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continuing education

SPRING/SUMMER
2017



NORMANDALE
COMMUNITY COLLEGE



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Designer, artist and entrepreneur, Melanie Schumacher, complements her talents and opportunities by developing her skills in Web Design. Story on page 16.



Are you an Agile Learner?

In a recent report, “The Future of Jobs,” the World Economic Forum explains that agile learners are the ones who will excel and prosper in the coming years. Employers find these individuals to be indispensable. They are the people who can utilize data and manage change, while listening to customer needs. They bring a sense of optimism and positivity to their work and never seem to hesitate to help others.

More good news, we all have the capacity to enhance our flexibility and ability as learners. So, whether you are a recent college grad, a mid-career professional or an industry veteran, we hope that as you look through this schedule, you will find courses, programs and events that inspire your desire to learn and stretch your talents – professionally and personally.

Gain New Insights

Professionals today are both leaders and team members. Those who stand out are adaptable sense-makers who help others think and work outside the box.

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Build Vital Skills

Sometimes, it is not a matter of getting more done, but trying to wade through the chaos to get to what matters. If you are faced with this challenge, there are tools available to help you manage complexity.

Creative Problem Solving	page 2
Six Sigma Green Belt Certificate	page 9
ScrumMaster Certification	page 11
Healthcare Data Analytics Bootcamp	page 30



Delivering customer value has become the hallmark of competitive advantage. There are key techniques and approaches to help you interpret customer research, maximize marketing communications and grow your business.

Digital Marketing Certificate	page 15
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Is EOS Right for your Organization?	page 50

Practice Reflection and Wellness

Utilizing the principles of energy, balance and wellness are known to enhance our health. They also cultivate a natural vigor that helps us to gain greater clarity as well as boost our productivity and contentment.

Holistic Nutrition Certificate	page 39
Yoga and Ayurveda	page 40
World Tai Chi and Qigong Day, Free Event	page 46



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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Cover photo by Katie Heymer

enrich your organization

Business Acumen

NEW Creative Problem Solving

The ability to solve problems quickly and effectively is a critical interpersonal skill well worth developing. Interpersonal and business relationships fail because of poor problem solving. Using the problem solving model in this course will enable you to be more successful. Find out how to recognize problems and deal with them appropriately. You will develop techniques relevant to any organization or group context, which can also be easily adapted to work at an individual level. 1.6 CEU, \$195, Cathy Niven

ID: 52263 Online class – 5/1/17 - 5/26/17

ID: 52513 Online class – 7/3/17 - 7/28/17

Negotiation: Get What You Want

Negotiation is a key skill for success in business and everyday life. You'll 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. 1.6 CEU, \$195, Layne Harpine

ID: 52264 Online class – 5/1/17 - 5/26/17

ID: 52434 Online class – 7/3/17 - 7/28/17

NEW Collaborative Management

In our team-based, project-oriented work environments, collaborative management skills are essential to maximize contributions, diffuse conflict and get people moving in the same direction. Learn to apply specific collaborative management skills to enhance your leadership, communication and change management skills that you will leverage time and time again for your organization. 1.6 CEU, \$245, Joyce Odidison

ID: 52265 Online class – 4/3/17 - 4/28/17

ID: 52477 Online class – 6/5/17 - 6/30/17

NEW 21st Century Strategies for Productivity and Time Management

Time is even more valuable in this century than in the last. How effectively you manage your time and productivity can affect your business and personal life in so many ways. Learn tips and techniques you won't get anywhere else for managing time and increasing productivity. Whether you are managing your own time, or others' time, come away with proven tips to put into practice on Monday morning. 1.6 CEU, \$195, William Draves

ID: 52696 Online class – 5/1/17 - 5/26/17

ID: 52697 Online class – 7/3/17 - 7/28/17

Dump The Data, Tell The Story

Learn the skills of synthesizing information into main points, and translating those points into stories that create meaning and produce results. You will see that data stories can be told through narratives, metaphors and visuals. Bring your own data or work with in-class data sets to develop your own strategy. 0.4 CEU, \$99, Allison Broeren

ID: 52609 Wed, 5/10/17 12:30pm – 4:30pm RM: P1840

Who should attend: This workshop is ideal for executive assistants, marketing and sales professionals, project and financial managers, planners and analysts.



Data Analysis

NEW Infographics

Learn to transform data into eye-grabbing and memorable infographics. Data can be powerful when it is used to illustrate a story. You will learn the basic techniques for data visualization. You will gain the tools and background needed to design your own infographics. *See website for complete course description.* 1.6 CEU, \$195, Jeff Kritzer

ID: 52398 Online class – 6/5/17 - 6/30/17

ID: 52399 Online class – 8/7/17 - 9/1/17

Who should attend: This course is designed to complement the skills of those who work in marketing, design, sales, operations, accounting, education, fundraising – ***anyone who knows that a picture is worth a thousand words!***

NEW Data Analysis Techniques for Six Sigma

See page 9 for more details. 0.7 CEU, \$495, Dale Mize

ID: 52645 Fri, 6/2/17

8:30am – 4:30pm

RM: P2842

SQL Design and Reporting Certificate – see page 23

Business Intelligence (BI) Tools for Data Insight with Excel – see page 21

Certificate in Data Analysis

Whether your business is home-based or you work for a large corporation, you will gain new insights into how to utilize statistics in terms of key business decision making. Learn to perform inquiries that will be useful to your business or organization, and develop the skills necessary to communicate these results through illustrative and understandable graphs and text. Courses may be taken individually for \$195 per class or earn the certificate for \$495 (a savings of \$90). John Rutledge, Mary Dereshiwsky, and Jeff Kritzer

Introduction to Data Analysis

ID: 52331 Online class – 4/3/17 - 4/28/17

ID: 52332 Online class – 6/5/17 - 6/30/17

Intermediate Data Analysis

ID: 52333 Online class – 5/1/17 - 5/26/17

ID: 52334 Online class – 7/3/17 - 7/28/17

Advanced Data Analysis

ID: 52335 Online class – 6/5/17 - 6/30/17

ID: 52336 Online class – 8/7/17 - 9/1/17

Earn this certificate and add a whole new skill set to your portfolio. Make a big difference in the success of your organization by acquiring data analysis skills.

See website for course descriptions.

Change Management and Leadership

Navigating Change

Change leadership is a two-way street. While formal leaders have an obligation to communicate clearly and create an environment where change can flourish, every individual also shares in the responsibility to be adaptable and flexible. In this workshop, participants will learn the difference between change and transition, while also developing tools for communicating and managing the stress often related to change.

0.4 CEU, \$99, Julie Berg

ID: 52618

Tue, 5/9/17

8:30am – 12:30pm

RM: P1840

NEW Change in the Workplace

Most people do not like change even when they know that change is inevitable and will happen with or without your consent. You will gain strategies on how to deal with changes in your work environment and how to introduce changes to enhance your workplace culture. 1.6 CEU, \$195, Brenton Rolle

ID: 52649

Online class – 5/1/17 - 5/26/17

ID: 52650

Online class – 7/3/17 - 7/28/17

A recent Gallup study found that nearly 70% of the American workforce is disengaged from their jobs. Those who are willing to embrace change are much more likely to thrive under new conditions.

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, there is an art and science to it. Gain proven strategies for establishing your role as a leader while learning to support your employees and hold 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! 0.4 CEU, \$99, Julie Berg

ID: 52617

Tue, 5/16/17

8:30am – 12:30pm

RM: P1840

NEW Change Management Skills for Human Resource Professionals

Learn how to successfully plan, implement, communicate, create employee involvement and commitment, and add value during change. This class is beneficial for human resources professionals or those working in human resource strategy consulting. 1.6 CEU, \$245, Sally Schmall

ID: 52452

Online class – 5/1/17 - 5/26/17

ID: 52453

Online class – 7/3/17 - 7/28/17

Normandale is proud to be home to the Minnesota Change Management Network

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.



Each month, MNCMN offers a **Change Summit** at Normandale. For information about upcoming speakers, topics and special events, visit www.mncmn.org.

Want to check it out? Normandale offers several free guest passes each month. Give us a call at 952-358-8343 to request a pass. Guest attendance is limited.



Supervision and Management

Supervision and Management Certificate

This certificate provides new supervisors with the foundational skills needed for the job. Take the full series for \$400 (a savings of \$100).

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. 0.4 CEU, \$125

ID: 52612

Tue, 4/11/17

8:30am – 12:30pm

RM: P1840

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. 0.4 CEU, \$125

ID: 52613

Tue, 4/18/17

8:30am – 12:30pm

RM: P1840

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 and misconduct. Learn how to document the problem, and explain what the employee must do to address it. Gain skills in discussing and imposing formal consequences while adhering to your organization’s disciplinary policies and procedures. 0.4 CEU, \$125

ID: 52614

Tue, 4/25/17

8:30am – 12:30pm

RM: P1840

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 has the same tools available to them, each 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. 0.4 CEU, \$125

ID: 52615

Tue, 5/2/17

8:30am – 12:30pm

RM: P1840

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.



Communication

Business Writing

Writing poorly in business can reflect negatively on the organization you work for, and on you. It can also result in lost business. Effective business writing means knowing how to analyze your audience, getting organized, and practicing your skills. In this class, you will develop these skills and learn how to get your point across using appropriate tone, formatting, and language. 0.8 CEU, \$150, Jeannette Grace

ID: 52611

Wed & Thur, 5/3/17 & 5/4/17

8:30am – 12:30pm

RM: P1840

Powerful Presentations & Effective Speaking Techniques

See website for course description. 1.6 CEU, \$195, Bridget Brady

ID: 52515

Online class – 6/5/17 - 6/30/17

Certificate in Workplace Communication

Courses may be taken individually, or take all three for \$595 (a savings of \$140).

Conflict Management

Discover a workable conflict management model, discuss case studies and learn strategies to apply in your workplace. 2.4 CEU, \$245, Sally Klauss

ID: 52401

Online class – 6/5/17 - 6/30/17

Negotiation: Get What You Want – see page 2

Using Personality Profiles for Better Work Performance

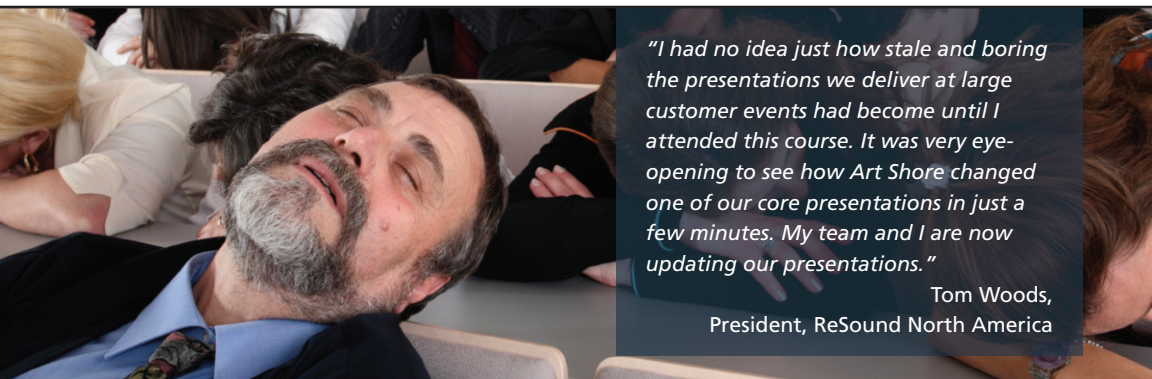
See website for course description. Fee includes DiSC assessment. 1.6 CEU, \$295, Sally Klauss

ID: 52435

Online class – 6/5/17 - 6/30/17

ID: 52436

Online class – 8/7/17 - 9/1/17



"I had no idea just how stale and boring the presentations we deliver at large customer events had become until I attended this course. It was very eye-opening to see how Art Shore changed one of our core presentations in just a few minutes. My team and I are now updating our presentations."

Tom Woods,
President, ReSound North America

Avoiding the Horror of Bad PowerPoint

You've seen it. You've lived it. Heck, you may have even caused it! What is it? Death by PowerPoint! You shoot people with bullet point after bullet point and wonder why no one remembers anything from your presentation. Ideas are only as good as the actions that follow, and the quality of your presentation is critical to inspiring action.

