development, interview techniques and other media relations tools. You will have the opportunity to test your crisis response skills "on camera" in the afternoon.

Fri., Oct. 9, 8:30am-4pm
Instructor: Ann Knabe
Early Bird: \$345 (Register by Sept. 25)
Fee: \$395
Program No. 5050-8201

Business Writing Formats

In business, time is money. So business communicators have created formats that clearly signal to writers and readers what is expected of them. Explore the formats and the importance of an efficient release of business information as you learn to apply the appropriate formats for every audience. *Note: course is applicable to those doing technical writing as well.*

Wed., Oct. 21, 8:30am-4pm
Instructor: Judy Steininger
Early Bird: \$345 (Register by Oct. 7)
Fee: \$395
CEUs: 0.7
Program No. 5050-8172

From Conflict to Resolution: Managing and Mediating Conflict at Work

Conflict can be a positive resource if you have the right resolution skills. Learn how to examine causes of conflict (both organizational and interpersonal), explore how to manage our emotions and respond effectively in challenging conversations.

Wed., Oct. 28, 8:30am-4pm
Instructor: TBD
Early Bird: \$345 (Register by Oct. 14)
Fee: \$395
CEUs: 0.7
Program No. 5050-8189

Developing a Strategic Communication Plan

Whether you are seeking a communications plan for a specific project, issue or campaign, or simply developing one for your company or nonprofit, this course will help you create a comprehensive plan. We will cover the following components of a strategic communication plan: situation analysis, research, target audiences, measurable objectives, strategies, tactics, budget, timetable and evaluation. In addition, we will exam several case studies, and give you the tools to create your own strategic communication plan.

Fri., Dec. 4, 8:30am-4pm
Instructor: Ann Knabe
Early Bird: \$345 (Register by Nov. 20)
Fee: \$395
CEUs: 0.7
Program No. 5050-8162

Part II Developing a Strategic Communication Plan

Prerequisites: Students must complete Developing a Strategic Communication Plan.

Work on customized plans for your company, nonprofit or organization in part two of this series. This interactive, hands-on class is limited to seven participants, which allows for personalized assistance in developing a strategic communications plan. The course involves application of the material learned in Developing a Strategic Communication Plan, part 1. Students need to bring a laptop to work on their specific plans, and any additional organizational resources that would help them. Students should also have strong familiarity with their organization's mission and vision.

Fri., Dec. 11, 8:30am-4pm
Instructor: Ann Knabe
Early Bird: \$345 (Register by Nov. 27)
Fee: \$395
Program No. 5050-8200

Other Elective Course:

Emotional Intelligence II: Deepening Your Emotional Intelligence Skills, see pg. 9
Handling Difficult Conversations, see pg. 17
Listening Skills, see pg. 17
Negotiation Skills, see pg. 17

BUSINESS PROCESS IMPROVEMENT / QUALITY

uwm.edu/sce-businessimprovement
 Marcia Gabriel, 414-227-3378
 Murali Vedula, 414-227-3121



Business Process Improvement Certificates

UWM's business improvement courses focus on problem solving, quality improvement, waste reduction and other areas that assist business professionals in implementing process improvements in their organization. Learn how to stay ahead of the competition and obtain the tools needed to strengthen your technical knowledge base and gain a competitive edge. Visit uwm.edu/sce-businessimprovement for full details.



Lean Six Sigma Yellow Belt

or

Lean drives transformational, sustainable, bottom-line results through the use of proven methodologies to increase process efficiency, eliminate waste, reduce variation and improve customer satisfaction. Combine lean methodologies with the power of Six Sigma problem-solving and process improvement analysis to achieve high performance and secure a competitive advantage in an increasingly challenging economy.

Earn the certificate by completing either the series of four face-to-face sessions or the 12-week online session and a capstone project.

4 Sat., Oct. 3-Oct. 24, 8:30am-12:30pm
 Instructor: Erik Fadlovich
 Fee: \$990
 CEUs: 1.6/PDHs: 16
 Program No. 4860-8235

OR

Course Accessible: July 1, 2015-June 30, 2016
 Instructor: Erik Fadlovich
 Fee: \$890
 CEUs: 1.6/PDHs: 16
 Program No. 4860-8488

Office Lean Certificate

Streamline and eliminate waste from processes, and use value stream mapping to achieve bottom-line savings within administrative and transactional areas including healthcare and service industries, accounting and product development. Participate in a dialog, case study and hands-on simulation to successfully apply Office Lean methodology.

Earn the certificate by completing both modules, sequentially, and a capstone project within three months.

Module I
 Tue.-Wed., Oct. 6-7, 8am-4:30pm
 Instructors: Tom Laack, Paul Pejsa
 Fee: \$1290
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8257

Module II
 Tue.-Wed., Nov. 3-4, 8am-4:30pm
 Instructors: Tom Laack, Paul Pejsa
 Fee: \$1290
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8256

Six Sigma Black Belt Training Certificate

Obtain proven Six Sigma skills and practical experience to transform your organization beyond world-class performance. View full certificate and course details online at uwm.edu/sce-eng.

Earn the certificate by completing four modules and homework assignments as well as a capstone project. If you are already a Six Sigma Green Belt, you may be able to enroll in Modules III and IV of our Black Belt Series and receive a Black Belt upon completion of a capstone project.

Module I Define and Measure
 Tue.-Thu., Sept. 15-17, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1295
 CEUs: 2/PDHs: 20
 Program No. 4820-8079

Module II Measure and Analyze
 Tue.-Wed., Oct. 6-7, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1195
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8088

Module III Analyze and Improve
 Tue.-Wed., Oct. 27-28, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1195
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8089

Module IV - Improve and Control
 Tue.-Thu., Nov. 17-19, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1295
 CEUs: 2/PDHs: 20
 Program No. 4820-8087

Six Sigma Green Belt Services and Transactions Certificate

Specifically designed for non-manufacturing operations. Acquire proven Six Sigma tools and skills in a services and transactions environment (e.g., IT and Healthcare). Discover methods to bring about breakthrough improvements and reduce errors in performance to generate significant cost savings. View full certificate and course details online at uwm.edu/sce-eng.

Earn the certificate by completing both modules sequentially, and a capstone project, within three months.

Module I
 Tue.-Thu., Sept. 29-Oct. 1, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1390
 CEUs: 2/PDHs: 20
 Program No. 4820-8094

Module II
 Tue.-Thu., Oct. 20-22, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1390
 CEUs: 2/PDHs: 20
 Program No. 4820-8095

Six Sigma Black Belt for Services and Transactions Certificate

Prerequisites: Six Sigma Green Belt Modules I & II, or equivalent green belt experience

Take your Green Belt to the next level! Preserve process knowledge gained, analyze variance and develop corrective action plans.

Earn the certificate by completing Modules III & IV sequentially, and a capstone project within three months.

Module III
 Tue.-Wed., Nov. 3-4, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1290
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8096

Module IV
 Tue.-Wed., Nov. 10-11, 8am-4:30pm
 Instructor: Davis R. Bothe
 Fee: \$1290
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8097

Facility Management Certificate

Facility Management is a profession that encompasses multiple disciplines to ensure functionality of the built environment by integrating people, place, process and technology. Facilities are typically a company's second-largest asset, right after its employees. A well-designed, well-managed facility can help employees be more productive and can have a positive impact on a company's bottom line.

Earn the certificate by completing nine or more days of coursework in the facility management program area in as little as 18 months (not to exceed three years).

Practices in Leadership and Strategy

Develop strategies to successfully carry out major initiatives by influencing the decisions and attitudes of others. Examine the concepts of leadership and strategy through a theoretical lens as well as real-life experience and examples of effective approaches.

Wed.-Thu., Nov. 4-5, 8am-4:30pm
 Instructor: Mark R. Sekula, FMP, CFM, LEED-AP, IFMA Fellow
 Early Bird: \$495 (Register by Sept. 4)
 Fee: \$595
 CEUs: 1.4/PDHs: 14
 Program No. 4820-8138

Facility Management Administration and Sustainability

Many building occupants think facility management involves mostly hands-on maintenance and repair, like replacing a burned-out light bulb or adjusting the temperature of a building. But there is another side of facility management that most occupants don't see – that is the administrative side. In this module, students will learn about how facility managers deal with design and construction, contracts and relocation planning.

Tue.-Thu., Aug. 18-20, 8am-4:30pm
 Instructors: Mark R. Sekula, FMP, CFM, LEED-AP, IFMA Fellow, Cornel Rosario
 Fee: \$795
 CEUs: 2/PDHs: 20
 Program No. 4820-8137

COMPUTER APPLICATIONS/ DATABASE AND ANALYSIS TOOLS

uwm.edu/sce-computerapps
 414-227-3208, Pam Nellen



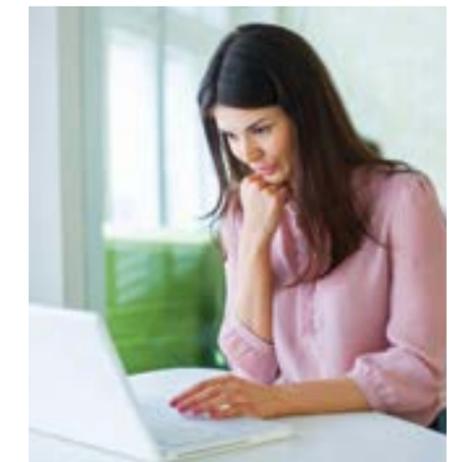
Microsoft Access

Microsoft Access is one of the most efficient and effective ways to maintain data. Information can be stored, linked and managed using a single relational database application and powerful reporting tools for accessing the information. Examine all levels from basic database concepts, to developing an application using the relational database and integrating Access into your business. Visit uwm.edu/sce-computerapps for topics covered in each level.

