Business

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

MORE THAN 20 CERTIFICATES & 100 PROGRAMS

UWM.EDU/SCE-BUSINESS
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SCE CERTIFICATE PROGRAMS

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
Business Analysis
Business Communication
Digital Marketing
Emerging Leaders
Facility Management
Emotional Intelligence
Employee Engagement
Human Resources Management
Labor Relations
Lean Six Sigma Yellow Belt
Master Trainer

Office Lean
Organizational Development
Project Management
Six Sigma Black Belt for Services and Transactions
Six Sigma Black Belt Training
Six Sigma Green Belt for Services and Transactions
Social Media Manager
Solution-Focused Business Professional
Team Effectiveness
Train the Trainer
Web Design/Development - Coming Spring 2016!

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

**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.

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

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**Core Courses**

**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 Steiningar
- 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 Cliciner
- Early Bird: $345 (Register by Sept. 9)
- Fee: $395
- 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: $345 (Register by Nov. 25)
- Fee: $395
- Program No. 5050-8188

**Other Core Courses**

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

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**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 to help you 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: $295
- 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 “goan 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, 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 Steiningar
- 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 Steiningar
- 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, timeline and evaluation. In addition, we will examine 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 Courses**

- Emotional Intelligence II: Deepening Your Emotional Intelligence Skills, see pg. 9
- Handling Difficult Conversations, see pg. 17
- Negotiation Skills, see pg. 17
Lean Six Sigma Yellow Belt

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.

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<thead>
<tr>
<th>Course</th>
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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/ce-emp.

| Module I   | Tue.-Wed., Sept. 15-17, 8am-4:30pm | Davis R. Bothe              | $1295     |
|            |                            | CEDs: 2/PDHs: 20             |           |
| Module II  | Tue.-Wed., Oct. 6-7, 8am-4:30pm   | Davis R. Bothe              | $1295     |
|            |                            | CEDs: 1.4/PDHs: 14           |           |

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/ce-emp.

| Module I   | Tue.-Thu., Sept. 29-Oct. 1, 8am-4:30pm | Davis R. Bothe              | $1390     |
| Module II  | Tue.-Thu., Oct. 20-22, 8am-4:30pm     | Davis R. Bothe              | $1390     |
| Module IV  | Tue.-Thu., Nov. 17-19, 8am-4:30pm     | Davis R. Bothe              | $1295     |
|            |                            | CEDs: 2/PDHs: 20             |           |

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 debate, case study and hands-on simulation to successfully apply Office Lean methodology.

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Six Sigma Green Belt Services and Transactions Certificate

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

| Module I  | Tue.-Wed., Nov. 4-5, 8am-4:30pm | Mark R. Sekula, IFMA Fellow | $1390     |
| Module II | Fri.-Sat., Aug. 18-19, 8am-4:30pm | IFMA Fellow, Cornell Rosario | $795     |
| Module III| Tue.-Wed., Nov. 15-17, 8am-4:30pm | Mark R. Sekula, IFMA Fellow | $1290     |

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.

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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.

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

SQL - Intermediate/Advanced Concepts
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, formal workbooks, create user interactions, work with multiple worksheets and perform calculations. Apply 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., June 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
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: Brenda Bonn
Fee: $845
CEUs: 1.4
Program No. 5025-8599

Emotional Intelligence:
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 Classon
Early Bird: $845 (Register by Sept. 29)
Fee: $895
CEUs: 1.4
Program No. 5050-8168

Emotional Intelligence II:
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 Classon
Early Bird: $845 (Register by Sept. 22)
Fee: $895
CEUs: 1.4
Program No. 5050-8169

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.

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 designed 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) Hillstedt
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 invested, which is the objective of this half-day course.
Tue., Oct. 6, 8am-12pm
Instructor: Rodney (Buck) Hillstedt
Early Bird: $179 (Register by Sept. 22)
Fee: $199
CEUs: 0.4
Program No. 7710-8234

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) Hillstedt
Early Bird: $375 (Register by Sept. 16)
Fee: $395
CEUs: 0.7
Program No. 7710-8236
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. 4, 8am-12pm
Instructor: Rodney (Buck) Hilstedt
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 Resource Management Certificate

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 uwem.edu/hrtraining Premiership for full certificate and course details.