In this interactive workshop, learn how to improve any slide presentation by being more productive with your time and creating engaging visual aids that make your audience remember what you want them to remember. 0.4 CEU, \$99, Art Shore

ID: 52619

Wed, 5/17/17

8:30am – 12:30pm

RM: P1840



Customer Service and Sales

Customer Service Certificate

Stellar customer service is now one of the central factors in business growth and success. Earn this certificate for \$245 (a savings of \$45).

Keys to Customer Service

Learning to build your customer service skills will have a powerful impact on your career success and other areas of your life. Discover the direct relationship between service skills and career achievement. 1.6 CEU, \$145, Nanette Sanders-Cobb

ID: 52352 Online class – 4/3/17 - 4/28/17

ID: 52719 Online class – 6/5/17 - 6/30/17

Extraordinary Customer Service

Transform your customer service into something extraordinary and gain more repeat business. This course focuses on the essential elements that yield big results—understanding your customer, setting expectations, developing processes and improving the customer's experience. Take away a plan that will guide your path to extraordinary customer service. 1.6 CEU, \$145, Fred Bayley

ID: 52720 Online class – 5/1/17 - 5/26/17

ID: 52721 Online class – 7/3/17 - 7/28/17

Certificate in Sales

NEW Getting Started in Sales

Finding new clients can be challenging, reaching out to them and actually making a sale is something else entirely. Save time, money and effort with these proven sales techniques. 1.6 CEU, \$195

ID: 52656 Online class – 5/1/17 - 5/26/17

ID: 52722 Online class – 7/3/17 - 7/28/17

NEW Power Selling

Gain key strategies to help you become a top-producing salesperson. Learn new skills in relationship management, prospecting, customer management, and delivering a compelling sales presentation. 1.6 CEU, \$195

ID: 52723 Online class – 6/5/17 - 6/30/17

ID: 52724 Online class – 8/7/17 - 9/1/17

NEW Strategic Selling with Social Media

Social media sales solutions can help you save time, save money and make money throughout the sales cycle from prospecting to referrals to closing sales. 1.6 CEU, \$195

ID: 52725 Online class – 6/5/17 - 6/30/17

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.

Whether you are new to the sales process or a seasoned professional who loves selling, this certificate will strengthen and stretch your skills.

Earn this certificate for \$495 (a savings of \$90).
Tim Street, Maria Coons

Project Management

Project Management Certificate

Whether you are interested in project management or are already doing it, you can gain in-demand skills, tools and templates to confidently manage a project. Christina Mitchell and Ronald DeCamp

Introduction to Project Management

ID: 52266 Online class – 4/3/17 - 4/28/17

ID: 52473 Online class – 6/5/17 - 6/30/17

Project Management Processes

ID: 52267 Online class – 5/1/17 - 5/26/17

ID: 52474 Online class – 7/3/17 - 7/28/17

Project Management Knowledge Areas

ID: 52475 Online class – 6/5/17 - 6/30/17

ID: 52476 Online class – 8/7/17 - 9/1/17

Earn the **Project Management Certificate** when you complete all three courses for \$495 and 4.8 CEU, or take individual courses for \$195 and 1.6 CEU. See website for course descriptions.

NEW Applying Lean Sigma Practices to HR Functions

See website for course description. 1.6 CEU, \$245, Sally Schmall

ID: 52455 Online class – 5/1/17 - 5/26/17

Performance Excellence and Continuous Improvement

At Normandale, we work to identify the **expertise, content and approach** that will meet the needs of our learners. Normandale is now partnering with **Performance Excellence Network (PEN)**. PEN is Minnesota's foremost network in the areas of performance excellence and continuous improvement. We are offering a series of workshops, taught by national experts.

April 26 From Great to World Class Service. Learn how to create a memorable service experience rather than simply fulfilling customer requests.

May 31 Leveraging Core Values to Maximize Success. Learn how the Core Values assessment can engage your team by allowing each member to do the work that energizes them.

June 27 Accelerating Leadership Performance. Learn how to execute strategy and create great results through high performing teams.

PEN is offering membership and group discounts when you register for these Normandale workshops (fees include lunch and materials).

All workshops will be offered at Normandale's Partnership Center.

Visit the PEN website for more information or to register:

www.performanceexcellencenetwork.org



Performance • Excellence • Network

A Catalyst for Success for 25 Years



Six Sigma

Six Sigma Green Belt Certificate

WIOA Approved

This training is for anyone or any organization that is committed to leveraging the power of Six Sigma to increase customer satisfaction, improve product or service reliability and reduce costs. See website for course descriptions. 6.4 CEU, courses can be taken individually or earn the certificate for \$3,180 (a savings of \$795), Dale Mize (lead instructor), RM: P2842

Class 1: Introduction to Six Sigma

ID: 52640 Fri, 4/21/17 8:30am – 4:30pm \$495

Class 2: Basic Problem Solving Tools

ID: 52641 Fri, 4/28/17 8:30am – 4:30pm \$495

Class 3: Basic Statistics

ID: 52642 Fri, 5/5/17 8:30am – 4:30pm \$495

Class 4: Statistical Process Control

ID: 52643 Fri, 5/12/17 8:30am – 4:30pm \$755
& Fri, 5/19/17 8:30am – 12:30pm

Class 5: Failure Modes and Effects Analysis

ID: 52644 Fri, 5/19/17 1:00pm – 4:30pm \$250

Class 6: Data Analysis Techniques

ID: 52645 Fri, 6/2/17 8:30am – 4:30pm \$495

Class 7: Design of Experiments

ID: 52646 Fri, 6/9/17 8:30am – 4:30pm \$495

Class 8: Process Control

ID: 52647 Fri, 6/16/17 8:30am – 4:30pm \$495

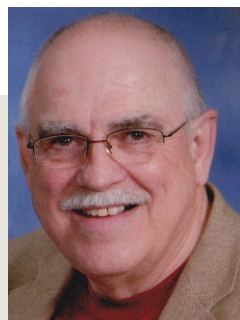
Dale K. Mize, has more than 25 years of consulting and training experience, and 26 years of technical and managerial experience comprised of customer service, product management, engineering, and manufacturing as a quality engineer, quality manager, and corporate director of quality assurance. Dale is co-author of the SPC training workbook, *An Ounce of Prevention*.

Get Certified

Earning this credential demonstrates that you possess the knowledge and competencies to be recognized as a Six Sigma Green Belt.

Normandale also offers Six Sigma Yellow Belt and Black Belt Certificate training programs.

To schedule specific training, courses or certificate programs at your company, call us at 952-358-8343.



Agile and Scrum

Certified Scrum Product Owner

WIOA Approved



Product Owners must have the skills to navigate market pressures, product design issues, and channel the energy of well-formed teams to deliver results. This course is for people who have some background in Agile, and is intended to help experienced practitioners focus on the challenges faced by product design teams. This two-day Certified Scrum Product Owner course will put you on the path to becoming a great leader of teams that focus their energy toward successful completion of projects with real value. *Upon completion, you will be registered as a Certified Scrum Product Owner, which includes a two-year membership in the Scrum Alliance.* 1.4 CEU, \$980, Doug Shimp and Jan Beaver

ID: 52088

Tue & Wed, 4/25/17 & 4/26/17

8:30am – 4:30pm

RM: P0806

USER EXPERIENCE

"You've got to start with the customer experience and work backwards toward the technology – not the other way around."
Steve Jobs

Whether designing a crayon or complex software, the principles and tools associated with UX are now being integrated into design and improvement processes across all industries and all over the world.

Through a grant project, Normandale has had the great opportunity to partner with **The Nerdery** to develop a UX learning program.

The program includes training topics such as:

- design thinking
- research techniques
- data analysis
- personas
- prototyping
- and more



Want to learn how your organization can benefit from UX training?
Contact us at
952-358-8343 or
ncal@normandale.edu.

DESIGNING THE **PRODUCT** VS DESIGNING THE **EXPERIENCE**



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. With origins in the software development community, Scrum training has now become a sought-after approach for new product development across business sectors.



Earn a total of 14 PDUs for Certified ScrumMaster or Scrum Product Owner toward your PMP recertification.

Certified ScrumMaster

WIOA Approved



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 your organization and the work that you do. *Course fee includes 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, \$980, Doug Shimp and Jan Beaver

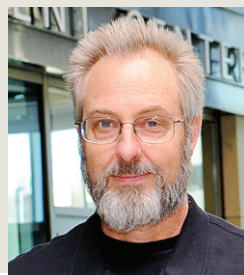
ID: 52087	Tue & Wed, 5/23/17 & 5/24/17	8:30am – 4:30pm	RM: P0806
ID: 53224	Tue & Wed, 8/22/17 & 8/23/17	8:30am – 4:30pm	RM: P0806

Who should attend: Managers, engineers, and anyone who needs to drive an organization to higher performance in a competitive economy.



Certified by the Scrum Alliance, **Doug Shimp** is a founder and managing partner of 3Back Consulting. 3Back 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 more than 20 years of experience in the technology field.

With twenty-five years of software experience, **Jan Beaver's** resume covers the gamut of management, development, QA, and technical writing. Jan's first encounter with Scrum was a dramatic eye-opening team experience, validating the concept that teamwork is a vital component of product development.



Marketing

NEW Instagram for Business

Make the most of Instagram and lead your business to greater exposure. Discover ways to have your audience generate excellent content for you. We'll also explore Do's and Don'ts of Instagram to get you on the fast track to success. An android or iOS device is needed to take full advantage of the exercises in this class. 1.6 CEU, \$195, Nicole Siscaretti

ID: 52519 Online class – 6/5/17 - 6/30/17

NEW Podcasting

The intimate nature of audio allows potential clients to get to know who you are and better understand your business. Learn step-by-step the required elements needed to get your show online. 1.6 CEU, \$245, Travis Allison

ID: 52507 Online class – 6/5/17 - 6/30/17

Mobile Marketing Certificate

Gain skills and knowledge to implement a mobile marketing plan for your organization. Courses may be taken independently, or you can register for all three and earn this certificate for \$595 (a savings of \$90).

Mobile Marketing

Discover location-based marketing, QR codes, applications, mobile payment, coupons and social networks. Gain knowledge of the mobile experience and leverage your capabilities to retain current customers and gain new ones. 1.6 CEU, \$195, Simon Salt

ID: 52727 Online class – 6/5/17 - 6/30/17

Creating Cell Phone Apps for your Business

Gain step-by-step instructions to build, deploy and market smartphone applications across Android and iPhone platforms. Discover how to build smartphone applications for your businesses. 1.6 CEU, \$245, Dan Belhassen and Susan Hurrell

ID: 52502 Online class – 5/1/17 - 5/26/17

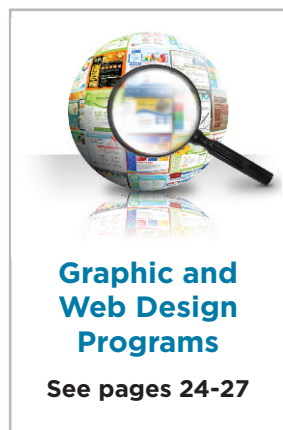
ID: 52503 Online class – 7/3/17 - 7/28/17

Advanced Mobile Marketing

Learn how to implement a mobile marketing plan for your organization. Find proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Take away a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success. 1.6 CEU, \$245, Simon Salt

ID: 52504 Online class – 6/5/17 - 6/30/17

ID: 52505 Online class – 8/7/17 - 9/1/17



Entrepreneurship

The Kauffman Foundation reports that "new-business creation by Americans age 55 to 64 is responsible for nearly 25 percent of all business starts." If you are one of those individuals interested in using your talents to build your own business or work as a micro-preneur, see pages 50 - 51 and begin to pursue your dream.



Effective Copywriting

Whether you are sending out a press release, communicating internally or promoting your own skills on LinkedIn, strong writing skills are the key to success. Improve your copywriting skills and avoid the common writing mistakes that can hold you back.

1.6 CEU, \$195, Kathryn Will

ID: 52353 Online class – 5/1/17 - 5/26/17

ID: 53203 Online class – 7/3/17 - 7/28/17

NEW Growing Your Business with Self Publishing

Gain an understanding of the decision-making framework and what factors drive decisions in self-publishing. Learn how to understand your publishing options, how to select the best pathways given your business and personal objectives, and how to work with print on demand (POD) companies.