Level I
 Tue., Sept. 29, 8:30am-4:30pm
 Instructor: Hannah Goodman
 Fee: \$249
 CEUs: 0.7
 Program No. 5070-8427

Level II
 Thu., Oct. 29, 8:30am-4:30pm
 Instructor: Hannah Goodman
 Fee: \$249
 CEUs: 0.7
 Program No. 5070-8424

Level III
 Thu., Nov. 19, 8:30am-4:30pm
 Instructor: Hannah Goodman
 Fee: \$249
 CEUs: 0.7
 Program No. 5070-8423



Microsoft Excel

Microsoft Excel allows users to create and manage spreadsheets to manipulate data used in finance, budget preparation, financial and investment analysis, business modeling, sales forecasting, marketing analytics and other calculating and analytical applications. Learn everything from basic functions such as creating formulas, to advanced features such as PivotTables. Visit uwm.edu/sce-computerapps for topics covered in each level.

Level I

Thu., Sept. 24, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: \$249
CEUs: 0.7
Program No. 5070-8499

Level II

Wed., Oct. 21, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: \$249
CEUs: 0.7
Program No. 5070-8500

Level III

Tue., Nov. 17, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: \$249
CEUs: 0.7
Program No. 5070-8544

Public courses on Microsoft Excel and Access are taught in Office 2013. If you are using Office 2010 - the functions and features you will learn are similar to 2013 and can be applied in the 2010 environment. If you would like group training on any MS Office 2010 programs, please contact Pam Nellen at nellenp@uwm.edu or 414-227-3208.

SQL - Introduction

Learning how to retrieve information from a database can be perplexing. It requires an understanding of how to query a database properly and effectively, and to translate questions or tasks into the correct query.

Tue.-Thu., Sept. 15-17, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: \$724
CEUs: 2.1
Program No. 5070-8437

SQL - Intermediate/Advanced Concepts NEW!

This course is for people who know how to write SQL statements, but want to master joins. Learn all the different ways you can use sub-queries. Try your hand at some very tough problems and think outside the box. This course starts where SQL Introduction leaves off.

Tue.-Wed., Nov. 3-4, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: \$599
CEUs: 1.4
Program No. 5070-8438

VBA for Excel

Gain the skills necessary to apply VBA to develop macros, format worksheets, create user-interactive macros, work with multiple worksheets and perform calculations. Apply this new knowledge in order to simplify your work in the Excel environment by automating many of the repetitive tasks that are part of spreadsheet development.

Thu., Jan. 21, 2016, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: \$349
CEUs: 0.7
Program No. 5070-8429

From Data Discovery to Data Wisdom: A Hands-on Analytics Class NEW!

Understand data as a resource, analytics as a tool, and intent as the true challenge. Learn industry vocabulary, common pitfalls of data visualization and uses (as well as misuses) of complex statistical modeling. Whether you come from a landscape with too much data and no idea what to do with it; or no data collection practices in place, you will leave with a plan. Gain an understanding of basic data analysis and modeling principles.

Thu.-Fri., Sept. 17-18, 8:30am-4:30pm
Instructor: Brendon Dorn
Fee: \$845
CEUs: 1.4
Program No. 5025-8591

EMOTIONAL INTELLIGENCE

uwm.edu/sce-business
414-227-3219, Jan Allen



Emotional Intelligence Certificate

Maximize your value in the workplace and your satisfaction in relationships both professional and personal. Learn skills for communication, collaboration and compassion through activity packed courses that will help you build effective teams and inspire engagement among employees. Apply stress management skills in order to take care of yourself. Visit uwm.edu/sce-business for full certificate and course details.

Earn the certificate by completing six days of classes in as little as 18 months (not to exceed three years).

Emotional Intelligence I: Dealing with Difficult People, Including Yourself!

Develop an understanding of how the brain, body and emotions interact with each other, and learn how to identify the triggers of conflict in the workplace. Sharpen your neutralizing communication abilities and discover resolution techniques.

Tue.-Wed., Oct. 6-7, 8:30am-4pm
Instructor: Patricia Clason
Early Bird: \$845 (Register by Sept. 22)
Fee: \$895
CEUs: 1.4
Program No. 5050-8169

Emotional Intelligence II: Deepening Your Emotional Intelligence Skills

Prerequisite: Emotional Intelligence I recommended but not required

Delve deeper into understanding the neuroscience and psychology behind emotional intelligence. Gain more insight into the dynamics and successful management of relationships, and increase your awareness in regards to controlling emotions and impulses when adapting to change.

Tue.-Wed., Oct. 13-14, 8:30am-4pm
Instructor: Patricia Clason
Early Bird: \$845 (Register by Sept. 29)
Fee: \$895
CEUs: 1.4
Program No. 5050-8168

Emotional Intelligence III: The Ultimate Stress Buster

The ability to manage our emotional states is critical to also managing our day-to-day stressors and preventing burnout. The good news is that emotional intelligence is a skill that can be learned, continuously refined and deepened. Explore the five domains of emotional intelligence and how they affect your stress, and develop a plan for building an emotional equilibrium.

Mon.-Tue., Nov. 9-10, 8:30am-4pm
Instructor: Patricia Clason
Early Bird: \$845 (Register by Oct. 26)
Fee: \$895
CEUs: 1.4
Program No. 5050-8167

“The instructors are amazing! I took away so much from classes and feel great about putting all that knowledge to use!”
-- Darius Tomczak

HUMAN RESOURCES, TRAINING & ORGANIZATIONAL DEVELOPMENT

uwm.edu/sce-hrtrainingod
414-227-3216, Mary Piwaron
414-227-3336, Latonia Pernel



SHRM Learning System for SHRM-CP/SHRM-SCP NEW!

Establish yourself as a globally-recognized human resource expert by learning the new standard in HR certification: SHRM Certified Professional (SHRM-CP™) and SHRM Senior Certified Professional (SHRM-SCP™). These professional certifications can open doors for professional advancement, serve to harmonize standards with changing expectations and advance professional development. They reflect what HR practitioners need to know to be leaders in their organizations and in the profession.



13 Thu., Aug. 27-Nov. 19, 6-9pm
Instructor: Kristin Strunk
Early Bird: \$1275 (Register by Aug. 13)
Fee: \$1325
Program No. 5040-8262

Implementing On the Job Training - The Total Package

The total package provides results and makes your learners productive in the most expeditious way possible. If you are responsible for training new and/or current employees, this course is for you. Leave with a complete strategy to set up an effective on-the-job training program back at the office.

Wed., Sept. 30, 8:30am-4:30pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$375 (Register by Sept. 16)
Fee: \$395
CEUs: 0.7
Program No. 7710-8236



Return on Investment - Training Evaluation and Learning Transfer Techniques

Training is a process like any other, and should be managed to provide an acceptable return on the time and resources invested (ROI). Learn how to maximize training ROI through a course design that optimizes retention and learning transfer. Explore evaluation strategies and calculation methods that quantify ROI. This “roll up your sleeves” interactive workshop includes case studies, tips and techniques, and provides ample opportunity to work on individual applications.

Thu., Oct. 1, 8:30am-4:30pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$375 (Register by Sept. 17)
Fee: \$395
CEUs: 0.7
Program No. 7710-8225



Designing Learner Engagement Tools: Games, Icebreakers, and Energizers

Add vitality to your training sessions and meetings by incorporating icebreakers, energizers and experiences. Learn new engagement tools as well as a process to design your own customized tools. This class is guaranteed to improve your training ROI. Research consistently indicates that training content retention and/or meeting participation is vastly improved when attendees are engaged and focused, which is the objective of this half-day course.

Tue., Oct. 6, 8am-12pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$179 (Register by Sept. 22)
Fee: \$199
CEUs: 0.4
Program No. 7710-8234



Designing Training Support Materials: Instructor and Learner Manuals

You've completed your needs assessment and developed objectives and an evaluation strategy, now it's time to assemble course materials. We'll answer questions such as: how much material should I put in the learner manual? What about page layout and formatting? What can I include to accelerate the learning process? These questions and more will be addressed in this useful and informative four-hour course.

Thu., Oct. 8, 8am-12pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$179 (Register by Sept. 24)
Fee: \$199
CEUs: 0.4
Program No. 7710-8226



Developing a Systems Approach to Training

Using case studies, exercises and group learning, participants will complete an action plan for making existing programs systematic and setting standards for easily assimilating new training projects.

Thu., Nov. 12, 8:30am-4:30pm
Instructor: Sarah Caryl, M.A.
Early Bird: \$345 (Register by Oct. 29)
Fee: \$375
CEUs: 0.7
Program No. 7710-8570



Human Resources Management Certificate NEW!

The Human Resources Management Certificate is for individuals ready to take the next step in their HR career. The certificate is a well-rounded program meant to help you refine your skills and develop new ones. Visit uwm.edu/hrtrainingod for full certificate and course details.

Earn the certificate by taking four core courses and three electives in as little as 18 months (not to exceed three years).



Many of these courses are approved for recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. See website for details.



Many of these courses have been pre-approved by the Society for Human Resource Management for Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP. See website for details.

CORE

Human Resources Business Partnership: Impacting Business Outcomes

Building a strong relationship with employees and managers is critical for all human resources professionals. Understanding the industry, strategy and challenges facing your business is the only way to build a partnership that has lasting impact to the bottom line. It is important to ensure that you not only have a seat at the table, but that you have a voice that can help your organization succeed.

