

# normandale

continuing education

NORMANDALE.EDU | 952-358-8343



SPRING/SUMMER  
2014

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Dr. Erika Garms shows us that our brains have infinite possibilities. When we apply neuroscience to our lives, we boost productivity, creativity, and happiness.



NORMANDALE  
COMMUNITY COLLEGE



## Learning: The Common Thread

No matter our age or background, learning is at the heart of life's most meaningful transitions and accomplishments. Learning provides opportunities to weave fresh perspectives into our natural talents; allowing us to thrive and prosper, professionally and personally.

Within this schedule, you will find a variety of programs that are designed to inspire and offer the confidence that comes from developing relevant skills and valuable insights to reach new goals.

### Explore Career Opportunities

If you are in the middle of a job search or unsure about the direction of your career, you will find events and classes designed to move you forward in today's more competitive marketplace.



### Enhance Workplace Skills

While degrees, credentials and experience remain important, they are no longer enough. Employers are looking to hire and promote individuals who can effectively manage change. Employees who are able to utilize data, work in teams and respond creatively are highly valued.

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Delivering greater customer value is a hallmark of competitive advantage. There is an increasing need for employees who can apply customer research and analytical tools to enhance marketing communications and business strategies.

CX: Customer Experience	page 15
Google Analytics	page 16

Research indicates that there will be shortages of trained employees in the areas of information technology and healthcare.

IT Certifications	page 28
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### Embrace Health and Wellness

Utilizing the holistic principles of energy and balance are known to enhance our health. They also cultivate greater clarity and boost contentment in all aspects of our lives, including wellness at work, see page 43.

Ayurveda to Boost Immunity	page 37
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### Expand Your World View

Learning a new language will open you to new ideas, partnerships and set you apart in the workplace.

French	page 48
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Whether you are looking to advance your career or enrich your personal life, Normandale Continuing Education can help you achieve your goals. Call us at 952-358-8343, we're here to help.



## Learning for Individuals, Teams and Organizations

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# enrich your organization

## Business Acumen



In this increasingly complex world, our brains are constantly being overloaded. Gain specific strategies and tools to enhance creativity, collaboration and decision making for yourself, your team or throughout your organization.



Scan this code with your smartphone to visit our website.

### Building and Leading an Effective Team

**NEW**

The days of employees working by themselves in a lonely cubicle are over. Almost all work is done in teams, and the leader who can create a high-functioning cohesive team will be most effective. Learn how to adapt to individual strengths and preferences while creating a team that is better than its individual parts. .4 CEU, \$99, INSTR: Ellen Hinrichs

**Class ID: 32540** Tue, 5/6/14 8:30am – 12:30pm RM: P1840

### Neuroleadership: Brain-Friendly

#### Strategies to Enhance Performance

**NEW**

The exploding field of neuroleadership is teaching us important lessons about various workplace behaviors and their impact on productivity, creativity, loyalty and more. In this workshop, you will learn how to create a work environment that is conducive to supporting happy and healthy brains. You will see that some of our long-held “best practices” may be more harmful than helpful. Instead, you will gain productive techniques which maximize individual and organizational performance by offering greater clarity, confidence and inspiration in our work. .4 CEU, \$99, INSTR: Erika Garms

**Class ID: 33596** Wed, 5/21/14 8:30am – 12:30pm RM: P1840

### Stress Management

**NEW**

Stress isn't the enemy. It is our perceptions of stress that amp our anxiety and use up all our steam. Events happen every day. How we interpret those events can set the stage for how we feel and how we react to others. Reducing stress is as easy as understanding what stress is, understanding what stress is to you, and using that knowledge to restructure your thoughts. Gain specific techniques to turn stress into a stepping stone, not a stumbling block! 1.6 CEU, \$145, INSTR: Meredith Brown

**Class ID: 35089** Online class – 6/2/14 – 6/27/14

**Class ID: 35090** Online class – 8/5/14 – 8/29/14



### Dump The Data, Tell The Story

**NEW**

Every day it seems as though we sift and sort through data. Some of it offers new insight and some supports a greater story. The challenge is to convert and condense data into meaningful information that is compelling, illustrative, understandable and targeted to the needs of your audience. In this interactive workshop, you will learn the skills of synthesizing information into main points and translating those points into stories that create meaning and produce necessary results. You will see that data stories can be told through narratives, metaphors and visuals. You can bring your own data or work with in-class data sets. This workshop is ideal for executive assistants, marketing and sales professionals, project and financial managers, planners and analysts. .4 CEU, \$99, INSTR: Allison Broeren

**Class ID: 33598** Thur, 5/22/14 8:30am – 12:30pm RM: P1840



## Certificate in Data Analysis

Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but they need individuals who have the ability to analyze that data to see trends and make predictions.

Begin with an understanding of how to analyze data in a business setting. You will gain new insights into how to utilize statistics in terms of key business decision making. You'll learn to perform inquiries that will be useful to your business or organization, and have the skills necessary to communicate these results through illustrative and understandable graphs and text. Earn the certificate when you complete all three courses; just \$495 (a savings of \$90) \$195 for individual courses, 4.8 CEUs, INSTR: John Rutledge, Mary Dereshiwsky, and Jeff Kritzer

### Introduction to Data Analysis

Class ID: 34379 Online class – 6/2/14 – 6/27/14



**NEW**

### Intermediate Data Analysis

Class ID: 34380 Online class – 7/7/14 – 8/1/14

**NEW**

### Advanced Data Analysis

Class ID: 34381 Online class – 8/5/14 – 8/29/14

**NEW**

### Business Research Certificate

Discover the specific knowledge needed to succeed in researching and utilizing the “right” data for decision making as a professional and for your organization. You will gain the skills needed to effectively communicate research results to a specific audience for maximum impact and effective decision making.

This certificate is designed for business professionals, entrepreneurs and graduate students who need information such as market potential, competitive intelligence, standard industry practice, productivity improvement, etc. 4.8 CEU, \$495, INSTR: Cathy Proffitt Boys and Mary Dereshiwsky

Class ID: 32253 Online class



**Introduction to Business Research**

6/2/14 – 6/27/14

**Business Statistics**

7/7/14 – 8/1/14

**Qualitative Business Research**

8/5/14 – 8/29/14

Add a whole new skill set to your portfolio, and make a big difference in the success of your organization by acquiring data analysis skills.

See the website for specific course information.

## New Certification in Presentation Media

see page 12

# Change Management and Leadership

*"The information in the Change Agent Certification is so practical. Though I have been exposed to some of those concepts before, it was never delivered in a way that is so easily applicable in my work. I am so pleased with the materials they sent us away with to actually support the use of the concepts."*

~Lori Huss  
Scott County

Contact Jeff Hudson to schedule these workshops at your company, or to receive a group discount for your employees.  
952-358-8705.



Normandale is developing key partnerships with experts in change management, and supporting the development of national certification standards. Together, we have created learning tools and classes designed to meet the varied needs of today's employees, change practitioners and businesses.

## Leading Through Change

The frontline manager is in an unenviable position when it comes to leading change. Often faced with rallying the troops to accept and embrace change that may be unpopular, there is an art and science to managing change. The class will begin with an explanation of the transition process and how it affects people. Strategies will then be provided for supporting your employees while holding them accountable for accepting change. This workshop will give you ample time to apply concepts to your own situation, so bring your issues with you and leave with a strategic action plan! .4 CEU, \$99, INSTR: Julie Berg

**Class ID: 32549**    Thur, 5/1/14    12:30pm – 4:30pm    RM: P1840

## Change Agent Certification

### Practicing Implementation Effectiveness

#### Change Agent Certification

**NEW**

This workshop is designed to help partners in the change process refine their skills. Learn to identify resistance, diagnose needs, and recognize which organizational levers can be pulled to drive change. Discover how to coach "change champions" and execute the components of a change plan. It is designed for HR professionals, project team members and leaders who wish to increase their effectiveness and implement change. In addition, communication or education practitioners seeking a deeper understanding of change principles will find this course valuable. 1.6 CEU, \$895 (if you would like to pursue Change Agent certification, there will be additional work outside of the workshop. The cost with certification is \$1,195.) INSTR: Terry Smith and Lisa Zweber-Smith, Implementation Institute

**Class ID: 35100**

Thur & Fri, 6/19/14 & 6/20/14    8:30am – 4:30pm    RM: P1844

**Who Should Attend:** Change Agent Certification is ideal for HR professionals, training and development practitioners, and project managers and members.



**IMPLEMENTATION  
INSTITUTE™**

THE BRIDGE BETWEEN STRATEGY AND RESULTS™

The Implementation Institute™

is dedicated to increasing organizations' capabilities to manage change and effectively implement initiatives. Through the Institute, Smith and Zweber-Smith integrate experience and cutting-edge research with innovative education, coaching, mentoring and assessment to positively impact leaders and organizations worldwide.

## Change Management for Executives

**NEW**

Without strong executive leadership, few organizational changes are likely to bear fruit.

Executives need a clear understanding of their key role in the change process. However, when it comes to change, executive strengths can sometimes be weaknesses. While it may seem counter-intuitive, having knowledge of the overall operations can prevent you from seeing the bottlenecks or hidden limitations that often derail the best of change strategies. Gain practical techniques that enhance your abilities to truly support change and establish realistic metrics for measuring progress, including ROI at the beginning, middle and end of a change project. .4 CEU, \$150, INSTR: Jim Bohn, Ph.D.

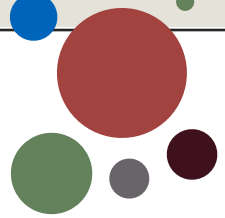
**Class ID: 35099** Wed, 5/7/14 8:30am – 12:30pm RM: P1840

*"I have a belief that organizations can be exceptionally exciting places to work, where people find joy and meaning in achievement. It's a matter of solid leadership that provides radical clarity of vision, consistent behavior modeling, and transparency in actions."*

– Jim Bohn



# you're invited to attend our Change Summits



There is a growing need for change management professionals in the Twin Cities due to a high concentration of Fortune 100 companies who embrace change management.

Gain new insight from featured experts while connecting with other leaders and practitioners committed to implementing and advancing change practices in their organizations.

### **The Failure Forum – Matt Hunt**

**Thursday, June 19 from 4:30pm - 6pm**

Matt Hunt studies failure and its impact on organizations, but not the way you might think. Matt argues that failure is essential to true innovation or change, and successful organizations find ways to not only embrace it, but build an infrastructure to learn from it.



**Change Summits are FREE**  
**Join us once a month from 4:30pm – 6pm**  
**Partnership Center at Normandale**

**Who Should Attend Change Summits:** Change agents and champions in the workplace; practicing change management professionals; and consultants who drive change projects to completion and make them stick. Everyone is welcome.

Change Summits are sponsored by Minnesota Change Management Network in partnership with Normandale Continuing Education.

See website or call 952-358-8343 for dates and additional information.

## Agile & Scrum

Normandale is the connecting point for Agile methods and Scrum training in Minnesota.

The Agile Manifesto was written in 2001, and contains principles related to trust, sustainability and simplicity.

There is a way to focus on the right things, in the right order, and at the right level of detail without sacrificing speed, quality, cost and people. The solution lies in becoming agile. Agility results from proper focus. It's a lot like driving: you need to keep your eyes on the road, but not on every stone in it. You need to watch the turns ahead, but not the ones two states away.

### Fundamentals of Agile Development

Agile product development has emerged as the fastest growing area in new project management. Agile has grown out of the software development community and is now seeing a broad application in many other areas. You will gain an understanding of agile-thinking and how to enhance an effective Agile process. Learn why Agile is becoming the accepted approach to new product development and reveal places to start the transition. .4 CEU, \$99, INSTR: Liz Weatherhead

**Class ID: 32528** Wed, 4/16/14 8:30am – 12:30pm RM: P1844

### Certified ScrumMaster

If you have experience on development teams, or you're facing complex product/project development efforts, this class might be right for you. It is recommended that you have some familiarity with Agile. This interactive course is designed to leverage your knowledge, skills and experiences so that you can learn the practice of Scrum in the context of the work that you do. *Included in your course fee, you will receive the Scrum Study Guide (a \$50 value) and a two-year membership in the Scrum Alliance. Upon course completion and passing the online test, you will be listed on the Scrum Alliance website as a Certified ScrumMaster.* 1.4 CEU, \$1,060, INSTR: Doug Shimp



**Class ID: 32531**

Tue & Wed, 6/17/14 & 6/18/14 8:30am – 4:30pm RM: P0806

**Class ID: 32532**

Wed & Thur, 8/27/14 & 8/28/14 8:30am – 4:30pm RM: P0806

**Who Should Attend:** Managers, engineers, and anyone who needs to drive an organization to higher performance in a cost competitive economy.

**Douglas Shimp** is founder and managing partner of 3Back Consulting. Doug partners with Normandale to deliver training that is designed to "make teams better." He is a Certified ScrumMaster Trainer, Use Case, and Agile Process expert with 17 years experience in the technology field. He is certified by the Scrum Alliance.



The Project Management Institute (PMI) has approved Scrum training for PDU credits. Each Contact Hour from our Certified ScrumMaster or Scrum Product Owner training can be converted to one PDU, allowing you to earn a total of 14 PDUs per course toward your PMP recertification.





## Certified Scrum Product Owner

Product Owners must have the skills to navigate market pressures, solve product design issues, and channel the energy of well-formed teams to deliver results. This course is for those who have some background in Agile project work and is intended to help experienced Agile practitioners focus on the challenges faced by product design teams. This two-day course will enhance your team leadership abilities in new ways and help you to steer your energy toward successful completion of products. *Upon completion, participants are registered as Certified Scrum Product Owners, including a two-year membership in the Scrum Alliance.* 1.4 CEU, \$1,060, INSTR: Doug Shimp

**Class ID: 32533**

Tue & Wed, 4/22/14 & 4/23/14 8:30am – 4:30pm RM: P0806

## Project Management

There are more projects occurring today than at any time in history. Organizations initiate projects to create new computer applications, erect bridges and buildings, improve processes, develop new products, and reorganize company operations.