1.6 CEU, \$195, William Draves & Gale Hughes

ID: 52360 Online class – 4/3/17 - 4/28/17

ID: 52361 Online class – 6/5/17 - 6/30/17

A book can often do more to promote your business than any other form of advertising.

Certificate in Google Tools

Google Analytics

Learn all the key techniques for how to use Google Analytics. You'll understand your visitor traffic better. Learn how to calculate return on investment (ROI) for your online advertising, and how to get more conversions and sales from your website visitors. 1.6 CEU, \$195, Dan Belhassen and Susan Hurrell

ID: 52497 Online class – 6/5/17 - 6/30/17

Google Apps for Business

Google has a variety of web based applications and tools to help you become more productive. Move beyond the basic features and see how you can easily work more collaboratively and efficiently. 1.6 CEU, \$195, Jennifer Selke

ID: 52498 Online class – 5/1/17 - 5/26/17

ID: 52499 Online class – 7/3/17 - 7/28/17

Courses may be taken individually or earn the certificate for \$495 (a savings of \$90).

Google +

Discover the best ways to use this popular and emerging social media platform and connect with current and potential new contacts. You'll learn the advantages of using Google+, and techniques for using the platform to create relationships, and expand your reach. 1.6 CEU, \$195, Jeff Kart

ID: 52500 Online class – 6/5/17 - 6/30/17

ID: 52501 Online class – 8/7/17 - 9/1/17

Marketing

Social Media for Business Certificate

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

Entrepreneurs utilize Social Media to grow their businesses. Earn this certificate for \$495 (a savings of \$90).

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

ID: 52527 Online class – 6/5/17 - 6/30/17

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

ID: 52528 Online class – 5/1/17 - 5/26/17

ID: 52529 Online class – 7/3/17 - 7/28/17

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

ID: 52530 Online class – 6/5/17 - 6/30/17

ID: 52531 Online class – 8/7/17 - 9/1/17

CX: Customer Experience



Customer Experience differs from traditional customer service. It represents every touchpoint a customer has with an organization, from the website to personal interactions.

Normandale offers training and consulting in CX, including:

- Customer Journey Mapping
- User Experience (UX)
- Customer Experience Metrics

Call us at **952-358-8343** if you would like to bring CX to your organization.

“When you identify, measure, and improve upon key customer interactions, everyone in the company becomes more confident in their abilities to deliver meaningful customer experiences that generate real growth.”

—Mara Bain, Chief Experience Officer,
Western National Insurance



Digital Marketing Certificate

Improving Email Promotions

Discover new ways to improve your email promotions. Learn to analyze your email response rates, including benchmarks for open and click-through rates. 1.6 CEU, \$195, Susan Hurrell and Dan Belhassen

ID: 52493 Online class – 6/5/17 - 6/30/17

Boosting Your Website Traffic

Learn to analyze your visitor traffic, use search engine optimization and gain greater exposure in Google searches. No experience is necessary. 1.6 CEU, \$195, Susan Hurrell and Dan Belhassen

ID: 52491 Online class – 7/3/17 - 7/28/17

Online Advertising

See how and when to use pay-per-click advertising with Google AdWords, how to test low budget Adword campaigns and to target local audiences. Discover Facebook advertising and how you can determine the demographics of people you want to reach. 1.6 CEU, \$195, Susan Hurrell and Dan Belhassen

ID: 52494 Online class – 6/5/17 - 6/30/17

ID: 52495 Online class – 8/7/17 - 9/1/17

Social Media Platforms Certificate

Develop your skill set for working and managing a variety of Social Media platforms. Different social networks have distinct characteristics and features. They offer unique opportunities to develop a two-way communication and marketing strategy for your organization. Find out what you can do to strategically position your message or brand on each platform to enhance effectiveness. 4.8 CEU, Jennifer Selke

Twitter

ID: 52521 Online class – 6/5/17 - 6/30/17 \$195

Facebook for Business

ID: 52523 Online class – 7/3/17 - 7/28/17 \$245

LinkedIn for Business

ID: 52524 Online class – 6/5/17 - 6/30/17 \$195

ID: 52525 Online class – 8/7/17 - 9/1/17 \$195

Enroll in the Digital Marketing Certificate for \$495 (a savings of \$90).

Courses may be taken independently, or you can register for all three and earn a certificate for \$495 (a savings of \$140).

See website for course descriptions.



Visual Culture: The Demand for Design

More than ever, organizations compete for eye-share, mind-share and brand-share, whether they are communicating with their customers, employees or partners. Good design becomes great design when it is tied to a strategy.

Normandale's Graphic and Web Design certificate program has become a popular and affordable way for working adults to build design-focused, career-building competencies.

Impact: design and strategy

Normandale's lead instructor, Grant Chandler, explains "Effective design is so much more than artistry. It encompasses a mix of skills that are now crossing into a growing number of positions and fields." Students from all backgrounds enroll in the Graphic and Web Design program – designers, entrepreneurs, administrative assistants, programmers, instructional designers, teachers...the list is endless.

While the program is largely organized according to the tools in the Adobe Creative Suite, what sets this series apart is the focus on applying business strategy to visual design. Grant approaches teaching from the perspective of a designer, consultant and developer as well as a visual thinker, problem solver and strategist. In each course, participants learn to apply tools and techniques to their own design goals, which culminates in a portfolio project.

Composition: creativity and perspective

When looking at Melanie Schumacher's resume, anyone would be impressed by her experience as a graphic designer. What isn't as apparent, though, is that she is something of a renaissance woman. She is a gifted illustrator and painter as well as entrepreneur, farmer, wife, mother and perpetual learner.

After researching several programs, Melanie enrolled in Normandale's Web Design certificate. As she explains, "I knew that I wanted to up my technical skills as a designer. And, I'm also interested in exploring how design connects to areas like UX (user experience). This program offered that real-world perspective for how the work of designers is changing."

"Effective design is so much more than artistry. It encompasses a mix of skills that are now crossing into a growing number of positions and fields."

–Grant Chandler,
Graphic and Web
Design Instructor

**Learn more about
Normandale's design
programs,
starting on page 24.**

Scale: skills and momentum

Katie Goodwin and Miranda Jerabek are part of a rapidly changing team at Regis Corporation that supports their hundreds of franchise operators around the country. With a new web platform on the way, they are taking on additional responsibilities. Normandale's program has provided them with the skills to improve their own work and to lessen what is currently being outsourced. Katie explains that as their knowledge continues to grow, so does their confidence. She says, "Everything is so visual today, and these tools are critical to helping us succeed. I know now that we can do this work in a way that improves efficiency, saves money and looks great."

Resolution: quality and engagement

As an employer, Hennepin County is committed to advancing the skills and abilities of their employees. Julie Longshore, Carol Cavazos and David Wood know this first hand. While they each have different roles, they work together as an e-learning development team.

While progressing through Normandale's web design program, Julie shared "this program is helping us create great experiences for our employees. When that happens, employees learn faster and retain more." Carol adds, "by taking the program as a team, we now have a common understanding for how we can think things through, test and validate our ideas and create more appealing learning solutions."

Emphasis: relevant and responsive

Every design task provides an opportunity to learn and teach. Miranda Jerabek from Regis explains that in the classes at Normandale, "You are encouraged to speak up and share with the class how you do things. Everybody learns from everybody."

Our classes are shaped by the goals and interests of our learners and the demands of the marketplace. If you or your organization are interested in seeing how design can be combined with strategy to create stunning results, call Normandale at 952-358-8343.

"I have learned more in one day with Grant than when I took an entire semester course at a university."

—David Wood,
eLearning Developer
for Hennepin County

Pictured:
Opposite page, top:
Grant Chandler

This page, left:
David Wood,
Carol Cavazos,
Julie Longshore

This page, right:
Miranda Jerabek,
Katie Goodwin

Photography by
Katie Heymer



computers and technology

Basics

Keyboarding

Learn how to touch-type the alphabetic, numeric, and symbol keys; create, save, and edit word processing documents; and take a timed keyboarding test. 2.4 CEU, \$109, Kathy Van Pelt

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Mastering Computer Skills for the Workplace

The Microsoft Office Suite is the most used software tool in the world. Gain those “must-have” skills needed to succeed in the workplace. Learn to create, edit and manage documents, presentations and spreadsheets. You’ll master the basics so that you can work faster and more efficiently. 1.6 CEU, \$195, Betsy Flanagan

ID: 52440

Online class – 6/5/17 - 6/30/17

Flexible learning options.

Normandale’s classes are offered online and/or face-to-face.

Visit our website for a complete listing of our programs.

Business Productivity

Microsoft PowerPoint

Create professional-quality slide presentations with text and objects, including pictures, shapes, WordArt, SmartArt, and learn to add multimedia effects to create animated presentations and much more. 2.4 CEU, \$109, Kathy Van Pelt

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Microsoft Outlook

Learn the basic features of email software, including creating, sending, saving and organizing emails, managing contacts, scheduling appointments, creating calendar entries and much more. 2.4 CEU, \$109, Bill Mann

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Microsoft Word (2 Levels offered)

You will learn to edit, maneuver, store/save, design and format Word documents. This course will expose you to more creative, higher-level functions such as mail merge, templates, macros, desktop design and publishing. 2.4 CEU, \$109, Wallace Wang

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Improve your efficiency by learning and mastering key productivity skills.

Introduction to Crystal Reports

Crystal Reports is a business intelligence tool that allows you to develop reports against any database or structured file format. 2.4 CEU, \$109, Allen Taylor

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

PHP & MySQL (2 Levels offered)

Learn how to create dynamic Web pages and leave with useful code templates to create your very own dynamic, Web-based, content management system. See website for more information. 2.4 CEU per class, \$109 per class, Richard Blum

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Business Intelligence (BI) Tool for Data Insight with Excel – see page 21



Presentation Media

Certificate in Presentation Media

Whether your presentation is online or in-person, utilizing presentation media will make your message more impactful.

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. 1.6 CEU, \$195, Kimba Green

ID: 52739 Online class – 6/5/17 - 6/30/17

Courses may be taken individually or earn this certificate for \$495 (a savings of \$90).

Photoshop for Presentations

Learn what the pros know and acquire the skills to navigate an extensive list of Photoshop features. Practice the most commonly used techniques for managing text, working with layers, and image file properties. Learn the purpose of each photo-editing tool and walk away with the skills needed to use them. 1.6 CEU, \$195, Dan Hood

ID: 52357 Online class – 5/1/17 - 5/26/17

ID: 52358 Online class – 7/3/17 - 7/28/17

Graphic Design for Visual Presentations

Learn the graphic design techniques needed to create contemporary and professional quality presentations, including page layout, typography and basic design considerations. Acquire the skills needed to work with any presentation software program. Ensure that your visual presentations and materials effectively communicate your message. 1.6 CEU, \$195, Jenna Soard

ID: 52359 Online class – 6/5/17 - 6/30/17

ID: 52740 Online class – 8/7/17 - 9/1/17

Powerful Presentations & Effective Speaking Techniques – see page 6

Enhance Your Visual Design Skills

The Graphic Design and Web Design Certificates provide skill development for individuals who work in design, communications, marketing and business development fields.

See pages 24 - 27



Accounting and Finance

Introduction to Quickbooks

Learn to manage the financial aspects of your small business quickly and efficiently with this powerful accounting software program. Gain hands-on experience as you master the tools you need to set up a chart of accounts; reconcile your checking account; create and print invoices, receipts, and statements; track your payables, inventory, and receivables; create estimates; and generate reports. 2.4 CEU, \$109, Scott Paxton

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Intermediate Quickbooks

Learn advanced features and applications of Quickbooks such as multiple company files, inventory, reimbursement, finance charges, accounts receivables, loans and much more.

2.4 CEU, \$109, Scott Paxton

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Accounting Fundamentals

Increase your financial awareness and gain a marketable skill. You will learn the basics of double-entry bookkeeping, how to analyze and record financial transactions and other core banking activities. 2.4 CEU, \$109, Charlene Messier

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Bookkeeping

NEW The Basics of Bookkeeping

This course offers a practical approach. Learn basic bookkeeping terminology and practices, and as you learn to track the numbers, you will also be able to better analyze financial records and results. 1.6 CEU, \$195, Sharon deFonteny

ID: 52660 Online class – 5/1/17 - 5/26/17

See website for more accounting and bookkeeping programs.