2 Tue., Sept. 8 & Sept. 15, 8:30am-4pm
Instructor: Kristin Strunk
Early Bird: \$845 (Register by Aug. 25)
Fee: \$895
CEUs: 1.4
Program No. 5040-7838

Other Core Courses:

Effective Interpersonal Communication Skills, pg. 4
 Fundamentals of Organizational Development and Change Management, pg. 13
 Influence Without Authority, pg. 17

ELECTIVES

Understanding the Interplay Between the ADA and FMLA

What is the Americans with Disabilities Act? The Family and Medical Leave Act? And how do they relate? Join us for this day-long seminar that answers all of your questions and prepares you for working with the FMLA and ADA in your workplace. The program provides a comprehensive review of the requirements of both the ADA and the FMLA, and the relationship between the requirements of the two laws.

Thu., Aug. 27, 8:30am-4pm
Instructor: Jason C. Kim
Early Bird: \$345 (Register by Aug. 13)
Fee: \$395
CEUs: 0.7
Program No. 5040-8119

Potential Landmines in the Interviewing and Hiring Process

So you need to fill a position and there are two or three candidates who seem perfect. What could go wrong? Plenty, as this course will teach you. The interview and hiring process presents several legal and practical challenges for employers who may not even be aware exist. Arm yourself with useful advice for recruiting, interviewing and hiring employees.

Wed., Sept. 16, 8:30am-4pm
Instructor: Carlos R. Pastrana
Early Bird: \$345 (Register by Sept. 2)
Fee: \$395
CEUs: 0.7
Program No. 5040-7748

Putting Together the Pieces - Sexual Harassment in the Workplace

Once an employer has been made aware that allegations of sexual harassment exist, what steps can be taken? What is the best way to protect the integrity of the employer while mitigating damages and liability?

Thu., Sept., 24, 8:30am-4pm
Instructor: Denise Greathouse
Early Bird: \$345 (Register by Sept. 10)
Fee: \$395
CEUs: 0.7
Program No. 5040-7721

The National Labor Relations Act: Practical Considerations

In the past several years, the National Labor Relations Board (NLRB) has been at the center of crucial developments not only in labor relations law, but in employment law in general. Even if you do not have a unionized workforce, it is imperative that you understand the reach and repercussions of NLRB activity, and how it impacts you. This course will introduce you to basic labor relations concepts, and will help you understand why it is for every employer to monitor the NLRB's activity.

Tue., Sept. 29, 8:30am-4pm
Instructor: Carlos R. Pastrana
Early Bird: \$345 (Register by Sept. 15)
Fee: \$395
CEUs: 0.7
Program No. 5040-7765

Successfully Defending Retaliation and Discrimination Claims

Once an employer has been made aware that allegations of discrimination and/or retaliation exist, what steps can be taken? What is the best way to protect the integrity of the organization while mitigating damages and liability?

Thu., Oct. 15, 8:30am-4pm
Instructor: Denise Greathouse
Early Bird: \$345 (Register by Oct. 1)
Fee: \$395
CEUs: 0.7
Program No. 5040-7722

Assessments and 360s: Love 'em or Leave 'em

When should you use assessments? What are the pitfalls of assessments? Why is there apprehension around conducting a 360 assessment? Join us to learn the best practices in conducting 360s, the misconceptions around what they can and cannot provide, when it's best to use them and how to get the most from them.

Thu., Oct. 22, 8:30am-4pm
Instructors: Michelle Primus, Jane Schroeder
Early Bird: \$345 (Register by Oct. 8)
Fee: \$395
CEUs: 0.7
Program No. 5040-7724

How Employers can Defend Against Worker's Compensation Claims

Gain a general introduction to the State of Wisconsin's worker's compensation system, specifically the employer's role in the claim, investigation and hearing processes. Although the worker's compensation insurer is the first line of defense in worker's compensation claims, the employer may be exposed to liability in some cases. It is crucial that employers know their role in the worker's compensation insurance framework, and how to assist and communicate with the insurer to protect themselves from claims.

Wed., Oct. 28, 8:30am-4pm
Instructor: Carlos R. Pastrana
Early Bird: \$345 (Register by Oct. 14)
Fee: \$395
CEUs: 0.7
Program No. 5040-7760

The Wage and Hour Nightmare: Understanding the Ins and Outs of the FLSA

Develop a deep understanding of the Fair Labor Standards Act, and how to effectively execute it within your workplace.

Tue., Nov. 3, 8:30am-4pm
Instructor: Jason C. Kim
Early Bird: \$345 (Register by Oct. 20)
Fee: \$395
CEUs: 0.7
Program No. 5040-8118

Compensation Program Design and Administration

A practical, hands-on course for compensation specialists. Build a comprehensive spreadsheet model of internal equity, external competitiveness and budgeting process necessary to implement and manage pay policies of a company, while integrating performance information to increase employee engagement. Take the spreadsheet back to your organization and add value immediately. *Participants must bring their own laptops.*

Wed.-Thu., Nov. 4-5, 8:30am-4pm
Instructor: Rena Somersan
Early Bird: \$845 (Register by Oct. 21)
Fee: \$895
CEUs: 1.4
Program No. 5040-7761

Fundamentals of HR NEW!

Learn how and why the human resource function can assist in the development of a win-win relationship with seamless transparency between the employer and employees. Topics include a hands-on approach to employment regulations, employee motivation, talent management, employee relations, training and development, and compensation, among others. Attendees will learn human resource theory with practical application.

Wed.-Thu., Sept. 9-10, 2016, 8:30am-4pm
Instructor: Mary Russo
Early Bird: \$845 (Register by Aug. 26)
Fee: \$895
CEUs: 1.4
Program No. 5040-8509

Other Elective Courses:

Collective Bargaining: Tactics, Techniques and Table Manners, see pg. 14
 Labor Relations Training for Managers and Supervisors in a Unionized Setting, see pg. 15

Employee Engagement Certificate

Employee engagement is the relationship between an organization and its employees. An "engaged employee" is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and is directly linked to organizational performance. Visit uwm.edu/sce-mgmt for full certificate and course details.

Earn the certificate by completing four core programs and three electives in as little as 18 months.

CORE

Overview of Employee Engagement

Studies have shown that an employee's attitude toward the job's importance and the company had the greatest impact on loyalty and customer service than all other employee factors combined.

Learn strategies for shaping positive attitudes and building a motivated, productive and fulfilled team of employees.

Thu., Oct. 15, 8:30am-4pm
Instructor: Julie Henszey
Early Bird: \$345 (Register by Oct. 1)
Fee: \$395
CEUs: 0.7
Program No. 5050-8174

Other Core Courses:

Managing Change, see pg. 16
Business Coach Approach, see pg. 16
The Resilient Leader, offered in Spring 2016

ELECTIVES

Resetting and Refueling

Cutting edge research is rapidly changing our understanding of how we hit the reset button in our lives. We know more than ever about the brain's role in happiness, the impact of positive emotions and the importance of growth mindset. Discover the strategies based on this body of research that now serve as building blocks for restoring energy reserves and tackling the sources of stress.

Wed., Sept. 9, 8:30am-4pm
Instructor: Julie Henszey
Early Bird: \$345 (Register by Aug. 26)
Fee: \$395
CEUs: 0.7
Program No. 5050-8180

Relationship Intelligence: How to Improve your Team's Communication to Increase Effectiveness

Could your organization use better communication, collaboration and cooperation in its teams? We want teams that can provide more ideas and a broader perspective, but this diversity brings its own challenges. Help your people create trust and understanding that raises the bar for everyone so your team can experience higher productivity, stronger connectivity, and a work environment that fosters the best from every member.

Wed., Oct. 7, 8:30am-4pm
Instructors: Darcy Luoma, Tina Hallis
Early Bird: \$345 (Register by Sept. 23)
Fee: \$395
CEUs: 0.7
Program No. 5050-8301

Improve your Culture, Engage your Workforce NEW!

Learn how to define what culture means to the organization and employee engagement, to verify if the actual company culture matches the desired culture, to define the top five culture issues and develop a plan to resolve those issues, and create a plan for your own company to assess, refine and reframe culture to a healthy state and increase employee engagement.

Wed., Oct. 21, 8:30am-4pm
Instructor: Lori Zimmer
Early Bird: \$345 (Register by Oct. 7)
Fee: \$395
Program No. 5050-8461

Other Electives:

Implementing On The Job Training – The Total Package, see pg. 9
Influence Without Authority, see pg. 17
Strategies for Succession Planning, see pg. 14

Train the Trainer Certificate

Engage participants and energize your program by creating a dynamic learning environment. Gain the knowledge to effectively manage what happens before, during, and after training. Comprised of two courses, the Train-the-Trainer Certificate provides a comprehensive foundation in professional training using the ADDIE model as a framework, which is widely accepted as an industry standard and best practice in instructional design. Visit uwm.edu/sce-ttt for full certificate and course details.

 Earn the certificate by completing both Unit I and II (face-to-face or online) in as little as 12 months. Courses may also be taken individually.

CORE

Train the Trainer Unit I: Design and Development of Training Programs

Gain the knowledge and skills to create compelling and effective training programs. Learn how to effectively manage what happens before, during, and after training. Examine elements of effective training, utilize design and development of tools, and develop successful evaluation techniques.

Wed.-Fri., Sept. 23-25, 8:30am-4:30pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$845 (Register by Sept. 9)
Fee: \$895
CEUs: 2.1
Program No. 7710-8211



Train the Trainer Unit II: Presentation and Delivery of Training Programs

The quality of the presenter often determines the effectiveness of a program. Turn any program into a valuable experience by learning to present effectively, explore group-learning techniques and gain solutions for challenging situations.

Wed.-Fri., Nov. 4-6, 8:30am-4:30pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$845 (Register by Oct. 21)
Fee: \$895
CEUs: 2.1
Program No. 7710-8228



Master Trainer Certificate or

Build on knowledge gained in Train the Trainer program to demonstrate your proficiency in developing and delivering training. Prior Unit I and II Train the Trainer certificate participants are encouraged to take part in this program. Visit uwm.edu/sce-ttt for full certificate and course details.

