



PROFESSIONAL DEVELOPMENT COURSE SCHEDULE

MEDINA COUNTY UNIVERSITY CENTER

THE UNIVERSITY OF AKRON
www.uakron.edu/mcuc

Identify
Training
Needs



Talk with
MCUC



Implement
Training



Success!



2013

Custom Training / Facility Information

MCUC. PROVIDING THE TOOLS FOR SUCCESS...

A productive, competitive work force is vital to the economy of Medina County. The University of Akron Medina County University Center (MCUC) was built to provide state-of-the-art training, skills building and education to keep our companies competitive and residents marketable. Whether a company seeks to invest in its future through building the skills of its work force, or an individual desires more training for a current position, promotion, or a new career — MCUC is here to help.

The professional development courses at MCUC are leading-edge, affordable and open to all adults in our community. No degree required.

CUSTOMIZED TRAINING

Maximize production. Empower skilled workers. Increase customer satisfaction.

Continual workforce training provides the competitive, cutting-edge information our businesses need to remain strong leaders in their industries. Whether you need individual training for a small group of employees or company-wide training, MCUC can guide your team through an easy, yet results-oriented process that defines, measures, and delivers the exact training your company needs.

Research shows that skills development training for employees achieves the following goals:

- Increased productivity
- Higher retention
- Less turnover
- Improved initiative and job satisfaction

Be forward thinking. Make MCUC your place to go for skills development and training that will give your company the competitive edge.

FACILITY INFORMATION

MCUC is a state-of-the-art, technology-enhanced facility and is available to local businesses and organizations for meeting and event activities. From a small project meeting to a globally-networked teleconference, we have the space and the associated technical support to meet

your needs. Distance learning and web conference capabilities are available. Across the city or across the globe, we have the technology to make your next event a huge success.

Contact the MCUC main office or visit us on the web for more information on customized training or facility rentals.

MEDINA COUNTY UA LOCATIONS

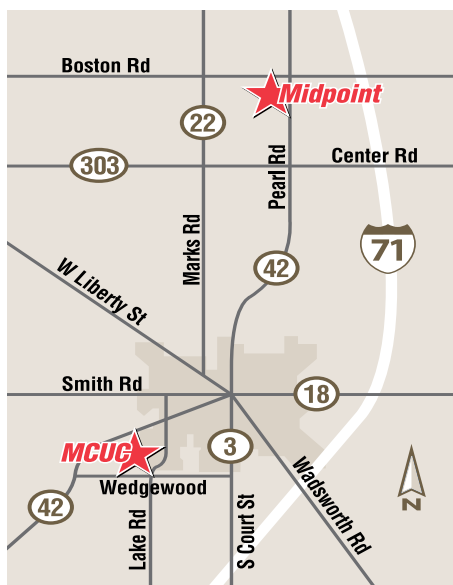
All open enrollment classes are held at MCUC unless otherwise noted.

Midpoint Campus Center is at 50 Pearl Road, Suite 300, Brunswick. Southwest corner of Boston Road and Rt. 42 (Pearl Road).

MCUC is at 6300 Technology Lane, Medina. West of Lake Road off University Boulevard, north of Rt. 162 on Technology Lane.

MCUC Workforce Development Contacts:

6300 Technology Lane
Medina, Ohio 44256
phone 330-721-2210
fax 330-721-2235
infomcuc@uakron.edu
www.uakron.edu/mcuc/nc



What is a CEU?

To figure out class CEUs, 10 hours = 1.0 CEU (expressed to the nearest tenth). This unit of measurement is used nationwide by continuing education programs.

Do I receive registration confirmation?

All registrations will be confirmed upon receipt of payment. If you have not received confirmation three days prior to your class, please call our main office.

What if my course is canceled?

In the event of a course cancellation or change, you will be notified by phone or mail. Transfers to other courses may be available. MCUC reserves the right to change instructors and to cancel/reschedule a program in the event of insufficient enrollment or unforeseen circumstances. Information in the catalog should not be considered a contract between students and MCUC.

What is MCUC's refund policy for professional development programs?

If a professional development program is canceled by MCUC, a full refund will be issued. Withdrawal requests received up to three business days prior to the first class meeting will result in a full refund, less a \$15 processing charge, or an opportunity to transfer to another course. No refunds are issued after the start of the class. Refunds for professional development programs are determined by the date the withdrawal request is received.

What is MCUC's closing policy?

