School of Continuing Education

UNIVERSITY of WISCONSIN

MILWAUKEE

Spring 2015

Business

Business Analysis  
Business Communication  
Business Process Improvement  
Computer Applications  
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

Powerful Ideas  Proven Results
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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

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.

uwm.edu/sce-business | 414-227-3200 | 800-222-3623

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

As the key liaison between business and technology departments, business analysts play a critical role in assuring that an organization’s significant investments in projects and processes meet user needs and deliver business results. The business analysis profession is expanding with thousands of new positions expected in the next 10 years. Position yourself for success as a business analyst by learning the critical skills needed to succeed. Visit uwm.edu/sce-BA for full certificate and course details.

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 course details and certificate.

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., Mar. 19-20, 8:30am-4pm
Instructor: Danny Luoma
Early Bird: $640 (register by Mar. 4)
Fee: $695
CEUs: 1.4
Program No. 5050-7833

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., June 10-11, 8:30am-4pm
Instructor: Laura Page
Early Bird: $640 (register by May 27)
Fee: $695
CEUs: 1.4
Program No. 5050-7731

Effective Business Writing

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 people doing technical writing as well.

Fri., Mar. 13, 8:30am-4pm
Instructor: Judy Steiningder
Early Bird: $343 (register by Feb. 27)
Fee: $395
CEUs: 0.7
Program No. 5050-7774

Electives

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. Note: Course is applicable to people doing technical writing as well.

Fri., Mar. 13, 8:30am-4pm
Instructor: Judy Steiningder
Early Bird: $343 (register by Feb. 27)
Fee: $395
CEUs: 0.7
Program No. 5050-7774

Developing a Communications Strategy

Drawing up a communications strategy is an art, and there are many different ways of approaching the task. Whether your communications strategy is designed for a specific project or for your organization, it should establish objectives, audiences, messages, tools and activities, resources and timescales, and evaluation and amendments. Cover all six principles in-depth, and walk away with an action plan.

Thu., Apr. 30, 8:30am-4pm
Instructor: Ann Knobloch
Early Bird: $343 (register by Apr. 16)
Fee: $395
CEUs: 0.7
Program No. 5050-7836

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., May 13, 8:30am-4pm
Instructor: Laura Page
Early Bird: $343 (register by Apr. 29)
Fee: $395
CEUs: 0.7
Program No. 5050-7779

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.

Thu., Apr. 16, 8:30am-4pm
Instructor: Laura Page
Early Bird: $343 (register by Apr. 2)
Fee: $395
CEUs: 0.7
Program No. 5050-7778

Technical Writing for Non-Writers

If you write manuals, documentation, proposals 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.

Course Accessibility: Jan. 1–June 30
Instructor: Dave Clark, Ph.D.
Fee: $269
CEUs: 0.8
Program No. 5052-8086

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 essential components of an interesting, well-written article to better its chances for publication. The topics covered are appropriate for electronic and print.

Wed., June 3, 8:30am-4pm
Instructor: Judy Steiningder
Early Bird: $343 (register by May 20)
Fee: $395
CEUs: 0.7
Program No. 5050-7772

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.

Mon.-Thu., June 15-20
Instructor: Nikil Robinson
Fee: $399
CEUs: 0.7
Program No. 5026-7823

Other Elective Course:

Emotional Intelligence II: Deepening Your Emotional Intelligence Skills, see pg. 16

Handling Difficult Conversations, see pg. 16

Listening Skills, see pg. 16

Negotiation Skills, see pg. 17

BUSINESS ANALYSIS
uwu.edu/sce-BA
414-227-3311, Alm O’Meara

BUSINESS COMMUNICATION
uwu.edu/sce-communication
414-227-3219, Jan Allen

BUSINESS PROCESS IMPROVEMENT / QUALITY
uwu.edu/sce-BusinessImprovement
Margar Gabriel, 414-227-3376
Murla Vedula, 414-227-3121

BUSINESS PROCESS IMPROVEMENT Certificates

Our business improvement courses focus on problem solving, quality improvement, waste reduction and other areas that assist business professionals in implementing process improvements in their organizations. 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

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.

Program No. 4810-7979

Six Sigma Green Belt for Services and Transcations Certificate

Specifically designed for non-manufacturing operations, acquire a comprehensive methodology adapted for services and transactions in the IT and healthcare sectors. Apply proven Six Sigma tools and skills to bring about breakthrough improvements and reduce errors in performance, while generating significant cost savings. Earn the certificate by completing both modules, sequentially, and a capstone project within three months.

Module I

Tue.-Thu., Mar. 24-26, 2014, 8am-4:30pm
Instructor: Davis Bothe
Fee: $1390
CEUs: 2.0/PDHs: 20
Program No. 4830-7797

Module II

Tue.-Thu., Apr. 14-16, 8am-4:30pm
Instructor: Davis Bothe
Fee: $1390
CEUs: 2.0/PDHs: 20
Program No. 4830-7798

Six Sigma Black Belt for Services and Transcations 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 both modules, sequentially, and a capstone project within three months.