Bookkeeping Administration (Certification)

Certification is through the American Institute of Professional Bookkeepers (AIPB). Program includes textbooks and exam fee. 28 CEU, \$2,725

Online class – start anytime

Financial Analysis and Planning for Non-Financial Managers

Designed for business owners, entrepreneurs, and other decision-makers, this course will take the mystery out of money matters. Learn to make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence. 1.6 CEU, \$195, Jodie Trana

ID: 51991 Online class – 4/3/17 - 4/28/17



Microsoft Excel

Microsoft Excel Level 1

Microsoft Excel 2013 Level 1 will introduce you to the look, feel and function of electronic spreadsheets. Learn formulas, functions, commands, basic workbook management and style and formatting options. 0.7 CEU, \$175, Donna Seys

Earn the **Microsoft Excel Spreadsheet Certificate** when you complete MS Excel Levels 1-3.

ID: 52271	Fri, 5/5/17 & 5/12/17	8:30am – 12:00pm	RM: P1802
ID: 52280	Mon, 6/12/17 & 6/19/17	1:00pm – 4:30pm	RM: P1802
ID: 53240	Thur, 7/20/17	9:00am – 4:00pm	RM: P1802
ID: 53241	Tue, 8/22/17	9:00pm – 4:00pm	RM: P1802

Microsoft Excel Level 2

You will explore higher-level features such as advanced formulas and specialized functions, data analysis with conditional formatting, PivotTables, slicers and PivotCharts and data visualization options using basic charts. *Prerequisite: Excel Level 1 or equivalent knowledge.* 0.7 CEU, \$175, Donna Seys

ID: 52276	Mon, 5/15/17 & 5/22/17	1:00pm – 4:30pm	RM: P1802
ID: 53242	Fri, 7/7/17 & 7/14/17	8:30am – 12:00pm	RM: P1802
ID: 53243	Thur, 8/3/17 & 8/10/17	8:30am – 12:00pm	RM: P1802

Microsoft Excel Level 3

This course will offer more advanced and complex features. You will learn how to work with, share and protect complex and large workbooks, automate functionality through forms, controls and macros, conditional logic, analysis options like the Goal Seeker feature and Solver Tool and finally present your data visually using advanced chart options. *Prerequisite: Excel Level 2 or equivalent knowledge.* 0.7 CEU, \$175, Donna Seys

ID: 52278	Fri, 4/14/17	9:00am – 4:00pm	RM: P1802
ID: 52279	Fri, 6/9/17	9:00am – 4:00pm	RM: P1802
ID: 53226	Thur, 8/24/17	9:00am – 4:00pm	RM: P1802

NEW Business Intelligence (BI) Tools for Data Insight with Excel

Explore Excel's flexible yet powerful BI (business intelligence) tools to shape, model, analyze and visualize data in a meaningful way while enjoying familiar features of Excel such as pivot tables, slicers, charts and formulas. Learn how to build appealing and visual dashboards to track key performance indicators or activity trends. Explore custom calculated fields, geospatial mapping and sophisticated data modeling – all within Excel. *Prerequisite: Excel Level 2 or equivalent experience.* 0.7 CEU, \$175, Donna Seys

ID: 52281	Fri, 4/21/17	9:00am – 4:00pm	RM: P1802
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Dump the Data, Tell the Story – see page 2

Microsoft Access

These instructor-led programs will allow for interactive learning and personalized attention. In each course, you will receive valuable, customized materials.

Earn the **Microsoft Access Certificate** when you complete MS Access Levels 1-3.

Microsoft Access Level 1

Microsoft Access 2013 Level 1 will guide you through database design theory and development, creating and working with tables and relationships, and setting field properties. Queries, Forms and Reports using the Wizards will also be introduced. 0.7 CEU, \$175, Sheila Arnett

ID: 53227	Tue, 7/11/17	9:00am – 4:00pm	RM: P1802
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Microsoft Access Level 2

This course will teach you the essential database design skills, taking a deeper dive into Queries, Forms and Reports, advanced query wizards and other advanced design features. 0.7 CEU, \$175, Sheila Arnett

ID: 52308	Tue, 4/11/17 & 4/18/17	8:30am – 12:00pm	RM: P1802
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ID: 53228	Tue, 7/18/17	9:00am – 4:00pm	RM: P1802
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Microsoft Access Level 3

This course will empower you to design Access as a user-friendly tool for others. It will cover sub forms, creating form letters, importing and integration with Excel, Word and other databases and provide a comprehensive introduction to Macros, a unique method for using Visual Basic actions, without being a programmer. 0.7 CEU, \$175, Sheila Arnett

ID: 52309	Sat, 4/22/17	8:00am – 3:00pm	RM: P1802
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ID: 52310	Tue, 5/16/17 & 5/23/17	8:30am – 12:00pm	RM: P1802
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Microsoft Access – Advanced Queries and Calculations

This is a fast paced, information-packed course for the more knowledgeable Access user. Bring project work if you have it and experience hands-on, personalized learning. Learn techniques for basing one query upon another, effective use of Joins, Crosstab and Combo queries and how to use Functions for calculations in queries. 0.7 CEU, \$175, Sheila Arnett

ID: 52311	Tue, 5/2/17 & 5/9/17	8:30am – 12:00pm	RM: P1802
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Data Analysis Certificate

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.

See page 3 or website for more information.





SQL – Structured Query Language

SQL is a language (queries) used to view, add or remove data within a database. This is a powerful skill to have! Valuable textbooks included.

Earn the **SQL Design and Reporting Certificate** when you complete SQL Levels 1-2, MS Access Level 1 and Intro to SSRS.

SQL Level 1

SQL is the industry's top database programming language. Learn to read and write simple and complex SQL statements and to perform advanced data manipulation techniques through hands-on activities. 0.7 CEU, \$175, Sheila Arnett

ID: 52315	Thur, 4/27/17 & 5/4/17	8:30am – 12:00pm	RM: P1802
ID: 52316	Tue, 6/6/17 & 6/13/17	8:30am – 12:00pm	RM: P1802
ID: 53229	Tue, 7/25/17	9:00am – 4:00pm	RM: P1802

SQL Level 2

Level 2 will solidify Level 1's learnings and also address: advanced joins, subqueries, and the interpretation of statements of increasing complexity. *Prerequisite: SQL Level 1 or equivalent experience.* 0.7 CEU, \$175, Sheila Arnett

ID: 52319	Thur, 5/18/17 & 5/25/17	8:30am – 12:00pm	RM: P1802
ID: 52320	Tue, 6/20/17 & 6/27/17	8:30am – 12:00pm	RM: P1802
ID: 53230	Tue, 8/1/17	9:00am – 4:00pm	RM: P1802

NEW Introduction to SSRS and Power BI Tools for Excel

Learn the fundamentals of SQL Server Reporting Services' Report Builder and Excel's Power BI tools to create easy to understand reports and data visualizations that are packed full of valuable information. Special emphasis on active learning using SQL Server 2014 and public data available on the internet. *Prerequisite: SQL Level 1 or equivalent experience.* 0.7 CEU, \$175, Sheila Arnett

ID: 52301	Thur, 4/13/17 & 4/20/17	8:30am – 12:00pm	RM: P1802
ID: 52302	Thur, 6/8/17 & 6/15/17	8:30am – 12:00pm	RM: P1802
ID: 53237	Tue, 8/8/17	9:00am – 4:00pm	RM: P1802

NEW Infographics – see page 3

Sheila Oakes Arnett has been working in the computer industry since 1987. Sheila has worked with over 150 companies to create and modify custom databases and developed AccessAbility Advisor, a program for Disability Service Centers for colleges and universities across the US.



Graphic Design

These graphic design classes introduce you to the tools needed to express ideas in visually aesthetic ways. These classes build in real-world, application-oriented opportunities for you to create or add to your own portfolio.

Introduction to Design Concepts

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. Planning begins here if you will be working on a certificate capstone project. 0.7 CEU, \$175

ID: 52299	Wed, 5/3/17	9:00am – 4:00pm	RM: P1802
ID: 53231	Wed, 7/19/17	9:00am – 4:00pm	RM: P1802

Foundations of Adobe Photoshop

Discover the power of Photoshop and explore topics ranging from basic photo editing and composite image effects to creating believable website mockups and developing a good workflow. Learn the main photo editing tools and more topics related to image resolution, size, printing and web production. Exercises will emphasize technique and aesthetics for both web and non-web applications. Textbook included. 0.7 CEU, \$175

ID: 52323	Wed, 5/10/17	9:00am – 4:00pm	RM: P1802
ID: 53232	Wed, 7/26/17	9:00am – 4:00pm	RM: P1802

Graphic Design Software Certificate

Earn this certificate when you complete the following courses:

- Intro to Design Concepts
- Foundations of Photoshop
- Advanced Photoshop
- Illustrator
- InDesign
- Graphic Design Capstone
- Open Lab Practice (Optional)

Add 4 more classes and Earn the **Web Design Certificate** too!

- UX and Responsive Web Design
- HTML/CSS
- WordPress and CMS
- Web Design Capstone

See pages 26 and 27.

Graphic and Web Design Certificates



“After I finished the Web Design Certificate, I felt more confident taking on other online and social media ventures and clients.”
Karla Mae, Artist, Writer & Publisher

Gain in-Demand Skills.

Learn to utilize the latest industry techniques and software.

Benefit from 1:1 Coaching.

Each class offers an interactive learning experience and personalized feedback to hone your skills and project.

Enhance Your Portfolio.

Create a final design project to use in your professional portfolio.

Get Certified!



Adobe Illustrator

Learn how to create professional quality graphic design materials with Illustrator. This application is essential to logo design, working with vector-based file types and creating print-ready layouts. Exercises will focus on best practices and practical techniques. Textbook included. 0.7 CEU, \$175

ID: 52293 Wed, 5/24/17 9:00am – 4:00pm RM: P1802

ID: 53234 Wed, 8/2/17 9:00am – 4:00pm RM: P1802

Adobe InDesign

Adobe InDesign is an incredible tool for print-focused designers. Not only is it essential to larger graphic design projects such as books and pamphlets, InDesign houses a suite of tools that will help your work look great on screen and paper. Exercises will focus on real-world examples and practical techniques. Textbook included. 0.7 CEU, \$175

ID: 52294 Wed, 5/31/17 9:00am – 4:00pm RM: P1802

ID: 53235 Wed, 8/9/17 9:00am – 4:00pm RM: P1802

Advanced Adobe Photoshop

Expanding on skills learned in “Foundations of Adobe Photoshop” you will focus on the skills specific to the level of an amateur or professional photographer. This class walks through photo retouching, working with .raw file types, advanced masking techniques and batch processing. 0.7 CEU, \$175

ID: 52295 Wed, 5/17/17 9:00am – 4:00pm RM: P1802

ID: 53233 Wed, 8/16/17 9:00am – 4:00pm RM: P1802

NEW Graphic Design Capstone

Through your participation in the certificate series, you will have learned basic graphic design concepts in a variety of software programs. This “Project Portfolio” class offers you an opportunity to apply those concepts to a realistic final project. Final project discussions will be introduced in the “Intro to Design Concepts” course. 0.3 CEU, \$99

ID: 52291 Wed, 4/12/17 9:00am – 12:00pm RM: P1802

ID: 52296 Wed, 7/5/17 9:00am – 12:00pm RM: P1802

ID: 53236 Wed, 8/23/17 9:00am – 12:00pm RM: P1802



Grant Chandler, a Twin Cities based digital marketing professional, offers a broad range of knowledge to enhance practical skills needed in today’s workplace. With a formal education in graphic design, Grant actively engages in web development, user experience and digital marketing in a wide range of professional settings.

Web Design

NEW UX and Responsive Web Design

Learn to speak the language of the web designer. This course is geared towards the skills and techniques needed to understand how websites are designed, how to increase engagement on various platforms and apply customer feedback. User Experience (UX) is now a hot term in today's digital workplace and can make the difference between a fun website and a frustrating one. Exercises will focus on best practices, real-world examples and practical techniques. 0.7 CEU, \$175

ID: 52321

Wed, 6/14/17 9:00am – 4:00pm RM: P1802

HTML/CSS

Learn to “speak the language” of HTML (Hyper-text Markup Language) and CSS (Cascading Style Sheets) in order to effectively use web design software. Learn current web standards for designing and building web pages. You will learn to use HTML to structure content such as embedded images, text objects, headings, bullet lists, and interactive links. Key differences between xHTML & HTML5 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. Textbook included. 0.7 CEU, \$175

ID: 52298

Wed, 6/21/17

9:00am – 4:00pm

RM: P1802

Web Design Software Certificate

Earn this certificate when you complete the following courses:

- Intro to Design Concepts
- Foundations of Photoshop
- Illustrator
- UX and Responsive Web Design
- HTML/CSS
- WordPress and CMS
- Web Design Capstone
- Open Lab Practice (Optional)

Add 3 more classes and Earn the **Graphic Design Certificate** too!