If MCUC finds it necessary to cancel classes due to severe weather, or other unforeseen circumstances, closing information will be broadcast by area radio and television stations and posted on our website at www.uakron.edu/mcuc. When conditions are threatening, turn to your local stations for news or call 330-972-SNOW. The closing of the Akron campus does not mean that classes at MCUC are canceled. Listen carefully for the MCUC notice.



www.uakron.edu/mcuc/facebook

Follow us on **twitter**[™]

www.twitter.com/uamcuc

How can I save on my training investment?

Corporate Package– Enroll three or more people from your organization and receive a 10% discount* per person. Enroll five or more people and receive a 15% discount* per person.

Early Registration – Receive a 10% discount* when an individual registers and pays for a course at least 21 days in advance of course start date. Does not apply to computer classes.

Discounts do not apply to material fees. Discounts must be taken at the time you register. Discounts may not apply to all courses - please call for details.

(*applies to courses \$149+ each)

What our participants are saying...

"Outstanding instructor. I would recommend to everyone. The most useful, hands-on course I've ever taken."

Lora E., Materials Planner
Supervisory Leadership

"The instructor really addressed my individual styles and catered to my needs to help me understand my leadership style."

Mike S., Regional Support
Lean Enterprise

"While I had exposure to Lean principles and used them, I had no formal training. The tools learned in this class are going to propel our quality team to the next level of effectiveness."

Alicia H.,
Customer Care Quality Leader
Lean Enterprise



Quality for Business

LEAN ENTERPRISE AND THE TOOLS TO ACHIEVE

LEAN provides essential efficiency and continuous improvement practices to leaders of all types businesses, no matter what industry. Learn LEAN techniques and how to provide a sustainable LEAN culture in your business.

Instructor: John Veatch

Days 1-3

LEAN 101, 5S and visual management, standardized work, problem solving (PDCA), LEAN leadership, Kaizen Blitz - what it is and how to run one, homework/project assignment.

Days 4-6

Kanban (inventory pull system), one-piece flow/cellular concepts, total productive maintenance, setup reduction (SMED), value stream mapping, homework and project assignment.

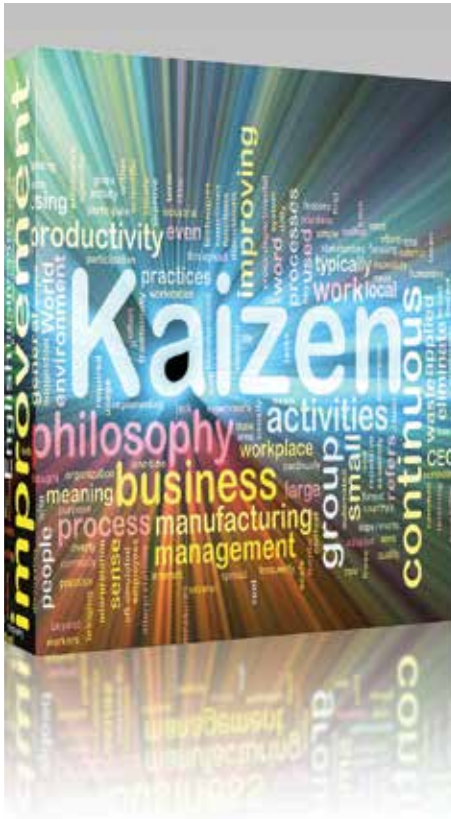
Tue-Thu; Mar 26-28 continuing on

Apr 30, May 1-2

8:30 a.m.-4:30 p.m.

\$1989*

* Price includes materials, lunches, and mid-session, live Q&A webinar with instructor.



QUALITY CONTROL

Quality Control Series provides the right mix of statistical theory and practical applications for finding solutions to process control issues. Minitab software is included and used throughout the program. Instructor: Dan Sommers

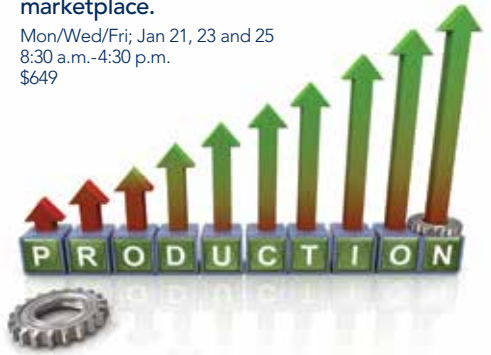
Industrial Statistics

Statistics is the science of learning from data. Learn simple and effective graphical and statistical tools to improve your processes, provide value to your customers and obtain a cost advantage in your marketplace.

