



Division of Continuing Education



2013

TRAINING AND DEVELOPMENT CATALOG



How to get the most from this catalog:

- 1. SET A GOAL**
- 2. EXPLORE YOUR OPTIONS**
- 3. TAKE ACTION**

The University of North Florida Division of Continuing Education is here to help you embrace new opportunities and redefine your future and career. We believe *learning never ends*, and our programs and curriculum uphold the essence of this adage, providing an opportunity for transformation in your business, career and self.

The Division of Continuing Education offers non-credit courses and certificate programs designed to provide individuals affordable, intense training needed to stay competitive and informed in today's lightning-fast environment.

Get inspired. Take a minute and explore these pages and the opportunities available. You won't be disappointed.



UNF | Division of Continuing Education

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What are non-credit courses?

Non-credit courses often have no prerequisite and are available to most anyone. Courses provide quick, intense training for a particular skill or interest. Though non-credit courses do not contribute toward a degree, Continuing Education Units (CEUs) are awarded after successful course completion.

What are CEUs?

Continuing Education Units are awarded upon successful completion of a continuing education course. Many licensed professionals are required to obtain CEUs in order to keep their license in good standing.

What is a certification program?

Certification programs are groups of classes concentrated in a specific, in-demand skill and often unavailable through traditional credited programs. Criteria for each certificate are typically established by a professional organization. For example, our Certification in Transportation and Logistics is approved by the American Society for Transportation and Logistics and is recognized world-wide. Certification programs are short, intense programs costing much less than a traditional four-year degree.



PROFESSIONAL DEVELOPMENT

- 5** ▲ Executive Leadership Development
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CLASSES ARE HELD at the Herbert University Center

12000 Alumni Dr., Jacksonville, FL 32224 - Free parking with your registration.

OR Online

Personal computer and Internet access required. Software requirements depend on course selection. Both instructor-led and self-paced online programs available.

OR On Demand

Not every course is offered every term. If you are interested in an on demand program, let us know, and we will contact you when your program is scheduled.



We understand leaders learn best when they can immediately employ their newfound knowledge to the challenges and opportunities faced in their real-world work environment. Developing executives and senior managers in this learning structure will accomplish simultaneous goals: leadership skills are honed and individuals are united to become a more effective and cohesive senior team while solving real problems.

PROFESSIONAL DEVELOPMENT EXECUTIVE LEADERSHIP DEVELOPMENT

Executive Leadership Development Program

The leaders of an organization should create its greatest strength and competitive advantage. Yet the development of leadership talent, both individually and collectively as a team, may be one of the greatest challenges facing organizations.

UNF Division of Continuing Education has developed and now offers a suite of programs and services designed specifically for busy executives and managers who want to apply their learning while addressing real-time organizational issues.

FEATURED INSTRUCTOR



During his 35 years in organizational development, Dr. Harold S. Resnick has earned international recognition as a leading authority and innovator in organizational transformation and leadership development. Global clients have included CH2MHILL, EMC Corporation, Novell, IKON, Raytheon, ABB Lummus, Volvo GM Heavy Truck, Philips Electronics, Lockheed Martin, and Shell Oil. Dr. Resnick's most recent book, "Energizing Workplace Performance" was published in 2007.

Invitational Executive Leadership Program

This program is designed for individuals who have significant management or leadership responsibilities in their respective organizations. This may include functional (departmental) management responsibilities, cross-functional team responsibilities or other similar leadership roles. This is not a program for beginning managers or supervisors.

This invitational program enables participating companies to send as few as one and as many as five managers from their organizations to participate in this program. Enrollment is capped in order to provide an extraordinary learning experience for each participant.

Jan. 17 - July 25 8:30 a.m. to 4:30 p.m.
Thurs. (49 hours, 4.9 CEUs) \$3995

PROFESSIONAL DEVELOPMENT

FINANCE AND ACCOUNTING



FEATURED INSTRUCTOR



Ryan M. Newton, CFP® became a **CERTIFIED FINANCIAL PLANNER™** professional in 2007. Before joining Gold Tree Financial, Ryan formed his own registered investment advisor firm in Jacksonville. He also teaches the **CERTIFIED FINANCIAL PLANNER™** curriculum, Casebook Workshops, and the Comprehensive Live Review class around the country for Kenneth Zahn Inc.

FEATURED PROGRAMS

CERTIFIED FINANCIAL PLANNER (CFP)

The CFP certification has become the most widely recognized financial planning certification. This financial planning certificate program is registered with the Certified Financial Planner Board of Standards, Inc. (CFP Board). Students who complete this program are eligible to sit for the national CFP Certification Examination administered by the CFP Board.

- ▲ General Principles Jan. 18 – Feb. 2
- ▲ Insurance Planning Feb. 15 – March 9
- ▲ Investment Planning March 15 – April 20
- ▲ Income Tax Planning May 3 – June 1
- ▲ Retirement Planning June 14 – July 13
- ▲ Estate Planning July 26 – Aug. 17
- ▲ Capstone Sept. 6 – 28

Fri., 6 to 10 p.m. and Sat. 8 a.m. to 5 p.m.

(40 hours, 4.0 CEUs)

\$5943/\$5593 Early registration price

\$4995 Prepayment up front for all seven modules

Certified Management Accountant (CMA) Certification Preparation Part II

CMA® (Certified Management Accountant) is the advanced professional certification specifically designed to measure the advanced accounting and financial management skills that drive business performance in today's complex and challenging business environment. The certification preparation courses mirror the two parts of the CMA exam. The courses can be taken in either order.

Feb. 5 – Apr. 23 6 to 9 p.m.

Tues. (42 hours, 42.0 CEUs)

\$1395/\$1295 Early registration price

FREE EVENT

Certified Management Accountant (CMA) Information Briefing

Jan. 9 5:30 to 7 p.m.

Wed. Advanced registration required



NEW

Enrolled Agent (EA)

Enrolled Agents (EA) are the only tax professionals licensed by the Internal Revenue Service to represent taxpayers before the IRS. Becoming an Enrolled Agent will increase your value and skill as a tax professional. Learn more about our test preparation courses that can help you pass the Enrolled Agent exams.

Available on demand

(40 hours, 4.0 CEUs) \$1395/\$1295 Early Registration

Life, Health and Variable Annuity Insurance Pre-licensing Course (2-15)

UNF and the National Association of Insurance and Financial Advisors-Jacksonville unite to create a 40-hour, instructor-led 2-15 Life, Health, and Variable Annuity Prelicensing Course. The Department of Financial Services approved prelicensing course is designed to prepare professionals to take the state exam to earn the 2-15 license.

Jan. 25 – 28 8 a.m. to 6 p.m. OR

Feb. 22 – 25 8 a.m. to 6 p.m. OR

March 15 – 18 8 a.m. to 6 p.m. OR

April 19 – 22 8 a.m. to 6 p.m. OR

May 17 – 20 8 a.m. to 6 p.m.

Fri. – Mon. (40 hours, 4.0 CEUs) \$139

How to Invest Your 401(k)

Understand your 401(k), 403(b), 457 and other employer sponsored plans. It will take a detailed look at how to invest, manage and understand the nuances of your retirement plan. You will learn how to allocate your money based on your risk, examine the fees associated with these types of plans and understand how important tax-deferred investing can be for retirement. This class is a must for anyone who is currently in a retirement plan or thinking about joining one.

Feb. 27 6 to 8 p.m.

Wed. (2 hours, 0.2 CEUs) \$39

The Professor's One Minute Guide to Stock Management

Learn about trading and managing your portfolio. Discover how to identify stocks that go up and how to avoid those that go down. Learn to do this yourself, without the aid of a broker. This is not your typical financial planning course. Take control. Manage your investments. Please Note: Some basic knowledge of the stock market is recommended.

Jan. 16 – 30 6:30 to 8:30 p.m. OR
Feb. 20 – March 6 6:30 to 8:30 p.m.
Wed. (6 hours, 0.6 CEUs) \$99

NEW Registered Tax Return Preparer (RTRP)

This course is designed to help you meet the IRS deadline requiring paid tax preparers to be certified by December 31, 2013. This comprehensive exam preparation course is a combination of nine study units that will give you indispensable insight to prepare you to pass the RTRP exam.

Available on demand
(16 hours, 1.6 CEUs) \$374

Retirement Plan Provider Rules (RPPR)

Learn the fiduciary responsibilities and the possible penalties for improper performance, along with the many new requirements for Plan Sponsors under 408(b)(2) and the DOL Regulation under ERISA Section 404(a)(5). Learn how to explain fees to participants and respond to their questions.

Available on demand
(2.5 hours, .25 CEUs) \$189

NEW Series 6 Prep Course

Pass the Investment Company Products/Variable Contracts Representative Exam, commonly referred to as the Series 6, and be licensed to conduct business in these products. Prepare for the exam by taking our Series 6 Prep Course expertly taught by NAIFA instructors. All aspects of the multiple-choice exam are reviewed in a classroom and instructor-led setting.

Feb. 7 – 9 8 a.m. to 5 p.m. OR
May 9 – 11 8 a.m. to 5 p.m. OR
Aug. 1 – 3 8 a.m. to 5 p.m.
Thurs. – Sat. (24 hours, 2.4 CEUs) \$295

PROFESSIONAL DEVELOPMENT

HUMAN RESOURCES

PHR/SPHR Certification Preparation

The SHRM Learning System provides instruction on the most up-to-date version of the HRCI Body of Knowledge and information relevant to the HR industry. This program will equip you for the PHR or SPHR exam through practice questions, interactive case studies, online resources and expert instruction. Prepare for your respective exam by studying the six learning modules and take a final review just as the national exam period opens, so knowledge gained will be more easily retained and recalled. Upon achievement of course requirements, you will be eligible for 4.2 CEUs and a certificate of completion.