### Project Management Fundamentals

Learn to master the essentials of project management. You'll become an indispensable member of your project team by discovering and mastering the critical concepts you need to plan, implement, control and close any type of project. Develop all sections of a project plan, and a variety of powerful techniques to generate project ideas. 2.4 CEU, \$99, INSTR: Tony Swaim

**Online class** – starts every month (4/16, 5/21, 6/18, 7/16, 8/20)



### Project Management Applications

Increase your value to your employer by discovering and mastering essential quantitative and qualitative project management applications. Mastering the tricks of the trade: Earned Value Performance Measurement, Gantt Charts, Network Scheduling, Work Breakdown Structure, and Cost-Volume Analysis. 2.4 CEU, \$99, INSTR: Tony Swaim

**Online class** – starts every month (4/16, 5/21, 6/18, 7/16, 8/20)



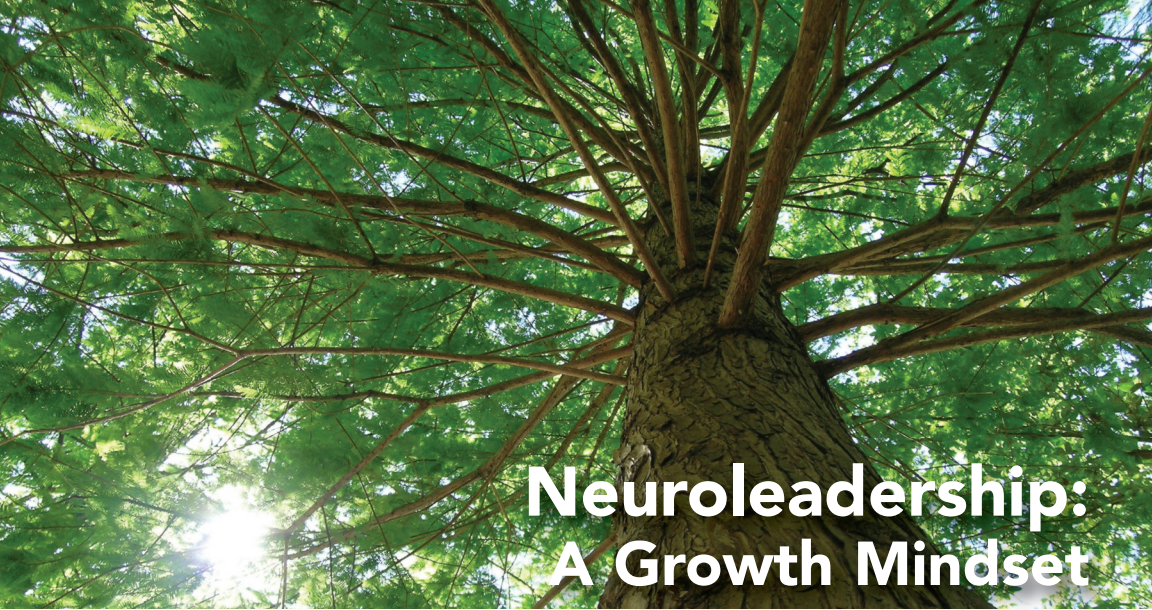
### PMP Certification Prep I and II

In these courses you will learn, practice and prepare for the Project Management Institute's prestigious PMP® certification exam. You will raise your project management IQ by discovering tips and techniques related to the content and questions you'll encounter on the PMP® exam. You will also gain proven learning strategies to help absorb key terminology, concepts, and formulas. 2.4 CEU, \$109, INSTR: Tony Swaim

**Online class** – starts every month (4/16, 5/21, 6/18, 7/16, 8/20)



These courses will help you prepare for the Project Management Professional (PMP®) and the Certified Associate in Project Management (CAPM®) exams offered by the Project Management Institute (PMI®)



# Neuroleadership: A Growth Mindset

In our performance-based and competitive world, experts are discovering that success in life is more than degrees or job experiences. Research from multiple fields is proving that what seems to distinguish the highest achievers from the rest is their mindset. Those with what Carol Dweck, Psychology Professor at Stanford University, calls a **“growth mindset”** consistently perceive opportunity even in the face of temporary challenge. It seems that curiosity, a love of learning, and motivation can bring a person farther than raw intellect alone.



“Scientists have long understood that discovery is only achieved through trial and error. Somehow, we have lost sight of that fact in business. Individuals that excel understand that risk-taking and failure are critical to building something new.” — Matt Hunt

## Strong Roots & Rich Soil

While hard work and some luck still tend to be present, multiple studies show that the “super successful” share key traits. Great achievers are not defined by what they know, but by how they think, develop and **nurture their brains**. Top performers do this in ways that build upon their abilities to seize opportunities, engage others, manage complexity and overcome challenges.

Much of the research has roots in **neuroscience** — an interdisciplinary science that brings together multiple fields such as chemistry, linguistics, psychology, biology, medicine and computer science, and from which the new field of **neuroleadership** has emerged.

As research is produced, people like Dr. Erika Garms integrate it into curriculum, leadership practices and coaching methodologies. Her aim in incorporating neuroscience into the fabric of organizations is to create **“brain-friendly” organizations**. She describes these as places “where people are able to do their best thinking and produce great work in terrific environments. These workplaces have high trust, high employee engagement, and alignment between the organization’s values and their practices. They ‘walk their talk’, which allows the brain to focus better on higher order thinking and not get distracted by anxiety and fear.”

Neuroleadership is the study of applying neuroscience to human and organizational performance, specifically in four core areas – collaboration, managing change, making decisions, and regulating emotions.

## Branching Out

Some of the best news to come out of recent neuroscience research is that humans have neuroplasticity. This means that our brains continually grow and change as our thoughts and experiences shape them. The following are just some skills that can be enhanced through neuroleadership training:

- When individuals gain strategies in areas like **sense-making** and **reframing**, they can cut through complexity or see opportunity where it did not exist before.
- They know that they do not achieve success on their own. They learn to **build networks**, **galvanize teams** and **cultivate ecosystems**.
- They become brilliant communicators. They develop their **listening skills** while mastering the **art of telling stories** with purpose.
- They learn to **experiment**, **test ideas** and **embrace failure**. Instead of frustration, setbacks become opportunities to learn. According to author and consultant Matt Hunt, “Individuals that are set to excel are the ones who understand that risk-taking and failure are critical to building something new.”
- When people practice **mindfulness**, they become more in tune with their thoughts and emotions. They also gain greater clarity and confidence in day-to-day interactions and long-term decisions.



“Brain-friendly organizations are places where people are able to do their best thinking and produce great work in terrific environments.”

— Dr. Erika Garms

## Success Germinators

So what does this mean? When we nurture a growth mindset, we learn that our brains and talents have infinite possibilities. Achievements, accomplishments and successes come from multiple practices which build our productivity, resiliency and creativity. And most importantly, it becomes possible for us to discover greater satisfaction and happiness throughout our lives.

If you are interested in implementing brain-friendly strategies to enhance your own performance or create a more productive work environment, attend Erika Garms’ Neuroleadership workshop on May 21 (see page 2 for more information). Or, give us a call at 952-358-8343 to see how you can enhance productivity at your company.

# Supervision and Management

## Fundamentals of Supervision/Management Certificate

When an individual contributor is promoted to supervisor, the transition can be a difficult one. This certificate will provide the new supervisor with the foundational skills needed for the job. Register for this certificate for \$400 (a savings of \$100). INSTR: Julie Berg



**Julie Berg**, President of HRD Consulting, is a professional workshop leader, coach and organization development consultant. She has over 20 years of experience across industries including healthcare, education, business services, engineering, manufacturing, technology, and non-profits.

### Module 1: Making the Transition to Leadership

“What got you here won’t get you there.” When individual contributors are promoted to supervisor, it is often because they were technically excellent at their job. An effective supervisor learns how to complement that competence with the ability to lead and motivate a variety of people in a variety of situations. This course helps new supervisors understand how to effectively make that transition and begin the road to effective leadership. .4 CEU, \$125

**Class ID: 34358** Thur, 5/8/14 12:30pm – 4:40pm RM: P1844

### Module 2: Coaching Performance

Effective leaders understand that different situations and individuals call for different approaches. This workshop introduces coaching skills for guiding individuals and teams toward achieving successful results. Leaders learn how to recognize and approach each coaching opportunity as a catalyst for success—providing the spark to prompt people toward successful results. .4 CEU, \$125

**Class ID: 34360** Thur, 5/15/14 12:30pm – 4:40pm RM: P1844

### Module 3: Managing Performance Problems

Even the best coaches do not control how employees perform on the job. This course builds skills in the handling of chronic performance problems or serious misconduct. Learn how to document the problem, and explain what the employee must do to address it. Learners gain skills in discussing and imposing formal consequences while adhering to their organization’s disciplinary policies and procedures. .4 CEU, \$125

**Class ID: 34362** Thur, 5/22/14 12:30pm – 4:40pm RM: P1844

### Module 4: Developing Your Leadership Style

Throughout this series, supervisors have learned and practiced tools for setting clear expectations, having difficult conversations, developing strong relationships, and holding people accountable for performance. While everyone potentially has the same tools available to them, every supervisor will still have their own voice and style. This final class will encourage supervisors to define the style that allows them to be effective and authentic. .4 CEU, \$125

**Class ID: 34366** Thur, 5/29/14 12:30pm – 4:40pm RM: P1844

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### Building and Leading an Effective Team

**NEW**

*See page 2 for course description.*

### Leading Through Change

**NEW**

*See page 4 for course description.*

**Research indicates that when employees leave an organization,  
40% of the time it's because they were frustrated  
with an ineffective supervisor.**

Gallup Organization

## Managing Ambiguity:

### Navigating Gray in a Black and White World

In a constantly changing work environment, the ability to navigate ambiguous situations is an underappreciated skill. While it might be nice to have black-and-white answers, today's complexity and sophistication creates a whole world of gray. You will learn the tools necessary to create shared agreement and avoid miscommunication.

.4 CEU, \$99, INSTR: Ellen Hinrichs

**Class ID: 32551** Tue, 4/29/14 8:30am – 12:30pm RM: P1840

### Managing Time, Workload, and Responsibilities

Time is the common equalizer. This course will expose common time wasters and brainstorm effective methods to eliminate the waste. Discover tools and methods to manage your workload most effectively and efficiently.

.4 CEU, \$99, INSTR: Ellen Hinrichs

**Class ID: 32541** Tue, 5/13/14 8:30am – 12:30pm RM: P1840

### Working with Difficult People

Dealing with difficult people in the workplace can be exhausting, irritating and overwhelming. Prepare yourself with skills and strategies to cope with challenges effectively and appropriately. Create a personal plan to improve interactions and concentrate on your own performance and results.

.4 CEU, \$99, INSTR: Ellen Hinrichs

**Class ID: 32542** Thur, 5/29/14 8:30am – 12:30pm RM: P1842

### Workplace Ethics and Etiquette

**NEW**

Whether you are just beginning your career or advancing, understanding ethics and workplace etiquette is critical to your success. Learn to make ethical business decisions. In addition, you will gain tips and insights for how to interact properly in business and social settings, which will improve your communication and networking skills.

1.6 CEU, \$145, INSTR: Cathy Proffitt Boys

**Class ID: 34381** Online class – 6/2/14 – 6/27/14



### Business Coaching Certificate

**NEW**

Mentoring and coaching have come to be used more frequently in organizations to improve leadership competencies and provide employee support. In this certificate, you will learn to develop, implement and support coaching and mentoring programs in the workplace. Gain a proven toolkit for improving employee performance and creating a more rewarding work environment for your employees. See our website for complete course descriptions.

3.2 CEU, \$295, INSTR: Marie Johnson and Sherri Restauri Carson

**Class ID: 35093**



### Mentoring and Coaching in the Workplace Level 1

Online class – 6/2/14 – 6/27/14

### Mentoring and Coaching in the Workplace Level 2

Online class – 7/7/14 – 8/1/14



“According to a 2013 study from Brother Corporation, the average US worker loses 76 hours per year as a result of disorganization and inefficiency. This equates to an estimated \$177 billion loss to organizations.”



This program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

# Professional Communication Skills

“If you polish your shoes to be more professional, why wouldn’t you polish your business writing skills?”

~Jeannette Grace

## Business Writing

Writing poorly in business can reflect negatively on both you and your company. To achieve strong writing skills, you need to analyze your audience, organize your thoughts, and use appropriate tone, formatting and language. *Bring the following writing samples: 1) e-mail, 2) letter, 3) proposal (this can be an informal or formal proposal; see website for examples).* .8 CEU, \$150, INSTR: Jeannette Grace

**Class ID: 32544**

Tue & Thur, 4/22/14 & 4/24/14 8:30am – 12:30pm RM: P0840

## Negotiation: Get What You Want

**NEW**

Negotiation is a key skill for success in business and everyday life. Knowing strategies to clarify what you want and how to prioritize needs will ensure you get more of what’s essential. Work with a pro to learn how to plan, implement and win in the bargaining process. Save time, grow your business network and gain confidence when dealing with even the shrewdest of deal-makers. Invest in these skills now and reap a lifetime of rewards. See the website for more information. 1.6 CEU, \$195, INSTR: Julia King Tamang

**Class ID: 32268** Online class – 5/5/14 – 5/30/14

**Class ID: 35346** Online class – 7/7/14 – 8/1/14



## Certificate in Designing Webinars

Webinars are a popular format for delivering information. With the right preparation and skills, they can be a powerful communication channel for your organization. Acquire techniques and tips that will make your webinars winners with multiple audiences. Earn the certificate for \$345.

### Designing Successful Webinars

Webinars are a hot meeting format that save money and reach more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more. The technology is simple, but good webinar presentation techniques are critical. You’ll learn four key strategies to make your webinars more successful. 1.6 CEU, \$195, INSTR: William A. Draves

**Class ID: 32261** Online class – 5/5/14 – 5/30/14

**Class ID: 34397** Online class – 6/2/14 – 6/27/14



### Managing & Marketing Webinars

Boost your success with webinars by getting the latest information on managing and marketing webinars. Find out when and how often to promote webinars, how to do follow up promotion to those who click-through on your initial emails, and how to generate more leads and inquiries. You’ll gain a proven and unique needs assessment model, and take back five secrets to creating high response surveys. Learn to do market research and see that it can be simple, no-cost and effective way to lowering your risks and increasing your pay-offs. You will get a webinar planning timeline tool with the ideal timeframe for planning and marketing webinars for maximum success. 1.6 CEU, \$195, INSTR: Suzanne Kart

**Class ID: 34398** Online class – 6/2/14 – 6/27/14

**Class ID: 34399** Online class – 8/5/14 – 8/29/14



**New**  
**Dump the**  
**Data,**  
**Tell the Story**  
see page 2

## Powerful Presentations & Effective Speaking Techniques

**NEW**

Nearly every job or business has an element of speaking, presentations, or sales. This course will allow you to master all three and accelerate your success in every aspect of your career. Learn everything from voice and speech basics like proper breathing, diction and enunciation, all the way to specific presentation templates and techniques that will allow you to deliver your presentations with ease and confidence. From the board-room, to the class-room, to speaking for thousands of people, there are several critical factors that every speaker must master. You will learn how to effectively deliver a presentation to one person across the table, in front of a small group in a boardroom, from stage for a large audience, and host tele-seminars or webinars online. 1.6 CEU, \$195, INSTR: Bridget Brady

**Class ID: 32268** Online class – 6/2/14 – 6/27/14



## Advanced Neuro Linguistic Programming

**NEW**

*See page 33 for more information.*

## Certificate in Presentation Media

Whether your presentation is online or in-person, presentation media will not only enhance your message, but often makes your message more impactful and memorable.