Module I

Tue.-Thu., Mar. 24-26, 2014, 8am-4:30pm
Instructor: Tom Laack, Paul Pejsa
Fee: $1290
CEUs: 1.4/PDHs: 14
Program No. 4830-7793

Module II

Tue.-Wed., Mar. 3-4, 8am-4:30pm
Instructor: Tom Laack, Paul Pejsa
Fee: $1290
CEUs: 1.4/PDHs: 14
Program No. 4830-7794

Microsoft Access 2007/2010

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 uw.edu/cecompu for topics covered in each level.

Level I

Tue., Jan. 20, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: $224
CEUs: 0.7
Program No. 5070-7368

OR

Thu., May 21, 8:30am-4:30pm
Program No. 5070-7371

Level II

Tue., Feb. 19, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: $224
CEUs: 0.7
Program No. 5070-7388

OR

Tue., June 23, 8:30am-4:30pm
Program No. 5070-7370

Level III

Wed., Mar. 25, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: $224
CEUs: 0.7
Program No. 5070-7385

OR

Wed., July 22, 8:30am-4:30pm
Program No. 5070-7372

Microsoft Excel 2007/2010

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 uw.edu/cecompu for topics covered in each level.

Level I

Tue., Jan. 20, 8:30am-4:30pm
Instructor: Greg Patterson
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CEUs: 0.7
Program No. 5070-7368

OR

Thu., May 21, 8:30am-4:30pm
Program No. 5070-7371

Level II

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Instructor: Greg Patterson
Fee: $224
CEUs: 0.7
Program No. 5070-7388

OR

Tue., June 23, 8:30am-4:30pm
Program No. 5070-7370

Level III

Wed., Mar. 25, 8:30am-4:30pm
Instructor: Greg Patterson
Fee: $224
CEUs: 0.7
Program No. 5070-7385

OR

Wed., July 22, 8:30am-4:30pm
Program No. 5070-7372

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.

Wed.-Thu., Apr. 23-24, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $674
CEUs: 2.1
Program No. 5070-7380

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.

Wed.-Thu., May 13-14, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $549
CEUs: 0.7
Program No. 5070-7780

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.

Tue., May 19, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $324
CEUs: 0.7
Program No. 5070-7376

Computer Applications

uw.edu/cecompu

APPLY Office Lean methodology.
Study and hands-on simulation to successfully apply Office Lean methodology. Produce 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.

Tue., Feb. 10, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $224
CEUs: 0.7
Program No. 5070-7379

OR

Thu., Feb. 19, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $224
CEUs: 0.7
Program No. 5070-7380

Level II

Tue., Feb. 19, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $224
CEUs: 0.7
Program No. 5070-7379

OR

Tue., June 23, 8:30am-4:30pm
Program No. 5070-7370

Level III

Wed., Mar. 25, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $224
CEUs: 0.7
Program No. 5070-7385

OR

Wed., July 22, 8:30am-4:30pm
Program No. 5070-7372

Level IV

Thu., June 18, 8:30am-4:30pm
Instructor: Hannah Goodman
Fee: $224
CEUs: 0.7
Program No. 5070-7374

OR

Thu., July 22, 8:30am-4:30pm
Program No. 5070-7376

Legend:

- Face to Face

- Online

uwm.edu/sce-business | 414-227-3200 | 800-222-3623
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.

Wed.-Thu., Apr. 22-23, 8:30am-4pm
Instructor: Patricia Clause
Early Bird: $845 (register by Apr. 6)
Fee: $895
CEUs: 1.4
Program No. 5050-7736

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.

Tue.-Wed., May 5-6, 8:30am-4pm
Instructor: Patricia Clause
Early Bird: $845 (register by Apr. 21)
Fee: $895
CEUs: 1.4
Program No. 5050-7736

SAVE 20% Emotional Intelligence Combo Package
Register for all three courses at once – Emotional Intelligence I, II and The Ultimate Stress Buster! Visit uwm.edu/sce-ngmt for details.

Human Resources, Training & Organizational Development
uwm.edu/sce-HRTraining00

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.

Wed., June 17, 8am-12pm
Instructor: Aaron Wayne
Early Bird: $179 (register by June 3)
Fee: $199
CEUs: 0.4
Program No. 7710-7879

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, and that’s the objective of this course.

Thu., May 7, 8am-12pm
Instructor: Rodney (Buck) Hillstedt
Early Bird: $179 (register by April 23)
Fee: $199
CEUs: 0.4
Program No. 7710-7913

Designing Support Training 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 material. 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 do to accelerate the learning process? These questions and more will be addressed in this useful and informative session.

Tue., Mar. 24, 8am-12pm
Instructor: Rodney (Buck) Hillstedt
Early Bird: $179 (register by Mar. 10)
Fee: $199
CEUs: 0.4
Program No. 7710-7876

Ethics and Boundaries for the Employee Assistant Professional
Fulfill the state requirement for ethics and boundaries training with this instructor-led, interactive online course. Participate in case discussions and explore examples that were referred to the state in order to prepare yourself for a variety of potential situations and successfully guide your practice through them.

Mon.-Sat., Feb. 2-28
Instructor: Barbara Bartlein
Fee: $99
Program No. 5040-7844

OR

Mon.-Sun., Apr. 2-30
Program No. 5040-7841

OR

Mon.-Thu., Apr. 6-30
Program No. 5040-7842

OR

Mon.-Sun., May 4-31
Program No. 5040-7843

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 employees and/or current ones, this course is for you. Leave with a complete strategy to set up an effective on-the-job training program back at the office.