- ▲ Strategic Management
- ▲ Workforce Planning and Employment
- ▲ Human Resource Development
- ▲ Total Rewards
- ▲ Employee and Labor Relations
- ▲ Risk Management

Jan. 31 – May 16 6 to 9 p.m.
Thurs. (42 hours, 4.2 CEUs)
\$1075 / \$975 SHRM members



Members save \$100 on PHR/SPHR certification preparation.

HR certification is a career-long commitment that shows your peers, your employees and your organization that you have mastered the core HR principles and that you are dedicated to staying current in your profession.



PROFESSIONAL DEVELOPMENT

LEAN SIX SIGMA/PROCESS IMPROVEMENT

This synergized managerial system results in the elimination of the seven kinds of wastes: defects, overproduction, transportation, waiting, inventory, motion and over-processing. Learn how to use Lean Six Sigma improvement tools and the statistical analysis of data to drive positive and lasting change.

FEATURED INSTRUCTOR



Keith Gardner is a 10 year consulting and training veteran in the area of quality and productivity improvement. Currently he serves as the President of eMRI, a full service training and consulting firm serving clients in 24 countries. Keith has a MS in Business Administration and he also holds a BS in chemical engineering from Carnegie-Mellon University. He is certified by the American Society for Quality as a Six Sigma Black Belt.

FEATURED PROGRAMS

NEW FREE EVENT

Lean Six Sigma for Supply Chain Management Information Briefing

Put the power of Lean Six Sigma to work for your supply chain. The globalization of sourcing as a cost effective strategy and the advent of powerful computing and networking systems within the last decade has been a game changer for consumer relationship management and advanced supply chain optimization.

While new systems may provide improved platforms for carrying out process steps, true value creation comes from having robust, lean underlying processes.

Learn more about what Lean Six Sigma can do for your business.

Jan. 30 **5:30 to 7 p.m.**
Wed. **Advanced registration required**

NEW FREE EVENT

Lean Six Sigma Information Briefing

Learn how to combine the waste reducing power of Lean with the problem solving power of Six Sigma to revolutionize your business. Service and manufacturing based organizations will benefit from this event. Find out what steps to take to put this productivity system to work for you.

March 6 **5:30 to 7 p.m.**
Wed. **Advanced registration required**

NEW Lean Six Sigma for Supply Chain Management

In becoming Lean Six Sigma Green Belts, supply chain attendees will learn how to analyze the myriad processes within extended supply chains, and how to lead Lean Six Sigma improvement teams. Participants will gain a strong knowledge of how to apply the Lean Six Sigma methodology to the improvement of supply chain processes enabling cost reductions and sustainable improvements in productivity, quality and customer satisfaction

March 11 – April 19 **8 a.m. to 4 p.m.**
Mon. – Fri. **(80 hours, 8.0 CEUs)**
\$3995/\$3895 Early registration price

Lean Six Sigma Green Belt

Learn how to contribute to and lead Lean Six Sigma improvement teams. Gain a strong knowledge of how to apply the Lean Six Sigma methodology to the improvement of service-based processes, enabling cost reductions and improvements in productivity, quality and customer satisfaction. Receive 10 days of intensive, workshop-focused instruction. Those achieving Green Belt status often progress to Black Belt status by taking the Lean Six Sigma Green Belt to Black Belt transition course.

Jan. 28 – March 8 **8 a.m. to 4 p.m. OR**
June 17 – Aug. 2 **8 a.m. to 4 p.m.**
Mon. – Fri. **(80 hours, 8.0 CEUs)**
\$3995/\$3895 Early registration price

Lean Six Sigma Green Belt to Black Belt

Gain an enhanced understanding of the Lean organization and how to more effectively implement Lean tools and techniques to improve organizational performance. Learn about applying “internal” customer and supplier principles, understanding “internal” supplier responsibility, prevention vs. correction, and responsibility for quality. This Lean Six Sigma Green Belt to Black Belt class assumes all participants recently completed LSS GB training and no remedial training is required.

April 1 – May 10 8 a.m. to 4 p.m.
Mon. – Fri. (80 hours, 8.0 CEUs)
\$3995/\$3895 Early registration price

NEW

Shingo Prize: Principles of Operational Excellence

This two-day workshop helps participants reach an understanding of the Shingo model and the underlying principles behind the Shingo Prize philosophy and approach. Participants will learn and gain experience in aligning your organizational principles and core values with your systems.

Available on demand
(16 hours, 1.6 CEUs) **\$1600**

Construction Quality Management for Contractors (CQM-C)

CQM-C is a construction continuing education course useful for owners, A/Es, inspectors, construction managers, and facility engineers, particularly those doing public sector construction. Course describes QC/QA systems successfully used by Corps of Engineers and NAVFAC. Concepts are increasingly being adopted by state agencies, public authorities and other local public sector owners. One-day or two-day options available.

Jan. 8 – 9 8 a.m. to 5 p.m. OR
Feb. 12 8 a.m. to 5 p.m. OR
March 12 8 a.m. to 5 p.m. OR
April 9 – 10 8 a.m. to 5 p.m. OR
May 14 8 a.m. to 5 p.m. OR
June 11 8 a.m. to 5 p.m.
Tues. – Wed. (8 hours, 0.8 CEUs)
\$250 for two day, \$150 for one day

Maintaining a competitive edge in today's business environment is critical and relies on continuously improving quality, productivity and customer satisfaction. The Center for Quality and Process Improvement at UNF equips your organization with the tools needed to improve profitability and heighten industry relevance by focusing on business improvement methodologies including:

- ▲ Cost reductions
- ▲ Standardization
- ▲ Quality improvement
- ▲ Lessons learned
- ▲ Customer satisfaction

NEW

Lean Six Sigma Master Black Belt Statistical Methods

This course provides Lean Six Sigma Black Belts with a comprehensive knowledge of valuable statistical tools and methods that are not typically understood by Lean Six Sigma practitioners, even at a Black Belt level. Many of these methods deal with unusual situations that Black Belt training does not equip process improvement experts to deal with. The course materials are broken into three major sections: advanced measurement system assessment, advanced statistical process control and advanced design of experiments.

Oct. 21 – Dec. 6 8 a.m. to 4 p.m.
Wed. (80 hours, 8.0 CEUs)
\$3995/\$3895 Early registration price



Division of Continuing Education
 Center for Quality and Process Improvement

*Complete program descriptions
 are available online at
www.unf.edu/ce/quality.*



PROFESSIONAL DEVELOPMENT

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

The [Global Logistics Training Resource Network](#) provides the highest level of quality education for each student by delivering essential training for today's industry needs. The supply chain industry, including logistics, distribution and transportation, is one of the fastest-growing industries in Florida.

FEATURED INSTRUCTOR



Brett Harper, CTL has nearly 30 years of business experience in logistics, finance, operations and sales. He worked at APL/ GATX Logistics, Smith Barney, and Frito-Lay. In 2007, Brett formed R&B Business Services with Ron Shamlaty; a company that helps develop and expand the UNF Continuing Education logistics training program.

The Certification in Transportation and Logistics (CTL) Cohort Program

This advanced-level certification program consists of six training modules, designed for leaders and supervisors in the logistics and supply chain industry or individuals wanting to pursue or advance their career in transportation and logistics. A special focus is on leaders from the first level through mid-level in an organization.

The UNF Certification in Transportation and Logistics (CTL) Cohort Program is a jointly sponsored program by the American Society of Transportation and Logistics, Inc., the University of North Florida Coggin College of Business, Transportation and Logistics Flagship Program and the Division of Continuing Education.

- ▲ Understanding Business
- ▲ Transportation
- ▲ Supply Chain Management
- ▲ International Logistics
- ▲ Logistics and Supply Chain Management Strategy
- ▲ Creative Component

Jan. 10 – May 17 9 a.m. to 5 p.m. OR
 March 14 – July 25 9 a.m. to 5 p.m. OR
 June 13 – Oct. 25 9 a.m. to 5 p.m.
 Thurs/Fri. (192 hours, 19.2 CEUs)
\$5795/\$5216 Early registration price

Freight Agent/Broker Training

Freight brokering is considered the largest sector of the Logistics industry. The Freight Agent Broker program provides an overview of supply chain management and what it takes to be a successful freight sales agent or freight broker. Learn:

- ▲ The how-to's of building a freight brokerage or agency
- ▲ An in-depth view of the operations process
- ▲ Broker laws
- ▲ How to market yourself to companies, prospecting, sales and establishing your rates
- ▲ Negotiating shipper, carrier and consignee challenges

Jan. 5 – Feb. 2 9 to 5 p.m. OR
 April 6 – May 4 9 to 5 p.m.
 Sat. (40 hours, 4.0 CEUs)
\$1995/\$1795 Early registration price



SPECIAL EVENT - FREE

Logistics and Supply Chain Management Information Briefing

Come to a complimentary information session hosted by the Global Logistics Training Resource Network and the UNF Division of Continuing Education. Learn to build on your current experience to become CTL certified, the premiere credential recognized worldwide for Logistics and Supply Chain Management excellence.

Thurs. Feb. 7 5:30 to 7 p.m. **Advanced registration required**

NEW COURSES FOR 2013

NEW ITAR/EAR Course

More than ever before, companies must comply with U.S. export regulations. Compliance with International Traffic in Arms Regulations (ITAR) and Export Administration Regulations (EAR) is both necessary and worthwhile. Establish and maintain ITAR and EAR compliance with U.S. export regulations. Prevent your company from violating the law and possibly getting financially penalized.

Feb. 26 and 28 9 a.m. to 5 p.m.
Tues. and Thurs. (14 hours, 1.4 CEUs)
\$1195/\$1075 Early registration price

NEW International Business Development

Why limit yourself to six percent of the world's population? Learn the ins and outs of expanding your business via world exploration. Conducting business in other countries is not more difficult, just different. Explore cultural differences, relationship building, understanding key resources and how to establish your sales process in foreign countries.