- Advanced Photoshop
- InDesign
- Graphic Design Capstone

See pages 24 and 25.



Programmers and Developers

Employers are desperate for candidates with in-demand programming and development skills. A sample of training areas include:

- Java
- Structured Query Language (SQL)
- ASP.NET
- Visual Basics
- HTML/CSS

See our website and pages 28 - 29 for more information. Or call 952-358-8343 if you are looking for specific training.



WordPress & Content Management Systems

Learn the basics of CMS (Content Management System) and build your own website in class. Integrate your design skills and actualize them into real publishable work. You will learn to install WordPress, manage a server, customize themes, install plugins and widgets, create posts and content and leave with a foundational understanding of how to create functional websites.

0.7 CEU, \$175, Grant Chandler

These web design classes provide skill development in high demand areas and are designed for individuals who work in design, communications, marketing and business development fields.

ID: 52322 Wed, 6/28/17 9:00am – 4:00pm RM: P1802

NEW Web Design Capstone

Through your participation in the certificate series, you will have learned basic web design concepts in a variety of software programs. This “Project Portfolio” class offers you an opportunity to apply those concepts to a realistic web-focused final project. Final project discussions will be introduced in the “Intro to Design Concepts” course. 0.3 CEU, \$99

ID: 52292 Wed, 4/12/17 1:00pm – 4:00pm RM: P1802

ID: 52297 Wed, 7/5/17 1:00pm – 4:00pm RM: P1802

Game Design

Certificate in Basic Game Design

This certificate provides you with a general introduction to what goes into the design and development of both video and analog games, with a particular focus on the use of games outside of consumer entertainment.

Earn the
Certificate in
Basic Game Design
for \$395
(a savings of \$95).

NEW Introduction to Game Design

You will discover resources for developing game design, identify the mechanics and verbs used in different games. Take the first steps into understanding game design, and how it can be applied in your field. 1.6 CEU, \$245, Moses Wolfenstein

ID: 52662 Online class – 4/3/17 - 4/28/17

ID: 52728 Online class – 6/5/17 - 6/30/17

NEW Intermediate Video Game Design

Learn the basics of video game design process, genres, and use a game development application to begin your journey of making games. 1.6 CEU, \$245, Jean Haefner

ID: 52664 Online class – 5/1/17 - 5/26/17

ID: 52729 Online class – 7/3/17 - 7/28/17

information technology

Programming

Web, digital media, software design and development, gaming, data analytics, and business intelligence all require at least an entry level understanding of programming, languages, and concepts.

Classes are available online and most start monthly, see website for details.

NEW Introduction to Coding

Coding is now becoming part of all of our work. Even if we aren't the ones building sites from scratch, we are able to make more meaningful contributions when we understand coding. You will be introduced to the basics of computer programming and various programming languages. New technologies allow people outside of the computer science field to be able to create their own web pages using code. You will learn the basics of HTML, CSS, and Java Script as well as practical uses for each. 1.6 CEU, \$195, Jeff Kritzer

ID: 52665 Online class – 4/3/17 - 4/28/17

ID: 53206 Online class – 6/5/17 - 6/30/17

Ruby for Rails

Ruby for Rails is a web applications development framework and a powerful programming language. Learn how Ruby and Rails work and learn the building blocks of Ruby: objects, variables, classes, modules and programs and how to use the built-in classes and modules to build an application. 3.2 CEU, \$395

Ruby for Rails' simplicity and user-friendliness make it ideal for beginning programmers.

Java (2 Levels offered)

Java is one of the most widely used computer languages in the world, and simple to learn. Write your own programs and integrate input and output, calculations, decision making, and loops with Java and BlueJ, a graphical development environment designed especially for students. 2.4 CEU, \$109, Brian Hall

C++

C++ is an approachable way to learn to program. Used as a general purpose programming language, it is commonly used for desktop application development and systems programming. 2.4 CEU, \$109, Jeffrey Kent



Programming activity:	Try one of these:	Really want to stand out? Then add this:
Front-end, Client-side	HTML, CSS, JavaScript	CX (customer experience) knowledge
Back-end, Server-side	Python, Ruby, PHP, Java or .Net	Graphic design skills
Mobile/Apps	Objective-C or Java, HTML/CSS	Server-side programming knowledge
3D/Game	C/C++, OpenGL, Animation	Artistic/design skills
High-Performance	C/C++, Java	Math and quantitative analysis skills



Introduction to Python

Python was created to provide a way to develop code that's easy to create and understand. This course will give you the tools to write simple scripts, full programs, or graphical user interfaces with Python. 2.4 CEU, \$109, Mike Orsega

JavaScript (2 Levels offered)

Build interactive features into your web pages by developing basic JavaScript and jQuery skills, which stack onto your knowledge of HTML and CSS. 2.4 CEU, \$109, Alan Simpson

Visual Basic (2 Levels offered)

Visual Basic is the most widely used programming language for creating Windows applications and is easy to learn. Develop Windows applications and richer features in this intermediate course. 2.4 CEU, \$109, Jeffrey Kent

C# (2 Levels offered)

C# incorporates the best features of Visual Basic, C++ and Java to create impressive applications. As a general purpose programming language, C# is used for desktop application development and systems programming. You will build your own graphical user interface and work on real projects. 2.4 CEU, \$109, Mike Orsega

ASP.NET

Use ASP.NET to create polished and interactive web sites. ASP.NET allows you to develop powerful, interactive controls, style sheets, master pages and membership features like registration, log in, profiles and message forums. 2.4 CEU, \$109, Jeffrey Kent

IT Certifications

Foundations

ITIL Foundations

CompTIA A+

CompTIA Cloud Essentials

Microsoft SharePoint

Networking & Security

CompTIA Network+

CompTIA Security+

CompTIA Advanced Security Practitioner (CASP)

Cisco Certified Network Associate (CCNA)

Cisco Certified Network Professional (CCNP)

Certified Information Systems Security Professional (CISSP)

Server & Operating Systems

CompTIA Linux+

CompTIA Server+

Microsoft Windows Server (MCSA)

Visit our website for more information.



Gain the IT Edge

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. See website for more information.

Enroll today for \$1,995 and get a laptop plus FREE textbooks!

health information technology



Expand your career in the health IT field. Health IT professionals are the go-to people who ensure technology is used in a way that improves patient care, quality, safety and is cost-effective. Normandale's MNHIT program offers high-demand, technical and leadership skills needed in this growing field. **Course Content Continually Updated!**

MNHIT Level 1 Certificate

Earn the Level 1 Certificate for \$555 (a savings of \$30)

Overview of Health Information Technology (OHIT)

Gain a clear understanding of healthcare and public health systems in the US and the history and integration of Health IT into the culture of healthcare. 7.0 CEU, \$195

Language of Health Information Technology (LHIT)

Language and culture go hand-in-hand. Become fluent in the terminology, professionalism and customer service needed to navigate the world of healthcare, IT and Health IT. 7.0 CEU, \$195

Health Management Information Systems (HMIS)

Develop a strong foundation in information and computer science, and learn about the systems used to manage and support healthcare. 7.0 CEU, \$195

Classes are offered online, self-paced, and instructor facilitated.

Classes are five weeks long and start every six weeks:
6/14/17, 7/26/17,
9/6/17

FREE Healthcare Data Analytics 1 Day Bootcamp

Gain valuable insights and hands-on analytic skills that can be used immediately. This bootcamp will help develop the critical thinking needed to move from **DATA** to **INSIGHT** using approachable tools and technology.

- FREE – no charge (federally-grant funded)
- CEUs and certificates provided
- Must work for a health related organization
- Seats are limited: first-come basis until full



Register NOW at: <http://bit.ly/ACTBootcampRegistration>

Available dates: 4/8, 4/22, 4/29, 5/5, 5/13, or 5/20

9:00am – 4:00pm • RM: A2556 – Activities Building, Normandale Community College



MNHIT Level 2 Certificate

Earn the Level 2 Certificate for \$555 (a savings of \$30)

HIT Workflow Analysis & Change Management (WKFL)

Understand workflow process analysis and redesign in healthcare and how change management can be used to enhance user-centered design and evaluation, usability and effects on downstream processes. 7.0 CEU, \$195

Leadership & Teams in Health IT (LDTM)

Understand leadership roles, principles of leadership and effective management of teams. There is an emphasis on the leadership modes and styles best suited for IT deployment and changes. 7.0 CEU, \$195

Networking & Health Information Exchange (NHIE)

Health Information Exchange (HIE) organizations, networks and initiatives at the local, regional and state levels are critical for meaningful use of health IT. 7.0 CEU, \$195

MNHIT Level 3 Certificate

Earn the Level 3 Certificate for \$665 (a savings of \$40)

Business of Health IT (BHIT)

Gain an understanding of HIT regulations as you learn about quality improvement, public health IT, privacy and security. 7.0 CEU, \$195

Electronic Health Records Bootcamp - Virtual Lab (EBOT)

Learn key concepts working with electronic health records (EHR) systems with hands-on experience to accelerate your learning. Develop an understanding of various EHR software vendors and learn concepts which can be applied to any system. **Recommended*

prerequisite: WKFL. 7.0 CEU, \$255

Health IT Project Management (HIPM)

Understand the project management tools and techniques necessary to create and follow a HIT project management plan. **Recommended prerequisite: WKFL. 7.0 CEU, \$255*

Health IT Professional Certificate

Complete all three of the mini certificates (or all 9 classes) and you will earn the Health IT Professional Certificate and be well-prepared to sit for national certification exams such as CAHIMS, CPEHR or CPHIT. More information about these certifications can be found on our website www.MNHealthIT.com



healthcare professionals

Transforming Healthcare: Value, Populations and Data



**FREE Training Program
For U.S. Healthcare Workers**

This training is available to professionals working in healthcare or at a healthcare-related organization. Individuals can focus their training on what is appropriate for their role in an organization or their own career goals. Certificate tracks provide a comprehensive understanding of a topic, however trainees are welcome to take as many or as few courses as they would like.

Certificate: Healthcare Data Analytics (2 courses)

Understanding Healthcare Data Analytics (HDA1.UHDA)

8 hours, 8 CME Credits

This course is designed to provide people working in the healthcare industry a strong, practical understanding of data analytics. Trainees will gain an understanding of the importance of healthcare data analytics and how to apply their knowledge of analytics to every-day activities.

Clinical Data Analytics and the Learning Health System (HDA2.CDA)

9.5 hours, 9.5 CME Credits

This course is designed to provide healthcare professionals who have a grounding in healthcare analytics with insight into the clinical context and use of data, best practices and advanced concepts in healthcare data analytics. Trainees will complete practical exercises which represent real-life healthcare scenarios.

These courses start every two weeks.

Check our website for details.
www.MNHealthIT.com/ACT.html

Certificate: Population Health (3 courses)

Population Health Policy (PH1.PHP)

8 hours, 6 CME Credits

This course is designed to explain the changes to the healthcare system that are emerging as a result of a shift in focus from the individual patient to the population. Trainees will start with a general introduction to population health and then segue to the practicalities of population health management at the business and policy level.

Population Health Data Analytics (PH2.PHDA)

9 hours, 7.5 CME Credits

This course is designed to provide trainees with the core knowledge to identify the specific types of data used in population health management. Trainees will start with a general introduction to population health and then go through the data types, data sources, and core processes of working with these data.



This training is sponsored by the ONC (Office of the National Coordinator for Health Information Technology)



**Don't miss the
opportunity to take any
of these classes for FREE!**

Grant Funding Ends June 2017

Population Health Interventions (PH3.PHI)

11 hours, 9 CME Credits

This course is designed to provide trainees with the core knowledge and skills to using the data gathered in a population health context to improve the health of that population. Trainees will start with a general introduction to population health and then segue to the calculation of clinical risk, to the use of that calculation, and to the context of health IT.