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

SHRM Certificate SHRM-CP SHRM-SCP
Many of these courses have been pre-approved by the Society for Human Resources 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 changes 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 Tues., 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

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., 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

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: Charles R. Pastrana
Early Bird: $345 (Register by Sept. 19)
Fee: $395
CEUs: 0.7
Program No. 5040-7765

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 overview 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: Charles R. Pastrana
Early Bird: $345 (Register by Sept. 2)
Fee: $395
CEUs: 0.7
Program No. 5040-7748

Successful 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 506c 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: Charles 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

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 uwem.edu/sce-ecmt for full certificate and course details.

CEUs: 1.4
Program No. 5040-8509

Fundamentals of HR

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 Core Courses:

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

Learn the certificate by completing four core programs and three electives in as little as 18 months.
Cutting edge research is rapidly changing our Business Coach Approach, see pg. 16
Managing Change, see pg. 16
Influence Without Authority, see pg. 17
The Total Package, see pg. 9
Implementing On The Job Training –
Effects to create the training environment. This also be taken individually.

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) Hilsted
Early Bird: $845 (Register by Oct. 21)
Fee: $895
CEUs: 2.1
Program No. 7710-8228

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.

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.

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 Karer
Early Bird: $745 (Register by Nov. 26)
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 wait to be behind! What is your culture on change? Understand your culture – it’s the cornerstone for developmental change projects to be successful.

Tue.-Wed., Oct. 22-23, 8:30am-4:30pm
Instructor: Anna Keuger
Early Bird: $920 (Register by Oct. 13)
Fee: $945
CEUs: 1.4
Program No. 7710-8232

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 situations, even where other problem-solving methods fail to gain traction. Visit uw.edu/sce-ce for full certificate details.

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

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 part in meeting the company’s goals and objectives. This is a conveniently scheduled four-hour course.

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

Labor Relations

uwm.edu/sce-ce

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 uw.edu/sce-center for full certificate details.

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 negotiations with conviction.

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

Tue.-Wed., Oct. 6-7, 8:30am-4pm
Instructors: Steven M. Bierig, Harry J. Secaros
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 SHRM and GPAHR certification and has been pre-approved by SHRM for 14 Professional Development Credits (PDCs) towards the SHRM-CP or SHRM-SCP.

Thu.-Fri., Nov. 12-13, 8:30am-4pm
Instructor: Gary A. Marsack
Early Bird: $848 (Register by Oct. 25)
Fee: $895
CEUs: 1.4
Program No. 5045-7949

Mastering the Collective Bargaining Process

Experience the collective bargaining process through hand-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 SHRM and GPAHR certification and has been pre-approved by SHRM for 21 Professional Development Credits (PDCs) towards the SHRM-CP or SHRM-SCP.

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

Tailored Strategies to Achieve your Goals in Bargaining

This is a unique opportunity to explain, in-depth, win-win 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 negotiable experience.

This class has been approved for 12 general credit hours toward SHRM and GPAHR certification and has been pre-approved by SHRM for 14 Professional Development Credits (PDCs) towards the SHRM-CP or SHRM-SCP.
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: $340 (Register by Aug. 25)
Fee: $395
CEUs: 0.7
Program No. 5050-8181

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.

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. Villar, MBA
Early Bird: $840 (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 Lusma
Early Bird: $840 (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: 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 you.

Thu., Sept. 10, 8:30am-4pm
Instructor: Sue Schoenhof
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. 11-16, 8:30-11:30am
Instructor: Susan Marshall
Early Bird: $845 (Register by Aug. 28)
Fee: $895
CEUs: 1.8
Program No. 5050-8223

Influence Without Authority

Understand the working dynamics of your organization: the nature of power and influence, your own personal strengths 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) Hilestad
Early Bird: $345 (Register by Sept. 8)
Fee: $395
CEUs: 0.7
Program No. 5050-8160

Understanding the Language of Corporate Finance

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 analyses can be used to measure operating performance, business valuation methodologies, the meaning of break-even analyses, cash flow forecasting and more. This course 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? Discover 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: Bruce McCauley
Early Bird: $145 (Register by Oct. 8)
Fee: $195
CEUs: 0.4
Program No. 5050-8173

LEGEND:
= Face to Face
= Online
= Blended
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. 20-26, 8:30am-4pm
Instructor: Dave Merges
Early Bird: $845 (Register by Aug. 11)
Fee: $895
CEUs: 0.7
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 and down 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 Steininger
Early Bird: $345 (Register by Oct. 9)
Fee: $395
CEUs: 0.7
Program No. 5050-8196

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: Alon M. Patterson
Early Bird: $345 (Register by Sept. 30)
Fee: $395
CEUs: 0.7
Program No. 5050-8175

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. Villara, MBA
Early Bird: $345 (Register by Oct. 30)
Fee: $395
CEUs: 0.7
Program No. 5050-8163

Decisions 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

Other Elective: (formerly You Can Learn to be Creative)
Understand the six conditions that must exist for a highly functional team to succeed.