March 12 9 a.m. to 5 p.m.
Tues. (7 hours, 0.7 CEUs)
\$595/\$495 Early registration price

NEW Partnering with an International Freight Forwarder

Conducting business globally has many challenges. Understanding individual customs requirements, port rules and regulations and cultural issues, while selecting the right shipping partner and managing processes, can be overwhelming. Partnering with a knowledgeable and capable freight forwarder can relieve some burden and provide an extra set of eyes and ears for your processes. Learn how to select the correct freight forwarder and what to expect when partnering.

May 14 9 a.m. to 5 p.m.
Tues. (7 hours, 0.7 CEUs)
\$595/\$495 Early registration price

SPECIAL EVENT - FREE

NEW ITAR/EAR Information Briefing

Companies must comply with U.S. export regulations. Compliance with International Traffic in Arms Regulations (ITAR) and Export Administration Regulations (EAR) is both necessary and worthwhile. Establish and maintain ITAR and EAR compliance with U.S. export regulations. Prevent your company from violating the law and possibly getting financially penalized.

Thurs. Jan. 24 3 to 5 p.m. Advanced registration required

NEW International Transportation and Mode Selection

Investigate the strengths and weaknesses of each mode of transportation. Discuss critical links in the economy and supply chain, costing and pricing, international infrastructure challenges, transportation risk management and global transportation planning and execution. Explore challenges of international supply chain managers.

Available on demand
(7 hours, 0.7 CEUs)
\$595/\$495 Early registration price

NEW International Supply Chain Management

Discover the global dimensions of supply chains. Discuss supply chain relationships, partnerships and collaboration, supply chain visibility, transportation decisions, criticality of inventory management, supply chain network analysis and design, supply chain sustainability and strategic challenges in the international supply chain. Learn the importance of their interrelationships and the impact on your bottom line.

Available on demand
(7 hours, 0.7 CEUs)
\$595/\$495 Early registration price

NEW Finance in the International Arena

Delve into the nuances of the international arena that impact your bottom line. Discuss incoterms and their strategic value, terms of trade, terms of payment, currency of payment and the importance of accuracy in international commercial documents. Learn to manage these areas and their impact on return on your investment. Forge a path to successful international growth.

Available on demand
(7 hours, 0.7 CEUs)
\$595/\$495 Early registration price

FEATURED INSTRUCTOR



Ron Shamlaty, CTL has more than 40 years of logistics, sales, marketing, and training experience. He spent 21 years with Xerox and six years as president and COO of Jim Walters Papers. Prior to co-founding R&B, he spent the last 17 years with APL/GATX Logistics, first as vice president of public warehousing operations, and later as vice president of worldwide marketing.

Get your PDHs now. ASTL recertification requires 45 professional development hours (PDH) within a three-year period.

PROFESSIONAL DEVELOPMENT

MANAGEMENT, SUPERVISION AND COMMUNICATION

These intensive training programs provide solutions to everyday challenges at an amazing value, saving you time and money.

FEATURED CERTIFICATE PROGRAMS

Supervisor Training Series: Leadership Track Certificate

Building high-performance teams requires an understanding of group dynamics, change management strategies, communication, and utilizing individual skills within the context of organizational goals. Every leader must implement management tools and techniques for a team to be successful. This series of seminars will help you develop those tools to become a successful leader. See course descriptions listed for upcoming course dates and times.

- ▲ Effective Leadership
- ▲ Effective Mentoring and Coaching of Employees
- ▲ Workplace Ethics and Responsibility
- ▲ How To Apply Emotional Intelligence (EI) At Work
- ▲ How To Manage Change Effectively At Work

Leadership Track Certificate \$636
(a savings of \$159 when you purchase all five Leadership Track Certificate courses together.)

Supervisor Training Series: Team Building Track Certificate

Leading high-performance teams requires an understanding of group dynamics, change management strategies, communication, and application of each within the context of organizational goals. Every leader must implement management tools and techniques for a team to be successful. This series of seminars will help you develop the tools to be a successful leader.

- ▲ Feedback Skills for Team Building
- ▲ Mastering Conflict-Resolution Skills at Work
- ▲ Improving Performance Through Increasing Accountability
- ▲ Effective Communication for Supervisors
- ▲ Creative Solutions for Everyday Challenges

Team Building Track Certificate \$636
(a savings of \$159 when you purchase all five Team Building Track certificate courses together.)

NEW 50 Do's of Leadership

The Do's are a blueprint for success for supervisors — both new and those looking for a refresher. This practical workshop is organized around seven questions. We will do exercises for each question that illustrate key learning points.

May 8 8:30 a.m. to noon
Wed. (3.5 hours, .35 CEUs) \$159

NEW Building Strong Career Relationships While Creating and Managing Your Personal Brand

We all know the importance of networking—or building and maintaining career relationships. It can open or close the conversation door. But how many of us really feel comfortable talking about ourselves? Whether you are marketing your own business, representing your organization in sales or service, searching for a career position, or merely developing professional links, being ready to promote your brand will definitely help you succeed.

May 9 8:30 a.m. to 4:30 p.m.
Thurs. (7 hours, 0.7 CEUs) \$219

NEW Creating Positive Memorable Interactions

Participants will gain a deeper understanding of emotional intelligence, understand how our culture and belief systems impact how we relate to each other, and identify what is a meaningful relationship. You will also identify the dominant style of communication and that of others.

May 23 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) \$219

Creative Solutions for Everyday Challenges

There is a systematic way to resolve a problem, other than by gut instinct. The process of making a decision is part of solving a problem. There are tools that supervisors can use to make objective (vs. subjective) decisions, such as brainstorming and multi-voting. Solve problems more effectively, as well as make better decisions.

March 28 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) **\$159**

Critical Elements of Customer Service

Customer service can no longer be a one size fits all proposition. The diversity and needs of external as well as internal customers present us with new expectations to fill. Welcome to the emotionally driven world of customer service. The Critical Elements of Customer Service training will provide you with the tools and strategies to manage customers in the 21st Century world of work for your business.

May 1 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

NEW Cyber Security for Managers

Cyber security issues are all around us and reach nearly every part of our business and work, from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the work place, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, Intrusion Detection/Prevention, basic security architecture, introductory forensics and cyber terrorism.

March 4 – 29 Instructor Led, Online OR
May 6 – June 6 Instructor Led, Online
(16 hours, 1.6 CEUs) **\$249**

NEW Defining Your Worth and Leveraging Your Value

Do you know the value you add to your current job or what you bring to a new position? Having a clear plan and implementation strategy will advance your career. Knowing when and how to ask are key to getting the salary and benefits you want when negotiating for a promotion or a new job offer.

Feb. 5 – 19 8:30 a.m. to 4:30 p.m.
Thurs. (7 hours, 0.7 CEUs) **\$249**

Effective Communication for Supervisors

The more effectively one communicates at work, the better their performance, the less problems with other employees and the higher likelihood of a faster career advancement track. Learn how to assertively and effectively communicate with employees at all levels of an organization.

March 13 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) **\$159**

Effective Leadership

Building high-performance teams requires more than just cooperation. It requires an understanding of group dynamics, change management strategies, effective leadership and communication and utilizing individual skills within the context of organizational goals. Every effective leader needs a successful action plan for a team to achieve its goals.

Jan. 23 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) **\$159**

Programs can be customized for your organization's specific needs. See page 30 to learn more about our customized training services.

MANAGEMENT, SUPERVISION AND COMMUNICATION CONTINUED

Effective Mentoring and Coaching of Employees

Help employees achieve their full potential through coaching and mentoring. From defining performance targets to supporting staff as they progress, this program will show supervisors how to motivate employees to develop themselves, promoting initiative and self-responsibility.

Feb. 13 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) \$159

Feedback Skills for Team Building

The team concept in today's business/work environment is extremely important. Employees must truly work as a team to operate as efficiently and productively as possible. This program is designed for supervisors to learn how great teams operate. To summarize, team building helps a group function as a unit — it fosters morale, trust, cohesiveness, communication and productivity. For this to occur, supervisors need to be doing certain things, which will be explored in this program.

Feb. 27 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) \$159

NEW From Peer to Supervisor

This is your "survival guide", giving you many common sense strategies, actions, or tips, to directly help you in the areas of change management, communication, leadership, conflict management, coaching, team work and quality improvement. You can go back to your office the day after this course and immediately impact the behavior of your employees and the productivity of your unit!

May 15 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) \$219

NEW How to Apply Emotional Intelligence at Work

Emotional intelligence is recognized as a critical factor in the career success of leaders. It compliments cognitive intelligence (IQ) and helps leaders relate well with others. People have different abilities when dealing with emotions, just like they have different abilities in language, logic, mathematics and music. Learn how to maximize worker through emotion management.

Jan. 30 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) \$159

NEW How to Manage Change Effectively at Work

Most organizations experience change on a regular basis, especially in uncertain times. Change is often frightening, disheartening and frustrating for everyone involved. It is almost always disruptive and, at times, traumatic. Accordingly, most people avoid any kind of change if they can. Nevertheless, change is part of organizational life and essential for progress. This course is designed for supervisors and managers to learn specific strategies to help their employees work through as smoothly as possible.

Feb. 6 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) \$159

Improving Performance Through Increasing Accountability

Performance skills for both supervisors and employees can be explained through specific measurable actions that must occur. Learn what accountability means in the workplace and what it means to be personally accountable. Discover what steps to take to ensure accountability exists. Explore increasing efficiency as an aspect of accountability.

March 20 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) \$159

FEATURED INSTRUCTOR



Michael R. Clark has provided over 1000 seminars, workshops and presentations covering a diverse set of topics with a focus toward developing leadership skills for managers and supervisors. He worked as training and performance improvement director for various State of Florida government agencies and has been the owner/president of MRC Consulting for 13 years.

"I like how the instructor answered all of our individual, situational questions."