Mon/Wed/Fri; Jan 21, 23 and 25

8:30 a.m.-4:30 p.m.

\$649



Design of Experiments

Design suggests structure, and it is the structure of the statistically designed experiment that gives it meaning and power. Learn to: properly design, conduct and analyze experiments to effectively and efficiently gain knowledge of your process.

Mon/Wed/Fri; Feb 11, 13 and 15

8:30 a.m.-4:30 p.m.

\$649

Statistical Process Control

Statistical process control is a primary tool for being right the first time. Learn to: properly apply and interpret control charts to keep your processes stable, repeatable and predictable.

Mon/Wed/Fri; Mar 11, 13 and 15

8:30 a.m.-4:30 p.m.

\$649

Process Troubleshooting

Every production engineer and supervisor has to be a troubleshooter that uses systematic data obtained from the process. Learn the appropriate tools of troubleshooting science to prevent and resolve problems.

Mon/Wed/Fri; Apr 15, 17 and 19

8:30 a.m.-4:30 p.m.

\$649

Quality for Business/Blueprint

SIX SIGMA*

Are you looking for higher customer satisfaction, greater profitability, and a huge competitive edge for your company in the marketplace? Six Sigma methodologies can lead to dramatically improved business performance and bottom-line profitability. Instructor: Dan Sommers



Minitab Software

Avoid the drudgery of manual calculations and save time with Minitab, a powerful software package for performing statistical analysis - and highly recommended for Six Sigma use. Register for the Green Belt or Black Belt training and receive this course free!

Tue-Wed; Feb 26 and 27
8:30 a.m.-4:30 p.m.
\$469

Six Sigma Green Belt

Lead and perform Green Belt projects in your company. DMAIC: define/measure, analyze, improve and control steps are taught for projects of immediate significance. Class meets one Monday and Tuesday per month, March-June.

Mon-Tue; Mar 4-5, Apr 15-16, May 4-5 and Jun 10-11
8:30 a.m.-4:30 p.m.
\$3980

Six Sigma Black Belt

Data-driven, project-focused approach. Minitab software will be used throughout the training for data collection and interpretation. Minitab training is a prerequisite for our Six Sigma classes and is free if you register for the Green or Black Belt course. A one-year Minitab 16 software license is included. We extend each DMAIC session of the Green Belt class two-and-one-half-days for the Black Belt training.

Mon-Fri; Mar 4-8, Apr 15-19, May 13-17 and Jun 10-14
8:30 a.m.-4:30 p.m.
\$6890

**Minitab and Six Sigma classes held at The University of Akron's Akron campus.*

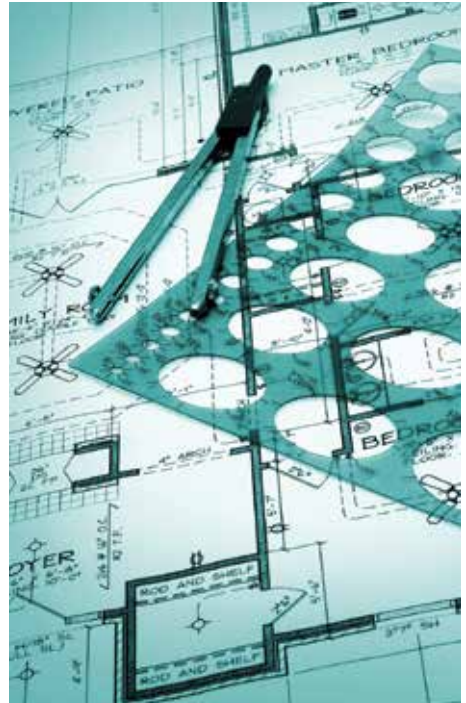
PROJECT MANAGEMENT*

Certificate in Applied Project Management

This 5-day program is designed to help you quickly and efficiently earn a Certificate in Applied Project Management from The University of Akron. This unique program is composed of a blended learning environment molding classroom contact with online assignments, template reviews, and additional information. You will also establish a professional network of local project managers, including faculty. Instructor: Alan Plastow, MAT, PMP.

Mon-Wed; Feb 18-20 continuing on
Mon-Tue; Feb 25-26
8 a.m.-4 p.m.
\$1289*

**Project Management is held at The University of Akron's Akron campus.*



BLUEPRINT READING

This course is designed to give the user the ability to understand and interpret basic blueprint terminology and features. The focus of the class will be on title block information, revisions, flag notes tolerances and their meaning, datums, as well as rotation of views and cut-away views.