Tue., June 16, 8:30am-4:30p
Instructor: Rodney (Buck) Hillstedt
Early Bird: $375 (register by June 2)
Fee: $395
CEUs: 0.7
Program No. 7710-7882

PHR/SPHR Certification Prep
Develop business management strategies, a strong understanding of risk management, and analyze compensation and benefits, as you acquire the skills to complete your PHR/SPHR certification. Participants who do not pass the exam may sit for the class again at no cost. Note: This only applies to the semester directly following the original enrollment.

Thu., Feb. 5-May 7, 6-9pm
Instructor: Kristin Strunk
Early Bird: $1275 (register by Jan. 22)
Fee: $1325
CEUs: 3.6
Program No. 5040-7837

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., Mar. 19, 8:30am-4:30pm
Instructor: Rodney (Buck) Hillstedt
Early Bird: $375 (register by Mar. 9)
Fee: $395
CEUs: 0.7
Program No. 7710-7883

Human Resources Management Certificate
uwm.edu/HRTraining00

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/HRTraining00 for full certificate and course details.

Training Consultation and Coaching
Accelerate your training programs with powerful, one-on-one consultation and coaching solutions. Our experienced subject matter experts will coach you through the entire training design, evaluation, and implementation process along with any associated administrative and leadership aspects. Our SME consultants can assist you whether you are looking for service for a small design team or an entire training department. Contact us for more information.

Call 414-227-3366 for more information and to schedule your consultation with our expert coaches.

Revenue Training & OD
Experiences with assessments, particularly apprehension around conducting a 360 Love 'em or Leave 'em Assessments and 360s: ELECTIVES Managing Change, pg. 16

Other Core Courses:

Other Elective Courses:

ASSOCIATE DEGREES IN BUSINESS

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.

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. The course alternates between the theory of the Total Rewards application and the actual construction of the Excel based Salary Administration Tool. Participants will be allowed to take the spreadsheet back to their organizations and add value immediately. Participants must bring their own laptops.

HRCI credits pending

Thu.-Fri., Mar 26-27, 8:30am-4pm

Instructor: Rena Somersen

Early Bird: $485 (register by Mar 12)

Fee: $595

CEUs: 1.4

Program No. 5040-7757

Or

Wed., Thu., Nov. 4-5, 8:30am-4pm

Program No. 5040-7761

How Employers can Defend against Worker’s Compensation Claims

Get an introduction to the State of Wisconsin’s worker’s compensation system, concentrating on the employer’s role in the claim, investigation and hearing processes. It is crucial that employers know what their role is in the worker’s compensation insurance framework, and be proactive in assisting and communicating with the insurer and in defending from any additional claims.

Wed., Apr. 29, 8:30am-4pm

Instructor: Carlos Pastrana

Early Bird: $345 (register by Apr 15)

Fee: $395

CEUs: 0.7

Program No. 5040-7762

Or

Wed., Oct. 28, 8:30am-4pm

Program No. 5040-7721

Successfully Defending Retaliation and Discrimination Claims

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

Thu., Mar. 19, 8:30am-4pm

Instructor: Denise Greathouse

Early Bird: $345 (register by Mar 5)

Fee: $395

CEUs: 0.7

Program No. 5040-7720

Or

Thu., Sept. 24, 8:30am-4pm

Program No. 5040-7721

Potential Landmines in the Interviewing and Hiring Process

So you need to fill a position, and there are two or three that 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 that they may not even be aware of. Arm yourself with useful advice as to how to recruit, interview and hire employees without stepping on any of the many landmines that are out there.

Tue., Mar. 17, 8:30am-4pm

Instructor: Carlos Pastrana

Early Bird: $345 (register by Mar. 3)

Fee: $395

CEUs: 0.7

Program No. 5040-7756

Or

Wed., Sept. 16, 8:30am-4:30pm

Program No. 5040-7748

The National Labor Relations Act: Practical Considerations

What is the National Labor Relations Act? What is the National Labor Relations Board? Do they only cover unions? In the past several years, the National Labor Relations Board 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 NLRA activity, and how it impacts you. This course will introduce you to basic labor relations concepts, and update you on how important it is for every employer to monitor the NLRA’s activity.

Wed., Apr. 1, 8:30am-4pm

Instructor: Carlos Pastrana

Early Bird: $345 (register by Mar 18)

Fee: $395

CEUs: 0.7

Program No. 5040-7777

Or

Tue., Sept. 29, 8:30am-4pm

Program No. 5040-7765

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.

Wed., Mar. 18, 8:30am-4pm

Instructor: Jason Kim

Early Bird: $345 (register by Mar 4)

Fee: $395

CEUs: 0.7

Program No. 5040-7770

Or

Thu., Sept. 24, 8:30am-4pm

Program No. 5040-7715

Understanding the Interplay Between the ADA and FMLA

What is the Americans with Disabilities Act? The Family and Medical Leave Act? How to they relate? Get answers to all of your questions, and prepare for working with the FMLA and ADA in your workplace. Review the requirements of both the ADA and the FMLA, and the relationship between the requirements of the two laws.

Thu., Apr. 30, 8:30am-4pm

Instructor: Jason Kim

Early Bird: $345 (register by Apr. 16)

Fee: $395

CEUs: 0.7

Program No. 5040-7716

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. 14

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-ongr for full certificate and course details.

