



PROFESSIONAL DEVELOPMENT CENTER

ISSUE NO. 4
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What's New

Career Skills Institute Launches September 10!

Welcome to the Fall semester at the Professional Development Center! Our team has been behind the scenes very busy working to build the Career Skills Institute. You will find below the roll out of several new noncredit training courses and matching certificates. For our existing clients and students, you will notice we have overhauled our Workplace Success Training to noncredit courses with refreshed and new content, and a super easy and painless noncredit registration process!

We hope you enjoy looking through our new offerings for Fall. Enrollment is now open!

You will be contacted within the week by our Director, Shelly Dixon, to discuss your training and enrollment needs and any support we can provide. In addition, you will be invited to our official launch event the morning of September 10. Please save the date and wait for an invitation.

As always, please connect with us directly with *any* questions you may have about our courses or how to enroll. Call or email Tim Stone at (805) 683-8282 trstone@pipeline.sbcc.edu.



CAREER SKILLS INSTITUTE PROGRAM OVERVIEW

SBCC is now offering a series of short courses that have been carefully selected to provide you the training you need to get a job, advance in your job and/or provide you skills you need to grow your business. SBCC career skill courses are packaged together to enable you to earn a certificate and digital badge-demonstrating you have mastered new skills! The noncredit certificates and badges cover three key areas: technology, business and design. In 2014, we collaborated with Santa Barbara community business leaders on what skills are needed to survive and compete in the marketplace.

This series of sessions provided us the outline of the SBCC Career Skills Institute. Whether you need brushing up on the art of negotiations, need to better understand branding or design basics, we have the coursework and certificates to meet that need.

HOW DOES IT WORK?

Most courses are offered in a "flipped" classroom. Students watch video instruction from lynda.com for homework and come to class to apply the skills learned. Class time is spent tackling real world problems and creating solutions. The result is a learned skill, with a portfolio piece to prove it. lynda.com is a leading online learning company that helps anyone learn business, technology and design skills to attain their personal and professional goals. The Career Skills Institute enhances the lynda.com experience by bringing students and industry together in the classroom to address real world challenges.

WHAT ARE DIGITAL BADGES?

A digital badge is a unique and portable digital (online) representation of your certificate that you can post on your online pages that promote you and your skills, such as LinkedIn or Facebook. Digital badging allows employers to grasp a deeper picture of your actual skills-just what they need to assist in their hiring.

PROGRAM = COURSES + BADGES

The Career Skills Institute is offering over 40 new short courses (8-16 hours each) and over 20 digital badges.

WHO SHOULD TAKE THESE CLASSES?

You! Whether you are just starting out, have a degree, or have been in the workplace for years, in today's marketplace, it is essential to keep up with the changes in technology and to continue your professional development. This is an effective, convenient and cost effective way.

HOW WILL IT BENEFIT ME?

Prepare yourself with skills to get or keep the job you want and stay current with marketplace skills.

WHAT DOES IT COST?

There is no cost for the class. The only cost is for the lynda.com video instruction. Students can purchase a one-month subscription to the course playlist at the SBCC bookstore, or buy any length subscription online at lynda.com.

HOW DO I SIGN UP?

Review our listing of classes and certificates in this newsletter. Your next step is to fill out an application and register online at sbcc.edu/apply. Select the noncredit application.

Career Skills Institute

Fall | 2015

Location:

All classes are held at the Wake Campus, located at 300 N. Turnpike Road, Santa Barbara, CA 93111.

Registration:

Registration is required.
Scroll down to the bottom of the page and click on Noncredit Educational Programs. If you need help, please contact Tim Stone.

Email: trstone@pipeline.sbcc.edu
Call: (805) 683-8282



Noncredit Business Certificates

Strategic Marketing Certificate

MKT NC 001 Promotional Marketing Tools	Tuesday 9/15-9/29 5:00pm-8:05pm	CRN: 38693
MKT NC 002 Business Branding	Tuesday 10/6-10/20 5:00pm-8:05pm	CRN: 38694
MKT NC 003 Marketing Maps	Tuesday 10/27-11/10 5:00pm-8:05pm	CRN: 38695
MKT NC 004 Mobile Marketing	Tuesday 11/27-12/1 5:00pm-8:05pm	CRN: 38696

Enterprise Communication Certificate

PRO NC 032 Difficult Conversations	Tuesday 9/22 8:30am-5:00pm	CRN: 38698
PRO NC 002 Business Writing	Thursday 10/8 8:30am-5:00pm	CRN: 38699
PRO NC 004 Communication Strategies	Tuesday 11/10 8:30am-5:00pm	CRN: 38697

Customer Relations Certificate

PRO NC 050 Customer Service	Thursday 10/22 8:30am-5:00pm	CRN: 38703
PRO NC 036 The Art of Negotiating	Thursday 11/5 8:30am-5:00pm	CRN: 38701
PRO NC 019 Personality Styles	Thursday 11/12 8:30am-5:00pm	CRN: 38704