### Prezi

Find out how to use Prezi, the new slide software that goes beyond one-dimensional, PowerPoint presentations. Learn to tap into your creative side as you produce amazing presentations. Your audience will be stimulated with what you are presenting as well as how you are presenting. 1.6 CEU, \$195, INSTR: Kimba Green

**Class ID: 34359** Online class – 6/2/14 – 6/27/14



### Photoshop for Presentations

Learn what the pros know and acquire the skills to navigate an extensive list of Photoshop features. You will practice the most commonly used methods, such as managing text, working with layers, and image file properties. You will learn the purpose of each photo-editing tool and walk away with the skills to use them. 1.6 CEU, \$195, INSTR: Dan Hood

**Class ID: 32265** Online class – 5/5/14 – 5/30/14

**Class ID: 34361** Online class – 7/7/14 – 8/1/14



### Creating Visual Presentations

Learn the graphic design techniques needed to create contemporary and professional looking presentations, including page layout, typography and basic design considerations. You'll take away the skills needed to work in any presentation software program that you choose. Ensure that your visual presentations and materials effectively communicate your message. 1.6 CEU, \$195, INSTR: Jenna Soard

**Class ID: 34363** Online class – 8/5/14 – 8/29/14



Take one course or earn this certificate when you complete all three courses. Enroll in the Presentation Media certificate for \$495 (a savings of \$90).

# Customer Centric Communication

Our workshops are designed to build the skills needed to solve specific problems, better serve customers and identify new opportunities to grow your business. Implementing customer centric practices is a team sport! Learning is enhanced when two or more from the same team learn together. Call 952-358-8343 for information on group discounts.

“When proposals authentically reflect a customer’s needs, interests and style, you will win more business and develop much stronger partnerships.”

Jeannette Grace

The Bureau of Labor Statistics projects that employment for customer service professionals will grow 15.5 percent between 2010 and 2020, which is faster than the average for all other occupations.

## Creating Customer Centric Communication

**NEW**

In today’s competitive market, we often need to respond to customer requests by submitting a proposal. Whether it is an official RFP, a letter or a presentation, proposals offer an unique opportunity to create or strengthen credibility with our customers. In this workshop, learn to produce proposals that are customer focused, responsive and easy to evaluate. See how to differentiate the benefits and value your firm offers when compared to competitors. Learn to write with clarity and brevity while also ensuring that you leave no question unanswered. It is important to organize content to reflect your customer’s request. Finally, you will gain valuable tips for enhancing readability and visual appeal. .4 CEU, \$99, INSTR: Jeannette Grace

**Class ID: 32526** Wed, 5/28/14 8:30am – 12:30pm RM: P1844

## Customer Service Certificate

Customer service is now essential for all organizations. Whether it relates to retaining customers or turning inquiries from potential customers into sales, stellar customer service is now one of the central factors in business growth and success. This certificate is comprised of two courses: Keys to Customer Service and Extraordinary Customer Service. (Save over 15% when you register for both classes at the same time, \$245)

### Keys to Customer Service

Learning to build your customer service skills can have a powerful impact on your career as well as success in other areas of your life. In this course, you will understand the value of long-term loyal customers—and the cost of losing them. Subjects include how to listen to customers, the qualities of web-based customer service, customer turn-off and managing customer expectations. You can help translate good intentions into a workable plan for great service. 1.6 CEU, \$145, INSTR: Nanette Sanders-Cobb

**Class ID: 34358** Online class – 6/2/14 – 6/27/14



### Extraordinary Customer Service

Transform your customer service into something extraordinary, and gain more repeat business which will improve your bottom line. This course will focus on the few essential elements that yield big results—understanding your customer, setting expectations, developing processes and improving the customer’s experience. You will take away a plan that will help you focus on your pathway to extraordinary customer service. 1.6 CEU, \$145, INSTR: Nanette Sanders-Cobb and Fred Bayley

**Class ID: 32259** Online class – 5/5/14 – 5/30/14

**Class ID: 35094** Online class – 7/7/14 – 8/1/14





# CX: Customer Experience

## Moving From Customer Service to Customer Experience

**NEW**

Gain the information, tools and coaching needed to differentiate your business on the customer experience. You'll start by outlining your current state, including describing your customers, your interactions with them, along with the processes, technologies and employees that support these interactions. Then, you'll map your customer journey to better understand those critical touch points. You'll be able to begin to confirm what is working, what needs fixing and what gaps need filling. As you move beyond tactical fixes, you'll see that aligning efforts to customer value results in increased engagement, loyalty and profitability. See the website for more about the key learning objectives of this highly interactive workshop. .8 CEU, \$195, INSTR: Jim Tincher

**Class ID: 33635**

Thur, 5/8/14 & 5/15/14

8:30am – 12:30pm

RM: P1840

## Certificate in Customer Research

Your customers hold the key to your organization's success. Getting to know your customers leads to higher retention, stronger sales and increased customer satisfaction. When you learn to interact and engage your customers, you will gain invaluable feedback and strategically rich information. You'll learn low and no cost methods of customer research as you discover new techniques for collecting information that will improve your organization's products and services, promotion and marketing, and even bottom line finances. Whether you need to improve service, introduce a new product or enhance profitability, the eight stage needs assessment model will give you a step by step proven approach to meeting your goals. 3.2 CEU, \$395, INSTR: William A. Draves

See website for upcoming dates



**William A. Draves** does strategic market planning, needs assessment and marketing research for a national association. He is the author of *High Response Surveys*, *The Eight Stage Needs Assessment Model*, and *The Marketing Manual*.



"A great customer experience begins with a solid understanding of your customers. It also requires that your employees use those insights to build programs that your competitors cannot duplicate." Jim Tincher

## Customer Engagement:

### The Secret to Life, the Customer, and Everything

Emotional Engagement is the secret to customer loyalty. Customer Engagement is formed when you solve problems and do it in a way that creates an emotional connection.

In this workshop, your employees will learn the three keys to create great customer engagement, including the need to **Solve a Problem, Make a Connection**, and understand that **customer engagement is All About You**. Your employees will leave with an understanding of a customer's true needs, and the tools to form better connections with customers. This Jim Tincher workshop is the most-requested workshop that he facilitates, particularly for B2C companies.

### Custom Training Workshop

Call Jeff Hudson at 952-358-8705 to learn how customer engagement training can increase productivity and profitability for your business.

## Marketing

### Media Buying Strategies

**NEW**

Discover how to delineate the relationship between marketing and media-buying decisions. Marketing functions are examined through case analysis to successfully integrate all elements of the media-buying process. Come away with knowledge of media buying strategies to promote your organization and boost sales and profits. 1.6 CEUs, \$195, INSTR: Erin Parnell

**Class ID: 32321** Online class – 5/5/14 – 5/30/14

**Class ID: 34364** Online class – 7/7/14 – 8/1/14



### Google Analytics

If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques for how to use Google Analytics, a free online tool. You'll understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website visitors. 1.6 CEU, \$195, INSTR: Dan Belhassen and Susan Hurrell

**Class ID: 32319** Online class – 5/5/14 – 5/30/14

**Class ID: 34365** Online class – 7/7/14 – 8/1/14



### Google +

**NEW**

Discover the best ways to use this popular and emerging social media platform to raise your online profile, and connect with current and potential new contacts. You'll learn the advantages of using Google+, how it can help your organization to engage existing users and grow your base, and techniques for using the platform to create relationships, and expand your reach. 1.6 CEU, \$195, INSTR: Jeff Kart

**Class ID: 34367** Online class – 6/2/14 - 6/27/14



## Graphic and Web Design Programs page 24

See our website for more eMarketing Courses and Certificates

## Pricing for Profitability:

### Pricing Mistakes that Hurt the Bottom Line and How to Avoid Them

Price is the only element of a company's marketing mix that generates revenue.

Everything else is a cost. Done right, pricing can drive a company's sales and profits higher.

However, too many companies make costly pricing mistakes that hurt their bottom line.

In this workshop you will learn how price drives profits, the characteristics of a good price, and how much customers are willing to pay. As a result, you'll be able to judge the financial impact of raising or lowering your prices, so you can set prices confidently and profitably. Learn to develop pricing strategies to help your company's bottom line. You'll leave with practical, how-to information you can start using right away. 3.5 CEU, \$99, INSTR: Chris Austin

**Thur, 5/21/14 9:00am - 12:30pm See website for more details**



## Designing Your Website for Mobile Devices

Creating a website that can be viewed effectively on mobile devices is a necessity. Whether your customers are viewing your website on an iPad, iPod or Smart Phone, you want to build your site and applications in a manner that avoids frustration. Learn how to effectively design websites and applications for seamless access on a variety of media devices. Emphasis will be on hands-on application.

.3 CEU, \$75, INSTR: Tim Daniels

**Class ID: 32423** Wed, 4/9/14 1:30pm – 4:30pm RM: P1802

## Marketing with Images

**NEW**

People love interacting with pictures on social media. They are the most popular and engaging posts on Facebook. Learn how to identify what images work for your business goals. Discover new sources for photos and images and learn to easily edit them to suit your marketing objectives. Identify what different social sites are best for image sharing and how to maximize each site for a specific business goal. Gain a new set of tools and a road map to supercharge your marketing campaign.

1.6 CEU, \$295, INSTR: Nicole Siscaretti and Jennifer Selke

**Class ID: 34383** Online class – 5/5/14 – 5/30/14

**Class ID: 34384** Online class – 7/7/14 – 8/1/14



## eMarketing Essentials Certificate

Earn this certificate when you complete all three courses. Enroll in the eMarketing Essentials certificate for \$495 (a savings of \$90). INSTR: Dan Belhassen and Susan Hurrell

## Improving Email Promotions

Discover new ways to improve your email promotions, including when to email, what to email, and how to test email copy. Learn to analyze your email response rates, including benchmarks for open rates and click through rates. 1.6 CEU, \$195

**Class ID: 34371** Online class – 6/2/14 – 6/27/14



## Boosting Your Website Traffic

Acquire the basic skills to boost your website traffic, including how to analyze your visitor traffic, use search engine optimization and gain greater exposure in Google searches. No experience is necessary. 1.6 CEU, \$195

**Class ID: 32273** Online class – 5/5/14 – 5/30/14

**Class ID: 34372** Online class – 7/7/14 – 8/1/14



## Online Advertising

Make online advertising work for you and your organization. You will see how and when to use pay-per-click advertising with Google AdWords, how to test low budget AdWord campaigns as well as how to target local audiences. You'll learn to determine the demographics and numbers of people you want to reach. 1.6 CEU, \$195

**Class ID: 34373** Online class – 8/5/14 – 8/29/14



## Creating Dynamic Websites Using WordPress

see page 27



Customers who viewed product videos were 144% more likely to add the product to their cart. Video with good SEO has a 53% higher chance of showing up on page one of Google searches.

Enroll in the certificate for \$495 (a savings of \$90)

## Video Marketing Certificate

When done correctly, video can tell stories which connect people through emotional “triggers” that are not easily communicated through plain text. Earn this certificate by completing both courses for \$395 (a savings of \$95). INSTR: Erin Huggins and Jennifer Selke

### Video Marketing

**NEW**

Discover how to use simple online video to bond with your viewer, drive traffic to your website, and build brand awareness. Learn to use Google and YouTube with your video to market your business 24/7. 1.6 CEU, \$245

**Class ID: 34374** Online class – 6/2/14 – 6/27/14



### YouTube for Business

**NEW**

Increase your business with YouTube. You’ll learn what types of video work best, how other business organizations use YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features. 1.6 CEU, \$245

**Class ID: 32313** Online class – 5/5/14 – 5/30/14

**Class ID: 34375** Online class – 7/7/14 – 8/1/14



## Inbound Marketing Certificate

Inbound marketing is built on content that offers real value. Inbound marketing is a process of using your website in a way that attracts visitors naturally through search engines, the blogosphere, and social media. INSTR: Suzanne Kart, Michael Weiss, Susan Hurrell and Dan Belhassen

### Introduction to Inbound Marketing

You will discover how to attract customers to your site, what kind of content to share, how to use landing pages and forms to collect information, and how to implement campaigns that result in sales. 1.6 CEU, \$195

**Class ID: 34376** Online class – 6/2/14 – 6/27/14



### Content Marketing

Discover ways to identify and define your ideal audience, and create content that is purposeful. Find out what you want to say, how and where to say it. In one month, you will be better equipped to create your own content marketing strategy. 1.6 CEU, \$195

**Class ID: 32282** Online class – 5/5/14 – 5/30/14

**Class ID: 34377** Online class – 7/7/14 – 8/1/14



### Advanced Inbound Marketing

Learn to manage the results of your inbound marketing activities at an advanced level. Focus on the data that matters most and how it is influenced by user engagement. Gain deeper insights into user behavior, measure visitor engagement and use landing pages and forms more effectively. 1.6 CEU, \$195

**Class ID: 34378** Online class – 8/5/14 – 8/29/14



## Social Media for Business Certificate

Your instructors, Jennifer H. Selke and Suzanne Kart will introduce you to the new principles of marketing communications.

### Introduction to Social Media

Learn what social networks are and their role in your business. Become familiar with the top sites and how to use them for communication, customer retention, branding, marketing, market research, needs assessment and customer service. 1.6 CEU, \$195

**Class ID: 34368** Online class – 6/2/14 – 6/27/14

### Marketing Using Social Media

Develop a two-way communication and marketing strategy for your organization using social networks. Learn quick and easy ways to engage your customers and keep them interested in your business. 1.6 CEU, \$195

**Class ID: 32306** Online class – 5/5/14 – 5/30/14

**Class ID: 34369** Online class – 7/7/14 – 8/1/14



### Integrating Social Media in Your Organization

Create your own private social network using Ning, work socially using Google Docs and calendars, and move your web site to an interactive Web 2.0 site. Your instructor will help you develop a social networking strategy for your organization. 1.6 CEU, \$195

**Class ID: 34370** Online class – 8/5/14 – 8/29/14



Earn the Social Media for Business certificate when you complete all three courses; just \$495 (a savings of \$90).