Instructor: Jake Bennett

Mon/Wed; Feb 11-Mar 13
6-8 p.m.
\$329

Small Business/Marketing and Sales

SMALL BUSINESS AND ENTREPRENEUR BASICS

Have you dreamed of owning a business but just don't know where to start? Move your idea in the right direction...towards success.

Nine, in-depth sessions help you make the critical decision of whether or not to start a business. There is an opportunity to apply for a low-interest loan that may turn your business dreams into a reality.

The program is the result of the collective efforts of the Brunswick, Medina, and Wadsworth Chambers of Commerce; the cities of Brunswick, Medina, and Wadsworth; The Medina County Economic Development Corporation; The Medina County University Center; and the support of other cities, municipalities and businesses in Medina County. Space is limited.

Course Topics Include:

- Start-up basics
- Business concepts and strategies
- Developing a marketing plan
- Legal and regulatory issues
- Financial projections
- Funding sources
- Succession planning
- Human resources
- NEW! Panel discussions
- NEW! Expert coaching

Wed; Mar 27-May 22
6-8:30 p.m.
\$99
(no class on Apr 3)
Class to be held in
Wadsworth. Call MCUC for
more details.

Wed; Sep 25-Nov 13
6-8:30 p.m.
\$99
Class to be held in Medina.
Call MCUC for more details.

or



SELLING WITH STYLE (EVERYTHING DISC® SALES)

Being able to read your customer equals sales professionals who adapt their styles to connect better and close more sales. Complete online prework that will generate an assessment and sales-specific report that helps them understand themselves, their customers and their relationships. Focuses on three vital areas: understanding your DiSC® sales style, recognizing and understanding customer buying styles and adapting your sales style to your customer's buying style. Instructor: Judy Bodenhamer

Section One: Understanding Your DiSC Sales Style

Section Two: Recognizing and

Understanding Customer Buying Styles

Section Three: Adapting Your Sales Style to Your Customer's Buying Style

Fri; Feb 1
8:30 a.m.-5 p.m.
\$249



"M" MEANS MARKETING

Develop an action-oriented marketing plan that means business. This course will expose participants to the fundamental concepts of marketing communications and planning while introducing a wide range of marketing topics. Instructor: Judy Bodenhamer

Session One: Analyze strengths and weaknesses by completing a SWOTT analysis, determine how your brand message is key to marketing communications, establish marketing goals & objectives, define and identify target markets.

Session Two: Evaluate the competitive landscape, develop a marketing plan (incorporating the four Ps of marketing: product, place, price and promotion), create a tactical marketing communication calendar, integrate social media strategies.

Thu; Feb 14 and 28
8:30 a.m.-12:30 p.m.
\$249

NEW! DDI® LEADERSHIP SERIES CERTIFICATES

In today's highly competitive environment, organizations must be able to jump-start the productivity of their new and emerging leaders. Most new frontline leaders struggle – not with the technical aspects of the job, but with the fundamental leadership skills that are critical to success in this new role. This certificate in leadership series assists frontline to middle managers drive results, develop star performers, and improve engagement. You can take all the courses within a series or select the ones that best fit your needs.

Save \$199 when you register for the complete 7-session series – only \$1,074

NEW! DiSC Personal Assessment Workshop®

Discover yours and others' behavioral strengths and gain insight into the value of both. This knowledge and leverage will help you discover how to effectively deal with situations that require conflict management, communication enhancement, increased team effectiveness and leadership, and management skills development.

Tue; Feb 21
8 a.m.-Noon
\$199

Your Leadership Journey

Whether you're a new leader, within the first two or three years of management experience, or a prospective leader, you need to be equipped to confront the challenges you face early in your career. You will gain insights into your transition to a leadership position, enabling you to handle these challenges successfully.

Thu; Mar 7
8 a.m.-Noon
\$179

Communicating for Leadership Success

Coaching, delegating and driving change are essential interaction skills you will need in many situations on a daily basis. Session 3 focuses on these core behaviors.

Thu; Mar 7
1-5 p.m.
\$179

Coaching for Peak Performance

Handle both proactive and reactive coaching discussions by understanding the importance of, and practicing, the four interactive coaching techniques.

Thu; Mar 21
8 a.m.-Noon
\$179



Setting Performance Expectations

In this session, you will learn to prepare for and conduct planning discussions, encourage continued involvement, and work with project teams or task forces on their performance plans.