Managing to Maximize Performance Certificate

PRO NC 032 Difficult Conversations	Tuesday 9/22 8:30am-5:00pm	CRN: 38698
PRO NC 021 Coaching Skills	Tuesday 10/13 8:30am-5:00pm	CRN: 38740
PRO NC 036 The Art of Negotiating	Thursday 11/5 8:30am-5:00pm	CRN: 38701
PRO NC 021 Coaching Skills	Thursday 11/19 8:30am-5:00pm	CRN: 38700

Workplace Essentials Certificate

PRO NC 005 Critical Thinking	Thursday 10/1 8:30am-5:00pm	CRN: 38733
PRO NC 002 Business Writing	Thursday 10/8 8:30am-5:00pm	CRN: 38699
PRO NC 003 Time Management	Thursday 10/29 8:30am-5:00pm	CRN: 38702

Management Toolbox Certificate

PRO NC 004 Communication Strategies	Tuesday 11/10 8:30am-5:00pm	CRN: 38697
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High Performance Teams Certificate

PRO NC 019 Personality Styles	Thursday 11/12 8:30am-5:00pm	CRN: 38704
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Powerful Presentations Certificate

COMP NC 055 Basic Powerpoint	Tuesdays 10/15-11/5 9:00am-11:20am	CRN: 38507
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Noncredit Technology for Beginners Certificates

Basic Office Software Skills Certificate

COMP NC 062 Basic Spreadsheets	Tuesdays 8/25-9/22 6:30pm-8:45pm	CRN: 38508
COMP NC 051 Intro to Word	Wednesdays 8/26-9/16 9:00am-11:20am	CRN: 38504
COMP NC 051 Intro to Word	Tuesdays 9/15-10/6 4:00pm-6:20pm	CRN: 38506
COMP NC 063 Intro to Excel	Wednesdays 9/23-10/14 6:30pm-8:50pm	CRN: 38510
COMP NC 063 Intro to Excel	Tuesdays 10/13-11/3 4:00pm-6:20pm	CRN: 38511
COMP NC 055 Basic PowerPoint	Thursdays 10/15-11/5 9:00am-11:20am	CRN: 38507
COMP NC 050 Word Processing Basics	Mondays 10/19-11/16 9:00am-11:15am	CRN: 38502
COMP NC 058 Basic Outlook	Saturdays 10/24-10/31 9:00am-2:30pm	CRN: 38522
COMP NC 050 Word Processing Basics	Mondays 10/26-11/23 4:00pm-6:15pm	CRN: 38503

Beginning Computer Skills Certificate

COMP NC 022 Computers for Beginners	Mondays 8/24-9/28 9:00am-11:20am	CRN: 38518
COMP NC 023 Windows Basics	Friday 8/28-9/25 9:00am-11:05am	CRN: 38486
COMP NC 022 Computers for Beginners	Thursdays 10/1-10/29 1:00pm-3:15pm	CRN: 38519
COMP NC 024 Intro to Windows	Friday 10/9-10/16 9:00am-3:00pm	CRN: 38520
COMP NC 020 Computer Keyboard & Mouse	Thursdays 11/5-12/3 4:00pm-6:15pm	CRN: 38521

Basic Internet Skills Certificate

COMP NC 042 Optimizing Photos	Mondays 9/21-10/12 1:00pm-3:20pm	CRN: 38515
COMP NC 041 E-mail for Beginners	Mondays 9/28-10/19 4:00pm-6:20pm	CRN: 38500
COMP NC 042 Optimizing Photos	Thursdays 10/29-11/19 4:00pm-6:20pm	CRN: 38501

Basic Mac Software Skills Certificate

COMP NC 037 Living the iLife	Saturdays 8/29-9/26 9:00am-3:00pm	CRN: 38516
COMP NC 037 Living the iLife	Wednesdays 9/2-11/4 5:30pm-7:50pm	CRN: 38517
COMP NC 036 Intro to the iPod & iTunes	Tuesdays 9/29-10/20 1:00pm-3:20pm	CRN: 38493

Beginning MAC Skills Certificate

COMP NC 030 Intro to the Macintosh	Weds & Fridays 9/2-9/18 1:00pm-3:20pm	CRN: 38488
COMP NC 031 Intro to MAC OS X Level 1	Weds & Fridays 9/23-10/16 1:00pm-3:20pm	CRN: 38489
COMP NC 032 Intro to MAC OS X Level 2	Weds & Fridays 10/21-11/18 1:00pm-3:05pm	CRN: 38490