## Agile and Scrum

### Learn the Latest Software Development Tools and Strategies



Doing business today requires an ability to develop customer-focused products and services faster than ever. Agile methods and Scrum training provide strategies and tools to teams who are charged with managing complex projects. Agile product development is one of the fastest growing areas in project management. With origins in the software development community, Scrum training has now become a sought-after approach for new product development across business sectors.

Normandale works with national experts to deliver Certified ScrumMaster and Scrum Product Owner training programs.

More than 400 employees from companies of all sizes have attended these programs in the last few years. Companies represented have included Accenture, Datacard, HealthPartners, General Mills, The Nerdery, Seagate, Starkey Labs, SuperValu, Target Corporation, Travelers Insurance, and Wells Fargo.

Normandale is the connecting point for Agile methods and Scrum training in Minnesota. See page 6 for more information.

# computer and technology



Whether you are looking to update your professional skill set or earn an employment-oriented credential, Normandale offers valuable courses and certificates geared for today's work environments. We offer certifications for those interested in software applications focused on accounting, project management, SQL, programming, networking, security, voice technologies and other in-demand IT fields.

## Microsoft Word

**Enroll in Keyboarding and improve your typing speed and accuracy.**

See website for more course information.

### Introduction to Microsoft Word 2010

This class is designed for those who are new to Word, self-taught, or need to brush-up on tips and techniques. Topics include: shortcuts/tips, editing, formatting, and using templates, tabs, and clipart. *Prerequisite: Knowledge of Windows.* 0.5 CEU, \$125

**Class ID: 32366** Tue, 4/29/14 8:00am – 1:00pm RM: P1802

### Intermediate/Advanced Microsoft Word 2010

Topics include tables, writing tools, newsletters, document sections, headers/footers, mail merge, creating templates, fill-in forms, charting, tracking/commenting, combine/compare, creating styles, macros, and reports, and table of figures *Prerequisite: Intro to Word or equivalent.* 1.0 CEU, \$250

**Class ID: 32368**

Tue, 5/6/14 & 5/13/14

8:00am – 1:00pm

RM: P1802

## Computer Applications Certificates

	Microsoft Office Essentials	Intermediate Microsoft Office Skills	Excel Spreadsheet	Database Management
Introduction to Word	x			
Intermediate/Advanced Word		x		
Excel Basics for Beginners	x		x	
Introduction to Excel	x		x	
Intermediate Excel	E	x	x	
Advanced Excel			x	
Introduction to QuickBooks			E	E
Introduction to MS Project			E	
Introduction to Access	x			x
Intermediate Access	E	x		x
Advanced Access				x
Introduction to SQL		E		x
Intermediate SQL		E		x
Introduction to PowerPoint	x			
Intermediate PowerPoint	E	x		

X = Required Course for Certificate E = Elective Course Recommended



## Organization And Efficiency Tools

### Evernote

Evernote allows you to snap a picture, record audio, clip entire webpages and save all kinds of information in one place. Learn to record meetings, store files, save receipts, scan contracts and store contracts. Create a digital file cabinet for all of your projects and add multiple layers of organization using notebooks, notebooks stacks and tags. Search by keyword or tag and quickly find what you are looking for (even handwritten text inside of attached photos, images, PDFs, documents, spread sheets and presentations). 1.6 CEU, \$195, INSTR: Kimba Green

**Class ID: 34385** Online class – 5/5/14 – 5/30/14

**Class ID: 34386** Online class – 7/7/14 – 8/1/14



Looking for a way to save and collect all those great ideas that you find online and in the real world? Evernote allows you to create a digital file cabinet for all of your projects, documents and to-dos.

### Foundations of Acrobat Pro 11

This course covers everything from basic electronic document conversion to multimedia projects. You will learn navigational structures, how to create, edit and distribute documents, as well as how to build searchable PDF libraries and catalogs. Additionally, you will learn how to create forms that can be filled out by anyone, distributed by email or housed on a website, and changed at any time. .7 CEU, \$175, INSTR: Donna Seys

**Class ID: 32396** Mon, 4/14/14 8:30am – 3:30pm RM: P1802

## Microsoft PowerPoint

### Introduction to Microsoft PowerPoint 2010

This course is designed for individuals who need to create dynamic presentations employing a variety of visual and multimedia effects. Topics include: slide layouts, charts, clipart, drawing, color and backgrounds, slide show techniques, and working with masters. .5 CEU, \$125, INSTR: Treva Bastyr

**Class ID: 32377**

Tue, 5/27/14

8:00am – 1:00pm

RM: P1802

*“Treva Bastyr was very personable – great pace for learning.”*

### Intermediate Microsoft PowerPoint 2010

Topics include: template creation, integration with Word, Excel, creating custom shows, additional slide and slide show techniques, animation, sounds, movies and PowerPoint tools. *Prerequisite: Introduction to Microsoft PowerPoint 2010 or equivalent knowledge.* .5 CEU, \$125, INSTR: TBD

**Class ID: 33594** Tue, 6/3/14

8:00am – 1:00pm

RM: P1802

## Microsoft Excel

*Excel Basics for the Absolute Beginner* is recommended for those who are brand new to spreadsheets or need to build confidence with math.

Treva Bastyr is an experienced technical trainer who also works with e-learning solutions and project implementation. She uses that experience to truly understand how adults want and need to use technology in the workplace.

### Excel Basics for the Absolute Beginner 2010

If you have struggled with constructing formulas and would like to refresh math skills needed for Excel, this course is for you. Learn to reinforce spreadsheet construction with formulas with a goal to increase confidence with math as it applies to Excel. .5 CEU, \$125

**Class ID: 32380** Tues, 5/20/14 8:00am – 1:00pm RM: P1802

### Introduction to Microsoft Excel 2010

This course is designed for students with some spreadsheet experience. Spreadsheet construction, formula building, absolute addressing, charting, efficient tips and techniques, and formatting will be introduced. .5 CEU, \$125

**Class ID: 32382** Thur, 5/22/14 8:00am – 1:00pm RM: P1802

### Intermediate Microsoft Excel 2010

Topics include: vertical/horizontal lookup; database analysis tools including subtotals, data extraction, consolidation; Excel tables; pivot tables; pivot charts; slicers; additional functions including financial functions; protection; 3D formulas; file-linking formulas; multi-sheet methods; and efficient tips and techniques. *Prerequisite: Introduction to Excel or equivalent knowledge.* 1.0 CEU, \$250

**Class ID: 32384**

Thur, 5/29/14 & 6/5/14 8:00am – 1:00pm RM: P1802

### Advanced Microsoft Excel 2010

Topics in this course include: advanced functions including conversion functions, import/export issues, Excel integration with Office programs, protections, Excel presentation issues, custom views, template creation, macros, advanced charting, data tables, scenarios, and solver. *Prerequisite: Intermediate Excel or equivalent knowledge.* 1.0 CEU, \$250

**Class ID: 33595**

Wed, 6/25/14 & 7/2/14 8:00am – 1:00pm RM: P1802

## QuickBooks

### QuickBooks 2013

QuickBooks will empower you to take control of financial accounting for your business. Learn to quickly and efficiently gain control over the financial aspects of your small business with this powerful accounting software program. You will learn how to utilize many of the basics as well as many advanced features and applications. 2.4 CEU, \$99/class, INSTR: Scott Paxton

#### Introduction to QuickBooks 2013

#### Intermediate QuickBooks 2013

Online class – starts every month (4/16, 5/22, 6/18, 7/16, 8/20)



# Be In Demand!

4 of the top 10 **IN-DEMAND** jobs in the Twin Cities are computer and technology related and have an average median wage of over \$51K.

— DEED LMI Occupations in Demand, June 2013

Call us at 952-358-8343 to learn more about IT training and the career opportunities that are right for YOU.



## Microsoft Access

### Introduction to Microsoft Access 2010

This course is for students with little or no database experience. Database design and construction of tables, simple forms, reports, and queries will be covered. .5 CEU, \$125

See website for class schedule.

### Intermediate Microsoft Access 2010

Topics include: database design, import/export issues, select, action, SQL specific and specialized queries, form, report techniques, and integrity issues. 1.0 CEU, \$250

See website for class schedule.

### Advanced Microsoft Access 2010

This course is a continuation of Intermediate Access. Topics include import/export issues, integration with Word and Excel, macros, navigation forms, dialog boxes, VBA introduction, and Access tools/utilities/security. 1.0 CEU, \$250, INSTR: Sheila Oakes Arnett

**Class ID: 32374**

Thur, 5/8/14 & 5/15/14

8:00am – 1:00pm

RM: P1802

**Sheila Oakes Arnett** has spent 15 years teaching computer applications and developing databases. Sheila has worked with over 150 companies to create and modify custom databases. Sheila also developed AccessAbility Advisor, a program for Disability Service Centers. It is being used by colleges and universities across the US.

## SQL – Structured Query Language

### Introduction to SQL—Structured Query Language

Topics include: retrieving data, filtering data, working with functions and calculations, joins, and creating/manipulating tables. .5 CEU, \$125, INSTR: Sheila Oakes Arnett

**Class ID: 32391**

Thur, 4/24/14

8:00am – 1:00pm

RM: P1802

### Intermediate SQL – Structured Query Language

Topics include: advanced joins, subqueries, and the interpretation of statements of increasing complexity. .5 CEU, \$125, INSTR: Sheila Oakes Arnett

**Class ID: 32393**

Thur, 5/1/14

8:00am – 1:00pm

RM: P1802



Data Analysis is one of the most sought after skills in the workplace. Earn a Certificate in Data Analysis. See page 3

## Accounting and Finance for Non Financial Managers

Gain a foundational understanding the seven steps of the accounting cycle, and use financial information in decision making. Come away with the knowledge needed for analyzing resource allocation and evaluating financial performance. 1.6 CEU, \$195, INSTR: Sharon deFonteny

**Class ID: 35095**

Online class, 6/2/14 – 6/27/14



# Graphic and Web Design

The Graphic Design and Web Design Software Certificates provide skill development in high demand areas. These popular certificates are designed for those looking for jobs in communications, marketing design and business development fields. Both of these certificates offer a unique “portfolio” component. Built into each of these classes are real-world, application-oriented opportunities for you to build or add to your own portfolio.

All Adobe classes will be taught using version CS6 in a lab with computers that use both Windows and Mac operating systems.

## Design Basics

This class is designed to support those who are expected to utilize visual communication skills to update websites and produce image-oriented reports, presentations and marketing materials. You will be introduced to the design elements and principles related to layout, typography, color and digital file formats. .4 CEU, \$99, INSTR: Tim Daniels

**Class ID: 32402** Wed, 4/9/14 9:00am – 1:00pm RM: P1802

## Adobe Illustrator

Gain new creative freedom with Illustrator. Create custom designs, logos and images. This software tool allows you to paint intuitively. Learn to convert bitmaps to vector artwork and save time with intelligent palettes and optimized workspaces. Class exercises will introduce you to paths, text, and color to create stunning graphics in web and print production. .7 CEU, \$175, INSTR: Tim Daniels

**Class ID: 32411** Wed, 5/7/14 9:00am – 4:00pm RM: P1802

## Graphic and Web Design Software Certificates

	Graphic Design	Web Design
Design Basics	x	x
Adobe Photoshop I	x	x
Adobe Photoshop II	x	
Adobe Illustrator	x	x
Adobe InDesign	x	
HTML/CSS		x
Adobe Dreamweaver I		x
Adobe Dreamweaver II		x
Writing for the Web		E
Project Portfolio	x	x
Introduction to Acrobat Pro	E	E
Web Animation using Dreamweaver & JQuery		E
Designing for Mobile Devices		E
Web Marketing and Search Engine Optimization		E
Creating Dynamic Websites using WordPress		E

X = Required Course for Certificate  
E = Elective Course Recommended



## Adobe Photoshop I

Learn to enhance the look and image of reports, presentations, brochures and web pages. Topics range from opening photos with PictureBridge to image correction, distortion, restoration, design and exportation. Learn the main photo editing tools. Topics related to image resolution, size, printing and web production will also be discussed. Exercises will emphasize technique and aesthetics for both web and non-web applications. .7 CEU, \$175

**Class ID: 32405** Fri, 4/18/14 9:00am – 4:00pm RM: P1802

## Adobe Photoshop II

Learn to utilize Photoshop to enhance your ability to create professional and exciting designs and publications. Create artistic and real-life images using filters and other advanced techniques. Topics include masking, extraction, photo restoration and manipulation. .7 CEU, \$175

**Class ID: 32408** Wed, 4/23/14 9:00am – 4:00pm RM: P1802

## Adobe InDesign

InDesign improves the productivity of creative professionals. It allows you to closely integrate the applications that you use the most. You'll see how design layouts are enhanced, especially when sophisticated graphics and typography are involved in the design of everything from single page ads to multipage layouts like newsletters, catalogs and books. You will work on projects that focus on importing graphics, text boxes, packaging, printing and saving. .7 CEU, \$175

**Class ID: 32414** Wed, 5/21/14 9:00am – 4:00pm RM: P1802

## Foundations of Acrobat Pro 11

*See page 21 for course description*

**Tim Daniels** has over 10 years of experience in customized software training and web design. He holds a B.S. Degree in Graphic Arts and has also worked on a professional level with several area non-profits, custom designing brochures and websites. As our lead graphic and web design instructor, Tim brings the perfect mix of competence, patience, and real world experience to his classes.

*"As always, Tim was wonderful! He's so knowledgeable and his teaching style works really well for our group. We learned more than we expected to, and it is going to be extremely useful for servicing our clients. Please pass along to him a huge 'thank you' from metroConnections."*

Rachel Barrett,  
Technology  
Solutions Manager



**"Employment of graphic designers is projected to increase by 13 percent from 2010 to 2020, about as fast as the average for all occupations."**

Source: US Department of Labor

*"Tim did a great job explaining the materials to all experience levels and provided special attention to all who needed it."*

*"Excellent class and instructor. I am very glad to take more class from Tim."*  
~Graphic Design Student

### **Adobe Dreamweaver I**

Learn to utilize Dreamweaver CS6 to create and modify websites. You will learn how to plan and define a website, create pages and format text, define structural elements, create and apply CSS style rules, insert and modify tables, images and links, test and manage website files, and publish a site. .7 CEU, \$175

**Class ID: 32416** Fri, 5/2/14 9:00am – 4:00pm RM: P1802

### **Adobe Dreamweaver II**

Build on your knowledge of Dreamweaver CS6 by learning how to add interactive functions that result in a true multi-media site including search functions by keyword, developing functional forms, and imbedding audio/video files. .7 CEU, \$175

**Class ID: 32418** Fri, 5/9/14 9:00am – 4:00pm RM: P1802

### **Project Portfolio**

Through your participation in the certificate series, you will have learned basic design concepts in a variety of software programs. The Project Portfolio class offers you an opportunity to apply those concepts to a realistic final project. In order to complete the Graphic Design Software or Web Design certificate, you must attend TWO Project Portfolio classes. Plan to attend one session somewhere in the middle of your certificate, and a second session after you have completed all classes and your project. In the first session, you will present your project idea and get feedback. In the second session, you will present your completed project. .35 CEU, \$88

**Class ID: 32420** Fri, 4/11/14 9:00am – 12:30pm RM: P1802

**Class ID: 32421** Wed, 4/30/14 9:00am – 12:30pm RM: P1802

**Class ID: 33615** Fri, 6/6/14 9:00am – 12:30pm RM: P1802

## **Performance, Productivity and Innovation... Strengthen Your Training Plan**



**Research reveals that training leads to employees who are more customer-focused, productive and loyal.**

Successful organizations link training plans to their business results. Normandale will work with you to design training plans and systems to meet your goals.