CME/MOC

ACT Health IT courses
have been approved
for AMA PRA
Category 1 Credits™.

View details at
www.MNHealthIT.com/ACT.html

Certificate: Value-Based Care (3 courses)

The Business of Value-Based Care (VBC1.BVBC)

8 hours, 8.25 CME Credits

This course provides an understanding of the core concepts of healthcare reform and will help trainees understand the impact value-based care (VBC) will have on their day-to-day work. Trainees will also learn how VBC might impact many aspects of healthcare delivery, including operations, patient satisfaction and financial sustainability.

Applications of Value-Based Care (VBC2.AVBC)

7 hours, 6.75 CME Credits

This course is designed to educate individuals working in the healthcare industry on how value-based care (VBC) will affect care delivery, quality measurement and improvement and finally, how VBC affects the need to engage consumers and measure consumer satisfaction.

Negotiating Contracts for Value-Based Care (VBC3.CVBC)

2 hours, 2 CME Credits

This course will provide an overview of alternative payment model (APM) contracts by describing their general elements, covering how risk calculations can impact APMs, and understanding the information required for successful contract negotiation.

**This training is delivered through a partnership between
Johns Hopkins University School of Medicine and Normandale Community College.**



Enroll and view CME and MOC details at www.MNHealthIT.com/ACT.html

medical career programs

Pharmacy Technician

WIOA Approved

The Pharmacy Technician program is the only online program approved by the State of Minnesota Board of Pharmacy. The Pharmacy Technician program prepares students to earn their national certification by passing the Pharmacy Technician Certification Board (PTCB) Exam. Topics studied include pharmacology, pharmaceutical calculations, and pharmacy law, regulations, and standards, among others. During the training, students will participate in an on-site externship at a local Walgreens or CVS Pharmacy. In addition to one-on-one instructor support and personalized graduate support, students receive six textbooks and a drug reference handbook. 285 Contact Hours, \$1,995

ID: 52666 Online class – start anytime

NEW Medical Administrative Assistant with EHR

WIOA Approved

This program prepares students to earn the Certified Medical Administrative Assistant (CMAA) and Certified Electronic Health Records Specialist (CEHRS) credentials. Topics studied include ezEMRx EHR software, Microsoft Office, healthcare documentation, and office procedures. Enrollment includes e-books and exam vouchers for the two national certifications. 285 Contact Hours, \$2,695

ID: 52667 Online class – start anytime

Medical Transcription Editor

WIOA 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. 640 Contact Hours, \$2,995

ID: 52668 Online class – start anytime

Students who pay in full for the following programs are eligible for a promotional item or discount before April 30, 2017

Free Laptop, iPad, or Kindle Fire

- > Professional Medical Coding & Billing
- > Medical Transcription Editor
- > Pharmacy Technician
- > Medical Billing
- > Medical Administrative Assistant with EHR



Professional Medical Coding & Billing with PCS

WIOA Approved

Medical Coding and Billing Training Program is a comprehensive online program 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. 640 Contact Hours, \$3,495

ID: 52669

Online class – start anytime

ICD-10 for ICD-9 Coders

WIOA Approved

This course is designed to help ICD-9 coders gain the additional skills they need to code in ICD-10. It provides the biomedical science knowledge to use the new ICD-10 set 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. 137 Contact Hours, \$695

ID: 52670

Online class – start anytime

Medical Billing

WIOA 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 or redesign, and healthcare revenue cycle projects. This program includes access to student support, technical support, and graduate support teams throughout the training.

180 Contact Hours, \$2,995

ID: 52672

Online class – start anytime

Medical Career Information Session ID: 52405 • Thur, 4/27/17 • 6:00pm - 8:00pm RM P1844 To register, visit normandale.edu/CE or call (952) 358-8343	FREE
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medical career programs

Nursing & Certifications

Refresher Course in Nursing (RN)

This course is designed for registered nurses (RN) who need a review and update of nursing skills to return to active status. Prearranged supervised clinical experience is included. *See website for full course details.* 168 Contact Hours, \$1,360, Leanne Meier

ID: 52370 Sat, 4/22/17 - 7/8/17 8:00am – 1:00pm RM: S2333

BLS for Healthcare Provider – American Heart Association

The Basic Life Support (BLS) course is designed to provide a wide variety of healthcare professionals the ability to recognize several life-threatening emergencies, provide CPR, use an AED, and relieve choking in a safe and effective manner. 7.8 Contact Hours, \$109, Nancy Johnson

ID: 53246
Sat, 8/12/17 8:00am – 3:00pm RM: A1570

Designed for:
Dental Professionals,
Daycare Providers,
Security Personnel,
Nursing Home
Workers, and other
Healthcare Providers

BLS for Healthcare Provider Renewal

See website for description. 4.8 Contact Hours, \$56, Nancy Johnson

ID: 52366	Wed, 4/19/17	5:30pm – 9:00pm	RM: A1570
ID: 52367	Sat, 6/3/17	8:30am – 12:00pm	RM: A1570
ID: 53244	Wed, 7/12/17	5:30pm – 9:00pm	RM: A1570
ID: 53245	Wed, 8/9/17	5:30pm – 9:00pm	RM: A1570

NEW Certificate in Infectious Diseases and Infection Control

Learn the basic techniques and procedures for preventing the transmission of infectious disease including influenza, pneumonia, tuberculosis, hepatitis, HIV/AIDs, zoonoses (pets to people diseases), and tickborne diseases. *See website for more details.* 13 Contact Hours, \$78, Cyndie Koopsen and Caroline Young

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

Spanish for Medical Professionals – see page 48

Dementia Care

This course provides essential knowledge and understanding about neurological diseases that affect cognition and memory, and practical application of effective skills for supporting persons with dementia. Nearly all disciplines benefit from expertise in Dementia Care Specialists, as do families of persons with dementia. 32 Contact Hours, \$495, Pamela Atwood

ID: 52442 Online class – 6/5/17 - 7/28/17

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.

"As a leader in the evolution of training for healthcare workers, Normandale is one of a handful of higher ed organizations that has kept up with industry's rapid pace of change." –Dr. Kevin Larsen, Centers for Medicare and Medicaid Services (CMS)

**Don't wait
for opportunity,
create it.**

LEADERSHIP AND MANAGEMENT

Supervision and Management Certificate
Business Research Certificate
Project Management Certificate
Customer Service Certificate
Certificate in Data Analysis

MARKETING

Digital Marketing Certificate
Graphic Design Software Certificate
Social Media Certificates
Web Design Software Certificate

BUSINESS APPLICATIONS

SQL Design and Reporting Certificate
Excel Spreadsheet Certificate
Microsoft Access Certificate

QUALITY AND SIX SIGMA

Six Sigma Green Belt Certificate

AGILE AND SCRUM

Certified Scrum Product Owner
Certified ScrumMaster

INTEGRATIVE HEALTH AND WELLNESS

Aromatherapy Certificate
Ayurveda Certificate
Herbalism Certificate
Energy Medicine Certificate
Reiki Energy Therapy
Healing Touch Certifications
Tai Chi Teacher Certifications
Holistic Nutrition Certificate

INFORMATION TECHNOLOGY

CompTIA A+ Certification
Cisco Certifications
ITIL Foundations
Health Information Technology

HEALTHCARE AND MEDICAL

Refresher Course in Nursing
Pharmacy Technician
Medical Coding and Billing
Medical Transcription Editor
Medical Administrative Assistant
Health Information Technology

Get Certified!

integrative health and wellness

Herbalism

Herbalism Certificate

Herbal therapy is the oldest and most widespread form of healing on planet earth, generally regarded as safer and just as effective (if not more) as orthodox medicine and easily learned and used by the lay person. Learn to apply herbal therapy through the use of tinctures, glycerites, teas, capsules, poultices, compresses, and salves to support the constitution referencing an array of conditions and in close consideration of guidelines to indications, dosage, and contraindications. **24 Contact Hours and \$355 for the certificate or 3 Contact Hours and \$49 per class, Matthew Alf**s

See website for complete course descriptions and textbook information.

Class 1: The Development, Forms and Energetics of Herbal Therapy

This 2-part class introduces the major herbal systems of the world.

Part 1: ID: 52373	Wed, 4/5/17	6:30pm – 9:00pm	RM: P1844
Part 2: ID: 52372	Wed, 4/12/17	6:30pm – 9:00pm	RM: P1844

Class 2: The Constituents and Properties of Herbs

This 2-part class covers the chemical properties of herbs in detail.

Part 1: ID: 52374	Wed, 4/19/17	6:30pm – 9:00pm	RM: P1844
Part 2: ID: 52375	Wed, 4/26/17	6:30pm – 9:00pm	RM: P1844

Class 3: Herbs for the Respiratory System

This class will focus on herbs that support the respiratory system.

ID: 52376	Wed, 5/3/17	6:30pm – 9:00pm	RM: P1844
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Class 4: Herbs for Liver Function and Detoxification

The liver has many hundreds of functions, this class will focus on those herbs which enhance the vital functions of this hardworking organ.

ID: 52377	Wed, 5/10/17	6:30pm – 9:00pm	RM: P1844
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Class 5: Herbs for the Lymphatic and Urinary Systems

This class will focus on herbs which enhance the function of the lymph nodes and improve the efficiency of the kidneys which purify the body.

ID: 52378	Wed, 5/17/17	6:30pm – 9:00pm	RM: P1844
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Class 6: Herbs for Women's Reproductive Health

Herbal aids for women's reproductive health is a complex subject that will be addressed in this class.

ID: 52379	Wed, 5/24/17	6:30pm – 9:00pm	RM: P1844
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Wild Plant Walk: Identification for Food & Medicine

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

ID: 52380	Wed, 6/7/17	5:00pm – 7:30pm	RM: P1844
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Nutrition

NEW Holistic Nutrition Certificate

This certificate is designed to provide you with a working knowledge of plant-based nutrition. Gain the skills and insights needed to identify and help correct the nutritional causes of diseases. Learn to integrate the principles of holistic nutrition to enhance overall wellbeing. The book *Edible & Medicinal Wild Plants of the Midwest*, by Matthew Alfs, \$40, will be available for purchase in class. See website for course descriptions. **3 Contact Hours and \$49 per class or 18 Contact Hours and \$275 for the entire certificate**

Learn to apply natural nutritional practices, and create diet and lifestyle programs that are targeted to your specific health and wellness goals.

Class 1: Traditional Diets and the Modern-American Diet

ID: 52381 Mon, 4/10/17 6:30pm – 9:00pm RM: P1844

Class 2: Macronutrients

ID: 52382 Mon, 4/24/17 6:30pm – 9:00pm RM: P1844

Class 3: Vitamins (Part 1)

ID: 52383 Mon, 5/1/17 6:30pm – 9:00pm RM: P1844

Class 4: Vitamins (Part 2)

ID: 52384 Mon, 5/8/17 6:30pm – 9:00pm RM: P1844

Class 5: Minerals

ID: 52385 Mon, 5/15/17 6:30pm – 9:00pm RM: P1844

Class 6: Healing Applications of Nutrition

ID: 52386 Mon, 5/22/17 6:30pm – 9:00pm RM: P1844

Herbs for the Musculoskeletal System

Herbs can 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 tendonitis, osteoarthritis, autoimmune forms of arthritis, acne, eczema, psoriasis, and other skin conditions. 3 Contact Hours, \$49, Matthew Alfs

ID: 52387 Wed, 5/31/17 6:30pm – 9:00pm RM: P1844

Matthew Alfs, M.H., A.H.G. is a practitioner, educator, and writer in the field of herbal therapy. He is a nationally peer-reviewed, professional member of the American Herbalists Guild, the Director of the Midwest School of Herbal Studies and has authored numerous articles on herbal therapy.