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

ELECTIONS

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

Does your organization suffer from any of the team toxins: blaming, defensiveness, stonewalling or contempt? Build better communication skills and discover strategies to help you overcome barriers and get your team to work well together. Learn how to resolve conflict in a positive and professional way.

Tue., Apr. 28, 8:30am-4pm

Instructor: Darcy Luoma

Early Bird: $345 (register by Mar. 9)

Fee: $395

CEUs: 0.7

Program No. 5050-7803
The Total Package, see pg. 9

Other Electives:

depends on choices we make every day. life satisfaction, our ability to flourish largely
wellness, balance, stress reduction or overall
the sources of stress. Whether we call it
for restoring energy reserves and tackling

Discover the strategies based on this body
domains, emotions and the importance of

Early Bird: $345 (register by Mar. 9)
Tue., Apr. 7, 8:30am-4pm
Instructor: Julie Henszey
Early Bird: $435 (register by Mar. 6)
Fee: $395
CEUs: 0.7
Program No. 5050-7804

Other Electives:

Implementing On The Job Training –
The Total Package, see pg. 9
Influence Without Authority, see pg. 16
Strategies for Succession Planning, see pg. 13

Advantages of On-line Training:

1. Conveniently Located Downtown
2. Or Online
3. CEUs: 0.6
4. Fee: $165
5. Early Bird: $145 (register by Apr. 27)
6. Program No. 7710-7575
7. Instructor: Mary Kurer

Instructor Buck Hillstad

Train the Trainer Certificate or

Learn the best practices and latest
techniques in professional training.
We offer programming that focuses
on the design, facilitation, and manage-
ment of training programs. Whether
you are new to the field or looking
at building on your knowledge base,
we have programs to meet your needs.
Visit uwm.edu/sce-OD for full certificate and
course details.

Earn the certificate by completing two
in all as little as 12 months.
Courses can also be taken individually.

Train the Trainer Unit I: Presentation and Delivery of Training Programs or

Prerequisites: Unit I: Design and Development of Training Programs Online only must be taken prior to this course.
The quality of the presenter often determines the effectiveness of a training program. Tuning into an effective presenter
will ensure a valuable experience for your trainees.

Instructor: Rodney (Buck) Hillestad
Early Bird: $435 (register by Apr. 29)
Fee: $495
CEUs: 2.1
Program No. 7710-7416

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

Prerequisites: Unit I: Design and Development of Training Programs
Train the Trainer II: Presentation and Delivery of Training Programs.

Instructor: Jon Kaupla
Early Bird: $395 (register by May 26)
Fee: $455
CEUs: 1.4
Program No. 7710-7418

Master Trainer Capstone Project and Presentation or

The Master Trainer Capstone project requires that you demonstrate your mastery of the entire training and
delivery process, in the form of an instructor-led or otherwise. Choose the design steps.
You will complete a needs assessment, construct program, and design and create support materials, design and
an evaluation strategy, and more. The capstone also requires you present your training program while demonstrating clear
links with the design steps.
Throughout this training journey you will supported by your instructor, who will mentor you through the process.
You will present your training program, including how it will support your audience.

Program No. 7710-7978
Thursday, Sept. 17, 8:30am-4:30pm
Instructor: Jon Kaupla
Early Bird: $475 (register by Apr. 29)
Fee: $535
CEUs: 1.4
Program No. 7710-7477

Organizational Development Certificate
Prepare for workforce changes, change management and succession planning. Get a snapshot of what organizational
development and planning really is, and move into knowledge transfer, succession planning and talent
management. Discover tools to gain buy-in and implementation tactics for the OD plan.
Visit uwm.edu/sce-OD for full certificate and course details.

Organizational Development Plan and Implementation

Prerequisite: Fundamentals of Organizational Development and Change Management
Learn to create an organizational development plan. Review case studies and
for further understanding of vision, strategy and goals.
Course includes a workplace-based practicum project, project presentations and reviews.

Wed.-Thu., June 10-11, 8:30am-4:30pm
Instructor: Mary Kurer
Early Bird: $745 (register by May 27)
Fee: $795
CEUs: 1.4
Program No. 7710-7715

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 inevitable. Each organization 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.

Thu.-Fri., Apr. 23-24, 8:30am-4:30pm
Instructor: AnnaKer Kruger
Early Bird: $525 (register by Apr. 9)
Fee: $545
CEUs: 1.4
Program No. 5025-7310

Inclusion Strategies for Nonprofit Organizations
Gain methods for creating an environment that celebrates different cultures and
groups, in all other project assignments.
Courses can also be taken individually.

Program No. 7710-7788

Instructor: Sandra Hoskins, ISP, PMP, ITCP

Project Management Foundations or

Success in project management demands a structured, systematic approach to projects.
Develop the core tools and techniques for each phase: initiating, planning, executing,
monitoring, controlling, and closing. Gain a working foundation to better plan and control
at least as an additional 12 months.
Program No. 5025-7948

Mon.-Tue., June 22-23
8:30am-4:30pm
Program No. 5025-7310

Strategies for Succession Planning

The departure or retirement of an employee is not the time to begin succession planning –
be prepared, start right now. Learn strategic principles of succession planning, models to put
place, customize for your organization.