— Dwala Reid, Finance Supervisor,
St. Johns County Clerk of Court on
Michael Clark and Effective Leadership

NEW Increasing Productivity in the Workplace

Productive and efficient functioning depends on high self-esteem. Positive self-concept is key to increasing productivity and the quality of the workplace. In this insightful, practical and hands-on program, participants will gain a deeper understanding of how productivity is positively or negatively affected due to self-esteem and self-concept issues. Particularly we will understand how team building, resolving conflict, managing one's performance, being an effective leader and even preventing workplace injuries are all affected by low or high self-esteem.

April 10 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

Leadership in the Digital Age

Different time periods produce different kinds of leadership with different patterns of hierarchical authority, different skill sets and attitudes, and different institutional incentives. Today's business environment is in the middle of a transition from an industrial based to a digital environment and leadership patterns reflect this transition.

Feb. 5 – 19 6 – 8:30 p.m. OR
April 2 – 16 6 – 8:30 p.m.
Tues. (7 hours, 0.7 CEUs) **\$249**

Managing and Motivating Multiple Generations

Each age group has different points of view, expectations and different demands. Leaders who fail to see the contributions of each generation will lose their best employees and see their workplaces in turmoil. Learn how to "Gen-Flex" or move into another generation's comfort zone. We will learn about a model for resolving conflict and will apply it to a generational-conflict situation.

March 27 8:30 a.m. to noon
Wed. (3.5 hours, .35 CEUs) **\$159**

Marketing Yourself

Through practical advice, true-to-life examples and action-oriented tips you'll learn how to create the right image for personal and professional success. Get effective tools and tactical approaches you can implement immediately to become an invaluable and noticeable resource to your company.

April 17 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

Mastering Conflict-Resolution Skills at Work

When people get together as a team to make a decision or accomplish a task, their egos, fears, biases and agendas can all get in the way. Learn how to identify conflict triggers, how to avoid them, and what techniques to use to alleviate conflicts when they occur in the workplace.

March 6 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) **\$159**

NEW Non-Violent Crisis Intervention

Today's work environment is more stressful than ever. This stress and anxiety is not only experienced by employees, but also with customers. Consequently, it's a good idea for supervisors and employees to learn skills that build a level of confidence to effectively deal with irrational, angry, hostile people both internal and external to the workplace. With an organized understanding of how behaviors escalate and how to safely respond to those behaviors, employees become part of a solution rather than a contributing factor to the chaos of crisis situations.

May 29 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

Organization Skills and Time Management

Being organized and the ability to manage your time effectively are productivity essentials. Reduce stress, increase productivity and take control of your day with tools developed specifically for those challenged by information and work assignment overload.

June 19 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

MANAGEMENT, SUPERVISION AND COMMUNICATION CONTINUED

FEATURED INSTRUCTOR



Sheila Green is the founder and president of an independent consulting firm providing individuals and business a new work model through inspiration for "Navigating a Smarter Way to Work and Live." Sheila is an adjunct instructor with The University of North Florida Division of Continuing Education in the areas of communication and new media.

NEW The Practical Trainer

The training field has changed dramatically over the last 20 years. New methodologies have been developed. New discoveries about the way adults learn have occurred. Changing expectations from trainees and your company are constant. Learn the practical platform skills and confidence you need to succeed as a trainer. This session will place the latest trends and techniques at your fingertips.

March 28 8:30 a.m. to 4:30 p.m.
Thurs. (7 hours, 0.7 CEUs) **\$219**

Professional Communication Skills

Those in the workplace cannot survive, much less excel, without superior written and verbal communication skills. Nothing affects a career as dramatically as the ability to communicate effectively, dynamically and confidently. If you want to be an expert communicator, you need to be effective at all points in the communication process.

June 12 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

Workplace Ethics and Responsibilities

When we talk about workplace ethics and responsibilities, we need to talk about codes of conduct and not doing bad things: stealing, lying, cheating, favoritism, self-aggrandizement, and profiting from our positions. Most of us, thankfully, do not need a code of ethics to stop us from doing obviously bad things.

Feb. 20 8:30 a.m. to 12:30 p.m.
Wed. (4 hours, 0.4 CEUs) **\$159**

Writing with Diplomacy, Tact and Finesse

Nothing can ruin your professional image or success faster than poor writing. Executives say the number one skill they look for in employees is solid writing ability. It is a major form of communication — it is how you represent your ideas, your company, your abilities and so much more. If you spend any part of your job writing, from information pieces to memos — Writing with Diplomacy, Tact and Finesse will help you become a stronger, more powerful writer.

June 26 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**



Solving Employee Performance Problems

Solving employee performance problems to improve organizational results is a key component of leadership. This course is designed to assist the manager in understanding the problem and causes, as well as develop actions to improve performance. The program places equal emphasis on these three factors: Organization climate or culture, Supervisor and Participant.

June 5 8:30 a.m. to 4:30 p.m.
Wed. (7 hours, 0.7 CEUs) **\$219**

PROFESSIONAL DEVELOPMENT CONFERENCE SERVICES

In addition to classroom instruction, the University of North Florida Division of Continuing Education presents local, regional and national conferences and workshops. The Division holds its own events throughout the year as well as collaborates with highly respected national and international organizations to host conference and workshops for the convenience of Jacksonville area participants. Organizations can focus on program content while we take care of the rest:

- ▲ Participant registration and confirmation
- ▲ Marketing materials and programs
- ▲ Room preparation and catering

For complete turnkey solutions or à la carte services, e-mail unfce@unf.edu or call (904) 620-4200.

Administrative Professionals Conference and Expo

If you can only attend one training event this year, make it the 28th Annual Administrative Professionals Conference & Expo. This conference gives you the essentials you need to stay on top of your career. You will be inspired, learn skills and solutions to boost your career and exceed expectations. Learn from the best, increase your on-the-job performance and network with your peers. It's time to improve your skills and take your career to the next level. Two keynotes, 10+ instructor led workshops, lunch, vendors, door prizes, materials from all programs make this day the best training value for administrative professionals in Jacksonville. For complete program details with workshop descriptions visit www.unfapc.com.

April 24 **8:30 a.m. to 4:30 p.m.**
Wed. **(8 hours, 0.8 CEUs)** **\$199**

University of North Florida Writers Conference

The art of writing is rewriting...or something like that. This year's UNF Writers Conference embraces the art of rewriting by focusing on critiques. Have your work critiqued by faculty and fellow writers in a nurturing workshop environment. These personalized reviews and evaluations of your work will help you hone your skills, develop your craft and find the story that waits beneath the words on the page. You will receive a 30 to 45 minute critique from your workshop leader, as well as feedback from your fellow students. Additionally, a one-page written critique will be provided by the faculty member. The critiques are designated by one of five different categories: General Fiction, Young Adult Fiction, Children's Books, General Non-Fiction and Screenwriting.

Aug. 3 – 4 **8 a.m. to 5 p.m.**
Sat. and Sun. **\$229**

*To become a
sponsor or exhibitor
at a conference or
event, contact us at
unfce@unf.edu or
(904) 620-4200.*

PROFESSIONAL DEVELOPMENT - LEGAL STUDIES

LEGAL STUDIES PARALEGAL PROGRAM

UNF's Legal Studies Institute offers superior paralegal training through a combination of classroom and online instruction. The focus is on law theory, as well as skill training, for legal careers in action. For those seeking credentials, the Legal Studies Institute also offers a preparation course to sit for the Certified Legal Assistant (CLA) exam offered by the National Association of Legal Assistants (NALA).

FEATURED INSTRUCTOR



Nancy Harrison practices exclusively family law. She graduated from Albany State University with a BA in Criminal Justice and from Florida Coastal School of Law with the degree of Juris Doctor. Nancy is a member of The Florida Bar, Jacksonville Bar Association, and Associate of the Florida Family Law American Inn of Court. Prior to law school, Nancy was a legal assistant/paralegal to Georgia attorneys for eight years before becoming a lawyer.

Computer I*

Introduction course to MS Word, Excel, Powerpoint and Access 2010.

Jan. 16 – May 21 Online
(42 hours, 4.2 CEUs) \$419

Computer II*

Intermediate course to MS Word, Excel, Access 2010 and Introduction to Outlook.

Jan. 16 – May 21 Online
(42 hours, 4.2 CEUs) \$419

Interviewing and Investigation

Through actual cases and fact patterns, learn the effective techniques of interviewing clients and witnesses and investigating all elements of a legal matter by actually performing tasks carried out in law offices.

Jan. 15 – April 16 6 to 9 p.m.
Tues. (42 hours, 4.2 CEUs) \$419

Introduction to Paralegalism

Discover the world of paralegal/legal assistant: Learn about roles and professional tasks, areas of the law, oral and written expressions, ethical considerations, document drafting. This is a survey course which will introduce you to one of the fastest growing occupations in America today.

Jan. 15 – April 16 6 to 9 p.m.
Tues. (42 hours, 4.2 CEUs) \$419

Legal Research/Writing/Analysis

This is the second part of a two-semester course.

- ▲ Analyzing court opinions
- ▲ Recognizing relevant core principles
- ▲ Improving legal and general writing skills
- ▲ Drafting legal documents
- ▲ Performing legal research

This course examines the case law by reading and discussing actual cases. You will learn how legal opinions are written and how to discover the law in real court situations. Legal writing techniques are examined, and you will learn legal, general and writing and vocabulary skills.

Jan. 16 – April 17 6 to 9 p.m.
Wed. (42 hours, 4.2 CEUs) \$419

The Professional Paralegal

Learn essential paralegal skills not covered in other topics yet critical to your success. These include interpersonal skills, the internship process, resume writing, and job interviews. Special attention will be given to written and oral communication, incorporating review of English grammar, usage, sentence structure and spelling. Students will be given practical experience through production of basic office documents.

Jan. 14 – April 22 6 to 9 p.m.
Mon. (42 hours, 4.2 CEUs) \$419

Real Estate Law

For complete paralegal program costs and requirements, please visit unf.edu/ce/legal.

*Courses offered in partnership with ed2go.