Training can be delivered at Normandale, at your location, or online.

Give us a call at **952-358-8343** and learn how you can strengthen your training plan to improve performance, productivity and innovation.

# Web Development

## Web Animation Using Dreamweaver & JQuery

Learn to use JQuery plug-ins and customized CSS to create interesting slideshows and other common animations in Dreamweaver. With the role of Flash being diminished, JQuery allows animation effects to play across multiple browsers and devices. Flash won't play on Apple devices, and HTML 5 won't work on most browsers. Learn how to use existing plug-ins and modify them to fit your site. Prior knowledge of HTML & CSS is strongly encouraged. .4 CEU, \$99, INSTR: Tim Daniels

**Class ID: 32424** Fri, 4/11/14 12:30pm – 4:30pm RM: P1802

## HTML/CSS

Learn how to “speak the language” of HTML (Hyper-text Markup Language) and CSS (Cascading Style Sheets) in order to more effectively use web design software. Learn current web standards for designing and building basic web pages. Learn to use HTML to structure content such as embedded images, text objects, headings, bullet lists, and interactive links. Key differences between xHTML & HTML 5 will be discussed along with current browser concerns. CSS will be used to add style to this structure and provide the layout for your new web pages. .7 CEU, \$175, INSTR: Tim Daniels

**Class ID: 32422** Fri, 4/25/14 9:00am – 4:00pm RM: P1802

## Web Marketing and Search Engine Optimization

You've created a beautiful website that positions your product or message in exactly the way you intended. Now; how do your customers or readers find you? Learn the basics of using social media, online advertising, and web analytics to make your website search engine ready. Emphasis will be on hands-on application and creating a plan for your own website. .4 CEU, \$99, INSTR: Tim Daniels

**Class ID: 32425** Fri, 5/30/14 12:30pm – 4:30pm RM: P1802

## Creating Dynamic Websites Using WordPress

Take the basic free blogging software to the next level! Learn how to turn a WordPress blog into a robust website. You will learn the basics of CMS (Content Management Systems) and build your own site in class. You will gain knowledge and experience installing WordPress, managing a server, customizing themes, installing plug-ins, widgets and more. 1.4 CEU, \$350, INSTR: Tim Daniels

**Class ID: 33593**

Wed, 6/4/14 & 6/11/14

9:00am – 4:00pm

RM: P1802



## Design Your Website for Mobile Devices

See page 12 for description and dates.



## 5 Skills Everyone Needs to Have on a Resume

1. Excel pg 22
2. Web Development (Java, HTML, SQL) pg 27
3. Adobe Creative Suite pgs 24
4. Foreign Language pgs 48
5. Google Analytics pg 16

*US News & World Report, Ritika Trikha*

## Information Technology



Whether you are a job seeker or recruiter, you know that demand for IT professionals in the metro area is extremely high. At the same time, well-paying jobs are going unfilled as employers struggle to find the right people. We partner with the best to provide IT training and certification courses in a variety of high-demand areas.

### MS Network Certification

IT professionals and administrators who are responsible for the day-to-day management of an IT infrastructure demonstrate their expertise by obtaining MS Network Certification, such as **Windows Server 2008 Administrator**. See our website for upcoming MS Network Certification classes.

### IT Foundations

**ITIL Foundations** is the most widely adopted certification for IT service management. This fall you'll find several options for these and other IT Foundations training programs.

### Cisco Certifications

Cisco Certifications bring valuable and measurable rewards to network professionals, their managers and the organizations that employ them.

- **Cisco Certified Network Associate (CCNA)**
- **Cisco Certified Internetwork Expert (CCIE)**
- **CCNP Voice Certification**
- **Cisco Unity Support Specialist**
- And many additional Certifications for all levels

### Programming and Development

Employers are desperate for candidates with **.NET** and **Java** experience and certifications. See our website for the latest Programming and Development courses.



## Gain the IT Edge

Information Technology is everywhere. Almost every business, job and career requires a foundational understanding of computer hardware, software and digital literacy.

Whether you are looking to break into an IT career or deepen your technology competency as a stackable skill, our **Computer Technician Certificate** program will help you accomplish your goals.

In just 3 months, earn the CompTIA A+ Certification and step into the information technology industry.

**Computer Technician Certificate** **WIA Approved**

30.5 CEU, \$1,895, Online class – start anytime

Call 952-358-8343 for more information



Learn  
When You Want,  
Where You Want

ONLINE LEARNING

Normandale Continuing Education offers hundreds of **online courses and certificate programs** that are designed to meet a wide variety of learning interests and goals.

**Computers and Technology** — Creating Web Pages, Search Engine Optimization, ASP.NET, Java Programming, PC Troubleshooting, Crystal Reports 10

**Business and Professional** — Accounting Fundamentals, Designing Webinars, Business Analysis, Six Sigma Supervision and Management

**Healthcare** — Medical Terminology, Pharmacy Technician, Medical Coding and Billing, Medical Administrative Assistant, Certificate in Gerontology,

**Integrative Health and Wellness** — Nutrition for Optimal Health, Certificate in End of Life Care, Become a Physical Therapy Aide, Healing Through Hypnosis

**Writing and Languages** — A to Z Grant Writing, Effective Business Writing, Grammar Refresher, Speed Spanish, Instant Italian, Grammar for ESL

**Personal Interest** – GRE Preparation, Math Refresher, Genealogy, Digital Photography and MORE!

Online learning  
anytime,  
anywhere ...  
just a click away!

- Knowledgeable and patient instructors
- In-demand job skills
- Interactive learning
- Flexible schedule – classes start frequently!

**Courses start  
as low as \$99**

**Start whenever you're ready!**

Our online courses and certificate programs offer the convenience to fit with your schedule.

# healthcare and medical



## Medical Career Programs

### Medical Administrative Assistant

**WIA Approved**

Students learn how to effectively manage front desk reception, patient scheduling, insurance and billing, practice finances, and more. Upon graduation, students will be prepared to enter the workforce and pass the Certified Medical Administrative Assistant exam (CMAA) offered by the National Healthcareer Association. The online learning platform provides 24/7 access to the curriculum and interactive learning tools. 240 Contact Hours, \$1,695

**Class ID: 32237** Online class – start anytime



### Medical Transcription Editor

**WIA Approved**

Approved by the Association for Healthcare Documentation Integrity (AHDI), the Medical Transcription Editor program prepares students for medical transcription and editing careers. Topics studied include documentation, biomedical sciences, and editing theory, among others. The program emphasizes practical experience. Enrollment includes ten textbooks, a transcription foot pedal, an AHDI membership, and online reference library access. 768 Contact Hours, \$2,795

**Class ID: 32239** Online class – start anytime



### Medical Billing

**WIA Approved**

Developed by industry experts, this program includes real-world practical experience and is designed to help you gain the knowledge and skills needed to follow insurance claims all the way through to payment. You'll be prepared to work with industry-specific forms such as the CMS-1500 and UB-40. You will also gain a valuable body of knowledge to employ when working on process and health information system implementation/redesign, and healthcare payment/revenue cycle projects. This program includes access to student support, technical support, and graduate support teams throughout the training. 174 Contact Hours, \$1,695

**Class ID: 32242** Online class – start anytime



### Professional Medical Coding & Billing

**WIA Approved**

The Medical Coding and Billing Training Program is a comprehensive independent study online program. This program is designed by industry experts for individuals who would like to work in the healthcare coding and billing industry. Mastering medical terminology, documentation, confidentiality, ethics, healthcare structure, pharmacology, disease processes, diagnostic coding and healthcare reimbursement are just a few of the subjects covered. This program prepares students to sit for the CCA (AHIMA) and/or CPC (AAPC) certification exams. 678 Contact Hours, \$2,795

**Class ID: 32241** Online class – start anytime



The BLS anticipates 22% employment growth in medical coding positions

## Be In Demand.



## Health Information Technology

See page 34





## Pharmacy Technician

**WIA Approved**

The Pharmacy Technician training program is designed to help students gain the knowledge and skills necessary to work as pharmacy technicians and prepare to sit for the PTCB national certification exam. Pharmacy technicians work in retail, hospital, and clinic pharmacies. They assist pharmacists in formulating, labeling, and dispensing medications. Numerous exercises and assessments throughout each of the 14 modules ensure that students master each concept before moving on, and knowledgeable student support advisors are available from start to finish. Students receive externships in a retail pharmacy setting. This program is designed to be completed in 6 months or less. Program provides career and graduate services to help you identify job opportunities, and develop your resume and interviewing skills. 342 Contact Hours, \$1,995

**Class ID: 32241** Online class – start anytime



## ICD-10 FastTrack for Medical Coder **WIA Approved NEW**

This course is designed to help ICD- 9 coders gain the additional skills they need to code in ICD-10. It will cover both the ICD-10 code set, and the biomedical science knowledge to use it effectively. The course assumes that you already have the basic skills of a medical coder, including familiarity with how the industry works, medical terminology, pharmacology, and basic anatomy and pathophysiology. This course is not designed for those who have never completed medical coding training. 169.2 Contact Hours, \$695

**Class ID: 33591** Online class – start anytime



## Free Laptop or Kindle Fire

When enrolling in one of the following medical career programs before August 24, 2014.

- > Professional Medical Coding & Billing
- > Medical Transcription Editor
- > Pharmacy Technician

**OR**



## Free Kindle Fire

When enrolling in one of the following medical career programs before August 24, 2014.

- > Medical Billing
- > Medical Administrative Assistant



## Nursing & Certification

### Healthcare Provider CPR - American Heart Association

Demonstrate and practice CPR and obstructed airway techniques for adults, children, and infants using American Heart Association guidelines. This 8-hour, Level “C” course meets requirements for healthcare professionals and students. Wear comfortable clothing for active participation. *Course includes AED training.* 9.6 Contact Hours, \$99, INSTR: Bob Hansen

**Class ID: 32343** Sat, 5/17/14 8:00am – 4:00pm RM: A1570

### Healthcare Provider CPR - Renewal

This 4-hour course is a review of the skills and knowledge covered in the American Heart Association’s (AHA) CPR for the Professional Rescuer course. Skills include Adult, Child and Infant CPR. Upon successful completion of the course, an American Heart Assoc. Healthcare Provider course completion card will be issued. 4.8 Contact Hours, \$56, INSTR: Bob Hansen

**Class ID: 32434** Sat, 4/26/14 8:00am – 12:00pm RM: A1570

**Class ID: 32435** Tue, 5/6/14 5:30pm – 9:30pm RM: A1570

### Emergency Medical Responder Refresher

This 16-hour course enables the currently certified or recently expired First Responder or EMR (Emergency Medical Responder) to renew certification. Upon successful completion of the course, the participant will be re-certified as a First Responder or EMR by the State of MN EMS Regulatory Board. National Registration of the First Responders or EMR is available to participants. 19.2 Contact Hours, \$145, INSTR: Bob Hansen

**Class ID: 32344** Sat, 4/26/14 8:00am – 4:00pm &  
Sun, 4/27/14 8:00am – 5:00pm RM: A1570

### EFT Levels 1 & 2 for Mental Health Practitioners

*See page 40 for course description.*

### Storytelling for Health

*See page 47 for course description.*

### Healing Emotions with Spring Forest Qigong

*See page 43 for course description.*

**Bob Hansen, MA, EMT, RT, PS** worked in Law Enforcement as an Emergency Medical Technician for many years. He brings practical experience to the classroom.

## Spanish for Medical Professionals

Designed specifically for healthcare professionals, you will practice the basic, practical language skills needed to communicate with your Spanish-speaking patients and their families. Gain an understanding of the culture, and know how to ask the questions that are vital to quality healthcare. Develop confidence to effectively communicate with your Spanish-speaking patients, while improving and expanding your knowledge of the Spanish language.

1.6 CEU, \$145, INSTR: Cristina Sempé

**Class ID: 32325** Online class – 5/5/14 – 5/30/14



## Professional Development

### Advanced Neuro Linguistic Programming

**NEW**

Advanced skills will enable you to manage your states of consciousness to eliminate the negative emotions and limiting decisions that interfere with your ability to obtain the highest levels of success in all areas of your life, including career, relationships, health, family and personal development. In this four-week course, you will learn how to effectively use language to enhance communication and reframe any situation to your personal benefit. 16 CEU, \$175, Teresa Meehan

**Class ID: 34400** Online class – 6/2/14 – 6/27/14



**Class ID: 34401** Online class – 8/5/14 - 8/29/14

### Medical Hypnosis

**NEW**

As a healthcare professional, medical hypnosis will provide you with an additional and powerful tool for patient care. Explore how to intervene appropriately with hypnosis in medical situations, how hypnosis is helpful for pre- and post-surgery. Learn to recognize the hypnotic state. You will leave this class with a quick method of teaching your patients self hypnosis to create the relaxation response in themselves, for self care management of symptomology and increased healing. This class will give you the fundamentals to begin to use hypnosis as a healthcare professional. 7.2 Contact Hours, \$129, INSTR: Cindy Locher

**Class ID: 32564** Thur, 5/1/14 & 5/8/14 6:00pm – 9:00pm RM: P1840

### Creating a Strengths Based Life: An Introductory Webinar

**NEW**

The VIA Character Strengths profile is a research based personality assessment. Research shows that knowing and using your character strengths can help you increase your happiness at work and at home, improve your relationships, and achieve your life goals. This two-session online introduction includes a free VIA Pathways Report, and an optional half hour 1-on-1 Skype consultation. 2.4 CEU, \$100, INSTR: Ryan Niemiec

**Class ID: 34403** Online class – Tue, 5/13/14 – 5/20/14



**Class ID: 34404** Online class – Mon, 6/23/14 – 6/30/14

### Character Strengths at Work: Using Strengths to Engage Employees, Clients and Students

**NEW**

In this online course, you will learn how to apply Character Strengths personally, professionally, and with clients. Designed for patient advocates, counselors, coaches, managers, and consultants, this program will cover strengths identification, using strengths in goals setting, “hot buttons,” and more. Participants will be placed in Skype groups to discuss and apply exercises in a peer environment. 8.4 CEU, \$500, Ryan Niemiec

**Class ID: 34402** Online class – Thur, 7/10/14- 8/21/14



### Minnesota Board of Nursing Continuing Education Requirements

The Minnesota Board of Nursing is the source of specific information regarding individual registration requirements. All programs are designed to meet Minnesota Board of Nursing requirements for registered nurses and licensed practical nurses. It is up to the individual licensee to decide if the content enhances his or her ability to practice nursing.