Mon., May 11, 8:30am-4:30pm
Instructor: Mary Kurer
Early Bird: $375 (register by Apr. 27)
Fee: $395
CEUs: 0.7
Program No. 7710-7788

**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 desirability as a seasoned leader.

** Effective Interpersonal Communication**
Can occur when plans for success and staff initiatives. See how unintended outcomes of commitment, motivation, understanding and change in an organization. Business initiatives

**Other Core Courses:**
- Managing Change
- Nonfinancial Managers
- Making the Shift from Technical Expert to Organizational Leader

**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, grows a successor and motivates your team.

**Wed., Mar. 4, 8:30am-6pm**
Instructor: Sue Schoenfeld
Early Bird: $345 (register by Feb. 18) Fee: $395
CEUs: 0.7
Program No. 5050-7752

**The Communication Problem**
Communication is the process by which projects and relationships are created, maintained, altered and sometimes destroyed. Be more influential by 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.

**Wed., Apr. 1, 8:30am-4pm**
Instructor: Dave Merges
Early Bird: $345 (register by Mar. 18) Fee: $395
CEUs: 0.7
Program No. 5050-7768

**Influencing 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.

**Thu., May 14, 8:30am-4pm**
Instructor: Julie Henczey
Early Bird: $345 (register by Apr. 30) Fee: $395
CEUs: 0.7
Program No. 5050-7773

**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.

**Thu., Mar. 10, 8:30am-4pm**
Instructor: Rodney (Buck) Hillesstad
Early Bird: $345 (register by Feb. 24) Fee: $395
CEUs: 0.7
Program No. 5050-7741

**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.

**Use uwu.edu/sce-mgmt for full certificate and course details.**

**You Can Learn to Be Creative**
(formerly Innovation: Leadership and Tools)
This course teaches the tools that creative leaders need to drive innovation. It covers the five stages of creativity: tools such as the cause-and-effect diagram; Pareto chart; divergent and convergent processes for problem definition for brainstorming and ideation. The goal is to have the take-home creativity toolkit that can be applied at your company whatever its size.

**Fri., Apr. 10, 8:30am-4pm**
Instructor: Dan Steininger
Early Bird: $345 (register by Mar. 27) Fee: $395
CEUs: 0.7
Program No. 5050-7829

**Coaching Skills for Leaders**
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 so that they have coaching experiences and can then do peer coaching, helping the team to build emotional intelligence and stay focused and accountable.

**Tues., Wed., Apr. 14-15, 8:30am-4pm**
Instructors: Eric Coryell, Patricia Clason
Early Bird: $845 (register by Apr. 1) Fee: $895
CEUs: 1.4
Program No. 5050-7799
Digital Marketing Certificate

One of the biggest challenges companies face today is finding Digital Marketing professionals that can create data-driven, integrated strategies that attract customers and grow their business. Digitize your marketing skills today! Learn from industry experts through hands-on, interactive exercises, yielding deliverables you can take to your management team.

Visit uw.edu/sce-digitalmarketing 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.

Digital Marketing Certificate:

- Adobe Illustrator - Basics
- Adobe InDesign - Basics
- Adobe Photoshop - Basics
- Adobe Photoshop - Advanced

Advanced Digital Analytics Using Google Analytics

Designed for business and marketing-minded individuals who want to maximize the value of their digital analytics tools. Learn how to customize Google Analytics to capture more meaningful data from user interactions to conversions. Get experience using Google Tag Manager to capture data on user interactions, such as POS data, Click-to-Dial, Call links and Click-to-Calls. You will use advanced analytics techniques to interpret and understand user behaviors and marketing channel effectiveness for your website.

Fri., Mar. 27, 8:30am-4:30pm
Instructor: Trisha Kraukramer
Fee: $349
CEUs: 0.7
Program No. 5026-7830

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.

Wed., Mar. 20, 8:30am-4:30pm
Instructor: Vanessa Vanra Laughlin
Fee: $899
CEUs: 1.8
Program No. 5026-7819

Capstone – Digital Marketing Certificate

The Capstone is an optional course for those participating in the Digital Marketing Certificate Program. This course provides the opportunity for professional application of the digital marketing skills obtained in the program. You will summarize, evaluate and integrate your academic and professional experience into a comprehensive digital marketing plan for your organization (or an organization of their choosing). Prerequisites: Completion of course requirements for the Digital Marketing Certificate.

May 1-22, See web for face-to-face meeting dates
Instructor: Jeff Larche
Fee: $899
CEUs: 2.5
Program No. 5026-7824

Deliver the Right Message at the Right Time with Marketing Automation and Personalization Technology

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.

Wed., May 25, 8:30am-4:30pm
Instructor: Steve Robinson
Fee: $399
CEUs: 0.7
Program No. 5026-7821

Introduction to Digital 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. 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 capture more meaningful data for your website including conversions.

Wed., Feb. 11, 8:30am-4:30pm
Instructor: Trisha Kraukramer
Fee: $349
CEUs: 0.7
Program No. 5026-7820

Marketing & Technology

uw.edu/sce-MarketingTech 414-227-3200, Pam Nellen

Marketing & Technology:

Digital Marketing

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.