This course provides a solid foundation of the basics of Real Estate Law, including the practicalities of daily legal work. This class will cover all the key topics in Real Estate Law that paralegals need to know, including the basic elements of real property, the different methods used to record and describe property, the methods used to transfer title, the rights associated with real estate ownership, the elements of real estate contracts, an extensive discussion of landlord/tenant law, deeds, mortgages, restrictions on land use, title insurance and title examinations, the closing process, and tax implications. This class will prepare each student for entry level in the area of Real Estate Law.

Jan. 17 – April 18 6 to 9 p.m.
Thurs. (42 hours, 4.2 CEUs) **\$419**

Torts

Torts provides the student with a comprehensive guide through the elements of tort and insurance law. The course will combine practical information with theory. Areas covered include preparing a personal injury case, a compulsory medical exam, and depositions. The class will prepare each student for entry level in the area of Torts.

Jan. 27 – May 4 Online
(42 hours, 4.2 CEUs) **\$419**

Wills, Trusts and Estate

CLASSES OFFERED YEAR-ROUND

New terms for the Paralegal Program begin every **January, May and September.**

This course covers the law of wills, trusts and estate administration. Students will learn the essentials of various types of ownership of property, interstate distribution, estate planning, drafting of wills and trusts and effects of Florida's homestead law. In addition, learn about administration and probate of decedent's estates, including matters preliminary to administration, beginning administration, will contests, duties of the personal representative, claims of creditors, alternatives to regular administration, foreign personal representatives and ancillary administration, powers of the fiduciary and accounting and distribution of assets.

Jan. 27 – May 4 Online
(42 hours, 4.2 CEUs) **\$419**

"I have accepted the position working at the FBI in Los Angeles California. I will be part of the Evidence Response Team. Thank you for all you have done, and provided me with the best. I greatly appreciate the opportunities and education UNF has provided me."
– Vilma T.



PROFESSIONAL DEVELOPMENT PROJECT MANAGEMENT

FEATURED PROGRAMS

FREE EVENT

Project Management Information Session

Project management is one of the top skill sets demanded by organizations around the world, with many skilled practitioners scheduled to leave the workforce due to retirement — a trend SHRM identifies as having a major strategic impact for 64% of organizations worldwide. Attend this free event to learn how you can obtain the PMI credential and be ready for the demand for project managers.

Feb. 19 7 to 8:30 p.m.
Jan. 16 Noon – 1 (Virtual)
Advanced registration required

Project Management Basics: All You Need to Know to Just Do It

Learn the proven project management foundation from common business language and simple examples and exercises that are suitable for any employee, at any level, who is or will become a functional project manager.

- ▲ Understand the management challenges the discipline of project management addresses
- ▲ Receive simple, generic samples of basic tools and documents of project management so participants have a starting PM toolkit
- ▲ Experience hands-on critical program content

This course is an excellent start toward the PMP certification process.

Jan. 22 – 23 8:30 a.m. to 5:30 p.m. OR
March 26 – 27 8:30 a.m. to 5:30 p.m.
Tues. – Wed. (16 hours, 1.6 CEUs) \$899

NEW

Building a Predictive Work Plan Using Microsoft Project: Empowering the Project Manager

Microsoft Project, the industry-standard project management tool, can be daunting if not used the way it is meant to be used. If you're unable to quickly understand project progress and provide accurate forecasts to your sponsors, you may as well manage your project on pen and paper with checklists. You must have at least basic knowledge and experience with Microsoft Project. This is not a beginner's class. You will learn:

- ▲ Guidelines to building dynamic, predictive work plans in MS Project 2010
- ▲ How to build predictive, dynamically scheduled work plans to model the project
- ▲ How to update the schedule based on actual time submitted against scheduled work and adjustments for scope changes; work plans should accurately forecast remaining work and deliverable finish dates

Once you have completed this program, you'll be able to construct the "Big Picture" of the project model - its schedule and resources - in the tool the right way so you have the ability to forecast the schedule and resource needs throughout the entire project life cycle and see project progress and any scheduling conflicts or variances quickly and easily. Maximum of 15 attendees per course. Computer lab with Microsoft Project 2010 provided.

April 9 – 10 8:30 a.m. to 5:30 p.m. OR
July 10 – 11 8:30 a.m. to 5:30 p.m.
Tues. – Wed. (16 hours, 1.6 CEUs) \$899

All new
for 2013

NEW Agile Project Management

Agile adoption has gone mainstream with the promise of better results and greater customer satisfaction. Yet many organizations struggle from turning this promise into higher performance. Despite the investment in specific skills training such as SCRUM, the same issues from the Waterfall days persist. The Adopting Agile Methodology course provides software project leaders with the conceptual foundation for adopting Agile for their organization, as well as the technical information necessary to implement practical techniques that fit their organization. This course includes an intensive examination of Agile fundamentals, how you can apply them to your world with hands-on exercises to learn practical methods of team leadership, team participation, reporting, avoiding common mistakes and scaling Agile for the Enterprise.

April 23 – 24 8:30 a.m. to 5:30 p.m.
Tues. – Wed. (16 hours, 1.6 CEUs) \$899

Project Management Professional Certification Preparation (PMP)

SPECIAL NOTICE

Beginning July 2013, the PMP® exam is changing. The exam will have the addition of the 10th project management knowledge area, as well as considerable updates to the other nine bodies of knowledge in the Project Management Body of Knowledge (PMBOK®) Guide in the newly released 5th edition. Take advantage of the current exam and PMI® requirements for obtaining your PMP before these changes take place. Our new, four-day review workshop-style class is designed for busy professionals who desire to become PMPs before the new exam requirements take affect.

Students will learn testing techniques and complete sample test questions that will help enable them to pass the test and obtain their PMP® designation. The course also meets the 35-hour certification education requirement specified by PMI.

You are required to purchase a copy of “A Guide to the Project Management Body of Knowledge” (PMBOK Guide), 4th Edition. All other materials will be provided for you.

Jan. 25 - Feb. 2 8 a.m. to 6 p.m. OR
March 29 - April 6 8 a.m. to 6 p.m.
Fri. - Sat. (35 hours, 3.5 CEUs) \$1295

NEW Project Management Professional (PMP): PDU Wednesdays

As a Project Management Professional, you are required to keep current on the constantly changing business environment by earning PDU credits regularly. Realizing the demand for PDU credits, the University of North Florida developed PDU Wednesdays. Once a month, take one of the courses listed below to keep your PMP certification current. You'll be first to know the latest tools and techniques needed by Project Management professionals to stay ahead of project management demands.

Balance in the Workplace

It is critical to recognize that your power and vitality as a leader is highly influenced by past and present corporate environments. If those influences are harmful to you, then that harmful influence spills over into your team, your project's chance of success, and even into your personal and family life. In this module, project managers will see if and how they've been influenced by factors around them and what to do to turn things around, if needed. This is not a touchy-feely module; this is a fact-based call and solution for revitalizing ownership and leadership and creating balance in the workplace.

March 13 6 to 9 p.m.
Wed. (3 hours, 3 PDUs) \$129

Project Negotiations – How to Win the Resources You Need

How many times has your company said “No” when you have gone to management to request additional time or resources for your project? If you are like most of your fellow project managers, the answer is “Too many times to count!”. Get an inside look into how your executives see you, your project and your project requests. Learn how to make yourself heard above the masses, and greatly improve your chances of getting what you need. Learn what you need to do and say in order to come out a winner in the negotiation game.

April 10 6 to 9 p.m.
Wed. (3 hours, 3 PDUs) \$129

How to Overcome Resistance to Change

You are in a constant state of trying to drive change within your organization. When individuals and groups of people resist change, it makes it harder, slower, and more risky for you — and your team — to effect that change. This class will help you understand resistance to change and give you a powerful handful of simple, easy tactics to help resisters become comfortable and either get on board with you or get out of your way.

May 15 6 to 9 p.m.
Wed. (3 hours, 3 PDUs) \$129



PMIs must earn 60 PDUs in a Certification Cycle (three years). Start accumulating PDUs as early as possible to avoid “cramming” for PDUs later.

PROFESSIONAL DEVELOPMENT

SALES AND MARKETING



Marketers who evolve with new digital channels and develop the technological skill sets to best implement new media marketing are immediate assets to any organization.

FEATURED CERTIFICATE PROGRAM

NEW

New Media Marketing Certification

DISTINGUISH YOURSELF

Courses are created to fulfill the talent needs of Florida's creative industries. Overseen for quality and relevance by the University of North Florida, graduates will be leaders in the field of new media marketing.

FLEXIBILITY

Course emphasis designations are provided to assist in your course selection. There are four required core courses, but you may choose the remaining 10 courses based on your personal needs to complete your Certification. Make your selections early. Course sizes are limited.

VALUE

The New Media Marketing Certification enhances your abilities and builds on your current skills to put you in the forefront of the new media marketing industry. This is a University-level education without the four year cost or commitment.

CERTIFICATION REQUIREMENTS

- ▲ Social Media for Business
- ▲ New Media Marketing Strategies
- ▲ Leadership in the Digital Age
- ▲ New Media Promotional Marketing
- ▲ 10 Additional courses. See pages 23 – 28.

For complete certification requirements including software recommendations, please visit www.creativeflorida.org. Once all programs are successfully completed, the participant will receive a New Media Marketing Certificate.

Start anytime
(192 hours, 19.2 CEUs)

\$3990

Sales Bootcamp Program

Are you working harder than ever, yet sales are still not where they should be?

Maybe your sales methods are out of date. The Sales Bootcamp program has the answers to overcome painfully long selling cycles, missed sales forecasts, demanding prospects and costly price concessions with many features and benefits. Turn more sales leads into closings.

Available on demand (16 hours, 1.6 CEUs)

Strategic Customer Care Program

This program provides long-term incremental reinforcement training and coaching to ensure a return on your training investment. These techniques are unique. In addition to improving technical skills, positive attitude and drive are developed to assure a competitive business advantage.

Available on demand (15 hours, 1.5 CEUs)



Sandler Training™



Advanced Mobile Marketing

Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Learn how to promote your app on the web, building a landing page for your app, and advanced tracking of your application usage. Then take home a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success.