Ayurveda

NEW Ayurveda: Yoga for Your Dosha

Yoga, Meditation and Ayurveda are the triad of healthy living. When one integrates the techniques of yoga and meditation with principles of Ayurveda, you can experience immense benefits to your health. Explore the concept of dosha, and learn about how to adjust your asana, pranayama and meditation practice to balance each dosha. 3 Contact Hours, \$59, Asavari Manvikar

ID: 52559

Tue, 4/18/17

6:00pm – 8:30pm

RM: P1840

NEW Ayurveda: Healing with Simple Home Remedies

Learn simple home remedies for common health problems such as cold, flu, headaches, etc. 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. 3 Contact Hours, \$59, Asavari Manvikar

ID: 52556

Tue, 4/25/17

6:00pm – 8:30pm

RM: P1840



Learning Well

on Edge Talk Radio

First Tuesday Every Month – 6 pm



Mark Wolynn

May 2

How to Integrate Conventional and Complementary Medicine – Dr. Kenneth Pelletier, Clinical Professor of Medicine at the University of California School of Medicine

June 6

Healing the Heart with the Best of Western and Complementary Therapies – Dr. Joel Kahn, Cardiologist

July 4

Using EFT (Emotional Freedom Techniques) to Release Emotional Distress including Anger and Sadness – Valerie Lis, M.A., Certified EFT Expert and Instructor

August 1

Ending the Cycle of Inherited Family Trauma – Mark Wolynn, Director—The Family Constellation Institute, The Inherited Family Trauma Center and The Hellinger Institute of Northern CA



Host **Elise Marquam Jahns** engages local and national thought leaders on integrative health topics. Elise is co-author of “Creating Choices” and has spent 35 years with Twin Cities Public Television.

Call in at **714-364-4750** to join the conversation or listen to live/archived shows at blogtalkradio.com/edgemagazine.

Sponsored by the Integrative Health Education Center at Normandale Community College



Reiki Energy Therapy

Reiki Energy Therapy sessions are a hands-on, fully clothed touch therapy. These courses are taught using the Traditional Usui Reiki form.

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, Lucille Crow

ID: 52415 Sat, 5/13/17 8:00am – 4:00pm RM: P1838

ID: 53253 Fri, 7/7/17 8:00am – 4:00pm RM: P1838

Reiki Energy Therapy Level 2

Learn advanced skills in Reiki Energy Therapy to increase the power and versatility of the use of the therapy. You will develop abilities to handle more complex situations and techniques to strengthen and enhance the therapy. Special attention is given to dealing with emotional and mental distress, and you'll learn to transmit Reiki Energy Therapy to a person in a different location. Upon completion of this course, you are certified as an Advanced Practitioner with greater capabilities and ability to transmit the Reiki life force. *Prerequisite: Certification in Reiki Energy Therapy 1.* 8.4 Contact Hours, \$150, Lucille Crow

ID: 52416 Sat, 4/8/17 8:00am – 4:00pm RM: P1838



Lucille Crow, RN, RM, CHT is a speaker and educator, R.N., Reiki Master and Certified Hypnotherapist bringing a powerful perspective to her work. She brings a wealth of experience, knowledge and wisdom to provide a powerful perspective to her work.

Essential Oils & Acupressure to Improve Sleep

Learn how to support better sleep with essential oils and acupressure. Explore the best oils for a more restful night while pairing with key Acupoints. Enjoy finding your “sleepy oils” and create your very own sleep-time inhaler to integrate it into your bedtime routine. Everyone is invited. 3.6 Contact Hours, \$49, Jodi Baglien

ID: 52555

Thur, 5/11/17 6:00pm – 9:00pm RM: P1840



Emotional Freedom Techniques

Emotional Freedom Techniques (EFT) is a self-help method that is used worldwide to help eliminate stress, fear, anger, sadness, cravings, chronic pain and much more. You will learn the core concept of EFT through step-by-step instruction, demonstration, and supervised hands-on practice to build your skill and confidence. These workshops are required training for certification as a practitioner through EFT Universe.

19.2 Contact Hours, \$395 per certificate. Valerie Lis

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

Level 1 Certificate

ID: 52423 Sat & Sun, 4/29/17 & 4/30/17 8:00am – 4:30pm RM: P1840

Level 2 Certificate

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

ID: 52424 Sat & Sun, 5/6/17 & 5/7/17 8:00am – 4:30pm RM: P1840

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 is endorsed by the American Holistic Nurses Association.



Healing Touch International (HTI) Level 1 Certificate

This program will enable learners to practice Healing Touch techniques and self-care from a holistic approach in their development as Healing Touch practitioners. 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 experience energy therapy. Workbook included, 18 Contact Hours, \$295, Sheila Judd

ID: 53255 Fri, 7/14/17 8:00am – 5:00pm RM: P1840
& Sat, 7/15/17 8:00am – 4:00pm

Sheila Judd is passionate about helping individuals and organizations to gain integrative health techniques that support holistic wellness. She is a Certified Healing Touch Practitioner and instructor.

Healing Touch International (HTI) Level 2 Certificate

Level 2 will empower the learner to develop one-hour Healing Touch sequences for specific client needs based on information gathered in a holistic and energetic intake interview/assessment. Workbook included, 18 Contact Hours, \$295, Barb Schommer

ID: 52396 Fri, 5/5/17 8:00am – 5:00pm RM: P1840
& Sat, 5/6/17 8:00am – 4:00pm



Energy Work

Energy Medicine Certificate

The Energy Medicine Certificate introduces the philosophies and descriptions of energy anatomy and energy healing. Classes 1 - 5 will be offered again in the Fall 2017. See website for more information. Classes can be taken in any order.

Earn the **Energy Medicine Certificate** when you take all seven classes. 58.8 Contact Hours and \$875 for the certificate or 8.4 Contact Hours and \$145 per class.

Class 6: Energy Healing

Gain techniques including energy assessment, clearing, balancing, and opening to help heal self and others. You'll leave this practical day enthused to become the healer that you are. 8.4 Contact Hours, \$145

ID: 51252 Sat, 4/22/17 9:00am – 4:00pm RM: P1840

Class 7: Energy Medicine: Being the Practitioner

The question is—which one? There are hundreds if not thousands of different types of energy work practices. In this workshop, we'll present the major categories of energy work as well as their benefits and outline the various criteria for deciding which to participate in or recommend to someone. 8.4 Contact Hours, \$145

ID: 51253 Sat, 5/13/17 9:00am – 4:00pm RM: P1840



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.

NEW Advanced Energy Medicine: Healing Trauma

Trauma is one of the most challenging issues to recover from, whether caused by physical or psychological challenges. This course will introduce participants to a subtle energetic understanding of trauma. This approach looks at healing and support for depression, anxiety, addictions, and codependency. You need to have a basic understanding of energy to participate in this course. 8.4 Contact Hours, \$145, Cyndi Dale

ID: 51246 Sat, 4/8/17 9:00am – 4:00pm RM: P1840

Muscle Testing

NEW The Art of Muscle Testing Certificate

Muscle testing can be used for oneself and others to test for food and substance sensitivities, emotional imbalances and general pain relief. This series will introduce multiple applications and practices.

9.6 Contact Hours and
\$169 for series or
2.4 Contact Hours and
\$49/class, Melissa Dirtzu.

Class 1: The Art of Muscle Testing 101

Learn how to test four different muscles in order to ensure that testing can be done with most any situation; infants, elderly, injured, medically challenging. The uses of muscle testing is vast, from food sensitivities and general pain relief, to detecting specific areas of self that need support.

ID: 52417 Thur, 4/13/17 6:00pm – 8:00pm RM: P1840

Class 2: Food and Substance Muscle Testing

Learn and experience the basic technique and procedures for muscle testing self and others for substance specific sensitivities. Learn which foods/substances strengthen or cause stress to your body. Please bring in food, vitamins, essential oils, etc. that you'd like to test yourself and others for sensitivity.

ID: 52418 Thur, 4/20/17 6:00pm – 8:00pm RM: P1840

Class 3: Emotional Balance – Part 1

Learn how color and gentle acupressure can relieve past or present pain and trauma and even future performance anxiety. Emotional stress can be greatly reduced using these techniques as well as general body pain. We will use basic muscle testing to determine where to begin our work and to help determine when our work is complete.

ID: 52419 Thur, 4/27/17 6:00pm – 8:00pm RM: P1840

Class 4: Emotional Balance – Part 2

Learn and experience how sound and the use of metaphors (deep spiritual questions) can relieve past or present pain and trauma and even future performance anxiety.

ID: 52420 Thur, 5/4/17 6:00pm – 8:00pm RM: P1840

Laughter Yoga: Laugh for the Health of It

Research shows that the easiest remedy to some of our most common stressors could be the very thing we carry with us all the time: LAUGHTER. You'll learn the powerful selfcare tool by using laughter to help unlock some of the things that keep us from feeling and performing at our best. You'll experience laughing like you've never laughed before! You will be helped to create a customized toolbox to apply to every aspect of your life. Laughter Yoga is guaranteed to leave you energized and empowered. It will stimulate your creativity and is also great exercise! 2.4 Contact Hours, \$39, Sarah Routman

ID: 52427 Sat, 5/20/17 9:00am – 11:00am RM: P1842



Creativity and Professional Development

NEW Meditation in the Kriya Yoga Tradition

Learn what meditation is from a spiritual perspective, how it works from a scientific one, and why incorporating it into daily life is so relevant. You'll gain an understanding of meditation from a yogic perspective and as a means for spiritual growth. The universal principles discussed can enhance whatever faith practice participants hold to and are intended to deepen one's inner, direct experience of the Divine regardless of religious affiliation. 7.2 Contact Hours, \$149, Alan Pritz

ID: 52673

Sat, 4/8/17

9:00am – 3:30pm

RM: P1810

NEW Understanding Empaths

This class will help you understand characteristics, abilities, gifts and challenges that Empaths (perhaps yourself?) experience. Topics such as healing, energetic boundaries, intuition and specific techniques and mantras will be discussed to weave into everyday life. This class will help you understand how energies of others affect your mood, body, and health. 7.2 Contact Hours, \$129, Beth Jacobson

ID: 52406

Tue, 4/18/17 - 5/2/17

6:00pm – 8:00pm

RM: P1844

Introduction to Natural Health and Healing

Learn to evaluate your current lifestyle and observe how your behaviors can affect your health. The basic requirements that constitute a healthy diet such as vitamins, minerals, antioxidants, etc. will be discussed. Gain a knowledge of using the power of the mind for healing the body, herbal healing, aromatherapy, therapeutic touch, natural remedies for common emergencies, and much more. 24 Contact Hours, \$109, Theresa Snyder

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

NEW Spring Forest Qigong for Animals

This unique program allows people from all backgrounds to learn the basics of Spring Forest Qigong in regards to helping animals with their health and healing. Learn the know-how to use Qigong to remove energy blockages, plus effective and simple techniques to alleviate common animal health issues and improve the animal's overall wellness. 8.4 Contact Hours, \$149, Jacqueline Gran and Gadu Schmitz

ID: 52568

Sat, 6/10/17

8:30am – 4:30pm

RM: P1838

NEW Ayurveda: Yoga for Your Dosha – see page 40

Normandale's integrative health and wellness courses are intended for educational purposes only and are not a replacement for any medical treatment or therapy by a physician or other licensed health care provider. Any application of course instruction or course materials is at the student's discretion, sole responsibility, and is not a substitute for licensed medical care.

tai chi

Teacher Certifications

The Tai Chi for Arthritis Certified Teacher Training Programs are designed for certified exercise instructors, tai chi practitioners, and healthcare professionals to develop or enhance wellness programs. You will prepare for the class with a DVD of the form. These programs certify participants to teach "Tai Chi for Arthritis," and are endorsed by Arthritis Foundations worldwide.



Tai Chi for Arthritis - Teacher Certification 1

This twelve movement Sun Style tai chi form was designed by Dr. Paul Lam and associates and is easy to learn, effective and safe. It increases heart/lung activity, aligns posture, improves balance and integrates mind and body. Upon completion of this program, you will be certified as a Tai Chi for Arthritis Instructor for 2 years. *Note: An instructional DVD will be sent prior to the workshop.* 16.8 Contact Hours, \$275, Linda Ebeling, Trish Gonzales

ID: 52700 Sat, 5/6/17 & Sun, 5/7/17 8:30am – 4:30pm RM: S2330

Tai Chi for Arthritis - Teacher Certification 1 Update

This one-day workshop will cover instructor certification updates for the Tai Chi for Arthritis program. Students will learn form refinement, an added understanding and depth of the forms and will review and enhance their teaching methods. 8.4 Contact Hours, \$125, Linda Ebeling

ID: 53249 Sun, 5/7/17 8:30am – 4:30pm RM: S2330

Certificate in Mindfulness

This program provides health care professionals and other helping professionals with the knowledge and skills to effectively meet the needs of culturally diverse patient and client populations. You'll learn about mindfulness and meditation, mindful eating, mindful movement (walking, yoga, Tai Chi, and Qigong), and mindful relationships.