Thu; Mar 21
1-5 p.m.
\$179

Delegating with Purpose

Delegation is a critical skill for leaders in today's "do more with less" business environment. Fewer resources, changing motivations, virtual employees, and global workforces are just a few of the challenges leaders face as they attempt to meet ever-increasing workplace demands. Learn strategies to address these challenges, gain commitment from team members, develop individual skills and abilities, enhance overall capability and capacity of your teams and, ultimately, the organization.

Thu; Apr 4
8 a.m.-Noon
\$179

Creating and Implementing Your Leadership Plan*

This session provides a roadmap for you to develop your leadership plan based on all previous sessions. Prerequisite: sessions 1-6 of the Leadership Series.

Thu; Apr 4
1-5 p.m.
\$179

*This course is only available as part of the Leadership Series. Not available as single enrollment course.

Social Media for Business

SOCIAL MEDIA SERIES

Instructor: Kathy Breitenbucher

Get More "LinkedIn"

LinkedIn can be a powerful tool for your business to help find prospects, connect with vendors and clients, and improve your business image online. Review how to take your profile to the next level and how to leverage your network, and that of your connections, to reach your prospects. Pre-requisite: LinkedIn profile.

Fri, Jan 25
1-4 p.m.
\$49

Blogging

Many business gurus will tell you a great way to get your name in front of the right people is to blog. "Blogging" will talk about how to generally manage a blog, develop solid content that can serve your marketing needs while educating your clients and prospects, and how to manage it so it doesn't take over your life.

Fri, Feb 8
1-4 p.m.
\$49

Networking for Business

Learn how to prepare for different types of networking opportunities, how to "work the room" once you are there, how to meet the right people and get remembered, and how to manage your follow up after the fact. Great class for new sales professionals, job seekers, entrepreneurs or anyone else who would like to harness the true power of networking.

Fri, Feb 22
1-4 p.m.
\$49



Getting Started with Social Media

Social Media is all the rage in marketing, but how do you use it to your advantage without wasting time, spending too much money and getting the results you need? In this three-hour class we will review how to determine what tools are right for your business, how to manage them, and how to track results.

Fri, Mar 1
1-4 p.m.
\$49



30-Second Commercials

You know you and your team need to network, but it is such a chore. In this hands-on class we will learn how to select the right networking events, write a great "commercial" for any event, and how to use those commercials to bring home business leads.

Fri, Mar 22
1-4 p.m.
\$49

WordPress Websites

WordPress is *the* tool for websites, as its flexibility and versatility make it simple and straight forward. In this class you will learn how to create a basic site, insert pictures, documents, text and video, schedule future updates, and add new functionality in your site. No experience required.

Fri, Apr 12
1-4 p.m.
\$49

Small Business Marketing Plans

Every small business should have a marketing plan built around how to bring in the best customers. For most, it is tough to get your head around what this should look like and how to get started. In this class we will design a marketing plan that will be a living document for your business and keep you moving forward.

Fri, Apr 26
1-4 p.m.
\$49

Test Prep/Saturday MBA

GMAT PREP*

Thinking about the Saturday MBA program at MCUC? Your score on the GMAT will probably determine whether you're admitted to your business school of choice. MCUC offers a GMAT prep course to get you ready for the exam, as well as get you back in the groove of class structure! Learn testing strategies and methods specifically geared toward the GMAT. Verbal and quantitative questions will be covered, as well as math, reading, comprehension, grammar/usage, logic and testing subtleties of the GMAT. You're going to be investing a lot of time and money in your MBA...start on the right foot with by prepping for a good GMAT score. Total class hours: 24. Instructor: Todd Gerber

Tue; Apr 16, 23, 30

6-9 p.m.

Sat; Apr 20, 27 and May 4

8 a.m.-1 p.m.

\$329

**Class held at MCUC using distance learning from Akron campus.*



SATURDAY MBA

The University of Akron (UA) College of Business Administration Saturday Master of Business Administration (MBA) program is designed for business-minded working adults who will come together as a cohort of students, beginning and finishing the program as a group, in an interactive learning environment.

Courses will be taught by the full-time MBA faculty from UA; in-class experiences enhanced with online technology.