April 1 – 24 **Instructor Led, Online OR**
June 3 – 29 **Instructor Led, Online**
(16 hours, 1.6 CEUs) **\$249**

Advanced Web Pages

Whether you want to work as a freelance Web designer, join a Web development team, or build websites for yourself, this course will give you the advanced tools you need. Learn to write HTML code for page content and CSS code for styling. You'll master techniques that take advantage of HTML5 and CSS3. With the help of step-by-step instructions, you'll build interactive websites that collect information from visitors through e-mail sign up and feedback forms. Along the way, you'll explore aesthetics, color scheming and accessible web page design.

Jan. 16 – Feb. 22 **Instructor Led, Online OR**
Feb. 20 – March 29 **Instructor Led, Online**
Wed. and Fri. **(24 hours, 2.4 CEUs) \$99**

Advanced Website Strategies

You have a website, but why will your customers want to come back or buy something or take action? Do you really know who you are selling to? Do you know what you want to say to them? Do you know how you want to say it? Discover ways to identify who your ideal audience is and how to create content that is engaging and purposeful.

March 4 – 27 **Instructor Led, Online OR**
May 6 – 29 **Instructor Led, Online**
(16 hours, 1.6 CEUs) **\$249**

Boosting Your Website Traffic

Acquire the basic skills to boost your website traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your website copy to increase your visitors and results.

March 4 – 29 **Instructor Led, Online OR**
May 6 – 31 **Instructor Led, Online**
(16 hours, 1.6 CEUs) **\$249**

Brand Management

This six-hour online bundle concentrates on brand management, including brand management for social media, responding to business crises, interpersonal communication, using e-mail, and using the Internet and social media safely in a work environment.

Self-Paced, Online **(4 hours, 4.0 CEUs) \$299**

Branding and Identity

Develop essential skills for designing logos, marketing materials, and advertising programs to establish and promote corporate identities. Case studies focus on giant corporation successes such as CBS, BMW, and Sony, and how they established their corporate images and business strategically. Course projects require designing or redesigning corporate identities for both existing companies and newly established businesses. Requirements: Adobe Illustrator or equivalent vector-based illustration program. Adobe Photoshop or equivalent digital imaging program. Basic experience in graphic design.

Self-paced, Online **(60 hours, 6.0 CEUs) \$669**

Business and Marketing Writing

Learn how to write copy that achieves business and marketing goals. Improve your work, your knowledge, your company's image, and your chances of getting hired, promoted or applauded! Using clear explanations, real-life examples, and an animated style, solidify the relationship between business and customers.

Jan. 16 – Feb. 22 **Instructor Led, Online OR**
Feb. 20 – March 29 **Instructor Led, Online**
Wed. and Fri. **(24 hours, 2.4 CEUs) \$99**

New courses are being added regularly. Please see the website, www.creativeflorida.com, for the latest course additions and New Media Marketing Certificate updates.



SALES AND MARKETING CONTINUED

Competitive Marketing Strategies

This competitive marketing strategies bundle includes four one-hour self-study courses on selecting and implementing strategies, conducting internal analysis, analyzing competitors and global brand management.

Self-Paced, Online (4 hours, 4.0 CEUs) \$299

Content Marketing

Discover the marketing planning process to clearly delineate the relationship between marketing and media-buying decisions. Marketing functions are examined through case analysis to successfully integrate all elements of the media-buying process. This course presents concepts and strategies from a business decision-making perspective.

**March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249**

Creating Cell Phone Apps for your Business

Get step-by-step instructions on how non-technical users can build, deploy and market smartphone applications across Android and iPhone platforms. Discover how smartphone applications can be inexpensively built and how to quickly deploy smartphone applications.

**March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249**

Creating Interactive Web Pages Using Dreamweaver CS5

Adding interactivity to web pages enhances the functionality and overall appeal of a site. Dreamweaver CS5 allows developers to increase web site interactivity by using forms and behaviors. The application also includes the Spry framework for Ajax, allowing Dreamweaver users with no advanced programming knowledge to quickly and easily visually design and deploy interactive interfaces, including visual transitions.

Self-Paced, Online (2.5 hours, 0.25 CEUs) \$79

Creating Web Pages

Create and post your very own website on the Internet using HTML in this extensive, hands-on, six week workshop. First, you'll learn about the capabilities of the World Wide Web and the fundamentals of web design. Then, with your instructor's guidance, you'll plan the content, structure and layout of your website, then create pages fully formatted and linked.

**Jan. 16 – Feb. 22 Instructor Led, Online OR
Feb. 20 – March 29 Instructor Led, Online
Wed. and Fri. (24 hours, 2.4 CEUs) \$99**

Creating WordPress Websites

Want to build an attractive, sophisticated blog or website—without having to learn any special coding? WordPress is the answer you're looking for! WordPress is one of the world's most popular Web design tools because it's free, it's easy to use, and it produces professional results. Get hands-on experience with posts, images and videos and organizing your site for success.

**Jan. 16 – Feb. 22 Instructor Led, Online OR
Feb. 20 – March 29 Instructor Led, Online
Wed. and Fri. (24 hours, 2.4 CEUs) \$99**

Cyber Security for Managers

Get up-to-date on Cyber Security fundamentals. Designed for non-technical managers, and individuals, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, intrusion prevention, basic security architecture, introductory forensics, and cyber terrorism and how to safeguard your business against these attacks.

**March 4 – 29 Instructor Led, Online OR
May 6 – June 6 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249**

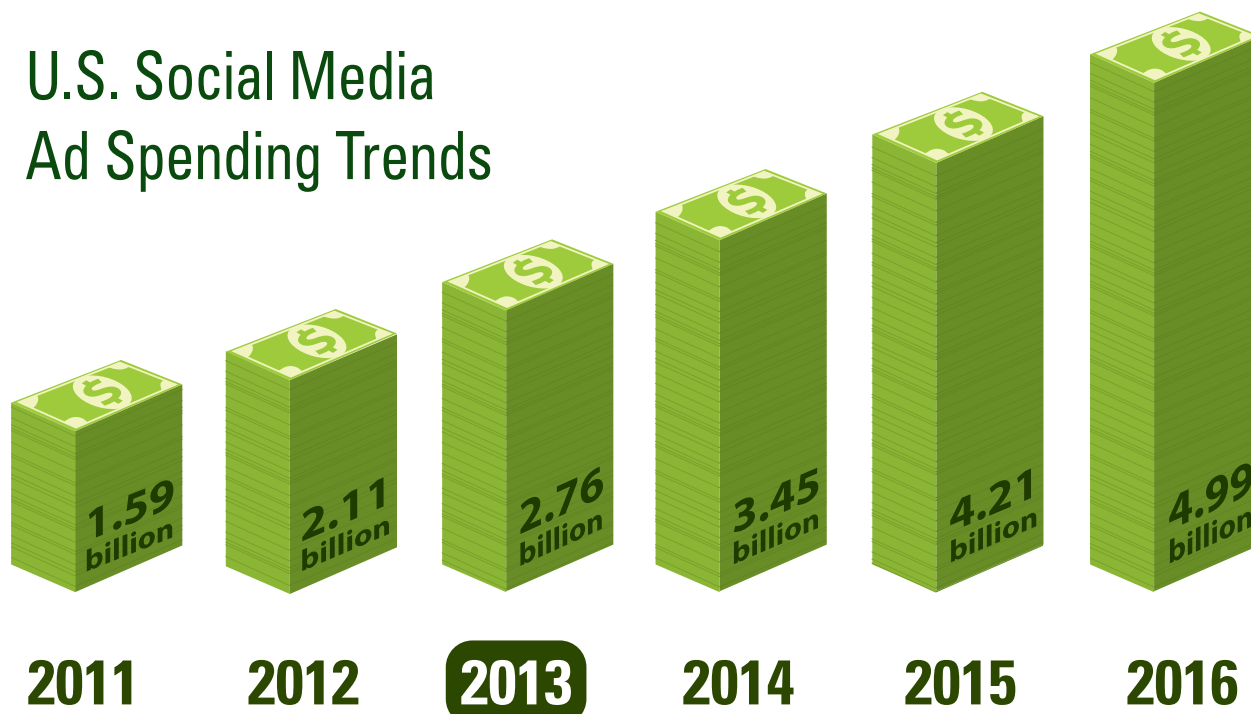
Creating Mobile Apps with HTML5

Do you want to make mobile apps that run on iPhone and iPad, as well as on Android, BlackBerry, and Windows Phone? Sure you do! Discover a better way to build apps. Imagine, design, build, and optimize a cross-platform mobile app using the very latest HTML5 standards. The result will be a mobile app that's fast and runs on just about any smartphone or tablet computer.

**Jan. 16 - Feb. 22 Instructor Led, Online OR
Feb. 20 - March 29 Instructor Led, Online
Wed. and Fri. (24 hours, 2.4 CEUs) \$95**



U.S. Social Media Ad Spending Trends



Designing Effective Websites

Examine the tension between form and function, explore the six major states of the website development process, and learn the basics of user-centered design. We'll also review the five steps to organizing information, and review web page design considerations. Requirements: Completion of "Creating Web Pages" (or equivalent HTML or Web authoring tool experience).

Jan. 16 – Feb. 22 Instructor Led, Online OR
Feb. 20 – March 29 Instructor Led, Online
Wed. and Fri. (24 hours, 2.4 CEUs) \$99

Facebook for Business

Find out what goes on behind the scenes on Facebook Pages and how to increase the chances your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach. This is an advanced class and assumes you have started a page on Facebook and have basic platform knowledge.

March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online OR
July 1 – 24 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

Fundamentals of Logo Design

Explore the philosophy and process behind designing a logo. Students learn the importance of corporate identity and the different stages in a typical logo design project. The course establishes a solid conceptual and practical grounding for anyone interested in pursuing a career in visual identity, from a design or a marketing perspective. Requirements: Adobe Illustrator (recommended) or Adobe Photoshop. Basic experience in the software packages needed for this course.