APA and IFC CEUs  
available for VIA  
courses.

# Healthcare Information Technology



**MN Health IT (MNHIT) Training** will help you learn how to effectively use and analyze the technology that supports healthcare services and operations. A foundational understanding of how the people, process and systems are affected by technology is **ESSENTIAL** to positively impacting healthcare and for you to thrive in the health IT industry. MNHIT training builds on transferable skills from any industry and does not require a background in IT or healthcare. INSTR: MNHIT Faculty

## Overview of Health IT

**WIA Approved** **NEW**

An understanding our healthcare systems, drivers, issues and culture is critical to anyone working in health IT to provide context and insight. This course will provide an overview of healthcare and public health; how they are organized and how services are delivered in the U.S.; the history of health information technology; and relevant topics such as public policy, healthcare reform, professional and ethical issues and notable organizations. 2 CEU, \$195

**Class ID: 34341** Online class, 4/16/14 – 5/14/14

**Class ID: 34342** Online class, 6/25/14 – 7/23/14



## Health Management Information Systems

**WIA Approved** **NEW**

This course provides a foundational understanding of the common hardware and software used in health care and will introduce you to programming languages, data structure, networking, architecture and health information exchange concepts. 2 CEU, \$195

**Class ID: 34339** Online class, 4/16/14 – 5/14/14

**Class ID: 34340** Online class, 7/30/14 – 8/27/14



## Language of Health IT

**WIA Approved** **NEW**

Learn to speak the same language as those who work in healthcare and health IT. This course will explain the terminology used by workers in healthcare, public health and information technology, including anatomy and physiology refreshers and useful tools for communicating across healthcare and IT departments. 2 CEU, \$195

**Class ID: 34343** Online class, 5/21/14 – 6/18/14



## Did you know?

Normandale is partnering with 33 Rural hospitals to train their staff and clinicians in health information technology. If you are looking to train in this exciting area and live in Western Minnesota, contact us to see if you qualify for grant-funded training opportunities.



Healthcare IT is a rapidly growing and dynamic industry.

**BE IN DEMAND.**

### Health IT Workflow Analysis & Change Management

**WIA Approved NEW**

Learn the fundamentals of workflow, process analysis and redesign, project management, usability and human factors. Activities include validation and change management, user-centered design concepts and evaluation of new technology and workflows. 2 CEU, \$195

**Class ID: 34344** Online class, 5/21/14 – 6/18/14



### Health IT Regulations Level 1

**WIA Approved NEW**

This course provides an introduction to privacy & security, licensing, HIPAA, Meaningful Use (MU), quality, clinical decision support and patient safety. This introductory level provides the context to use the tools which will be provided in HIT Regulations Level 2. 2 CEU, \$195

**Class ID: 34345** Online class, 6/25/14 – 7/22/14



### Health IT Regulations Level 2

**WIA Approved NEW**

This course provides the tools to bring concepts learned in HIT Regulations Level 1 to life. Privacy, security and risk assessments within healthcare are a key focus. Learn how to create assessments, policies & procedures, and dig deeper into MU and how it supports establishing a culture of increased quality and safety in healthcare. 2 CEU, \$195

**Class ID: 34346** Online class, 7/30/14 – 8/27/14



### Course Highlights:

**100%**  
online



**5** weeks long



### Hands-on Experience



### Additional MNHIT Learning Enrichment Opportunities Include:

- Career HITrac™
- Networking Events
- Alumni Connections
- Advising
- Employer Connections
- Practicums

"I am grateful for all the staff at Normandale, for their hard work and commitment. The MNHIT program provided me with a true compass that has kept me focused and engaged throughout my career transition."

Randy Lehnen, MNHIT Graduate  
EPIC Provisioning Analyst, Fairview Health Services



[www.MNHealthIT.com](http://www.MNHealthIT.com)

## Aromatherapy

### Aromatherapy Applications Certificate

#### Reducing Stress and Pain

This course will teach you the hands-on skills needed to begin selecting and applying essential oils in safe, practical, and cost-effective ways. Upon completion of this course you will understand the effects of stress on the body and gain detailed assessment skills to determine which oils and methods of applications to use for stress and pain reduction. This course is taught from a holistic approach and is easily applied to many care environments or for home use.

15.6 Contact Hours, \$285, INSTR: Jodi Baglien

**Class ID: 32561** Fri, 4/11/14 8:30am – 4:30pm  
& Sat, 4/12/14 9:00am – 4:00pm RM: P1840

See website for textbook and supply information.

## Nutrition

### Balancing Female Hormones Naturally

Confused about female hormones? Suffer from symptoms like hot flashes, insomnia, sweet and carb cravings, weight gain? Learn the tools to prevent and manage these symptoms. Your energy levels will improve and the fat will melt off. 3.6 Contact Hours, \$59, INSTR: Rhys Preston

**Class ID: 32487** Tue, 4/8/14 6:00pm – 9:00pm RM: P1838

### The Natural Path to Thyroid Health

The thyroid gland controls the rate at which the body produces energy from food and therefore has a primary effect on overall energy levels. It regulates digestion, oxygen consumption, and mobilization of fat from storage. Learn why thyroid issues are difficult to treat, leading to sluggishness, weight gain, and accelerated aging. 3.6 Contact Hours, \$59, INSTR: Rhys Preston

**Class ID: 32488** Tue, 4/15/14 6:00pm – 9:00pm RM: P1838

### Paleo vs. Plant Based Nutrition

**NEW**

Paleo and plant-based diets are in the news. Should you eliminate grains, or eliminate meat? What happens if you do? This class will consider the advantages, and the possible challenges of these diets. Simple rules of thumb will be discussed that combine the benefits of both approaches. 3.6 Contact Hours, \$49, INSTR: Paul Ratté

**Class ID: 32493** Mon, 4/7/14 6:00pm – 9:00pm RM: P1838

### Diets and Food Theories

**NEW**

With so many diets available- how do you choose? We'll cover ten food theories, such as blood type, Ayurveda, low glycemic and vegan. Learn about ancient techniques such as fasting, to the latest in DNA Nutrigenomics which matches an individual DNA to food choices. You will learn the history, benefits and weaknesses of each and match diet options to your lifestyle and health goals. 3 Contact Hours, \$49, INSTR: Laurie Nathe

**Class ID: 32490** Tue, 4/22/14 6:00pm – 8:30pm RM: P1838

Over 15 million people suffer from hypo/hyper thyroidism.



## Ayurveda Summer Series

Ayurveda is the ancient holistic medical system from India which has been practiced for more than 5000 years. Ayurveda places great emphasis on prevention and encourages the maintenance of health through balancing body, mind and consciousness. These special summer topics are open to everyone. 9 Contact Hours, \$129 for the series or 3 Contact Hours, \$49 per class. INSTR: Asavari Manvikar

### Ayurveda to Boost Immunity

**NEW**

People with poor immune systems often face reoccurring health issues. Ayurvedic medicine teaches foods, herbs, exercises, and yoga postures to boost immunity, preventing common health issues. This class will guide you through simple methods for increasing your body's immunity and making it strong.

**Class ID: 34335** Tue, 4/29/14 6:00pm – 8:30pm RM: P0838

### Ayurveda Simple Home Remedies

**NEW**

Learn about simple home remedies to address common health problems such as the common cold, flu, and headaches through diet, herbs, essential oils, exercise and yoga. These home remedies, used to correct imbalances and restore the body to the natural order, are based on the principles of Ayurveda, the science of self-healing.

**Class ID: 34336** Tue, 5/6/14 6:00pm – 8:30pm RM: P0838

### Ayurveda for Perfect Health in Summer

**NEW**

Ayurveda describes different seasons and their effects on body. The heat of sun and dryness of air can reduce vital energy, making you tired. Acid reflux and giddiness are common health concerns we face in the summer months. This class will guide you on how to eat proper foods, and spices to boost energy and core power to maintaining perfect health balance in the heat.

**Class ID: 34337** Tue, 5/13/14 6:00pm – 8:30pm RM: P0838

**Ayurveda Summer series classes are open to everyone. No previous experience required.**

*“Fantastic Series — I would be interested in any other classes related to this topic.”*  
—Ayurveda Student

*“According to Ayurvedic principles, everything that is available from nature takes the form of potential remedies.”*



## Herbalism



### Wild Plant Walk:

#### Identification for Food & Medicine

**NEW**

Learn to identify and appreciate basic edible and medicinal uses of wild plants and shrubs of spring. Explore plant life in Normandale's expansive natural setting and learn how to utilize them for food and medicine. 3 Contact Hours, \$49, INSTR: Matthew Alf

**Class ID: 32354** Mon, 6/9/14 5:00pm – 7:30pm RM: P1838

### Herbs for the Musculoskeletal System

**NEW**

For thousands of years, herbs have been identified and utilized to support the health of the joints, tendons, ligaments, bones (including bone density), muscles, and skin. This class will highlight these herbs and their specific applications to the 21st-century American, for whom modern-day stress has wreaked havoc, leading to a bumper crop of osteoporosis, chronic tendinitis, osteoarthritis, autoimmune forms of arthritis, acne, eczema, psoriasis, and other skin complaints. 3 Contact Hours, \$49, INSTR: Matthew Alf

**Class ID: 32554** Mon, 6/2/14 6:30pm – 9:00pm RM: P1840



## Learning Well

on Edge Talk Radio

First Tuesday of the Month – 6 pm

Host **Maureen Pelton** engages local and national thought leaders on topics including integrative health, meditation and mindfulness, and spiritual development.

Upcoming Shows:

### "Good Energy is Good Business"

Gina Soleil author of Fuel Your Business

### "Creating Brain-Friendly Workplaces"

Erika Garms, Ph.D., author, trainer and consultant



Visit [www.blogtalkradio.com/edgemagazine](http://www.blogtalkradio.com/edgemagazine) or call 714-364-4750. Can't make it?

Listen to the archived episodes at [www.blogtalkradio.com/edgemagazine](http://www.blogtalkradio.com/edgemagazine)

**Join the Show – Call in with questions for Maureen and guests!**

See website for more information.



INTEGRATIVE HEALTH EDUCATION CENTER  
at Normandale Community College



## Healing Touch

Healing Touch is an international educational program in energy based medicine therapy. As a professionally accredited program, the curriculum encompasses increasing levels of practice and techniques, standards of care, code of ethics and scope of practice.

### Healing Touch International (HTI) Level 1

Healing Touch is relaxing, nurturing energy therapy which uses gentle, heart-centered touch to assist in balancing physical, mental, emotional and spiritual well-being and enhances the body's natural ability to heal. The class is open to anyone who desires to study energy therapy with a commitment to help others. Healing touch works in complement with standard medical care and other health care systems and is safe for all ages. 18 Contact Hours, \$295 (workbook included), INSTR: Barb Schommer

**Class ID: 32563** Fri, 4/25/14 8:00 am – 5:00pm RM: P1810  
& Sat, 4/26/14 8:00 am – 4:00pm

**Barb Schommer, RN, MS, CHTP, CHTI**, draws on her 45 year career as a public health nurse, combining standard medical care with energy therapy. As a Certified Healing Touch Instructor, Barb is gentle and loving in her approach of allowing participants to unfold in their own life healing journey as they learn Healing Touch.



Healing Touch is endorsed by the American Holistic Nurses Association.



## Reiki Energy Therapy

Reiki Energy Therapy is a simple, natural and safe method of therapy that uses life force energy transmitted through a practitioner's hands, which offers physical pain reduction and profound relaxation. Reiki Energy Therapy sessions are a hands-on, fully clothed touch therapy.

### Reiki Energy Therapy Level 1

This course prepares you to become a Certified Reiki Energy Therapy practitioner with the skills and abilities to fully utilize Reiki Energy Therapy including the theory and principles, the historic origins, the ethics and the skills and abilities to administer Reiki Energy Therapy. Please bring a bag lunch and pillows, towels, and/or mat. 8.4 Contact Hours, \$150, INSTR: Lucille Crow

**Class ID: 34322** Thur, 5/1/2014 8:00am – 4:00pm RM: P1844

### Reiki Energy Therapy Level 2

This class provides advanced skills in Reiki Energy Therapy, increasing the power and versatility of the use of the therapy. The practitioner develops abilities to handle more complex situations and techniques to strengthen and enhance the therapy. Upon completion of this course, the student is certified as an Advanced Practitioner with greater capabilities and ability to transmit the Reiki life force. The course is taught using the Traditional Usui Reiki form. *Prerequisite: Certification in Reiki Energy Therapy 1.* 8.4 Contact Hours, \$150, INSTR: Lucille Crow

**Class ID: 32470** Sat, 4/12/14 8:00am – 4:00pm RM: C3061



**Lucille Crow, RN, RM, CHT** is a speaker and educator, R.N., Reiki Master and Certified Hypnotherapist bringing a powerful perspective to her work.

## Emotional Freedom Techniques



Emotional Freedom Techniques (EFT) is a powerful tool to release unhealthy thoughts and emotional stress, and quickly manifest positive change.

EFT can be effective in practice for PTSD, phobias, anxiety, depression, addictions, anger & pain management.

### EFT Level 1 & 2 Certificate for Mental Health Practitioners

**NEW**

These hands-on workshops are part of the required training for certification as a practitioner through EFT Universe. You will learn the core concepts of EFT through step-by-step instruction, demonstration, and supervised hands-on practice. The workshops are designed to build your skills and confidence and are also intended for those who simply want to learn about and become more proficient with EFT in a supervised environment. 19.2 Contact Hours, \$395 per certificate, INSTR: Valerie Lis, MA

EFT has met  
criteria through  
the American  
Psychological  
Association (APA)  
for evidence  
based practice.