 Earn the certificate by completing Train the Trainer Units I and II and the Master Trainer Capstone Project and Presentation in as little as 18 months (not to exceed three years). Courses may also be taken individually.

CORE

Train the Trainer Unit I: Design and Development of Training Programs, see left column.
Train the Trainer Unit II: Presentation and Delivery of Training Programs, see left column.

Master Trainer Capstone Project and Presentation or

The Master Trainer Capstone project requires that you demonstrate your complete mastery of the entire training development and delivery process, instructor led or otherwise. You will complete a needs assessment, construct program and learning objectives, format and create support materials, design an evaluation strategy, etc. The capstone also requires you present your training program while demonstrating clear correlations with the design steps. Throughout this journey you will be supported by your instructor. He or she will mentor you through the process step by step, providing feedback, and ultimately assessing your successful completion of the capstone.

 **Thu., Sept. 17, 8:30am-4:30pm***
Instructor: TBA
Fee: \$795
CEUs: 4.0
Program No. 7710-7877
OR
 **Thu., Nov. 12, 8:30am-4:30pm***
Instructor: TBA
Program No. 7710-8418
OR
 **Course available anytime***
Program No. 7710-8543

**Please note that this will be the date you will present your training session for evaluation. You will be expected to turn in all other project assignments prior to this date. Those registering for the online option will be expected to record their training program and submit it electronically.*



Organizational Development Certificate

The Organizational Development Certificate provides a thorough introduction to organizational development and the tools to create a sustainable implementation plan. Explore assessment, coaching, succession planning, cultural competency, knowledge transfer, and leadership techniques to facilitate organizational change and enhance business results. Visit uwm.edu/sce-od for full certificate and course details.

 Earn the certificate by completing two core programs and three electives in as little as 18 months. Courses may also be taken individually.



Many of these courses are approved for recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. See website for details.

CORE

Fundamentals of Organizational Development and Change Management

Receive a thorough introduction to organizational development – history, purpose, terminology, practices and the implementation of OD plans. Study the impact of organizational culture, and take a look at various change management models from different perspectives.

This is the recommended first course of the Organizational Development Certificate.

Wed.-Thu., Oct., 14-15, 8:30am-4:30pm
Instructor: Jon Kaupla
Early Bird: \$745 (Register by Sept. 30)
Fee: \$795
CEUs: 1.4
Program No. 7710-8233

“ The instructor was a fantastic presenter. His enthusiasm for the topic was great and made a dry topic very interesting. I liked the small class size-makes for an easier class discussion. ”
-- Class participant

Organizational Development Plan and Implementation

Prerequisite: Fundamentals of Organizational Development and Change Management

Learn to create an organizational development plan. Review case studies for further understanding of vision, strategy and goals. This course includes a workplace-based practicum project.

Wed.-Thu., Dec. 9-10, 8:30am-4:30pm
Instructor: Mary Kurer
Early Bird: \$745 (Register by Nov. 25)
Fee: \$795
CEUs: 1.4
Program No. 7710-8230

ELECTIVES

Creating a Culture of Change through Continuous Improvement

Change, in any aspect of our culture, is one of the most difficult things for people to do. In our fast-paced and ever-changing environment, constant change is important for every organization that wants to stay competitive. Don't want to be left behind? What is your culture on change? Understand your culture – it's the cornerstone for developmental change projects to be successful.

Tue.-Wed., Oct. 27-28, 8:30am-4:30pm
Instructor: Annalee Kruger
Early Bird: \$525 (Register by Oct. 13)
Fee: \$545
CEUs: 1.4
Program No. 7710-8232

Building a Strong Foundation through Employee On-Boarding

When a new employee starts with an organization, who benefits the most from the on-board training they receive, the employee or the organization? The answer is they both benefit equally. When employees feel welcomed and are provided with all the tools they need to be successful in their role, they will be able to quickly make an impact within the organization and become an integral partner in meeting the companies' goals and objectives. This is a conveniently scheduled four-hour course.

Thu., Oct. 22, 8am-12pm
Instructor: Aaron Heyne
Early Bird: \$179 (Register by Oct. 8)
Fee: \$199
CEUs: 0.4
Program No. 7710-8227



Strategies for Succession Planning

The departure or retirement of an employee is not the time to begin succession planning – be prepared, starting right now. Learn strategic principles of succession planning, models to put in place, creation of templates for knowledge transfer, and key practices in the successful succession planning of your organization's staff and leadership.

Tue., Nov. 10, 8:30am-4:30pm
Instructor: Mary Kurer
Early Bird: \$375 (Register by Oct. 27)
Fee: \$395
CEUs: 0.7
Program No. 7710-8231

Other Electives:

Lean Six Sigma Yellow Belt, see pg. 6
Emotional Intelligence I: Dealing with Difficult People, Including Yourself!, see pg. 8
Return on Investment - Training Evaluation and Learning Transfer Techniques, see pg. 9
Assessments and 360s: Love 'em or Leave 'em, see pg. 11
Business Coach Approach, see pg. 16
Influence Without Authority, see pg. 17
Additional electives at uwm.edu/sce-od

Solution-Focused Business Professional Certificate

The powerful and pragmatic Solution-Focused (SF) approach, originally developed for therapy, is now being used by organizations around the world. SF is a radically simple, effective and proven approach to change. SF is all about building on what's working, not fixing what isn't. It can help build progress in the toughest situation, even where other problem-solving methods fail to give traction. Visit uwm.edu/sce-od for full certificate details.

Course Available: Oct. 25-Feb. 28, 2016
Instructor: Mark McKergow
Early Bird: \$1495 (Register by Oct. 11)
Fee: \$1795
CEUs: 5
Program No. 7710-8303

LABOR RELATIONS

uwm.edu/sce-lr
414-227-3216, Mary Piwaron



Labor Relations Certificate

Whether you're brand new to the field or an experienced labor relations manager, a certificate will sharpen your ability to manage in a union environment. Gain critical techniques for better bargaining, dialogue and collaboration through seminars and mock negotiations. SCE offers one of the only labor relations certificates in the U.S. Visit uwm.edu/sce-lr for full certificate details.

Earn the certificate by completing the three core and two elective courses in as little as 18 months.



CORE

Collective Bargaining: Tactics, Techniques and Table Manners

Get the secrets to successful negotiations while you learn to plan strategy and communicate effectively. Understand how to collect and analyze data to help you prepare, anticipate your defense if required, and plan a course of action in order to achieve your objectives.

This class has been approved for 17 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 21 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Mon.-Wed., Sept. 21-23, 8:30am-4pm
Instructors: Thomas W. Mackenzie, Jonathan T. Swain
Early Bird: \$1115 (Register by Sept. 7)
Fee: \$1165
CEUs: 2.1
Program No. 5045-7952

Labor Relations Training for Managers and Supervisors in a Unionized Setting

As a front-line supervisor or manager, you continuously face new employment challenges. Obtain the tools to tackle those challenges, and build the knowledge to oversee contract regulations with conviction.

This class has been approved for 12.75 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 14 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Tue.-Wed., Oct. 6-7, 8:30am-4pm
Instructors: Steven M. Bierig, Harry J. Secaras
Early Bird: \$845 (Register by Sept. 22)
Fee: \$895
CEUs: 1.4
Program No. 5045-7930

Contract Administration

After the negotiation of the labor agreement, managers, personnel and labor relations professionals should practice effective standards for developing a winning labor strategy. Learn the rules that govern contract administration, grievance handling, the administration of discipline, and labor arbitration.

This class has been approved for 13 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 14 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Thu.-Fri., Nov. 12-13, 8:30am-4pm
Instructor: Gary A. Marsack
Early Bird: \$845 (Register by Oct. 29)
Fee: \$895
CEUs: 1.4
Program No. 5045-7949

ELECTIVE COURSES

Dealing with the Union - with Confidence!

Focus on the most essential issues and practices facing professionals who work directly with unions and union contracts. Arm yourself with easy-to-apply tools for confidently handling unions at the bargaining table, in grievance meetings and in arbitration. Never again be at a disadvantage.

This class has been approved for 23.75 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 28 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Mon.-Thu., Sept. 14-17, 8:30am-4pm
Instructors: Jason C. Kim, Gary A. Marsack
Early Bird: \$1545 (Register by Aug. 31)
Fee: \$1595
CEUs: 2.5
Program No. 5045-7957

Mastering the Collective Bargaining Process

Experience the collective bargaining process through hands-on participation in a simulated negotiation. Whether you're a newly assigned negotiator on the management team or just looking for a refresher, you'll get realistic insight into the emotional factors that can affect the outcome of any contract negotiation.

This class has been approved for 18.5 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 21 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Wed.-Fri., Sept. 30-Oct. 2, 8:30am-4pm
Instructor: Thomas W. Mackenzie
Early Bird: \$1115 (Register by Sept. 16)
Fee: \$1165
CEUs: 2.1
Program No. 5045-7951

Tailored Strategies to Achieve your Goals in Bargaining (formerly Advanced Collective Bargaining)

This is a unique opportunity to explore, in-depth-winning strategies to solve the difficult issues that management routinely faces in collective bargaining. Bring your own difficult issues to share with the class and our instructors to gain their collective insight. This class is led by two seasoned collective bargaining spokespersons with more than 75 years of combined negotiating experience.