Computer Hardware Fundamentals Certificate

COMP NC 070 Intro to Hand Held Devices	Mondays 8/24-11/9 5:30pm-6:30pm	CRN: 38725
COMP NC 071 Tech Talk	Thursdays 8/27-10/29 4:00pm-6:20pm	CRN: 38727
COMP NC 070 Intro to Hand Held Devices	Tuesdays 9/1-9/22 1:00pm-3:15pm	CRN: 38724
CNEE NC 103 Keeping PC Hard Disk Clean	Saturdays 11/7-11/14 9:00am-3:00pm	CRN: 38433

Digital Design Basics Certificate

PHOT NC 001 Digital Cameras Digital Photo	Mondays 8/24-9/21 1:00pm-3:20pm	CRN: 38460
PHOT NC 001 Digital Cameras Digital Photo	Thursdays 9/3-9/24 4:00pm-6:20pm	CRN: 38467
PHOT NC 002 Photoshop for Digital Photographers	Tues & Thurs 9/15-10/15 6:45pm-9:05pm	CRN: 38472
MAT NC 003 Photoshop	Fridays 10/2-12/11 9:00am -11:20am	CRN: 38450
GDP NC 010 Intro to Adobe Illustrator	Mondays 10/5-12/7 6:45pm-9:05pm	CRN: 38264
GDP NC 001 Digital Design Techniques	Tues & Thurs 10/20-11/19 6:45pm-9:05pm	CRN: 38260
MAT NC 003 Photoshop	Saturdays 11/7-12/12 9:00am-2:30pm	CRN: 38434

Noncredit Technology Certificates

Research Specialist Certificate

LIBR NC 001 Online Research Specialist	Fridays 9/11-9/18 12:00pm-4:00pm	CRN: 38674
LIBR NC 002 Presenting Research Infographics	Fridays 9/25-10/2 12:00pm-4:00pm	CRN: 38675

Blogging for Business Certificate

COMP NC 080 Setting Up a Blog	Wednesdays 11/18-11/25 8:30am-12:30pm	CRN: 38692
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Noncredit Design Certificates

Digital Printing: Newsletters & Magazines Certificate

GDP NC 041 Producing a Digital Newsletter	Wednesdays 9/16-10/7 5:00pm-7:00pm	CRN: 38688
GDP NC 042 Producing a Digital Magazine	Wednesdays 10/14-11/4 5:00pm-7:00pm	CRN: 38689

Green Documents for Business Certificate

GDP NC 051 Save a Tree, Go Paperless	Saturdays 10/3-10/10 12:30pm-4:30pm	CRN: 38690
GDP NC 052 Preparing Digital Images	Saturdays 10/17-10/24 12:30pm-4:30pm	CRN: 38691

Corporate Computer Training

Fall | 2015

Enroll now in our corporate computer training courses. We look forward to serving you and your employees!

Location:

All classes are held at the Wake Campus in Room 5 located at 300 N. Turnpike Road.

Registration:

Pre-registration is required. Simply send an email to Tim @ trstone@pipeline.sbccc.edu or Call: (805) 683-8282



Quick Reference Guide:

Dates	Course	Time Cost
9/16 & 9/23 (2 Wednesdays)	Intermediate Word	8:30am-12:45pm \$23
9/30 (1 Wednesday)	Word Graphics	8:30am-1:10pm \$13.80
10/7 & 10/14 (2 Wednesdays)	Intermediate Excel	8:30am-12:45pm \$23
10/21 & 10/28 (2 Wednesdays)	Advanced Excel	8:30am-12:45pm \$23
11/4 (1 Wednesday)	Excel Charts & Graphs	8:30am-1:10pm \$13.80

Course Descriptions:

Excel II

This skill boosting class is designed specifically for anyone to build upon the fundamentals learned in Excel I and is ready to learn more tools, tips, techniques and shortcuts to become a power user. Some topics include:

- Linking Worksheets & Workbooks
- Working with Named Ranges
- Consolidating Data with Outlining & Subtotals
- Effectively Rearranging Data (Sort & Filter)
- PivotTables Basics

Excel III

If you're comfortable building a worksheet, using cells, entering data and creating basic formulas, then it's time to learn how some of the most popular functions used in today's workplace (such as IF statements and Vlookup) can help you increase your productivity. Come learn how SumIF and CountIF can cut down your formula building time for your data analysis by summing and counting based on conditions. Become an Excel power user! Topics include:

- Automating Tasks (such as delete, cut, copy, paste) Using Macros
- Perform Multiple Calculations using Array Formulas

Excel Charts & Graphs Workshop

Learn the skill sets that will help you produce visually exciting worksheets! Discover the fun and easy-to-use formatting options of Excel to create visually attractive graphs and learn to choose different types of charts to convey your data. Learn to create professional looking charts and graphs to "Wow!" your audience. This "how to" workshop will get you up to speed!

Word Productivity Workshop

Microsoft Word can be a little uncontrollable sometimes, making unexpected changes, inserting text you didn't ask for, and taking over your formatting. Take control of Word and learn practical skill sets, tips & tricks to help you increase your productivity.