#### Level 1 Certificate

**Class ID: 34320**

Thur & Fri, 6/5/14 – 6/6/14

8:00am – 4:30pm

RM: P1840

#### Level 2 Certificate

*Prerequisite: EFT Level 1 or prior approval by the instructor.*

**Class ID: 34326**

Sat & Sun, 6/7/14 – 6/8/14

8:00am – 4:30pm

RM: P1840

## Advanced Energy Medicine Workshop

Have you been studying healing or intuition? Are you ready to practice, practice, practice? This hands-on workshop will be conducted via demonstration and by working on the issues represented in the class. We will cover advanced insights on healing trauma, autoimmune dysfunctions, emotional and mental challenges, pain, finances, and relationship issues, by using your personal gifts to develop your own unique techniques. This is a rare opportunity to hone your special gifts while working on others. *Prerequisite: Energy Medicine Certificate (classes 1 - 7) or instructor approved.* 3.6 Contact Hours, \$145, INSTR: Cyndi Dale

**Class ID: 29821** Sat, 5/17/14 9:00am – 12:00pm RM: P0842

**Cyndi Dale** is the president of Life Systems Services Corporation and is an internationally recognized author of dozens of books on spiritual development, personal growth and energy healing.



## Feng Shui

### Attracting Wealth & Prosperity with Feng Shui

We'll show you the money! Whatever the state of your financial situation is – you will learn strategies to enhance your wealth. Whether you are protecting your current status or hoping to increase the flow of prosperity in your life, this class will give you simple Feng Shui tools to apply quickly. 2.4 Contact Hours, \$49, INSTR: Michelle Skally Doilney

**Class ID: 33611** Tue, 4/8/14 6:00pm – 8:00pm RM: P1808

### Clearing Clutter with Feng Shui

Before you start applying too many Feng Shui principles, you must deal with clutter. This class will take you through the seen – and unseen – issues that too much stuff can have in your space. By the end of this session you will know what constitutes clutter, how to deal with it without feeling overwhelmed and where to start. 2.4 Contact Hours, \$49, INSTR: Jessica Hoelzel

**Class ID: 33613** Tue, 4/15/14 6:00pm – 8:00pm RM: P1808

### Creating Healing Environments with Feng Shui **NEW**

Thoughtfully designed environments support the healing process. This class is designed for those dealing with illness and healing, including health care professionals working in a hospitals, long-term care facilities, or clinics, and personal care-givers. Learn how the application of Feng Shui principles can create environments that enhance healing. These concepts will be applied to both health care facilities and personal living spaces. 2.4 Contact Hours, \$49, INSTR: Ellen Schultz

**Class ID: 33612** Tue, 4/22/14 6:00pm – 8:00pm RM: P1808

All Feng Shui classes are taught by instructors who are certified or approved by the Wind & Water School of Feng Shui (WWC) to assure quality and continuity of information.

## Light Energy

### Light and Breath **NEW**

Learn how light and breath interact inside cells. In this class, we will explore the quantum principle of entanglement and new research into the magnetic and static fields inside cells. The cell is a cavity of resonance generating multiple fields of energy. Discover new research into the universe of the cell including how biophotons contribute to vital cellular processes. You will learn techniques to use light and breath to engage the relaxation response in the body and mind. 3.6 Contact Hours, \$65, INSTR: Marit Solheim-Witt

**Class ID: 33624** Sat, 4/26/14 9:00am – 12:00pm RM: P1840

**Marit Solheim-Witt** is the founder of Alpha Element Institute and teaches strategies for personal development, creative thinking, stress and energy management to support the wellbeing of individuals.



## Movement and Body Work



### The Pilates Method for an Ageless Body

**NEW**

Joseph Pilates created an exercise discipline that gravity proofs the body, provides damage control and addresses everybody's needs, whether healthy and fit or de-conditioned. The Pilates Method will enhance all other exercise programs. The course will include lecture, discussion and light exercise. 2.4 Contact Hours, \$49, INSTR: Lonna Mosow

**Class ID: 32495** Tue, 4/29/14 6:00pm – 8:00pm RM: P0806

### Belly Dance for Every Body

**NEW**

Belly dancing is extraordinarily beneficial for improving flexibility, core strength, endurance, musculature awareness, and posture improvement. You will be introduced to the foundation moves of Middle Eastern dancing. All ages and body types are encouraged. 7.2 Contact Hours, \$59, INSTR: Shannon Townsend

**Class ID: 32457**

Wed, 4/30/14 – 6/4/14 7:00pm – 8:00pm RM: A1560

**Class ID: 34319**

Wed, 6/11/14 – 7/23/14 (n/c 7/2) 7:00pm – 8:00pm RM: A1560

## Yoga Sampler Series

Yoga will strengthen the body, open the heart, and quiet the mind. Bring a mat, blanket, water, and wear comfortable clothing. INSTR: Sharon Hills-Bonczyk

### Pranayama and Yoga Nidra

Pranayama is the art and science of yogic breathing techniques. The benefits include clarity of mind, physical well-being, purpose, intention, inner and outer health and fulfillment, lightness of heart, and even weight loss. Yoga Nidra completely relaxes the nervous system, releasing physical, emotional and mental tension. One hour of Yoga Nidra is equivalent to three hours of sleep. 2.4 Contact Hours, \$49

**Class ID: 32505** Thur, 4/10/14 6:00pm – 8:00pm RM: S2330

### Mudras, Mantras, and Meditation

Ancient yogic placement of the body (mudras), repetition of words or sounds (mantras), and techniques to quiet the thought-waves of the mind (meditation) allow you to live with increased clarity, grace and ease. 2.4 Contact Hours, \$49

**Class ID: 32506** Thur, 4/17/14 6:00pm – 8:00pm RM: S2330

### Bhakti Yoga of Devotion

Bhakti yoga is that of devotion. It is the yoga of selfless love, compassion, humility, purity, and the desire and serious intention to merge with God. This class will include Kirtan music and chanting, allowing you to experience the profound effects that this meditative path can have on your life. 2.4 Contact Hours, \$49

**Class ID: 32507** Thur, 4/24/14 6:00pm – 8:00pm RM: S2330

**Sharon (Shar) Hills-Bonczyk, MPH, RYT-500**, has been a yoga practitioner for over 30 years.

*"This series of yoga classes deepened my understanding and helps to keep me on my journey."*

– Yoga student



## Spring Forest Qigong

### Healing Emotions with Spring Forest Qigong **NEW**

Emotional baggage may block the healthy flow of vital energy to your vital organs, causing sickness and even tremendous physical pain. International Qigong Master Chunyi Lin has developed simple, yet effective techniques to transform anxious, frustrated, or angry energy into wisdom energy that soothes and nurtures your body, mind and spirit. Join us for an evening of discovery, healing and experiential learning. 2.4 Contact Hours, \$59, INSTR: Chunyi Lin  
**Class ID: 32559** Wed, 4/9/14 6:30pm – 8:30pm RM: P0840



*“a healer in every family  
and a world without pain.”*



Chunyi Lin is a certified International Qigong Master and coauthor of a #1 Amazon.com bestseller, “Born a Healer.”

## Qigong Movement

### Radiant Lotus Qigong

This Qigong form is designed for women and focuses on optimizing health and healing to bring peace, grace and strength to women 15 and older. Radiant Lotus Qigong helps support menstrual and menopausal symptoms, breast health, rejuvenating skin, hair and bones, and brings a sense of self-empowerment and ability to cope with stress. This course is for women only. 7.2 Contact Hours, \$59, INSTR: Linda Ebeling

**Class ID: 32466**

Wed, 4/16/14 – 5/21/14

6:30pm – 7:30pm

RM: S2330

## Meditation

### Taoist Healing & Transformation Meditation

Learn “The Inner Smile,” “MicroCosmic Orbit,” and the Healing Sounds meditations; the Universal Tao System as taught by Master Mantak Chia. Learn how to relieve chronic pain, detoxify your system, increase your energy and enjoy better health. 2.4 Contact Hours, \$49, INSTR: Bryan Bertsch

**Class ID: 32475** Wed, 4/30/14 6:30pm – 8:30pm RM: P1840

Beginning this fall, Normandale is offering a new Workplace Wellness program for organizations of 20 or more. Participating organizations will receive a discount code on selected classes.

Package options include:

- Stress Reduction
- Employee Empowerment
- Healthy Options
- Healing Modalities from Around the World
- and more!

Learn how easy and convenient it is to expand your employee wellness programs. Call **952-358-8343**.

## Wellness at Work



## Tai Chi & Qigong Courses

Tai Chi is a qigong system of cultivating energy by balancing the chi energy in the body. Often called "Taijichuan", it means "ultimate balance or polarity system" and includes physical balance, mental balance, psychological balance, and spiritual balance. The Yang style is the most practiced form in the world. Another popular form is the Sun Style which is used in the Tai Chi for Health - Arthritis course. This course is ideal newcomers and people with health issues. The Fan, Saber, and Push Hands programs all teach martial art skills.

### Tai Chi Pushing/Sensing Hands Workshop **NEW**

Push hands is the Tai Chi form of empty handed sparring. Traditional sense hands (push hands) training uses patterns and partner exercises to develop sensitivity to incoming forces. Learn how to apply tai chi principles to maintain one's equilibrium and to avoid collisions. Sensing hands exercises help develop mobility and sharpen your ability to listen to your partners' intent. *This workshop is open to students of any skill level.* 2.4 Contact Hours, \$29, INSTR: Keith Root

**Class ID: 32556** Sat, 4/19/14 2:00pm – 4:00pm RM: A1560

### Beginning Tai Chi

Beginning Tai Chi				
Beg Tai Chi for Health and Arthritis				
Class ID: 34324	Sat, 5/10/14 – 6/21/14	10:30am – 11:30am	Gonzales	\$59
Class ID: 34327	Sat, 7/12/14 – 8/16/14	10:30am – 11:30am	Gonzales	\$59
Class ID: 34323	Mon, 5/12/14 – 6/23/14	7:00pm – 8:00pm	Root	\$59
Class ID: 34328	Mon, 6/30/14 – 8/4/14	7:00pm – 8:00pm	Root	\$59
Intro to Yang Style Tai Chi				
Class ID: 34333	Thur, 5/15/14 – 6/19/14	7:00pm – 8:00pm	Root	\$59
Class ID: 34334	Thur, 6/26/14 – 8/7/14	7:00pm – 8:00pm	Root	\$59
Radiant Lotus Qigong				
Class ID: 32466	Wed, 4/16/14 – 5/21/14	6:30pm – 7:30pm	Ebeling	\$59

### Intermediate/Advanced Tai Chi

Intermediate/Advanced Tai Chi				
Sun Style 97 Form				
Class ID: 34325	Sat, 5/10/14 - 8/9/14	9:00am – 10:00am	Gonzales	\$120
Yang Long Form				
Class ID: 34332	Sat, 5/10/14 – 8/9/14	8:30am-10:00am	Root	\$150
Yang Short Form				
Class ID: 34330	Mon, 5/12/14 – 8/4/14	8:00pm – 9:00pm	Root	\$120
Class ID: 34331	Sat, 5/10 – 8/21/14	10:30am – 11:30am	Root	\$120

Check website for specific dates and rooms

Free Meditation: Saturday 10am - 10:30am and Thursday 6:35pm - 7pm

# Tai Chi Certification Programs

The Tai Chi Certified Teacher Training Programs are designed for certified exercise instructors, tai chi instructors, advanced tai chi students and healthcare professionals. No previous tai chi experience required. INSTR: Ralph Dehner

## Tai Chi for Arthritis – Teacher Certification 1

Tai Chi for Arthritis was developed by Dr. Paul Lam to relieve pain, reduce falls and improve the quality of life for people affected by arthritis. Special versions of tai chi moves reduce stress on joints, while providing health benefits. This course is endorsed by many arthritis foundations worldwide. The certification is “Tai Chi for Arthritis”. *Note: An instructional DVD will be sent prior to the workshop.* 16.8 Contact Hours, \$275

**Class ID: 33585** Sat, 5/3/14 9:00am – 5:00pm RM: S2330  
& Sun, 5/4/14 9:00am – 4:00pm RM: S2330

## Tai Chi for Arthritis – Teacher Certification 1 Update

The Tai Chi Update is required every 2 years to keep one’s skills and knowledge current. Time will be spent reviewing the 12 Tai Chi for Arthritis movements and reviewing instructional training and theory. *Prerequisites: Tai Chi for Arthritis – Teacher Certification 1 or 2.* 9 Contact Hours, \$95 (or \$210 for both the TCA 1 update and TCA 2)

**Class ID: 33590** Sat, 5/3/14 9:00am – 5:00pm RM: S2330

## Tai Chi for Arthritis – Teacher Certification 2

This workshop teaches advanced coordination skills for greater challenge and benefits. *Prerequisites: Tai Chi for Arthritis - Teacher Certification 1.* *Note: An instructional DVD will be sent prior to the workshop.* 7.8 Contact Hours, \$145 (or \$210 for both the TCA 1 update and TCA 2)

**Class ID: 33587** Sun, 5/4/14 9:00am – 4:00pm RM: S2330



# TAI CHI OPEN HOUSE

Free tai chi introduction and practice. Recommended as a starting point for your Tai Chi journey, this course will introduce our two main families of Tai Chi: Dr. Lam's Simplified Sun Style Tai Chi and Yang style in a safe and supportive environment.

Saturday, 6/21/14 12:00 – 1:00pm  
RM: S2330

See website to register  
or call 952-358-8343.

## Healing Arts Business Practices



Pricing for Profitability, see page 16

### Turning Your Healing Skills into a Business

**NEW**

Whether you want to make your passion your career, or are just curious about what it takes to have a personal practice, this series will help you decide your first steps. **7.2 Contact Hours and \$129 for the series or 2.4 Contact Hours and \$49 per class**

### Making a Difference and Making an Income

Bringing your healing and spiritual gifts to the world requires more than being excellent at your art. Based on your personal strengths and weaknesses, you will be able to decide if starting a practice is right for you, and where to find the expert help you may need to succeed. **2.4 Contact Hours, \$49, INSTR: Sonja Brown**

**Class ID: 32566** Wed, 4/9/14 6:00pm – 8:00pm RM: P1840

### Alternative Health Practice Laws and Business Models

There are multiple ways you can organize your practice. This course will cover the business models from free agent, contract, solo, partnership, LLC and franchise. Learn how to create safety for yourself and your clients with the Minnesota law regulating Alternative Health practice, and insurance options. **2.4 Contact Hours, \$49, INSTR: Deanna Reiter**

**Class ID: 32567** Wed, 4/16/14 6:00pm – 8:00pm RM: P1840

### Your Unique Value to Clients

You know there are people out there who need what you offer - how will they find you? By becoming clear on your unique services, you will be able to tell a story that attracts your ideal clients. **2.4 Contact Hours, \$49, INSTR: Sonja Brown**

**Class ID: 32568** Wed, 4/23/14 6:00pm – 8:00pm RM: P1840



## VIA Character Strengths

Research shows that knowing and using your character strengths can help you:

- Increase your happiness at home and at work.
- Improve your relationships.
- Discover balance with your health.
- Increase your performance at work and at school.
- Achieve your life goals.