This class has been approved for 12 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 14 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Thu.-Fri., Oct. 29-30, 8:30am-4pm
Instructors: Thomas W. Mackenzie, Jonathan T. Swain
Early Bird: \$845 (Register by Oct. 15)
Fee: \$895
CEUs: 1.4
Program No. 5045-7950



Successfully Navigating the Grievance and Arbitration Process in the Public Sector

Gain perspectives from an employer's advocate and an arbitrator regarding the evidence necessary to evaluate a grievance. Learn how to determine appropriate action under a collective bargaining agreement. Focus on maintaining proper documentation, conducting an effective investigation, securing other relevant evidence and better understanding how evidence may be weighed in arbitration. Address the unique challenges of the public sector, and focus on specific problems that arise for public sector employers.

This class has been approved for 13.25 general credit hours toward PHR, SPHR and GPHR recertification and has been pre-approved by SHRM for 14 Professional Development Credits (PDCs) towards the SHRM-SCP or SHRM-CP.

Tue.-Wed., Nov. 10-11, 8:30am-4pm
Instructors: Steven M. Bierig, Harry J. Secaras
Early Bird: \$845 (Register by Oct. 27)
Fee: \$895
CEUs: 1.4
Program No. 5045-7931

Other Electives:

Understanding the Interplay Between the ADA and FMLA, pg. 10

The Wage and Hour Nightmare: Understanding the Ins and Outs of the FLSA, pg. 11



MANAGEMENT DEVELOPMENT

uwm.edu/sce-mgmt
 414-227-3219, Jan Allen



Emerging Leaders Certificate

Designed for professionals new to management (five years or less) and those aspiring to take on management positions, the Emerging Leaders Certificate program introduces and reinforces five key principles of leadership: self-knowledge, valuing others, integrity, personal accountability and change management. Visit uwm.edu/sce-mgmt for full certificate and course details.

 Earn the certificate by completing six core programs and two electives in as little as 18 months. Courses can also be taken individually.

Please note: There is a \$95 enrollment fee to secure your spot in this certificate program. The fee also includes a Myers-Briggs Type Indicator assessment, and a meeting with a career coach to interpret the results.

CORE

Essential Skills for Supervisors

Understand management roles and responsibilities, including the art of leadership, motivation, communication and delegation. Acquire the leadership skills necessary to "hit the ground running" as a new or prospective supervisor, or take the opportunity to refresh your dexterity as a seasoned leader.

Wed.-Thu., Aug. 19-20, 8:30am-4pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$845 (Register by Aug. 5)
Fee: \$895
CEUs: 1.4
Program No. 5050-8171

Managing Change

It's a complex, integrative process to manage change in an organization. Business initiatives often miss their intended deadlines due to lack of commitment, motivation, understanding and communication. Learn to recognize the ways in which human dynamics affect business initiatives. See how unintended outcomes can occur when plans for success and staff reactions to change are not aligned.

Tue., Sept. 8, 8:30am-4pm
Instructor: Julie P. Jordan
Early Bird: \$345 (Register by Aug. 25)
Fee: \$395
CEUs: 0.7
Program No. 5050-8181

Finance Skills for Nonfinancial Managers

As a manager, you need to make decisions that affect the bottom line. Understand the accounting process and enhance your ability to forecast financial performance. Learn how to spot trends and study your competition with a keener eye. Become more effective in your organization by participating at a higher level in strategic planning and decision making.

Wed.-Thu., Nov. 11-12, 8:30am-4pm
Instructor: Kathleen S. Villars, MBA
Early Bird: \$845 (Register by Oct. 28)
Fee: \$895
Program No. 5050-8164

Business Coach Approach

Employee engagement is one of the toughest issues facing today's employers, as they struggle to maintain the talent and knowledge base necessary for competing in the global market. Gain an understanding of the business coach approach to managing in order to empower employees and create an environment of open communication and collaboration. Apply the behavioral models on the job immediately to reap organizational success.

Wed.-Thu., Dec. 2-3, 8:30am-4pm
Instructor: Darcy Luoma
Early Bird: \$845 (Register by Nov. 18)
Fee: \$895
CEUs: 1.4
Program No. 5050-8300

Other Core Courses:

Effective Interpersonal Communication Skills, see pg. 4

Emotional Intelligence I: Dealing with Difficult People, Including Yourself!, see pg. 8

ELECTIVES

Delegation Skills

Without appropriate delegation, your team will become inefficient and demoralized. It's one of the most important management skills you can establish. Learn to delegate effectively and you'll also find it saves you time, develops your people, grooms a successor and motivates your team.

Thu., Sept. 10, 8:30am-4pm
Instructor: Sue Schoenfeld
Early Bird: \$345 (Register by Aug. 27)
Fee: \$395
CEUs: 0.7
Program No. 5050-8179

The Confident Leader

Everyone has some level of confidence; it has brought you to where you are today. The Confident Leader is designed to guide you through the next steps – getting out of your comfort zone on purpose, identifying a meaningful goal, developing a path to achieve the goal and moving in entirely new ways. Supported by five fundamental skills and an action-learning environment, join other smart, motivated women to discover and challenge your personal capacity.

6 Fri., Sept. 11-Oct. 16, 8:30-11:30am
Instructor: Susan Marshall
Early Bird: \$845 (Register by Aug. 28)
Fee: \$895
CEUs: 1.8
Program No. 5050-8212

Influence Without Authority

Understand the working dynamics of your organization: the nature of power and influence, your own personal sources and style of influencing others, and how to leverage your power to get things done. The ability to exercise influence without authority is one of the most important skills an individual can master. In fact, accomplishing tasks and projects often requires it, even when you may not have the formal authority to mandate action.

Tue., Sept. 15, 8:30am-4pm
Instructor: Julie Henszey
Early Bird: \$345 (Register by Sept. 1)
Fee: \$395
CEUs: 0.7
Program No. 5050-8177

Making the Shift from Technical Expert to Organizational Leader

When contemplating transitions in their careers, most individuals are uncertain about how to move beyond roles based primarily on their expertise into those with broader exposure and organizational impact. Get a roadmap for the skills, competencies and experiences you'll need to successfully transition from a position as a content/technical expert into leadership.

Wed., Sept. 16, 8:30am-4pm
Instructor: Alan M. Patterson
Early Bird: \$345 (Register by Sept. 2)
Fee: \$395
CEUs: 0.7
Program No. 5050-8178

Negotiation Skills

Discover influential skills to facilitate productive and lucrative solutions. Learn to state your case while respecting the views of others. Lead constructive conversations and reach fair agreements.

Tue., Sept. 22, 8:30am-4pm
Instructor: Rodney (Buck) Hillestad
Early Bird: \$345 (Register by Sept. 8)
Fee: \$395
CEUs: 0.7
Program No. 5050-8160

Understanding the Language of Corporate Finance NEW!

Gain a better understanding of definitions for commonly used finance and accounting terms, what they mean and how they affect a company's bottom line. For example, learn how financial statements are constructed and linked, how financial analysis can be used to measure operating performance, business valuation methodologies, the meaning of break-even analyses, cash flow forecasting and more. This class is intended as a precursor for the more in-depth course entitled "Finance Skills for Nonfinancial Managers."

Thu., Oct. 8, 8:30am-4pm
Instructor: Richard Taylor
Early Bird: \$345 (Register by Sept. 24)
Fee: \$395
CEUs: 0.7
Program No. 5050-8463

Handling Difficult Conversations

How do you respond to conflict? Do you head for the hills, go to war or give in? Uncover the secrets great leaders use for responding to employee performance problems immediately, comfortably and with assurance. As a supervisor or manager, there is a good chance that you are putting off a difficult conversation with someone. Learn to handle these situations with prompt and responsible performance feedback.

Tue., Oct. 20, 8:30am-4pm
Instructor: Victor Gray
Early Bird: \$345 (Register by Oct. 6)
Fee: \$395
CEUs: 0.7
Program No. 5050-8170

Listening Skills

Excellent speaking and writing skills are considered vital to communication, but all too often, listening is overlooked as an equally critical skill. Harness your listening ability and develop it as one of the fundamental building blocks for better rapport with your co-workers. Spend more time focused and in-the-moment, and less time zoning out.

Thu., Oct. 22, 8:30am-12pm
Instructor: Ben Merens
Early Bird: \$145 (Register by Oct. 8)
Fee: \$195
CEUs: 0.4
Program No. 5050-8173

SATURDAY SEMINAR

Get a taste for what SCE has to offer at our Saturday Seminar on Nov. 7. Choose from a list of two-hour sessions covering a variety of topics and meet other like-minded professionals. Read more on page 24.

Advanced Leadership Certificate

This program is designed to be the next step after completing the Emerging Leaders Certificate for professionals with five or more years of management experience. Learn how to be a better leader by critically evaluating information, making hard decisions and generating new ideas for innovation. Identify your leadership strengths, develop new skills and enhance the effectiveness of your teams. Visit uwm.edu/sce-mgmt for full certificate and course details.

 Earn the certificate by completing five core programs and two electives within three years. Courses can also be taken individually.

Please note: There is a \$95 enrollment fee to secure your spot in this certificate program. The fee also includes the opportunity to meet with a personal career coach to plan your next development opportunity.

CORE

Essentials of Leadership

Build a solid foundation for your high-level leadership role by learning what true leaders have in common and how they create an engaged team that follows them passionately. Explore historical and current approaches to leadership in order to identify your strengths and development opportunities. Develop the essential skills that every high-level leader must have!

Tue.-Wed., Aug. 25-26, 8:30am-4pm
Instructor: Dave Merges
Early Bird: \$845 (Register by Aug. 11)
Fee: \$895
CEUs: 1.4
Program No. 5050-8204

The Communication Problem Solver - Tools and Techniques for Leaders

Communication is the process by which projects and relationships are created, maintained, altered and sometimes destroyed. Be more influential – making significant contributions to help people and projects move ahead. Gain the skills to increase your interpersonal effectiveness up, down and across your organization, as well as with customers and suppliers outside the company.