Program Format

- Students complete the program in six semesters, including summers
- Action-based live team project required
- Classes meet two Saturdays each month from 8 a.m.-5:30 p.m.
- Format includes in-classroom, online sessions, and distance learning
- Cohort of students take three courses each semester, complete a team project and graduate together
- Lunch provided
- Call UA College of Business at (330) 972-7041 for information on the next cohort

Admission Requirements and Procedures

- Minimum of 500 GMAT score
- 3.0 grade point average
- Two years professional experience
- Bachelor's degree, business or non-business major

Computers and Design

Instructor: Ted Younessi

MICROSOFT OFFICE 2010

Access - Basic

Wed; Mar 27
8:30 a.m.-4 p.m.
\$159

Access - Intermediate

Wed; Apr 24
8:30 a.m.-4 p.m.
\$159

Excel - Basic

Tue; Feb 19 or Tue; Apr 23
8:30 a.m.-4 p.m.
\$159

Excel - Intermediate

Tue; Mar 19 or Tue; May 21
8:30 a.m.-4 p.m.
\$159

Excel - Advanced

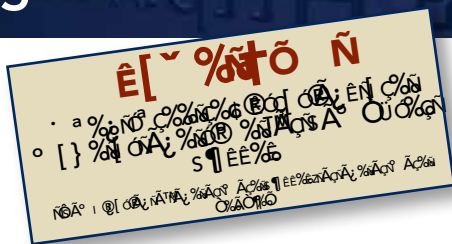
Tue; May 7 or Tue; Jun 25
8:30 a.m.-4 p.m.
\$159

Word - Basic

Thu; Feb 21
8:30 a.m.-4 p.m.
\$159

Word - Intermediate

Thu; Mar 14
8:30 a.m.-4 p.m.
\$159



ADOBE CREATIVE SUITE CS6

InDesign - Basic

Fri; Apr 12
8:30 a.m.-4 p.m.
\$219

InDesign - Advanced

Fri; May 10
8:30 a.m.-4 p.m.
\$219

Photoshop - Basic

Fri; Mar 15
8:30 a.m.-4 p.m.
\$219

Photoshop - Advanced

Fri; Apr 5
8:30 a.m.-4 p.m.
\$219



WEB DESIGN

HTML - Level 1

Wed; May 1
8:30 a.m.-4 p.m.
\$189

HTML - Level 2

Wed; May 8
8:30 a.m.-4 p.m.
\$189

Dreamweaver CS6 - Level 1

Wed; May 15
8:30 a.m.-4 p.m.
\$199

Dreamweaver CS6 - Level 2

Wed; May 22
8:30 a.m.-4 p.m.
\$199

CREATIVE DESIGN and PRACTICE FUNDAMENTALS for BUSINESS PROFESSIONALS

This course is designed to assist those new to the creative design process. Learn how to think "outside the box" and grasp the basic techniques involved with the concept and development of design. Ideal for small business owners, people "technically minded/versed," and those generally interested in understanding the design process. Eight sessions include:

- Intro to the Importance of the Creative Processes
- Effectively Creating and Integrating a Creative Brief
- Creative Exploration Techniques and Considerations
- Creative Concept Development - Part 1
- Creative Concept Development - Part 2
- Effectively Communicating Creative Rationale
- Creative Concept Refinement and Presentation Techniques
- Creative Concept Presentations

Thu; Feb 7-Mar 28
7:30-9:30 a.m.
\$349

FIVE EASY WAYS TO REGISTER!

- 1 **Online:** Visit our website at www.uakron.edu/mcuc/nc/registration.dot
- 2 **Phone:** Call 330-721-2210
- 3 **Fax:** Send your registration to 330-721-2235
Our fax machine receives 24/7
- 4 **Mail:** Professional Development Courses
MCUC, 6300 Technology Lane, Medina, OH 44256
- 5 **In Person:** Visit our office 6300 Technology Lane, Medina, OH 44256
Office hours vary, call for details

Course Title	Fee
Discount \$	
Total Due \$	

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (work): _____ Phone (home): _____

E-mail: _____

Payment Method - Please choose one of the following:

- ☐ **Direct bill to employer.** Purchase Order or Letter of Authorization must accompany registration.
- ☐ **Enclosed is a check made payable to The University of Akron.** I understand that my space in the program is not guaranteed until my payment is received.
- ☐ **Please charge my:** ☐ Visa ☐ MasterCard ☐ Discover

Name as it appears on card: _____

Bankcard number: _____

Expiration date: _____



Medina County University Center
6300 Technology Lane
Medina, OH 44256

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**Registration for
Professional
Development
classes now open!**

Medina County University Center Provides You:

- Opportunity for Growth and Advancement
- Flexibility and Convenience
- Leading-edge, Affordable Training
- Expert Instruction

NEW!

- Leadership Series
- Creative Design Process

www.uakron.edu/mcuc 330-721-2210

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