Center for Transportation Education and Development

Fleet Management
Passenger Service and Safety: Certification for Trainers
Fundamentals of Public Transit
Systematic Approach to Increasing Transit Ridership
Introduction to Transit Planning
Transit Workplace Behavior Series: Fundamental Principles of Managing Employee Performance
Transit Workplace Behavior Series: Conflict Avoidance—Art of Maintaining Control

uwm.edu/sce-CTED
Center for Transportation Education and Development

CTED champions and strengthens the role of transportation throughout North America. We have served the public transit community for more than 30 years – utilizing our technical expertise and the resources of the University of Wisconsin-Milwaukee to provide quality training programs and research for transportation professionals.

Advance your career in the industry with CTED professional development workshops at the School of Continuing Education. Select from face-to-face courses at our convenient downtown location and online courses for complete flexibility. Visit uwm.edu/sce-CTED for details.

Spring 2015 Courses

**Fleet Management ONLINE**
Analyze the principles of vehicle operations and maintenance in order to save money and improve service. Learn to identify problems, and then prioritize and solve them using common sense methodologies. Focus on corporate fleet management, shop management, and green garages.

- Online Course Accessible: Apr. 6 - May 1
- Instructor: John E. Dolce
- Early Bird: $400 (register by Mar. 9)
- Fee: $500
- CEUs: 1.6
- Program No. 4890-7854

**Passenger Service and Safety: Certification for Trainers**
Develop self-confidence as a trainer while learning the basics of passenger assistance. Gain the tools for evaluating and assessing on-the-job performance, which helps maintain and improve the quality of your agency’s transit services. This workshop satisfies standards set by the Americans with Disabilities Act.

- Mon. - Wed., Mar. 16-18
- Instructor: Larry Currie
- Early Bird: $625 (register by Feb. 16)
- Fee: $725
- CEUs: 2.0
- Program No. 4890-7614
Fundamentals of Public Transit  
Help new or recently hired staff upgrade their skills and learn best practices in the transportation industry. Seasoned veterans will also obtain updates to a broad spectrum of topics – from marketing, planning and operations to regulations, service benchmarks and the history and benefits of public transportation.

Online Course Accessible: Feb. 2-27  
Instructor: Peter Albrecht  
Early Bird: $400 (register by Jan. 5)  
Fee: $500  
CEUs: 1.6  
Program No. 4890-7853

Systematic Approach to Increasing Transit Ridership  
Focus your efforts on the most productive ways to get passengers on your service and to keep them riding once they try it. Increased ridership is not just about marketing, but about taking a comprehensive step-by-step approach to service design and delivery. Find your “avatar” – your ideal customer – and learn to build and maintain a strong ridership base.

Online Course Accessible: Mar. 9-27  
Instructors: Joe Caruso, Anita Gulotta-Connelly  
Early Bird: $400 (register by Feb. 9)  
Fee: $500  
CEUs: 1.2  
Program No. 4890-7855

Introduction to Transit Planning  
This asynchronous online course provides an overview of procedures and techniques for transit planning with emphasis on how transit planning is different than planning for other activities. Short range planning is discussed in the context of a realistic case study based on real problems faced by transit agencies. This course includes methods to predict service costs, fleet size and scheduling considerations, ways to find areas of potential demand as well as an overview of procedures used to develop new starts for major transit investments.

Online Course Accessible: Mar. 9-May 1  
Instructor: Dr. Edward Beimborn  
Early Bird: $450 (register by Feb. 9)  
Fee: $550  
CEUs: 3.2  
Program No. 4890-7932

Learn more about these and other CTED programs at uwm.edu/sce-CTED.
Transit Workplace Behavior Series: Conflict Avoidance - Art of Maintaining Control  🌐ONLINE

The transit environment can be an ideal breeding ground for the forces that create, intensify and perpetuate conflict. Even the most serene moment can suddenly be impacted by a variety of stressors – from the unexpected event on the road to the frustrations of unpredictable human moodiness – both inside the company and on the street.

Online Course Accessible: May 11-June 5
Instructor: Randall Pine
Early Bird: $400 (register by Apr. 13)
Fee: $500
CEUs: 1.6
Program No. 4890-7912

Transit Workplace Behavior Series: Managing Employee Performance  🌐ONLINE

Anyone challenged with the supervision of subordinates realizes right away that not all employees are motivated in the same manner. Learn the fundamental principles of employee performance, motivation and management, and set up management programs and practices to encourage and systematically maintain improved employee performance across the board.

Online Course Accessible: Jun. 8 - July 3
Instructor: Randall Pine
Early Bird: $400 (register by May 11)
Fee: $500
CEUs: 1.6
Program No. 4890-7919
General Information

To Register
**Online:** uwm.edu/sce-registration
**Phone:** 8am-5pm (Central) M-F
414-227-3200 – Direct
800-222-3623 – Toll Free

Location
Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Avenue., 7th Floor. SCE is conveniently located in downtown Milwaukee.

Customized Training
CTED provides on-site professional development seminars and custom designed workshops for transit organizations, state Departments of Transportation, as well as nonprofit and for-profit organizations throughout the U.S. All CTED workshops can be customized to your specifications and delivered straight to your location.

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

For More Information
Contact Ken Woodall at 414-227-3332 or woodall@uwm.edu.

More SCE Professional Development Opportunities:

- **BUSINESS**
  uwm.edu/sce-business
- **BUSINESS PROCESS IMPROVEMENT**
  uwm.edu/sce-BusinessImprovement
- **ENGINEERING**
  uwm.edu/sce-eng
- **LANGUAGES**
  uwm.edu/sce-languages
- **MANAGEMENT DEVELOPMENT**
  uwm.edu/sce-mgmt
- **PROJECT MANAGEMENT**
  uwm.edu/sce-PM

DONT’FORGET TO USE THESE CODES WHEN REGISTERING

Your Keycode: **CTEDS15**
Your Message Code: **NV-15-14-W**