Thu., Apr. 30, 8:30am-4:30pm
Instructor: Jenny Fox
Fee: $324
CEUs: 0.7
Program No. 5026-7444

Adobe InDesign - Basics
Create professional looking, well-designed documents using Adobe InDesign. Paragraph and character styles allow you to format pages uniformly, layout features to build alternate size configurations of your document, and use various panels to modify, 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., Feb. 4, 8:30am-4:30pm
Instructor: Jenny Fox
Fee: $324
CEUs: 0.7
Program No. 5026-7446

Adobe Photoshop - Basics
Receive an introduction to 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.

Wed., Mar. 8, 8:30am-4:30pm
Instructor: Shelly Rosenquist
Fee: $324
CEUs: 0.7
Program No. 5026-7423

Adobe Photoshop - Advanced
Discover the powerful imaging and editing features of Adobe Photoshop. Learn how to work with multiple layers by creating groups, and gain knowledge of blending modes, smart objects and layer comps. A more extensive chapter on working with color will be covered, as well as the use of masks, and how to handle vector layers, shapes and paths.

Tue., Mar. 28, 8:30am-4:30pm
Instructor: Shelly Rosenquist
Fee: $324
CEUs: 0.7
Program No. 5026-7422

Digital Marketing Certificate:

- Adobe Illustrator - Basics
- Adobe InDesign - Basics
- Adobe Photoshop - Basics
- Adobe Photoshop - Advanced

Advanced Digital Analytics Using Google Analytics

Designed for business and marketing-minded individuals who want to maximize the value of their digital analytics tools. Learn how to customize Google Analytics to capture more meaningful data from user interactions to conversions. Get experience using Google Tag Manager to capture data on user interactions, such as POS data, Click-to-Dial, Call links and Click-to-Calls. You will use advanced analytics techniques to interpret and understand user behaviors and marketing channel effectiveness for your website.

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CEUs: 0.7
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Instructor: Steve Robinson
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Program No. 5026-7821

Introduction to Digital 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. 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 capture more meaningful data for your website including conversions.

Wed., Feb. 11, 8:30am-4:30pm
Instructor: Trisha Kraukramer
Fee: $349
CEUs: 0.7
Program No. 5026-7820

Reaching Your Target Audience Through Paid Media

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. 9-30, See web for face-to-face meeting dates
Instructor: Steve Robinson
Fee: $899
CEUs: 2.5
Program No. 5026-7488
OR
June 9-26
Program No. 5026-7822

 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.

Mon.-Sun., Jan. 19-Feb. 1
Instructor: Troy Janisch
Fee: $799
CEUs: 1.8
Program No. 5026-7816

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

Managing Relationship-Based Teams

Get a framework for creating an environment where teams are able to meet or exceed the requirements of your organization. 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 it’s essential.

Tue.-Wed., May 26-27, 8:30am-4pm
Instructor: Sandra Miskins
Early Bird: $845 (register by May 12)
Fee: $895
CEUs: 1.4
Program No. 5050-7782

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., May 6, 8:30am-4pm
Instructor: Alan Patterson
Early Bird: $340 (register by Apr. 22)
Fee: $395
Program No. 5050-7780

Other Elective:
Fundamentals of Organizational Development and Change Management, see pg. 13
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'll get a fresh perspective every time you enroll so that you can stay on top of all of the latest SEO strategies.

Fri., Apr. 24, 8:30am-4:30pm
Instructor: Scott Lovy
Fee: $349
CEUs: 0.7
Program No. 5026-7818

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.

Mon.-Sun., June 15-28, 2015
Instructor: Niki Robinson
Fee: $299
CEUs: 0.7
Program No. 5026-7823

SOCIAL MEDIA

Social Media Manager Certificate

As an individual responsible for the strategic planning, alignment and integration of social media within your organization, learn to deliver social media strategy and create content roadmaps and measurement frameworks that successfully align. Visit uwm.edu/sce-social for full certificate and curriculum details. Earn the certificate by completing six courses online over 12 weeks.

Mon.-Sun., Mar. 2-May 24
Instructor: Jamie Shiel's
Fee: $2499
CEUs: 4.2
Program No. 5026-7482

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.

Mon.-Sun., Mar. 16-29
Instructor: Jamie Shiel's
Fee: $429
CEUs: 0.7
Program No. 5026-7817

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.

Mon.-Sun., Apr. 27-May 10
Instructor: Jamie Shiel's
Fee: $429
CEUs: 0.7
Program No. 5026-7825

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 KPIs (key performance indicators) and performance data.

Mon.-Sun., June 6-21
Instructor: Jamie Shiel's
Fee: $429
CEUs: 0.7
Program No. 5026-7826

WEB DESIGN AND DEVELOPMENT

Web Design Certificate

Businesses want to engage their customers with flawless online experiences. This is why our web design curriculum is focused on teaching you to create designs that are accessible, visually appealing, cross-browser and device compatible, and follow design and development best practices. Visit uwm.edu/sce-internet for full certificate and course details.

Earn the certificate by completing seven core and three elective courses in as little as 12 months. Courses can also be taken individually.

Web Development Certificate

Our web development courses focus on creating end-to-end solutions including database/data storage, server-side programming, cross-browser and cross-device rendering, and interactivity. Learn to implement best practices and standards, search engine optimization and to create mobile-ready sites. Visit uwm.edu/sce-internet for full certificate and course details.

Earn the certificate by completing nine core courses and one elective in as little as 12 months. Courses can also be taken individually.