Mon., Sept. 14, 8:30am-4pm
Instructor: Dave Merges
Early Bird: \$345 (Register by Aug. 31)
Fee: \$395
CEUs: 0.7
Program No. 5050-8183

Creating and Leading Accountable Teams

Our ability to connect to a group is a requirement for human survival. Behavior in a group setting is driven by our fear of separation. Understand the six conditions that must exist for a highly functional team to succeed.

Tue., Sept. 29, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: \$345 (Register by Sept. 15)
Fee: \$395
CEUs: 0.7
Program No. 5050-8191

Innovation: A Leadership Game Changer

(formerly You Can Learn to be Creative)

Learn the tools that creative leaders need to drive innovation. The workshop covers the five stages of creativity: the cause-and-effect diagram; Pareto chart; divergent and convergent processes for problem definition for brainstorming; and ideation and white boarding. The goal is to have the take-home creativity toolkit that can be applied at your company – whatever its size.

Fri., Oct. 23, 8:30am-4pm
Instructor: Dan Steinger
Early Bird: \$345 (Register by Oct. 9)
Fee: \$395
CEUs: 0.7
Program No. 5050-8195

Finance for Nonfinancials - Advanced

Strengthen your business acumen and master financial tools used in business today. Leave equipped to speak the language of accounting and finance with your colleagues and evaluate alternatives that add to your company's success.

Fri., Nov. 13, 8:30am-4pm
Instructor: Kathleen S. Villars, MBA
Early Bird: \$345 (Register by Oct. 30)
Fee: \$395
CEUs: 0.7
Program No. 5050-8163

ELECTIVES

Decision Making

Decision making is one of the fundamental responsibilities of every leader. Effective decision making is predicated on the leader using a repeatable process. Such a process will enable the leader to avoid the hidden traps of decision making, determine the appropriate person to make the decision and arrive at a business decision that implements the company strategies.

Wed., Sept. 30, 8:30am-4pm
Instructor: Dave Merges
Early Bird: \$345 (Register by Sept. 16)
Fee: \$395
CEUs: 0.7
Program No. 5050-8159

Managing Today's Technical Professional

Do you know what motivates your technical staff? Discover how to match management strategies and techniques with the needs of a technical workforce. As individuals in large technical organizations and specialists within particular functions, technical professionals play a vital role in today's business success. Managing this group requires understanding what is critical to these individuals and using techniques to best motivate them for outstanding performance.

Wed., Oct. 14, 8:30am-4pm
Instructor: Alan M. Patterson
Early Bird: \$345 (Register by Sept. 30)
Fee: \$395
CEUs: 0.7
Program No. 5050-8175

Managing Relationship-Based Teams

This course will provide individuals with a framework for creating an environment where teams are able to meet or exceed the requirements of the organizations. In a radically new global economy, it is imperative that everyone participate actively to create teams where relationships are created, managed and sustained regardless of where the team is located. Co-locating team members isn't always possible but creating a relationship-based team is not only possible but necessary.

Thu.-Fri., Oct. 29-30, 8:30am-4pm
Instructor: Sandra Hoskins, ISP, ITCP, PMP
Early Bird: \$845 (Register by Oct. 15)
Fee: \$895
CEUs: 1.4
Program No. 5050-8207

Coaching for Peak Leadership Performance

In an emotionally intelligent, functional team, being a leader and a coach is every team member's role. Thomas Leonard, founder of the business coaching concept, taught that "every coach needs a coach." Experience coaching and being coached, while practicing the core needs of any team: having a purpose/vision and aligned passions. Return to work as a leader, ready to coach team members.

Wed.-Thu., Nov. 18-19, 8:30am-4pm
Instructors: Eric Coryell, Patricia Clason
Early Bird: \$845 (Register by Nov. 4)
Fee: \$895
CEUs: 1.4
Program No. 5050-8158

Other Elective:

Fundamentals of Organizational Development and Change Management, see pg. 13
Saturday Seminar, see pg. 24



MARKETING & TECHNOLOGY

uwm.edu/sce-MarketingTech
414-227-3208, Pam Nellen



DIGITAL MARKETING

Digital Marketing Certificate NEW!

The digital marketing landscape is changing more quickly than ever before. Rapid development of technologies used to reach an increasingly empowered and informed target audience has made keeping up with digital marketing tools and practices a challenge. UWM SCE helps you keep pace.

- **Gain** relevant digital marketing skills from an ACCREDITED UNIVERSITY
- **Comprehensive Digital Marketing Curriculum** provides the fundamental and advanced skills required for well-rounded digital marketers
- **Mentored Program Structure** allows you to work closely with instructors who are leading experts in the industry
- **Program Deliverables** help you go beyond listening to doing. Core courses provide hands-on learning that can be used within your organization
- **Professional Certificates** help build your resume and advance your career

Visit uwm.edu/sce-digital or call 414-227-3208 for full certificate and curriculum details.

 Earn the certificate by completing three core and two elective courses in as little as six months.

Adobe Illustrator - Basics

This course focuses on Illustrator CS6, the component within CS6 used to create graphics while enabling its users to integrate content from other domains.

Wed., Dec. 2, 8:30am-4:30pm
Instructor: Shelly Rosenquist
Fee: \$349
CEUs: 0.7
Program No. 5026-8442

Adobe InDesign - Basics

Create professional looking, well-designed documents using Adobe InDesign. Learn how to use paragraph and character styles to format pages uniformly, use layout features to build alternate size configurations of your document, and use various panels to easily customize text, photographs and graphics. Adobe InDesign CS6 has all the tools you need to achieve a professional layout design for print and web publishing.

Wed., Sept. 30, 8:30am-4:30pm
Instructor: Shelly Rosenquist
Fee: \$349
CEUs: 0.7
Program No. 5026-8445

Adobe Photoshop - Basics

Explore the many powerful image editing tools available in Adobe Photoshop. Learn how to use the core tools, and explore the basics of working with images and layers to produce sophisticated graphics for web and print.

Thu., Nov. 5, 8:30am-4:30pm
Instructor: Shelly Rosenquist
Fee: \$349
CEUs: 0.7
Program No. 5026-8444

IN PARTNERSHIP WITH



AMA members are eligible for a discount on courses. Please contact Pam Nellen for details.

Advanced Digital Marketing Analytics Using Google Analytics NEW!

This course is designed for business and marketing-minded individuals who want to maximize the value of their digital analytics tools. During this course you will learn how to customize Google Analytics to capture more meaningful data from user interactions to conversions. You will learn hands-on how to use Google Tag Manager to capture data on user interactions, such as PDF downloads, Exit Links and Click-to-Calls. You will use advanced analysis techniques in Google Analytics to interpret and understand user behaviors and marketing channel effectiveness for your website.

Tue., Nov. 10, 8:30am-4:30pm
Instructor: Tim Baumgartner
Fee: \$349
CEUs: 0.7
Program No. 5026-8541

Building an Effective Digital Content Strategy

Take your content development to the next level by creating a digital content strategy. Learn how to define content that builds and strengthens relationships with customers, delivers valuable information and a positive user experience, and aligns with your business and marketing objectives.

Oct. 30-Nov. 13, see web for face-to-face meeting dates
Instructor: Kyle Henderson
Fee: \$899
CEUs: 1.8
Program No. 5026-8469

Digital Analytics Strategy: A Structured Approach to Measuring, Interpreting and Reporting Data

This course provides a structured process for creating a Digital Analytics Strategy based on the goals and objectives of your organization. Determine if you are collecting the right data and how to set Key Performance Indicators (KPI's) based on identified goals. Get a hands-on understanding of analytic methods, such as conversion funnels, measuring by segment and data mining. Learn how to interpret data and create a dashboard based on KPI's. Acquire reporting strategies that allow you to structure data into a meaningful presentation appropriate for C-level managers.

Feb. 26-Mar. 18, 2016, see web for face-to-face meeting dates
Instructor: Jeff Larche
Fee: \$899
CEUs: 2.5
Program No. 5026-8452

Foundations for Effective Digital Marketing

Learn how business objectives drive marketing objectives and how customer-based insights support development of market-led strategies that achieve those objectives. Understand the components of an integrated digital marketing strategy and how to obtain, convert and retain customers to grow your business. Learn about digital marketing tools and trends through hands-on activities, projects and case studies.

Sept. 21-Oct. 18
Instructor: Troy Janisch
Fee: \$899
CEUs: 2.5
Program No. 5026-8436

Introduction to Digital Marketing Analytics

This course is designed for business and marketing-minded individuals who want to learn about digital analytics tools and specifically how to use Google Analytics, but have little experience with the tool. During this course you will learn how to implement Google Analytics into a website and become familiar with the Google Analytics user interface. You will learn what the data means, how to filter and segment data within the reports, and ways to customize Google Analytics to capture more meaningful data for your website including conversions.

Fri., Oct. 9, 8:30am-4:30pm
Instructor: Alex Olcott
Fee: \$349
CEUs: 0.7
Program No. 5026-8539

Marketing Automation and Personalization - Deliver the Right Message at the Right Time

A wealth of new technologies have enabled marketers to go beyond segmentation to personalization, delivering exactly the right message at the right time to the right individual. This course will explore the tools and strategies available to create highly personal experiences for your prospects. We will discuss the application of customer relationship management (CRM), marketing automation, email marketing and real-time personalization software, as well as how to create an ecosystem where each can work with the others to create a unified experience for the prospect.

Tue., Oct. 13, 8:30am-4:30pm
Instructor: Steve Robinson
Fee: \$399
CEUs: 0.7
Program No. 5026-8431

Paid Media - Reaching Your Target Audience

Across the paid, earned and owned segments of digital media, paid is an important component for almost any digital marketing strategy. This course covers the various types of paid digital media including display advertising, pay-per-click advertising, affiliate marketing, social advertising and native advertising. Learn how to target and optimize your paid media and gain an understanding of the tools needed.