Self-paced, Online (30 hours, 3.0 CEUs) \$339

Google AdWords

This Google AdWords course is designed to introduce you to the world of search engine marketing (SEM) and familiarize you with the Google AdWords tool. This AdWords Basic course will teach you how to leverage Google AdWords to best serve your online marketing needs. Hands-on interactive exercises included.

Self-Paced, Online (27 hours, 2.7 CEUs) \$499

Google Analytics

If you are not reviewing your website statistics, then you are missing key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard Google Analytics, a free online tool.

March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

Improving E-mail Promotions

Discover new ways to improve your e-mail promotions, including when to e-mail, what to e-mail and testing e-mail copy. Then find out how to analyze your e-mail response rates. Learn how to improve your e-mail promotion and responses with tracking and testing.

Feb. 4 – March 1 Instructor Led, Online OR
April 1 – 26 Instructor Led, Online OR
June 3 – 28 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

SALES AND MARKETING CONTINUED

Integrating Social Media in Your Organization

Learn how to create your own social media network using Ning, work socially using Google Docs and calendars, and move your website to an interactive Web 2.0 site. Your instructor will help you choose which social media tools are right for your situation and then integrate them into your website to develop a social media strategy for your organization.

April 1 – 26 Instructor Led, Online OR
June 3 – 26 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

Internet Marketing

Learn practical skills for growing your business on the Web. Studying with a professional Internet marketing consultant, you'll learn how to develop an entire marketing plan for your online business. Course projects will include:

- ▲ Target audience analysis
- ▲ Site plan development
- ▲ Content strategy
- ▲ E-mail marketing campaign
- ▲ Search engine optimization
- ▲ Co-branding
- ▲ Ad buys, sales/lead conversion

Requirements: Basic web page building and Photoshop experience.

Self-paced, Online (60 hours, 6.0 CEUs) \$669

Intro to Graphic Design

Lay the foundation for a graphic design career by exploring the history and evolution of the field. Engaging lectures and case studies explore current directions in graphic design and discuss the technological skills and expertise required. Assignments explore concept development and critiquing skills. This course is tutor-supervised with a tutor assigned to guide students through the lesson material and review their assignments.

Self-paced, Online (30 hours, 3.0 CEUs) \$209

Introduction to Internet Writing Markets

You may have heard that every day, another traditional writing market disappears. Don't let that discourage you from writing! You'll learn how to make the Internet work for you from a writer who has spent years exploring its potential. You'll find out how to sell e-zine articles, write for Webzines and online magazines, create a blog, sell manuscripts to an e-publisher, and self-publish your own work as an e-book or a traditional book using print-on-demand (POD) publishing.

Jan. 16 – Feb. 22 Instructor Led, Online OR
Feb. 20 – March 29 Instructor Led, Online
Wed. and Fri. (24 hours, 2.4 CEUs) \$99

Leadership in the Digital Age

Today's businesses are in transition from an industrial based to a post-industrial digital environment, and leadership patterns need to reflect that transition. In this dynamic environment, leadership innovation and adaptability are critical, especially the leader's capacity to channel the right knowledge to the right people at the right time in the right place. Attend this session and learn about evolving leadership styles and which is best for your organization.

Feb. 5 – 19 6 to 8:30 p.m. OR
April 2 – 16 6 to 8:30 p.m.
Tues. (7 hours, 0.7 CEUs) \$249

Marketing Essentials

This six-hour online course bundle concentrates on marketing essentials: introduction, planning and people, place, product and price, promotion and ethics.

Self-Paced, Online (6 hours, 0.6 CEUs) \$449

Marketing Using Social Media

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers.

March 1 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

Marketing Your Business on the Internet

Find out how to market your business on the Internet, even if you have little or no money to spend! In this practical, hands-on course, discover proven methods to help you establish an Internet presence and build an online brand identity. You'll learn how search engine optimization (SEO) works and how to track your site's performance using Web analytics. You'll learn how to keep your visitors coming back again and again.

Jan. 16 – Feb. 22 Instructor Led, Online OR
Feb. 20 – March 29 Instructor Led, Online
Wed. and Fri. (24 hours, 2.4 CEUs) \$99

Mobile Marketing

More than half of U.S. consumers who have made purchases on their smartphones have done so in response to mobile marketing messages. Make location-based marketing, mobile payments, QR codes, applications, and mobile coupons work for your business.

Feb. 4 – March 1 Instructor Led, Online OR
April 1 – 26 Instructor Led, Online OR
June 3 – 28 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

New Media Marketing Strategies

Explore the nuances of marketing strategies in the digital age. Learn how to select a marketing strategy to fit your organization and how to apply that strategy using a variety of Internet based marketing tools.

Jan. 16 – 30 6 to 8:30 p.m. OR
 March 6 – 20 6 to 8:30 p.m.
 Wed. (7 hours, 0.7 CEUs) \$249

New Media Promotional Marketing

Take this course if you want a 360-degree understanding of the tools available to more efficiently help engage your brand's target audience and sell product. Learn about key areas that comprise the digital marketing arena from a top-line and holistic perspective.

Feb. 6 – 20 6 to 8:30 p.m. OR
 April 3 – 17 6 to 8:30 p.m.
 Wed. (7 hours, 0.7 CEUs) \$249

Online Advertising

Make online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.

April 1 – 26 Instructor Led, Online OR
 June 3 – 28 Instructor Led, Online
 (16 hours, 1.6 CEUs) \$249



Pay Per Click Marketing

Set up, monitor and maintain a successful campaign to promote your website on the pay-per-click search engines and on partner sites. Walk step-by-step using the two most popular services, Google AdWord and Yahoo! Search Marketing. Be sure your advertising campaign is designed for success from the very first impression.

Self-paced, Online (40 hours, 4.0 CEUs) \$495

Search Engine Optimization

Learn step-by-step how to optimize your website to obtain better search engine positioning on the world's most popular search engines and directories for target keywords and phrases. It will also show you how to choose the best keywords to target and how to monitor and maintain successful search engine rankings for those keywords. This course is tutor-supervised with a tutor assigned to guide students through the lesson material and review their assignments.

Self-paced, Online (40 hours, 4.0 CEUs) \$495

Small Business Marketing on a Shoestring Budget

Create and post your own website on the Internet in this extensive, hands-on workshop. Learn about the capabilities of the World Wide Web and the fundamentals of web design. Then, with your instructor's guidance, plan the content, structure and layout of your website. Create pages of neatly formatted text, build links between web pages, add color, backgrounds, graphics and tables. You'll also learn powerful, low-cost web marketing strategies.

Jan. 16 – Feb. 22 Instructor Led, Online OR
 Feb. 20 – March 29 Instructor Led, Online
 Wed. and Fri. (24 hours, 2.4 CEUs) \$99

Social Media for Business

"Our business has a Facebook, LinkedIn and Tumblr account, so now what?" Sound familiar? Your business, no matter its size, will learn how to build relationships with your customers and build loyalty via social media to get a bigger return on your investment.

Jan. 15 – 29 6 to 8:30 p.m. OR
 March 5 – 19 6 to 8:30 p.m.
 Tues. (7 hours, 0.7 CEUs) \$249

SALES AND MARKETING CONTINUED

Successful Survey Techniques

Your customers hold the key to your organization's success. Getting to know your customers better means lower costs and better results, including higher retention, more customer satisfaction and more returning customers. Surveys are one of the best ways to find out what your customers want, and how they want it. Discover who to survey, what questions to ask, and the key to getting a higher response to your surveys. Course includes a personal FREE critique of one of your surveys!

March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

Twitter

Twitter is a hot social media platform these days and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers and discover the best ways to create relationships and network with your key constituents. You will find out the best and easiest techniques for successful interactions in the Twitterverse.

March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

*For more information
on the New Media Marketing
Certificate Program and full
course descriptions, visit
www.creativeflorida.org.*

Video Marketing

Sight, sound and motion are much more compelling than static words on a page. Speed up the "know, like and trust," factor with your audience. Discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness. Learn to shoot simple, effective videos without costly equipment or savvy technical skills.

Feb. 4 – March 1 Instructor Led, Online OR
April 1 – 26 Instructor Led, Online OR
June 3 – 28 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

Web 101

Get your start on the Web, whether you want to launch your own website or learn how promote an online business. Working with a professional Web designer, you'll explore a wide variety of Web-based terms and technologies, including Web 2.0, social networking, blogging, domain names, and more. You'll explore the technical fundamentals of editing and uploading Web pages and gain an insight into online marketing and search engine optimization.

Self-paced, Online (30 hours, 3.0 CEUs) \$339

Web Design and Graphics

Learn how to plan the structure of a website, maintaining files and considering the affect that various browsers, monitors and systems can have on the display of a site. Strategies for making a site download quickly and display well across all browsers and systems are presented, along with creating color schemes, backgrounds, GIF transparencies and image maps.

Self-Paced, Online (24 hours, 2.4 CEUs) \$99

Web Design with HTML and XHTML

The Web Publishing and Design with HTML 4.01 and XHTML series teaches you how to make Web sites using HTML 4.01, XHTML, and cascading style sheets. It also provides tips and guidelines to help you design and create effective Web sites, as well as organize their content.

Self-Paced, Online (15 hours, 1.5 CEUs) \$99

Website Copywriting

Learn how to convert your site visitors into customers by writing powerful and effective copy. At the same time, learn how to integrate search keywords naturally within the copy to ensure your site is found easily in the search engine results. This course is tutor-supervised with a tutor assigned to guide students through the lesson material and review their assignments.

Self-paced, Online (42 hours, 4.2 CEUs) \$395

YouTube for Business

Increase your business with YouTube. Discover the power of video and how to use it as a marketing tool to reach and serve more people. Find out what types of video work best, how to create your own YouTube channel and other techniques including adding captions, annotations and other extra marketing features.