Cascading Style Sheets Part I

Cascading Style Sheets (CSS) are important for dynamic web pages. HTML 4.0 rules rely on CSS for all stylistic presentation. Web Accessibility initiative uses them for improving access for those with disabilities. New versions of HTML and XML will continue to use them in the future. Learn how to separate style from structure within an HTML document.

Sat., Mar. 7, 8:30am-4:30pm
Instructor: Steve Robinson
Fee: $324
Program No. 5071-7447

Cascading Style Sheets Part II

This course provides basic skills in HTML and CSS and explores the advanced design techniques possible using style. By focusing on practical, real-world examples, it investigates user design strategies that can be applied to almost any site. With a special focus on browser compatibility, the course teaches what's possible - and what's risky - using CSS. The advanced designer gains a real hands-on appreciation for the potential of style-enhanced design.

Sat., Jan. 10, 8:30am-4:30pm
Instructor: Steve Robinson
Fee: $324
Program No. 5071-7451

Database Programming for the Web

Make use of open-source web development tools to learn best practices that make front-end web pages interact with a back-end database and help you to further interact with your website visitors.

Thu., Mar. 19, 8:30am-4:30pm
Instructor: Hemendra Chonkar
Fee: $324
Program No. 5071-7466

HTML5 APIs

Get introduced to HTML5’s associated technologies, allowing developers to create more powerful, dynamic web applications that are cross-platform ready. This course will explore the impact of mobile, the importance of web application security, and the importance of testing. Thoroughly understand the HTML5 APIs, handling event listeners, implementing web services, and much more.

Thu., May 7, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7445

Fundamentals of Web Security

Our lives are becoming increasingly digitized and connected. More and more information is accessible from the web and the need to protect sensitive data is extremely important. However, the difficulty in protecting such data has grown exponentially. Although it is not possible to achieve “absolute security,” there are protection measures that allow organizations to significantly reduce the security risks they face. This course is an introduction to basic security measures.

Tue., May 12, 8:30am-4:30pm
Instructor: Ilya Shletin
Fee: $324
Program No. 5071-7377

HTML Part I

Students will learn how to use HTML code to create basic web pages with formatted text, images and links. This course also teaches how to edit more complicated web pages and explores the construction of HTML as a language and how to work more efficiently.

Sat., Feb. 14, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7448

HTML Part II

This course teaches intermediate HTML techniques for better page organization and enhanced communication. Discuss the importance of navigation, adapting information for the web and creating logical flow throughout a site.

Sat., Apr. 18, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7449

Web Development

Get introduced to HTML5’s associated technologies, allowing developers to create more powerful, dynamic web applications that are cross-platform ready. This course will explore the impact of mobile, the importance of web application security, and the importance of testing. Thoroughly understand the HTML5 APIs, handling event listeners, implementing web services, and much more.

Thu., May 7, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7445

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Thu., May 7, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7445

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Fee: $324
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Fee: $324
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Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7445

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Thu., May 7, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
Program No. 5071-7445

HTML5 APIs
Introduction to Internet Architecture and Technologies

Learn basic technical concepts and services that make the Internet work. Explore "behind the scenes" when connecting to and using the Internet, key standards, services and protocols that make communication possible.

Sat., Jan. 24, 8:30am-4:30pm
Instructor: Steve Robinson
Fee: $324
CEUs: 0.7
Program No. 5071-7450

JavaScript Programming - Part I

This is the first in a two-part series of JavaScript courses. Get an introduction to using a client-side scripting language for browsers, and the basic programming constructs in JavaScript. The course prepares you to begin maintaining basic JavaScript objects and routines on a standard web page.

Sat., Jan. 31, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
CEUs: 0.7
Program No. 5071-7449

Or

Sat., May 16, 8:30am-4:30pm
Program No. 5071-7460

JavaScript Programming - Part II

This is the second course in a two-part series of JavaScript courses. Together, the two courses prepare you to begin maintaining basic JavaScript objects and routines on a standard web page.

Sat., June 6, 8:30am-4:30pm
Instructor: Terry Zimmer
Fee: $324
CEUs: 0.7
Program No. 5071-7429

JavaScript Programming - Advanced

This course is focused on advanced programming for JavaScript. Students should have a technical interest and aptitude, a strong programming background and be able to understand complex programming concepts quickly. The goal of this course is to help students become proficient with the tools and techniques used to develop and debug complex JavaScript programs.

Tue., Apr. 14, 8:30am-4:30pm
Instructor: Joshua Gall
Fee: $324
CEUs: 0.7
Program No. 5071-7383

jQuery Programming

jQuery is a lightweight JavaScript library. Learn new jQuery simplifies the complicated tasks that otherwise require many lines of JavaScript code and gives the developer a clean and simple, but feature-rich programming interface.

Tue., Apr. 28, 8:30am-4:30pm
Instructor: Ilya Shlitin
Fee: $324
CEUs: 0.7
Program No. 5071-7381

Managing Projects for Web, Mobile Web and Native Smart Phone App Development

This course covers the process of planning and managing web, mobile web or native app development projects through the stages of initiation, requirements, implementation and deployment.

Fri., Apr. 17, 8:30am-4:30pm
Instructor: Rachel Rieck
Fee: $324
Program No. 5071-7382

Responsive Design

Responsive design allows for delivery of content that is appropriate for the device requesting the information by using media queries. This course focuses on the basics of responsive design and covers user interface design for mobile web, iPhone and Android apps.