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.

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

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. Villara, MBA
Early Bird: $345 (Register by Oct. 30)
Fee: $395
CEUs: 0.7
Program No. 5050-8163

Decisions 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 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: $465 (Register by Oct. 15)
Fee: $595
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
Instructor: Eric Coryell, Patricia Clason
Early Bird: $465 (Register by Nov. 4)
Fee: $595
CEUs: 1.4
Program No. 5050-8158

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: $465 (Register by Oct. 15)
Fee: $595
CEUs: 1.4
Program No. 5050-8207

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

DIGITAL MARKETING

Digital Marketing Certificate
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: Shelby Rosenquiet
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: Shelby Rosenquiet
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: Shelby Rosenquiet
Fee: $349
CEUs: 0.7
Program No. 5026-8444

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

Programs and courses are subject to change. Visit uwm.edu/sce-business for complete course descriptions and a variety of online and digital options.
Advanced Digital Marketing Analytics Using Google Analytics

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, as such as PDF downloads, Exit Links and Click-to-Call. You will use advanced analysis techniques in Google Analytics to interpret and understand user behaviors and marketing channel effectiveness for your website.

Tue., Oct. 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 tools that allow you to structure data into a meaningful presentation appropriate for C-level managers.

Feb. 26-Mar. 16, 2016, see web for face-to-face meeting dates
Instructor: Alex Gilchrist
Fee: $349
CEUs: 0.7
Program No. 5026-8539

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. 5026-8492

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 Gilchrist
Fee: $349
CEUs: 2.5
Program No. 5026-8359

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.

Tues., Oct. 13, 8:30am-4:30pm
Instructor: Steve Robinson
Fee: $399
CEUs: 0.7
Program No. 5026-8436

Paid Media - Reaching Your Target Audience

Across the paid, owned and earned 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. 26-Feb. 19, 2016, see web for face-to-face meeting dates
Instructor: Steve Robinson
Fee: $399
CEUs: 2.5
Program No. 5026-8432

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.

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, 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 Levy
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. 5026-8431

SOCIAL MEDIA

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. 6-18
Instructor: Jemmy Shielis
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: Jemmy Shielis
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: Jemmy Shielis
Fee: $429
CEUs: 0.7
Program No. 5026-8408

LEGEND:  = Face to Face  = Online  = Blended
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 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.

For more information visit uwm.edu/sce-internet.
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 uncovered 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
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
- Strengthfinder FYI (For Your Improvement)
- Science of Sales
- Qualities and Characteristics of Successful Teams
- Passing the Baton Across Generations

**Everyone Communicates, Few Connect**
- Three Mistakes of Customer Service Pros
- Ten Things You Need to do to be a Star Performer

**Numbers Don’t Lie and Other Myths of Business**

**Three Mistakes of Customer Service Pros**

**Ten Things You Need to do to be a Star Performer**

**2016 Women Leaders Conference**

CUSTOMIZED TRAINING SOLUTIONS
Training Customized to Your Business
Give your employees high-quality, relevant training that provides immediate on-the-job impact. Our customized training solutions are designed around your organization’s goals and objectives, processes and procedures, and industry and culture.
Customized training not only arms your employees with the skills to improve performance and deliver results, it also elevates morale by demonstrating your commitment to their success.
Onsite training helps you:
- **CONTAIN COSTS** by eliminating or reducing travel, food and lodging expenses.
- **MAXIMIZE CONVENIENCE** by choosing your optimal dates, times and location.
- **SAVE TIME** with staff spending fewer hours away from work.
- **BUILD TEAMWORK** through group brainstorming and shared learning experiences.
- **CUSTOM TAILOR CONTENT** to your needs to accomplish specific organizational objectives. Or, use the curriculum as-is.

If your organization has a group of individuals that needs training, our customized solution can be delivered at your location. Our professionals work with you to design a program that meets your organization’s specific needs.

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

UWM.EDU/SCE-CUSTOMIZED
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uwm.edu/sce-languages

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GENERAL INFORMATION

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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

PHONE
8am-5pm (Central) M-F
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
Advance Registration Only
Visit the School of Continuing Education at
161 W. Wisconsin Ave., 6th Flr.
Milwaukee, WI
Plankinton Bldg. adjacent to the
Shops of Grand Avenue
8am-5pm (Central) M-F

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

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