Jan. 29-Feb. 19, 2016, see web for face-to-face meeting dates
Instructor: Steve Robinson
Fee: \$899
CEUs: 2.5
Program No. 5026-8432

SEO (Search Engine Optimization) - Definitive Guide to Higher Ratings

Learn the latest techniques for getting more traffic to your website and increasing your company's bottom line. With brand new updates each time the course is offered, you get a fresh perspective every time you enroll so that you can stay on top of all of the latest SEO strategies.

Wed., Nov. 18, 8:30am-4:30pm
Instructor: Scott Lovy
Fee: \$349
CEUs: 0.7
Program No. 5026-8440

Writing Web Content That Works

In a globally connected environment where content marketing is all the rage, it seems like everyone working in digital marketing has to be a writer, at least in some capacity. This course will teach you how you (and your marketing team) can write effective web content that captures the attention of your target audience, keeps your website visitors engaged, and nudges your potential and current customers toward the sale.

Nov. 30-Dec. 13
Instructor: Niki Robinson
Fee: \$429
CEUs: 0.7
Program No. 5026-8433

SOCIAL MEDIA

Social Media Manager Certificate

While most organizations are increasing their investment in social media, many are not doing all they can to measure ROI and optimize their Social Media efforts. Learn how to manage social media content, create listening strategies and track the results of your social media efforts.

If you are responsible for the strategic planning, alignment and integration of social media within your organization, the Social Media Manager Certificate can help you gain a comprehensive understanding of all the components of effective management. The certificate focuses on how to deliver on a social media strategy and create content roadmaps and measurement frameworks that successfully integrate social media into your business.

Visit uwm.edu/sce-social for full certificate and curriculum details.

Earn the certificate by completing this 12 week online course.

Sept. 21-Dec. 13
Fee: \$2499
CEUs: 4.2
Program No. 5026-8409

Note: The courses below are not part of the Social Media Manager Certificate and can be taken individually.

Creating a Social Media Content Plan for your Organization - Content Production and Syndication

This course focuses on the role of content in powering a successful social media program. Better understand how content is driven by business goals and objectives and best practices for developing and organizing your organization's content. This course also focuses on the process of social media content production and syndication.

Oct. 5-18
Instructor: Jamey Shiels
Fee: \$429
CEUs: 0.7
Program No. 5026-8403

Listening and Monitoring Strategies for Social Media

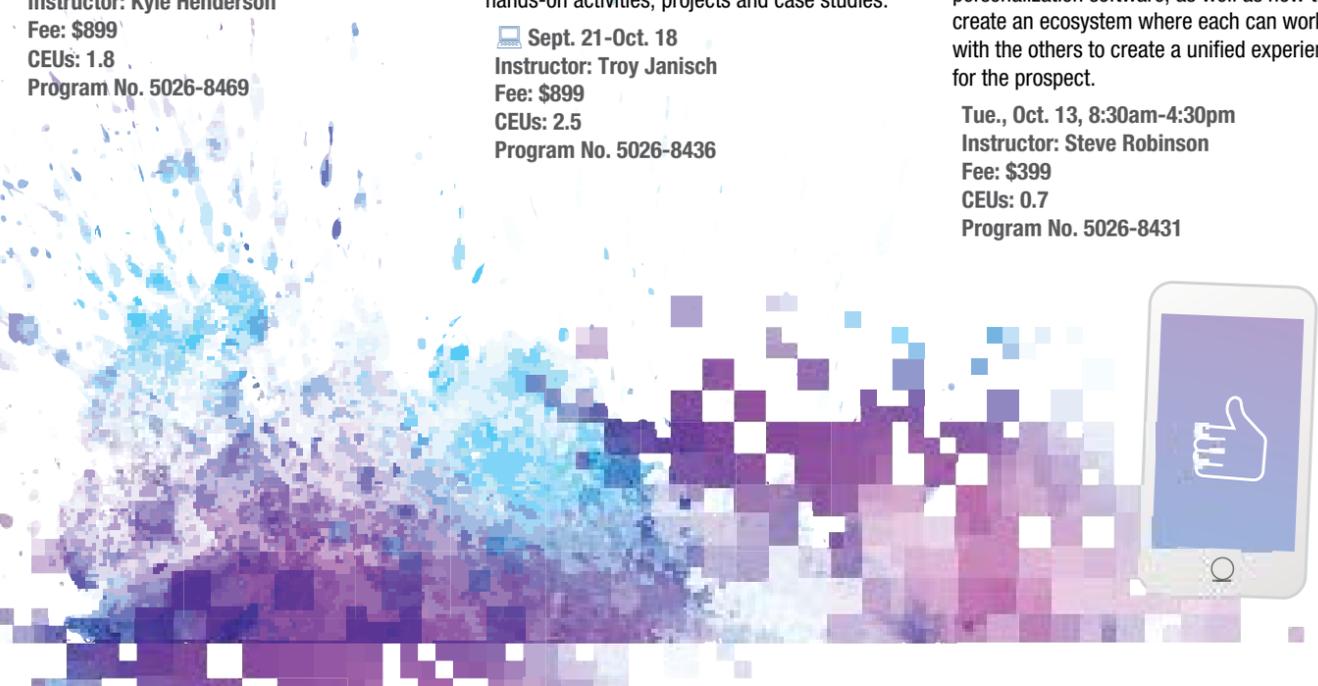
Listening is a key component of every social media program. Learn how to create and leverage a social media listening program to help your organization understand online activity. The program will explore setting up keywords for listening programs, response frameworks, and how to align and set smart goals and objectives.

Nov. 9-22
Instructor: Jamey Shiels
Fee: \$429
CEUs: 0.7
Program No. 5026-8405

Social Media Analytics - Tracking, Measuring and Reporting

This course explores the active measurement of a social media program. Curriculum focuses on the development of focused tracking materials that capture platform performance and reporting needs for a successful measurement program. Explore development of process and documentation to capture KPI's (Key Performance Indicators) and performance data.

Feb. 1-14, 2016
Instructor: Jamey Shiels
Fee: \$429
CEUs: 0.7
Program No. 5026-8408



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For more information visit uwm.edu/sce-internet.



PROJECT MANAGEMENT

uwm.edu/sce-pm
414-227-3311, Anne O'Meara



Project Management Certificate

Highly skilled project managers are in demand in nearly every field. Pursue the Project Management Certificate and gain skills to work within time, quality, cost and technical constraints while focusing on customers' real needs. Courses cover the newest trends in project management and provide the technical skills you need to succeed. Visit uwm.edu/sce-pm for full list of courses and certificate details.

Earn the certificate by completing seven courses with a minimum of five core courses. Choose from face-to-face and online formats. Courses can also be taken without pursuit of a certificate.

Courses include, but are not limited to:

- Project Management Foundations
- Agile Project Management
- Building and Improving Project Team Functionality
- Critical Thinking: Business Analysis and Decision-Making Strategies
- Estimating, Scheduling and Managing Project Performance
- Managing Project Risks
- PMP® Boot Camp: Intensive Test Prep Plus Study Strategies and Tools



EARN PDU's NO LIMIT

SCE is a Registered Education Provider with the Project Management Institute (PMI®).

Project Management Certificate: Online Track

A busy work schedule can make it difficult to attend professional development courses. The Project Management Certificate: Online Track provides the flexibility and convenience of attending class online from any location. Learn with other professionals in this instructor-led, asynchronous program.

Earn the certificate by completing six consecutive courses online in just over six months. Courses can also be taken independent of Certificate Track.

Courses in the online certificate track are consecutive, and each lasts four to six weeks. You and your classmates will complete the assignments for the week, and receive valuable feedback and support from your instructors. Online track courses:

- Project Management Foundations
- Estimating, Scheduling and Managing Project Performance
- Empowering Project Teams: Facilitating Communication and Collaboration
- Managing Project Risks
- Managing Multiple Projects
- Managing Project Scope and the Impact of Change

NEXT ONLINE TRACKS BEGIN SEPT. 8, 2015 AND FEB. 8, 2016.

View more details and register to reserve your spot at uwm.edu/sce-pm.

SMALL BUSINESS DEVELOPMENT CENTER

uwm.edu/sce-sbdc
414-227-3240, Jason Mueller



SBDC – Helping Start and Grow Small Businesses

The Wisconsin Small Business Development Center is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Regional SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises.

First Steps to Starting a Business

Learn the most important elements to starting a business and how to avoid common mistakes. Get your questions answered, discuss concerns and network with other new entrepreneurs. Begin working on your business concept in class, and leave with a wealth of information and resources.

This course is offered monthly at SCE and other locations. Please visit uwm.edu/sce-sbdc for dates and times.

Entrepreneurial Training Program

The Entrepreneurial Training Program (ETP) offered by the Wisconsin Small Business Development Center at UW-Milwaukee provides the tools you need for idea generation and business model validation. Through instruction, guest speakers and coaching, the course serves those who are considering starting a business, owners of existing businesses struggling to get a handle on all the details, and those with successful companies that they want to grow. Learn how to write a business plan, identify and appeal to customers, apply for financing and manage your company efficiently.

10 Thu. Sept. 10-Nov. 12, 6-8:30pm
Instructor: TBD
Fee: \$1000 (\$750 grant upon completion of program requirements, call 414-227-3129 to use the discount today!)
Program No. 5125-8513

TEAM EFFECTIVENESS CERTIFICATE

uwm.edu/sce-team
414-227-3219, Jan Allen



Team Effectiveness Certificate

The importance of teamwork across departments and organizations cannot be emphasized enough. Good teamwork reduces waste, improves morale and sets your organization up for a better future. Increase team efficiency and plan your next strategic move for higher productivity, communication and accountability. Visit uwm.edu/sce-team for full certificate and course details.