Fri., Feb. 27, 8:30am-4:30pm
Instructor: Matt Friedel
Fee: $324
CEUs: 0.7
Program No. 5071-7387

Or

Fri., July 10, 8:30am-4:30pm
Program No. 5071-7375

Server-side Scripting for the Web

This is an introductory class for server-side scripting. Get introduced to using a server-side scripting language and the basic programming constructs in PHP. The course prepares you to begin maintaining basic PHP programs and routines on a standard web page.

Sat., Feb. 28, 8:30am-4:30pm
Instructor: Hemendra Chonkar
Fee: $324
CEUs: 0.7
Program No. 5071-7468

Or

Sat., June 20, 8:30am-4:30pm
Program No. 5071-7476

User Experience for the Web

Creating a positive user experience is one of the most important aspects of designing for the Web. To do this, you must begin with a firm understanding of your users, what we call a user-centered design approach. Once you know your users, you can then build a site that accommodates the necessary content and create interactions that are both intuitive and enjoyable in a way that no longer allow to create websites that merely function. They must delight the user.

Through a series of lectures, demonstrations and in-class exercises, this course will walk you through the process of user experience design and show you how to delight and entice your users.

Sat., Mar. 21, 8:30am-4:30pm
Instructor: Roger Theodos
Fee: $324
Program No. 5071-7386

Website Design for Mobile Devices

Is your website optimized for mobile traffic? With the ever-increasing popularity of web-enabled portable devices, it's important to know how to create sites for mobile devices. Utilize the latest tools and methods to build mobile websites, and identify their benefits as well as their distinguishing characteristics.

Fri., Feb. 6, 8:30am-4:30pm
Instructor: Matt Friedel
Fee: $324
CEUs: 0.7
Program No. 5071-7369

Or

Fri., June 12, 8:30am-4:30pm
No. 5071-7373

PROJECT MANAGEMENT

www.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 PM certificate and gain skills to work within time, quality, cost and technical constraints while focusing on customers’ real needs. Courses focus on the newest trends in project management and provide the technical skills you need to succeed. Visit www.uwm.edu/sce-PM for full list of courses and certificate details.

Earn the certificate by completing six consecutive courses online in just over six months. Courses can also be taken individually.

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 you will receive valuable feedback and support from SCE instructors. Online track courses take place in this order:

• 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
• PMP® Exam Review/Implementing a Project Management Discipline
• Managing Project Risks

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• PMP® Exam Review/Implementing a Project Management Discipline
• Managing Project Risks

NEXT ONLINE TRACK BEGINS FEB. 9.

Instructor: Matt Friedel
Fri., Feb. 6, 8:30am-4:30pm
Program No. 5071-7369

Or

Fri., June 12, 8:30am-4:30pm
No. 5071-7373

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. Visit www.uwm.edu/sce-PM for full certificate and course details.

Earn the certificate by completing six consecutive courses online in just over six months. Courses can also be taken individually.

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 you will receive valuable feedback and support from SCE instructors. Online track courses take place in this order:

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• Agile Project Management
• Building and Improving Project Team Functionality
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• PMP® Exam Review/Implementing a Project Management Discipline
• Managing Project Risks

NEXT ONLINE TRACK BEGINS FEB. 9.

Instructor: Matt Friedel
Fri., Feb. 6, 8:30am-4:30pm
Program No. 5071-7369

Or

Fri., June 12, 8:30am-4:30pm
No. 5071-7373

SBDC – Helping Start

and Grow Small Businesses

The Wisconsin Small Business Development Center is a statewide resource 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 end 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 Tue., Mar. 10-May 12, 6-8:30pm
Fee: $1000 ($750 grant upon completion of program requirements, call 414-227-3129 to use the discount today!)
Enrollment Limit: 20
Program No. 5125-7895
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.

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.

Fri., Mar. 13, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: $145 (register by Feb. 27)
Fee: $195
CEUs: 0.36
Program No. 5050-7782

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 challenges in business today. Learn how to come to a clear understanding of your own core purpose and values to lead successfully.

Fri., Mar. 6, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: $345 (register by Feb. 20)
Fee: $395
CEUs: 0.7
Program No. 5050-7774

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.

Thu., Mar. 12, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: $345 (register by Feb. 26)
Fee: $395
CEUs: 0.7
Program No. 5050-7775

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.

Thu., Mar. 12, 8:30am-4pm
Instructor: Eric Coryell
Early Bird: $345 (register by Feb. 26)
Fee: $395
CEUs: 0.7
Program No. 5050-7775

2015 Women Leaders Conference

Back by popular demand, the 6th Annual Women Leaders Conference returns for a day of inspiring education. The March 20 event celebrates women who have pioneered their fields and uncovers their proven methods for success. Attendees learn from accomplished women, including keynote speakers Erin Brockovich and Alison Levine, discover how to harness that energy to empower themselves while networking with over 400 like-minded professionals!

Fri., Mar. 20, 8am-5pm
Location: Pfister Hotel
Fee: $359

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

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CUSTOMIZED
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Program Director
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Plankinton Bldg. adjacent to the Shops of Grand Avenue
8am-5pm (Central) M-F

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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