March 4 – 29 Instructor Led, Online OR
May 6 – 31 Instructor Led, Online
(16 hours, 1.6 CEUs) \$249

PROFESSIONAL DEVELOPMENT

SOFTWARE AND COMPUTING

**Introduction to Dreamweaver CS6**

Learn to create Web pages, layouts, and websites using CSS formatting options and other tools with Adobe's industry-standard Web design application.

Jan. 16 – May 21

Online (24 hours, 2.4 CEUs) **\$99**

Introduction to Illustrator CS5

Learn to create vector graphics and add amazing effects using Adobe Illustrator CS5.

Jan. 16 – May 21

Online (24 hours, 2.4 CEUs) **\$99**

**Introduction to InDesign CS5**

Learn how to use Adobe InDesign CS5 software to design and produce professional-quality letterhead, brochures, business cards and more.

Jan. 16 – May 21

Online (24 hours, 2.4 CEUs) **\$99**

Microsoft Office I

Introduction course to MS Word, Excel, Powerpoint and Access 2010.

Jan. 16 – May 21

Online (42 hours, 4.2 CEUs) **\$419**

**Microsoft Office II**

Intermediate course to MS Word, Excel, Access 2010 and Introduction to Outlook.

Jan. 16 – May 21

Online (42 hours, 4.2 CEUs) **\$419**

Photoshop CS6

Learn how to use Photoshop CS6, the world's best graphics program for photographers, to edit photos and create original images.

Jan. 16 – May 21

Online (24 hours, 2.4 CEUs) **\$99**

Improving Your Internet Search Skills

Learn to increase the effectiveness of Google and other search tools to locate information on the Web. You'll also gain a basic understanding of search methods and results pages to help streamline your online time.

Feb. 27 **6:30 to 8:30 p.m.**

Wed. (2 hours, 0.2 CEUs) **\$39**

Blogging for Business and Pleasure

Do you have a passion you are eager to broadcast to the world? Do you have a business that would benefit from Internet marketing? If so, blogging may be your thing. A blog is a free, easy do-it-yourself website where you may write about anything you please. This workshop provides all the blogging basics: choosing subjects, locating the best website host, finding readers, and adding an Amazon store to blogs to sell cool stuff. Keep your blog interesting by learning to incorporate YouTube videos and other sites, using the best keywords to attract readers, and maintaining a vibrant schedule of posts. Your blogging possibilities are endless.

Feb. 16 **9 a.m. to 5 p.m.**

Sat. (8 hours, 0.8 CEUs) **\$99**

MS Excel Fundamentals 2010

This course provides you with the skills necessary to develop workbooks from creation to editing, with formatting in between. We'll work with cells, columns, rows and sheets, functions and hyperlinks, apply simple formulas, build charts and diagrams, and add comments and pictures. Basic working knowledge of the computer is recommended. Please bring a flash drive to class.

March 13 – April 17 **6:30 to 8:30 p.m.**

Wed. (8 hours, 0.8 CEUs) **\$99**

CUSTOMIZED TRAINING AND DEVELOPMENT

For a free consultation about customizing a training program for your business or organization, please contact Lori Frederick at lori.frederick@unf.edu or (904) 620-5801.

Customized Training meets the individual education demands of businesses and organizations. While most courses are available at the UNF campus for general studies, many can be molded to the specific objectives and culture of your organization.

The Division of Continuing Education will work with you to create effective and efficient training and development programs exclusively for you, your organization and the employees charged with carrying out your strategic plan. Once streamlined, we bring these programs directly to your facility, maximizing your company time by coordinating with different shifts and schedules or dovetailing with your internal training and development resources.

Consulting Services

Achieve superior levels of performance.

Building and sustaining a competitive advantage in today's business environment requires aggressive pursuit of innovation to improve individual and organizational performance on an ongoing basis. Our consulting professionals bring real-world expertise to help you identify, facilitate, plan and implement changes to improve your bottom line.

- ▲ Leadership Development
- ▲ System Analysis and Development
- ▲ Team Building and Customer Services Strategies
- ▲ Restructuring and Transition Management
- ▲ Strategic Positioning
- ▲ Global Logistics and Supply Chain Management
- ▲ Talent Development

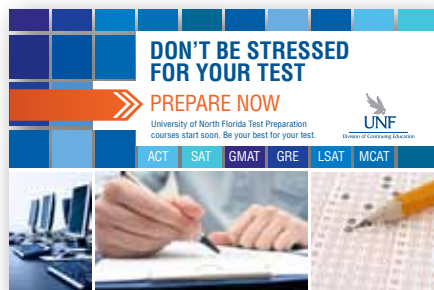


TEST PREPARATION

Research indicates the right preparation positively affects test scores. Based on years of experience, we can help you achieve your goals. Expert instructors at the University of North Florida will help you identify trouble spots, increase reading speeds and master tricky questions. If you know what to expect — and you will — your anxiety will be reduced and your concentration will increase.

Our mission is to become your training partner of choice.

- ▲ ACT Preparation
- ▲ SAT Preparation
- ▲ GMAT Preparation
- ▲ GRE Preparation
- ▲ MCAT Preparation
- ▲ PCAT Preparation



For more information and to register, visit www.unftestprep.com.



“ It was great having actual instructors. They answered all of my questions. They even explained concepts I previously couldn't get. I know I'll do great on my test. ”

PERSONAL ENRICHMENT

You never outgrow having fun or learning something new. That's why the University of North Florida Division of Continuing Education offers Personal Enrichment courses. Discover a new hobby or sharpen an old skill. Learning — just for the fun of it!

LEARN Jacksonville

LEARN Jacksonville is a non-credit personal enrichment program featuring courses designed to appeal to cultural, intellectual and recreational interests. With a wide range of course topics, which expand based on the needs and interests of the Jacksonville community, LEARN Jacksonville allows you to give in to the urge to learn and enjoy the world around you. Courses are offered in the evenings and on weekends and include topics spanning from fitness, recreation, home and garden, writing, crafts and much more. The course catalog is updated frequently so there is always something new to learn. To view the current list of courses and schedules, please visit [▲ www.learnjacksonville.com](http://www.learnjacksonville.com).



View the 2013 LEARN
Course Catalog at
www.learnjacksonville.com

More than 60 LEARN Jacksonville classes are available each term in the following areas of interest:

- ▲ Computers and Technology
- ▲ Arts and Crafts
- ▲ Health and Fitness
- ▲ Money Matters
- ▲ Language
- ▲ Home and Garden
- ▲ Literature
- ▲ Screenwriting and Film
- ▲ Photography
- ▲ Wine Tasting and Beer Crafting





Osher Lifelong Learning Institute

For those 50 or better!

Originating from the 2006 establishment of the Lifelong Learning Institute in Retirement, this program was designed to provide high-quality, non-credit, affordable programs for adults 50 years and better in Northeast Florida. In 2007, it was recognized as a successful, exemplary lifelong learning program by The Bernard Osher Foundation. It later transformed into the Osher Lifelong Learning Institute (OLLI). The heartbeat of this institute is the numerous members who volunteer and invest their time and many talents to ensure its success. Membership, renewed annually, allows access to an array of courses in a fun environment with social events and out-of-classroom "ED-ventures" year round, but with no tests or grades. Additionally, members have access to UNF's Thomas G. Carpenter Library and receive campus discounts.

To learn more, visit www.unfolli.com.



OLLI offers classes like:

- ▲ Studio Painting
- ▲ Introduction to Digital Cameras
- ▲ Beginning Crochet
- ▲ The Art of Storytelling
- ▲ Computer Help
- ▲ Current Events

... and much more!

View the 2013
OLLI Course Catalog
at www.unfolli.com





*For more information
about online training
and a current listing of online
courses, please visit
unf.edu/ce/online_learning.*

Online Training

Continue your education or prepare for a new career from the comfort of your home or office with our expansive distance learning opportunities. Our online courses provide opportunities to advance professional skills or just have fun.

Courses are available in a wide variety of disciplines and topics including healthcare, business and computer programs, web/graphic design and business formation. Personal enrichment programs include creative writing, art, philosophy, personal finance/wealth building and more.

Benefits

- ▲ Learn from anywhere with an Internet connection
- ▲ Flexible program start dates
- ▲ Programs to fit your needs:
 - Self-paced: start anytime
 - Structured: set start dates, instructor-led
- ▲ Career training and professional development courses
- ▲ Highly interactive
- ▲ Expert instructors
- ▲ Special programs geared toward teaching professionals

REGISTRATION INFORMATION

Courses are limited in size, so act now to reserve your seat. We guarantee your registration when we receive your completed registration with payment. Early registration will be confirmed by e-mail. A course confirmation, including location, will be e-mailed to you prior to the course start date. Please arrive at least 15 minutes before the program begins. If course enrollment is low, we may cancel, postpone or combine courses. If you are unable to attend, a substitute may attend the course. We may substitute qualified instructors when necessary.

Six Easy Ways to Register

1. ONLINE

For a list of all courses with dates and times, please visit www.unf.edu/ce.

Available 24 hours a day, 7 days a week.

2. CALL

CALL us at (904) 620-4200.

Please have your credit card number and expiration date handy.

3. MAIL

MAIL the completed registration form from www.unf.edu/ce/registration and payment to:

**Division of Continuing Education
University of North Florida
12000 Alumni Drive
Jacksonville, FL 32224-2678**

4. FAX

FAX your completed registration form along with the completed Visa, MasterCard, American Express or Discover Card portion to (904) 620-4244.

5. E-MAIL

E-MAIL your registration information to unfce@unf.edu. Upon successful registration, you will receive a confirmation e-mail.

6. HAND DELIVER

HAND DELIVER your registration form to a staff member in our office at the Herbert University Center, Mon. through Fri. from 8 a.m. to 5 p.m.



12000 Alumni Drive, Jacksonville, FL 32224
(904) 620-4200 | www.unf.edu/ce



Division of Continuing Education

Download a registration form at www.unf.edu/ce/registration.