Earn the certificate by completing all four courses in as little as 18 months (not to exceed three years). First course must be Creating and Leading Accountable Teams. Courses can also be taken individually.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Contact Jason Mueller,
161 W. Wisconsin Ave.,
Ste. 6000 or 414-227-3129
to make arrangements.



CORE

Leading Teams - From Leader to Coach

Increase your threshold for losing control and managing anxiety while coaching your team to success. Finding the combination of leadership and structure is among the biggest of challenges in business today. Learn how to come to a clear understanding of your own core purpose and values to lead successfully.

Mon., Oct. 26, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: \$345 (Register by Oct. 16)
Fee: \$395
CEUs: 0.7
Program No. 5050-8192

Real Issue Conversations

Real issue conversations are about anything that affects your team's ability to be successful. They are usually anxiety-producing and are often avoided altogether. Learn how to identify the real issues on your teams, and how to have productive conversations that produce real resolutions.

Wed., Sept. 30, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: \$345 (Register by Oct. 12)
Fee: \$395
CEUs: 0.7
Program No. 5050-8193

Goals and Measurements, and Facilitation Skills

A team needs to know its purpose, how to measure performance and how each member contributes. Learn how to bring all of this together, and get a team to start effectively problem-solving so that when they are not hitting their measures they can get back on track.

Tue., Oct. 27, 8:30am-12pm
Instructor: Eric Coryell
Early Bird: \$145 (Register by Oct. 13)
Fee: \$195
CEUs: 0.7
Program No. 5050-8190

Other Core Course:

Creating and Leading Accountable Teams, pg. 18

WOMEN'S LEADERSHIP

uwm.edu/sce-womenleaders
414-227-3219, Jan Allen
414-227-3216, Mary Piwaron



2016 Women Leaders Conference

Back by popular demand, the 7th Annual Women Leaders Conference returns for a day of inspiring education. The March 25 event celebrates women who have pioneered their fields and uncovers their proven methods for success. Attendees learn from accomplished women and discover how to empower themselves while networking with more than 400 like-minded professionals!

Friday, Mar. 25, 2016, 9am-5pm
Location: Pfister Hotel

For complete conference details, visit uwm.edu/sce-womenleaders.

WiSE Breakfast Series Membership

The Women in Science & Engineering (WiSE) Breakfast Series provides constructive insight into the issues women face in these fields, and helps you build a new professional network. Held the first Thursday of every month, each breakfast forum focuses on a new topic, and provides resources and solutions for career success. Moderators are real-life women engineers

Become a WiSE member, and get free registration to each session, with continental breakfast included. The membership fee for professional members is just \$60 per year, and for students, \$20 per year.

Register at uwm.edu/sce-wise or contact Marcia Gabriel at 414-227-3378 or gabrielm@uwm.edu

SATURDAY SEMINAR NEW!

Saturday, November 7

Interested in a topic, but not ready to commit to a full day's worth of programming? Join us on Nov. 7 for two, two-hour sessions and see what SCE classes are all about! Visit uwm.edu/sce-events for more info.

Pick two of the following sessions to attend, one from 8-10am, and then one session from 10:15am-12:15pm.

Career Development Strategies	How to be an Extraordinary Manager as an Introvert
Everyone Communicates, Few Connect	Strengthfinder FYI (For Your Improvement)
Numbers Don't Lie and Other Myths of Business	Science of Sales
Three Mistakes of Customer Service Pros	Qualities and Characteristics of Successful Teams
Ten Things You Need to do to be a Star Performer	Passing the Baton Across Generations



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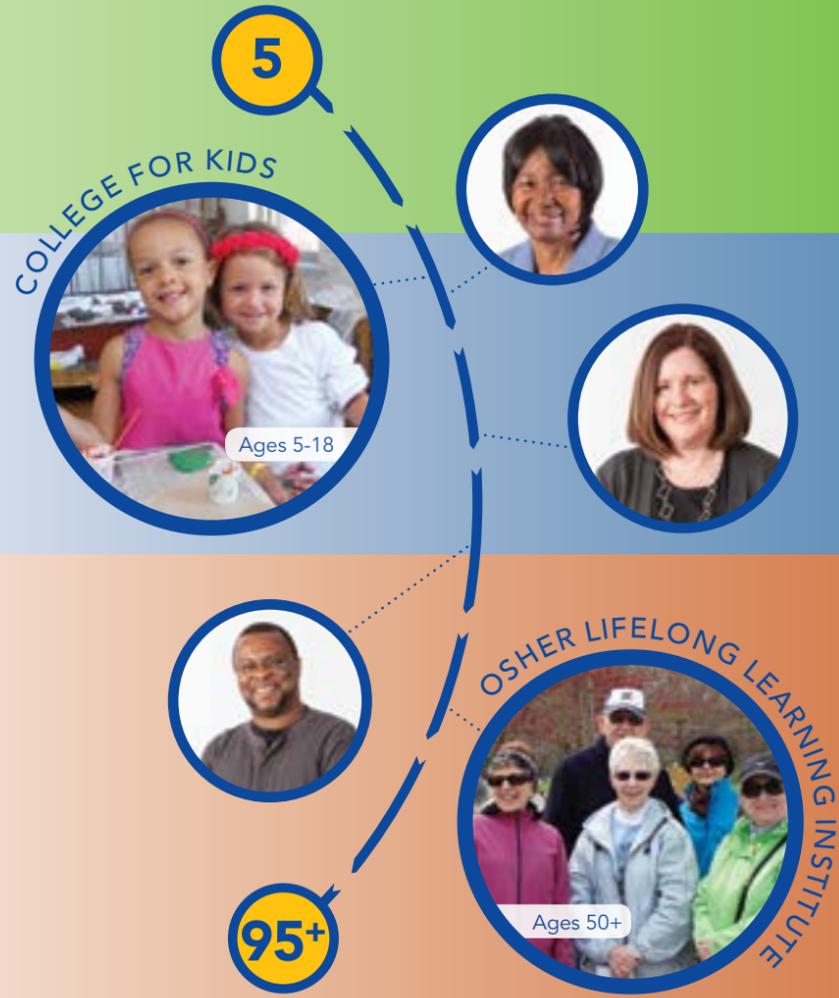
For more information contact **Rachelle Perotto** at 414-227-3243 or sce-customized@uwm.edu.

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- Nonprofit Management
- Public Administration
- Project Management & Business Analysis
- Water Technology

PERSONAL ENRICHMENT

- College for Kids/College for Teens
- Educational Travel & Tours
- Languages
- Osher Lifelong Learning Institute
- Performing Arts

COMMUNITY ENGAGEMENT

- Center for Consumer Affairs
- Center for Transportation Education & Development
- Center for Urban Community Development
- Center for Workforce Development
- Employment & Training Institute
- Youth Work Learning Center

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GENERAL INFORMATION

HOW TO ENROLL

Enrolling for School of Continuing Education courses is quick and easy! Select the option most convenient for you. *Please include the message code and keycode, located to the left of your name on the back cover of this catalog, with your registration.*

ONLINE

uwm.edu/sce-registration

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414-227-3200 – Direct
800-222-3623 – Toll Free

MAIL

Mail web form to:
Noncredit Registration
UW–Milwaukee
Drawer No. 491
Milwaukee, WI 53293-0491

CUSTOMIZED

Rachelle Perotto,
Program Director
414-227-3243
sce-customized@uwm.edu

IN-PERSON

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DON'T FORGET TO USE MESSAGE CODE AP-16-15-C WHEN REGISTERING.



ATTENTION MILITARY SPOUSES

Did you know you may be eligible for up to \$4,000 through the MyCAA program? Qualified military spouses can use the funds toward completing a certificate program at SCE. To learn more, contact Rob Bodart at 414-227-3370 or bodart@uwm.edu.



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Where to Stay Visit uwm.edu/sce-hotels for an abundance of nearby lodging and entertainment options.

Program Cancellations/Refunds A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any **currently available** program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of \$35 or less, no refund will be given. Once a program has begun, refunds are no longer issued.

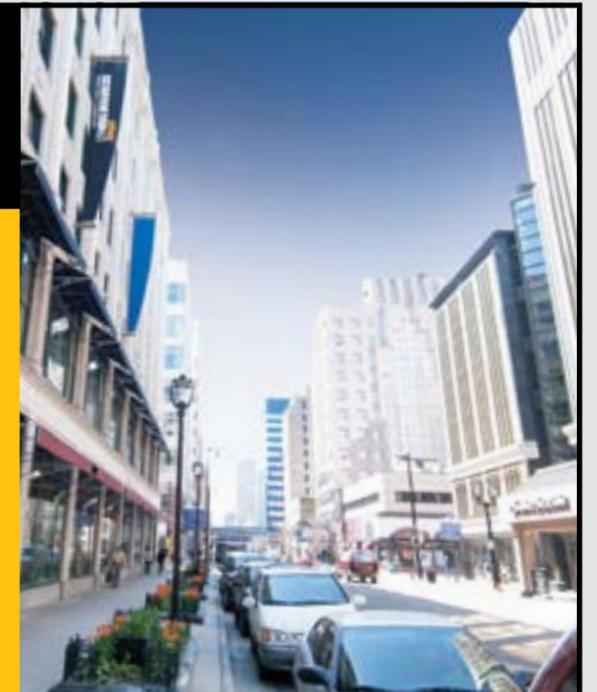
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uwm.edu/sce-ConferenceCenter



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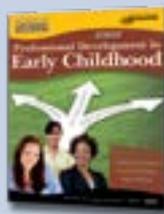
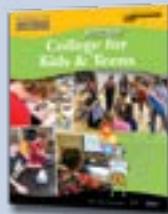
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