8 Contact Hours, \$100, Cyndie Koopsen and Caroline Young

Online class – starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

One World. One Breath.

World Tai Chi and Qigong Day

Join the celebration! At 10:00am around the world, people will gather together to practice, creating a 24-hour wave of Tai Chi. At Normandale, join us for group practice, demonstrations, breakout sessions, and lots of fun. **FREE**



Saturday April 29, 2017

9:45am – 12:45pm

ID: 52431 • RM: A1500

Bring your family and friends.



Beginning	Tai Chi for Arthritis and Balance				
	ID: 53209	Mon, 5/8/17 - 6/19/17	7:00pm – 8:00pm	Root	\$65
	ID: 53211	Mon, 6/26/17 - 7/31/17	7:00pm – 8:00pm	Root	\$65
	ID: 53216	Sat, 5/13/17 - 6/24/17	11:00am – 12:00pm	Gonzales	\$65
	ID: 53217	Sat, 7/1/17 - 8/5/17	11:00am – 12:00pm	Gonzales	\$65
	ABC of Tai Chi - Intro to Yang Style				
	ID: 53220	Thur, 5/11/17 - 6/15/17	6:30pm – 7:30pm	Root	\$65
	ID: 53221	Thur, 6/22/17 - 7/27/17	6:30pm – 7:30pm	Root	\$65
	Introduction to Tai Chi Fan				
	ID: 53218	Tue, 6/20/17 - 8/1/17	7:30pm – 8:30pm	Ebeling	\$65
Intermediate/Advanced Tai Chi	Shiba Louhan Qigong Level 1				
	ID: 53252	Wed, 6/21/17 - 8/2/17	7:30pm – 8:30pm	Ebeling	\$65
	Pushing-Sensing Hands				
	ID: 53215	Sat, 5/6/17 - 7/29/17	11:00am – 12:00pm	Root	\$120
	Sun Style 97 Form				
	ID: 53213	Sat, 5/13/17 - 8/5/17	9:00am – 10:00am	Gonzales	\$120
	Sun Style 73 Intensive				
	ID: 53219	Wed, 6/21/17 - 8/2/17	6:30pm – 7:30pm	Ebeling	\$65
	Yang Style 24 Intensive				
	ID: 53251	Tue, 6/20/17 - 8/1/17	6:30pm – 7:30pm	Ebeling	\$65
	Shibashi Qigong				
	ID: 53214	Sat, 5/13/17 - 8/5/17	10:00am – 11:00am	Gonzales	\$120
	Yang Style 24 Form				
	ID: 53222	Thur, 5/11/17 - 7/27/17	7:30pm – 8:30pm	Root	\$120
	Yang Style Short Form				
	ID: 53223	Mon, 5/8/17 - 7/31/17	8:00pm – 9:00pm	Root	\$120
	ID: 53210	Sat, 5/6/17 - 7/29/17	10:00am – 11:00am	Root	\$120
	Yang Style Long Form				
	ID: 53212	Sat, 5/6/17 - 7/29/17	9:00am – 10:00am	Root	\$120

See website or contact us for more course information.

languages and culture

American Sign Language

Experience a new language and culture with ASL. This series will give you an appreciation and understanding of Deaf Culture and Community. Gain the critical skills necessary to communicate in ASL using effective in-class learning strategies. You will learn basic vocabulary, grammar and expressive practice for everyday communication, beginning with personal information and moving to impersonal, polite to informal, and concrete to abstract. Instructor emphasizes a non-spoken classroom to help you achieve a mastery and confidence in your skills. 1.2 CEU, \$109, Mary Zielund

Level 1: ID: 53254	Wed, 6/14/17 - 7/26/17	6:00pm – 8:00pm	RM: P1838
Level 2: ID: 52410	Mon, 4/17/17 - 5/22/17	4:30pm – 6:30pm	RM: P1838
Level 4: ID: 52412	Mon, 4/17/17 - 5/22/17	6:45pm – 8:45pm	RM: P1838

Textbook required
“Signing Naturally Unit
1-6 Student Set,” see
website for more
information. To obtain
needed ASL text contact
Harris Communications
at 952-906-1180 or
TTY: 952-906-1198 or at
www.harriscomm.com

Japanese

Japanese Language Proficiency Test (JLPT) Preparatory Course (N5-N1)

This course will prepare students of all JLPT levels (N5-N1) who have sufficient Japanese language experience to meet the requirements of the examination at their chosen level. The course is comprised of instructor supported self-directed learning with participation in comprehensive exercises and proficiency tests at students’ target levels. Special emphasis will be given to examination technique, contextual knowledge of characters, as well as vocabulary, grammar, and reading and listening comprehension. 1.2 CEU, \$135, Michiko Dressen

ID: 52467	Mon, 4/24/17 - 6/5/17	6:30pm – 8:30pm	RM: P0830
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The Japanese Language
Proficiency Test (JLPT)
is a globally recognized
certification which
can open doors
both academically
and professionally.

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. 19.2 Contact Hours, \$145, Cristina Sempé

ID: 52443	Online class – 5/1/17 - 5/26/17
ID: 52444	Online class – 7/3/17 - 7/28/17



Spanish

Beginning Spanish

Our Spanish programs are designed for learners whose goal is to eventually become fluent. You will gain a solid foundation of Spanish grammar and an extensive vocabulary. We offer multiple levels of Beginning and Intermediate Spanish. *Visit our website for course descriptions and advanced levels.* 1.2 CEU, Paulino Brenner

Level 1: \$135 (includes book for Spanish 1-3)

ID: 53427	Tue, 7/11/17 - 8/1/17	5:30pm – 8:30pm	RM: P1840
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Level 2: \$109

ID: 53248	Tue, 8/8/17 - 8/29/17	5:30pm – 8:30pm	RM: P1840
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Accelerated Learning

This Summer,
Spanish 1 and 2
are being offered in
a one month format.

Build language skills
quickly while enjoying a
fun and interactive
learning experience!

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. Increase your ability to speak, understand, read and write idiomatic French correctly. Included in level 2 is a further study of regular and irregular verbs, new tenses, and other grammatical forms all presented in the context of a communicative situation that simultaneously expands your vocabulary. You will also be given worksheets and activities for “at home” practice. 1.2 CEU, \$109, Rose Mingo-Holtz

Level 1 See website for details

Level 2: ID: 52449	Mon, 4/24/17 - 6/5/17	6:30pm – 8:30pm	RM: P1810
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Get connected.

Normandale offers a variety of language classes to prepare you for travel, set you apart in the workplace, and open you up to new ideas.

Italian	French	Japanese
Spanish	Chinese	Russian
American Sign Language		English Speaking Skills

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



Join the
global community

expand your career

Career Development

Career Preparation

Learn to clarify your career options within a specific field or explore possibilities for a career change. The goal of the class is to help you learn more about careers that are a match for you. Become more confident about your career planning and strategic career moves. 1.6 CEU, \$195, Kassa Dellabough

ID: 52437 Online class – 5/1/17 - 5/26/17

ID: 52438 Online class – 7/3/17 - 7/28/17

The new world of work is shifting the way we think about careers.

At Normandale, you will find many programs and courses designed to support career transitions and professional development.

NEW Individual Excellence

Master twelve career enhancing skills including goal setting, time management, and personal organization. Learn how to improve your creative abilities, gain confidence with financial matters, and how to minimize conflict in your life. Develop a fulfilling career plan and improve relationships with co-workers, friends, and family. 2.4 CEU, \$109, Becky and Tony Swaim

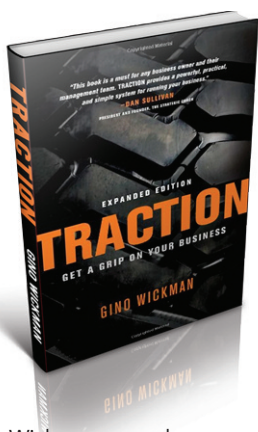
Online class - starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

NEW Start Your Own Online Business

Learn step-by-step approach from building a simplified strategy to branding your business. You'll dive into details of creating a product, building and launching your website. Learn how to use tools and resources to engage with prospects and customers online to drive fresh leads to your business. 2.4 CEU, \$109, Brad Semp

Online class - starts every month (4/12, 5/17, 6/14, 7/12, 8/16)

NEW Growing Your Business with Self Publishing – see page 15



Gino Wickman started a movement when his book **Traction** was first published in 2007.

Since then, his Entrepreneurial Operating System (EOS®) has been implemented by thousands of companies to focus their efforts and drive growth.

ARE YOU LOOKING TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

What is EOS? How do you get started with EOS?
More importantly, should you get started with EOS?
Is EOS® Right For Your Organization?

Designed for business owners, division heads and those just interested in learning more about this approach, this workshop covers the basic tenets of EOS. Included is an organizational diagnostic survey which measures key readiness factors associated with EOS. Our instructor is an experienced EOS implementer. After the workshop, you will also receive a 1-to-1 coaching session with the instructor. 0.2 CEU, \$195, Mark Capaladini

ID: 52616 Thur, 5/25/17 6:00pm – 8:00pm
Partnership Center Room P1840



Entrepreneurship

Entrepreneurship Certificate

Entrepreneur Boot Camp

Gain insights into the characteristics, abilities and techniques needed to develop and successfully manage your new business. 1.6 CEU, \$195, Conrad Brian Law

ID: 52344 Online class – 6/5/17 - 6/30/17

The Business Plan

Learn to evaluate the many aspects of your business, and develop your business plan. Identify potential hurdles and hidden risks. View your business from multiple vantage points, including marketing, finances, and management structure. 1.6 CEU, \$195, Mary Beth Izard

ID: 52345 Online class – 5/1/17 - 5/26/17

ID: 52346 Online class – 7/3/17 - 7/28/17

Entrepreneurial Marketing

Gain fresh insight and learn new techniques for marketing your small business. 1.6 CEU, \$195, Kathy Nadlman

ID: 52347 Online class – 6/5/17 - 6/30/17

ID: 52348 Online class – 8/7/17 - 9/1/17

Entrepreneurial Finance Certificate

Finances are a key to entrepreneurial success, and a lack of financial knowledge is one of the leading causes of failure for entrepreneurial ventures. See website for course descriptions. Register for this certificate for \$495 (a savings of \$90).

Finance Analysis and Planning for Non Financial Managers

1.6 CEU, \$195, Sharon deFonteny

ID: 52329 Online class – 6/5/17 - 6/30/17

ID: 52330 Online class – 8/7/17 - 9/1/17

Cash is King

1.6 CEU, \$195, Jodie Trana

ID: 52327 Online class – 5/1/17 - 5/26/17

ID: 52328 Online class – 7/3/17 - 7/28/17

Funding Your Business

1.6 CEU, \$195, Jodie Trana

ID: 52349 Online class – 6/5/17 - 6/30/17

ID: 52730 Online class – 8/7/17 - 9/1/17

Take individual entrepreneurship courses for \$195 or earn each certificate for \$495 (a savings of \$90). See website for additional dates.

Enhance Key Skills

Presentation	page 5
Data Analysis	page 3
Negotiation	page 2
Sales	page 7

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: www.normandale.edu/CE/classes

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.

FIVE WAYS TO REGISTER!

Online: Available 24/7
Use your Visa/MC/Discover
normandale.edu

Phone: 952-358-8343

Fax: 952-358-8240

Mail:
Normandale
Community College
Continuing Education
9700 France Avenue S
Bloomington, MN 55431

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

Visit www.normandale.edu
**For maps, directions, and
parking information**

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.edu/CE/classes>



MINNESOTA STATE

*Normandale Community College,
a member of Minnesota State*

If you need a reasonable accommodation for a disability (e.g., wheelchair accessibility, interpreter, Braille or large print materials), such an accommodation can be available upon request. Normandale is an affirmative action, equal opportunity educator and employer. The contents of this brochure and other college publications are subject to change without notice. The information in this brochure is available in alternate formats.



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We offer hundreds of **online courses and certificate programs** that are designed to meet a wide variety of learning interests and goals.

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

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**Courses start
as low as \$109**



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Start whenever you're ready!

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



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FREE Healthcare
Data Analytics
1 Day Bootcamp

Don't Miss This Opportunity
see page 30 for dates

continuing
education

normandale