Normandale is partnering with VIA Institute on Character to offer two courses designed for psychologists, coaches and consultants.

**Both courses are approved for APA and ICF CEU's.  
See page 33 for more details.**



# Creativity & Personal Development

## Experience the Labyrinth

**NEW**

Join us as we walk the path of the labyrinth in silence and then again with the meditative beat of the drum. Labyrinths are an intricate combination of paths that have been in use for centuries in many parts of the world. In this class you will learn the origin of labyrinths, ceremonial uses, where to find labyrinths in the Twin Cities, and how to create your own. You will have the personal experience of walking Normandale's outdoor labyrinth. 2.4 Contact Hours, \$49, INSTR: Cheri Bunker

**Class ID: 34338** Wed, 5/14/14 6:00pm – 8:00pm RM: P0806

## Face Reading: Introduction to Physiognomy

**NEW**

Physiognomy is the ancient process of interpreting facial structure to learn about the inner person. Our facial structure is our “soul print.” Every face is perfect, and reveals in its shape both our gifts and our challenges. This information will empower the participant in situations where we often feel less than powerful – relationships, sitting on either side of the interview table, in team meetings and the dating game. 3.6 Contact Hours, \$49, INSTR: Ralph Dehner

**Class ID: 34321** Fri, 5/2/14 6:00pm – 9:00pm RM: P0840

## Self-Discovery with Enneagram

**NEW**

Are you a Peacemaker? Challenger? Helper? Achiever? Come and discover your personal Enneagram type through two unique personality tools that will help you learn about how you relate to others and the world around you. This self-discovery course will deepen your self-awareness and provide a better understanding, empathy, and acceptance of others. It is ideal for navigating career pathways, relationships and making better, healthier choices. 2.4 Contact Hours, \$62 (including textbook), INSTR: Vera Snow, M.A.

**Class ID: 32448** Wed, 5/7/14 6:00pm – 8:00pm RM: P1840

## Wild Plant Walk: Identification for Food & Medicine,

*See page 38 for course description and details*

**NEW**

## Advanced Neuro Linguistic Programming

**NEW**

*See page 33 for course description and details*

## Storytelling for Health

**NEW**

Learn how to craft stories in a transformative way to help you or your clients cope with whatever life is throwing at them. Stories can be used to empower the tellers and listeners through crisis, processing, and relating. You will learn storytelling techniques to aid in empowerment of experience, and how to use stories in the healing process. 3.6 Contact Hours, \$49, INSTR: Allison Broeren, M.B.A.

**Class ID: 32555** Mon, 4/28/14 6:00pm – 9:00pm RM: P0842

**Allison Broeren** is a nationally recognized spoken word artist and storyteller, heard on National Public Radio, KFAI, and many live events. She has used stories to aid in her healing from a life-threatening illness, and believes stories helped save her life.



Storytelling is an effective way to trigger empathy, transfer knowledge, promote two-way conversation, and support deeper, richer memories.



# explore languages

## French

Learn French phrases that are commonly used in airports, hotels, restaurants, and among your French colleagues. You will practice French vocabulary with the instructor and fellow classmates. You will also be given worksheets and activities for “at home” practice. 1.2 CEU, \$99, INSTR: Rose Mingo-Holtz

**Level 1: Class ID: 34351**

Mon, 6/9/14 – 7/14/14                      6:00pm – 8:00pm                      RM: P0842

**Level 2: Class ID: 34352**

Mon, 7/21/14 – 8/25/14                      6:00pm – 8:00pm                      RM: P0842

**Rose Mingo-Holtz** is from Haiti and a native French and Creole speaker and has been teaching for Normandale for more than 10 years.



## Spanish

### Beginning Spanish 1

This is the first course in our traditional Spanish series. Beginning Spanish 1 is for students who have little or no experience with the language. Learn commonly used questions and answers for engaging in simple conversations, communicating numbers, dates and times, and basic vocabulary related to everyday language. By the end of the class, you will also be familiar with some regular and irregular present tense verbs. 1.2 CEU, \$129 (includes textbook for *Beginning Spanish 1 - 4*)

**Class ID: 35097**

Tue, 4/22/14 - 5/27/14                      6:30pm – 8:30pm                      RM: P1844

### Beginning Spanish 2

This is the second of four courses in the Beginning Spanish sequence. You'll practice basic conversational skills using reflexive verbs and some verbs in the perfect and imperfect tenses. Direct and indirect object nouns will be introduced, as you add to your vocabulary and conversational skills. 1.2 CEU, \$99

**Class ID: 35098**

Tue, 6/3/14 - 7/8/14                      6:30pm – 8:30pm                      RM: P1844

### Spanish for Medical Professionals

*See page 32 for course description*

Our Beginning Spanish program is designed for beginners whose goal is to eventually become fluent. These classes help learners build a solid foundation of Spanish grammar and an extensive vocabulary to support a continuing, in-depth study of the language.

Believe it or not, most of the world does not speak English (an estimated 80 percent). And as the world seemingly gets smaller, it is important to stay connected. Learning a language offers many advantages – personal, professional, social and economic. It will open you up to new ideas, partnerships and it will set you apart in the workplace.

Arabic	French	Hebrew
Italian	Japanese	Russian
Spanish	Spanish for Healthcare	American Sign Language

**Get connected.** Enroll in a language course or schedule a customized program at your organization. Check our website for more information or give us a call 952-358-8343.



Join the **global** community



Normandale's Japanese Garden named one the "11 Most Relaxing Places in the Twin Cities" —KARE 11

## Japanese

### Japanese Culture at a Glance

**NEW**

This course will help you develop an understanding of Japanese culture through a variety of visual materials, songs, poems, calligraphy, origami, food, tea tasting, and other activities. Learn how the old and new coexist, and become familiar with the culture in a way that'll help you communicate more effectively with native Japanese speakers. This course also provides an opportunity to explore the Japanese art collection at the Minneapolis Institute of Arts. 1.2 CEU, \$125 (textbook included), INSTR: Michiko Dressen

**Class ID: 33599**

Mon, 4/21/14 – 6/2/14

6:00pm – 8:00pm

RM: P1842

### Michiko Kato

**Dressen** is native Japanese from Oita City, Japan. She received her Master's degree in Education/ Human Development from the University of Minnesota, and has taught Japanese for over 20 years.

## English Speaking

### English Made Easier

**FREE**

#### An Introduction to Accent Reduction

Reduce the frustration of job-hunting by improving your language skills. In this two hour session, you will learn secrets to make consonants less difficult to pronounce in the English language. All dialects (Spanish, Asian, East Indian and others) are welcome. FREE, INSTR: Claire Campbell-Tokar

**Class ID: 32353**

Mon, 4/28/14

6:00pm – 8:00pm

RM: P2808

Since 2006, students from more than 45 countries have participated in our accent reduction classes!

### Enhance Your English Speaking Skills, All Dialects

Learn to accurately pronounce all English vowel and consonant sounds. Retrain your "ear", lips, and tongue. Imitate sounds and self-correct by watching your mouth positions in a mirror. Translate and identify difficult sounds using the International Phonetic Alphabet (IPA). Practice specific sounds with word lists, drills, and sentences. Clear speech and pronunciation can be applied to reading, conversation, and the speaking requirements of your job. 1.2 CEU, \$129, INSTR: Claire Campbell-Tokar

**Class ID: 32354**

Mon, 5/5/14 – 6/16/14

6:00pm – 8:00pm

RM: P2808

**Clair Tokar** is a language consultant for an international PR firm, coaching their foreign clients. She applies the same techniques that are successful in private sessions to small classes of learners with international backgrounds thorough Normandale.



# expand your career

## Entrepreneurship Certificate



### Entrepreneur Boot Camp

**NEW**

Statistics show that most businesses fail within the first five years. This course provides insight into the characteristics, knowledge and skills needed to become a successful entrepreneur. Learn to identify the abilities required of successful entrepreneurs. You'll develop goals to help establish your business, outline your business plan and gain techniques to effectively manage your new business. 1.6 CEU, \$195, INSTR: Conrad Brian Law

**Class ID: 34247** Online class – 6/2/14 – 6/27/14



### The Business Plan

**NEW**

Whether starting a business or growing the one you have, a business plan serves as a roadmap and can help secure needed funding. In this course, you evaluate the many aspects and potential hurdles of the business as you build or refine your business plan. This practical approach encourages you to focus on the most critical components of your business. It will enable you to uncover hidden risks and assess the business from a marketing, management, and financial vantage point. 1.6 CEU, \$195, INSTR: Mary Beth Izard

**Class ID: 32278** Online class – 5/5/14 – 5/30/14



**Class ID: 34348** Online class – 7/7/14 – 8/3/14

### Entrepreneurial Marketing

**NEW**

Entrepreneurs must know how to effectively market their products and services. Gain a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand and implement your marketing plan. 1.6 CEU, \$195, INSTR: Kathy Nadlman

**Class ID: 34349** Online class – 6/2/14 – 6/27/14



**Class ID: 34350** Online class – 8/5/14 – 8/29/14

### Career Bridge

**NEW**

If you are discouraged with the process of looking for a job and have been unemployed for more than 6 months, you might qualify for a six week training program. This pilot program is designed to re-energize and empower you to find a job that is right for you. Call Ann Anderson at 952-358-8426 to learn more and apply for this FREE program. Class starts May 6. Space is limited.

Earn the **Entrepreneurship Certificate** when you complete all three classes. Register for the certificate for \$495 (savings of \$90)

More than 35% of all unemployed Americans are considered long-term unemployed (jobless for more than 6 months).

Josh Boak, Associated Press, March 20, 2014



Catherine Byers Breet

### How to Get Linked-In Lucky

**FREE**

Are you fed up with people who don't respond to your Linked-In invitations? Joining groups that take you nowhere? Having people view your profile, but never ask to connect? Learn to get people asking you to connect. Explore the 7 essential elements, and 5 ways to boost your rank. Walk away with a Linked-In checklist.

**Class ID: 33603** Thur, 5/1/14 1:00pm – 3:00pm RM: P0806

**Sponsored by Thrivent Financial for Lutherans**



## Educators

### K-12 Teacher Certifications

#### Human Relations for Teachers

This course is designed to meet the Minnesota requirement for in-service teachers with teaching certificates. 6.0 CEU \$445, INSTR: Linette Manier

Tue, Wed, Thur, 6/10/14 – 6/19/14 8:30am – 6:30pm

#### Human Relations for Teachers - American Indian Component

Designed for teachers who need American Indian studies to satisfy the human relations requirement for certification. 1.2 CEU \$139, INSTR: Linette Manier

Tue & Wed, 6/10/14 – 6/11/14 8:30am – 5:30pm

### Online Courses for K-12 Teachers

These professional development courses are designed for K-12 teachers. They are \$145 each, with an optional additional \$40 paid later for graduate credit.

#### Students with ASD

(Autism Spectrum Disorder)

6/2/14 – 6/27/14

#### Gender in the Classroom

6/2/14 – 6/27/14

#### Generational Learning Styles for K12 Teachers

7/7/14 – 8/1/14

#### Social Media and Online Tools for K12 Teachers

7/7/14 – 8/1/14

#### Substitute Teacher Preparation

6/2/14 – 6/27/14

#### Using Cell Phones in the Classroom

7/7/14 – 8/1/14

Individuals should seek approval from the MN Dept. of Education to take this shortened version of the Human Relations course.

See our website for complete course descriptions and information on graduate credit.

### Group Discount for K-12 Teachers

#### Summer Learning just got more affordable!

This Summer, when you have 10 or more registrations for our online K-12 courses, the fee drops to \$100 per registration (a savings of \$45 per person).

This discount is great for schools, consortiums or teacher cooperatives. To meet individual learning interests, registrations can be applied to any of the six online classes. Registrations must be received at the same time to receive the discount.

See website or call us at **952-358-8343** for more information.



# registration information

**Advanced registration** is encouraged for all programs and must be accompanied by payment or charge authorization. In most cases, enrollment is limited, so participants are encouraged to register early. *If you are traveling a long distance, you are encouraged to register with Normandale before you make travel arrangements to guarantee a space in the class/workshop.*

**Advertised discounts** may not be available for online registrations. To register for a class which is eligible for a discount, call 952-358-8343.

**Email Confirmations and Receipts** are sent immediately when you register online.

**Refund Policies** may vary according to class type. Our general policy requires that we be notified at least 4 days prior to the class start date in order to qualify for a refund. Refund policies for other classes and programs may be found on our website: <http://normandale.augusoft.net>

**Class changes or cancellations** will be communicated by email and/or telephone. The college reserves the right to cancel classes with insufficient enrollment. A 100% refund of your registration fee will be issued if a class or workshop is cancelled by Normandale Community College.

Visit [www.normandale.edu](http://www.normandale.edu)  
For maps, directions, and parking information

## FIVE WAYS TO REGISTER!

**Online:** Available 24/7  
Use your Visa/MC/Discover  
<http://normandale.augusoft.net>

**Phone:** 952-358-8343

**Fax:** 952-358-8240

**Mail:**  
Normandale  
Community College  
Business Office  
9700 France Avenue S  
Bloomington, MN 55431

**In Person**  
Partnership Center, RM P1820  
Mon – Fri,  
8am – 4:30pm



# registration form

Name \_\_\_\_\_ Birthdate \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### WHEN REGISTERING PLEASE INCLUDE:

CLASS TITLE	CLASS ID	BEGIN DATE	TIME	FEE
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

TOTAL FEES \_\_\_\_\_

\_\_\_ Enclosed is a check or money order payable to Normandale Community College.

**Normandale accepts MasterCard, VISA and Discover cards. To register with a credit card, call 952-358-8343 or go online at <http://normandale.augusoft.net>**



NORMANDALE COMMUNITY COLLEGE  
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**Don't wait  
for opportunity,  
create it.**

**"Qigong and Aromatherapy  
often accelerate the healing  
in my patients"**

**–Nancy Crowell  
Vascular Nurse Clinician  
Fairview Health Services**

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