

# normandale

continuing education

The Exponential Impact  
of a Remarkable Career p.6



are you a  
**modern  
learner?** p.30

SPRING  
SUMMER  
2018

# Break the Script

For most of us, we have created “scripts” to guide our everyday lives. These rituals help us to be more organized, efficient and productive. They also offer comfort, making things feel normal.

However, as Chip and Dan Heath point out in their new book, *The Power of Moments*, normality isn't very memorable and it can actually add to that sense of blur, or time warp that we often experience. When we continually run on auto pilot, we often find ourselves asking **“where did the day, week, summer or even year go?”**

The authors suggest that when we want to learn something new or create moments that matter, we need to intentionally “break the script.” The concept is rooted in neuroscience. By making a change to a routine, we allow our brains to become more aware and present, which not only creates the sense that time is slowing but it also adds richness and greater recall to any experience.

We hope that this schedule offers an idea, class or event that inspires you to break your script and tap into one of your talents in a powerful, meaningful and memorable way!



## Connect

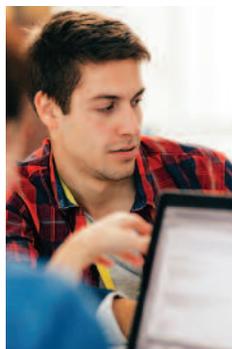
Sometimes we get in a rut when it comes to our work or career. Our classes are designed to connect you to new skills, professional networks and opportunities. Here are just a few:

Change Summits	page 9
Medical Careers	page 34
Entrepreneurship Certificate	page 51

## Advance

Employers know that new thinking fosters vitality and growth. Employees who are resourceful, team-oriented and adaptable are described as indispensable. Those that can utilize data and think creatively when delivering superior customer value are in high demand.

Certified ScrumMaster	page 13
Certificate in Data Analysis	page 5
Business Intelligence (BI) Tools	page 4



## Renew

When you step away from your to-do list, even for a short time, to go on a walk, read a book, or take a class; you give yourself the gift of time to become more purposeful, which cultivates greater balance, contentment and joy in all aspects of your life.

Explore Spanish	page 47
Wild Plant Walk	page 38
World Tai Chi and Qigong Day, Free Event	page 45



If you don't see what you are looking for, check out our website, we offer many programs and certificates online. You can also call us at 952-358-8343; we're here to help you achieve your goals.

## Learning for Individuals, Teams and Organizations

## features



**53**  
Workplace Learning



**30**  
Modern Learners



**6**  
Julie Guelich,  
The Exponential Impact  
of a Remarkable Career

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**NORMANDALE**  
COMMUNITY COLLEGE

Cover:  
Thank you to Julie Burton and  
Laura Wood of ModernWell  
Photo by Katie Heymer

# enrich your organization

## Change Management

### Leading Through Change

The frontline manager is a challenging position when it comes to leading change. Often faced with rallying the troops to accept and embrace change, there is an art and science to it. Gain proven strategies for establishing your role as a leader while learning to support your employees and hold them accountable for accepting change. This workshop will give you ample time to apply concepts to your own situation, so bring your issues with you and leave with a strategic action plan!

0.4 CEU, \$99, Julie Berg

ID: 56057

Thur, 5/3/18

8:30am – 12:30pm

RM: P1840

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

### Navigating Change

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

0.4 CEU, \$99, Julie Berg

ID: 56058

Thur, 5/3/18

1:00pm – 5:00pm

RM: P1840

### Change Management Skills – see website

### NEW Change in the Workplace

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

ID: 57415 Online – 5/7/18 - 6/1/18

ID: 57416 Online – 7/2/18 - 7/27/18

### NEW Foundations of Supply Chain Management

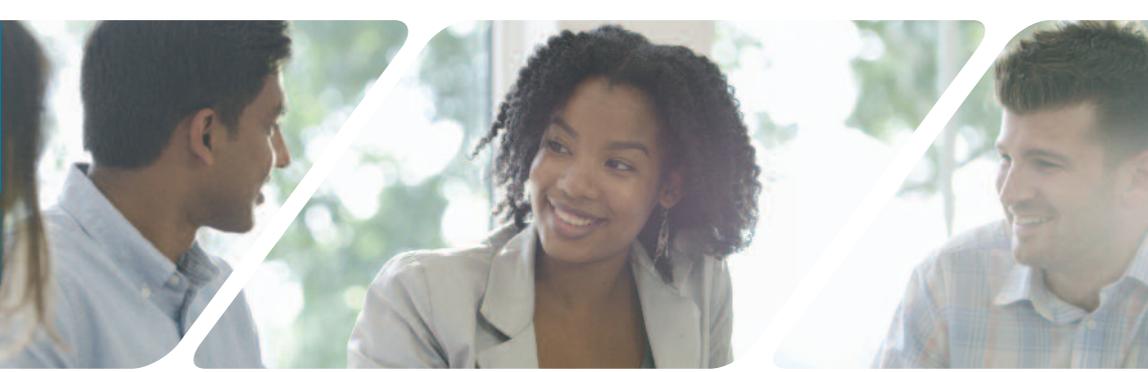
Supply Chain Management is on the radar for C-Level executives as both a competitive threat and opportunity. Do you have a strategy for your supply chain? Is it aligned? Do you know and understand the decisions and tradeoffs you have to make? If you answered no to any of these questions, you need to attend this program. Upon completion of this course you will not only understand the above, you will have a completed plan created for your own supply chain. 1.6 CEU, \$245, Chuck Nemer

ID: 57911 Online – 5/7/18 - 6/1/18

ID: 57912 Online – 7/2/18 - 7/27/18

Artificial Intelligence (AI), Internet of Things (IoT), advanced analytics and blockchain are key trends driving new competitive advantage for supply chains.

### Minnesota Change Management Network (MNCMN) – see page 9



## Business Acumen

### **NEW** Leading Without Authority

Project and team leaders often find themselves in an unenviable position. You are responsible for producing results through other people, but you don't have the formal authority to make those people comply. Fortunately, power and influence involve much more than just telling people what to do. In this workshop, you will learn how to persuade others to action by leading with questions, creating common goals and establishing an enthusiastic team. 0.4 CEU, \$99, Julie Berg

ID: 56060

Thu, 5/17/18

8:30am – 12:30pm

RM: P1842

### **NEW** Happiness 101 – see page 40

### **NEW** Creative Problem Solving

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

ID: 57427

Online – 6/4/18 - 6/29/18

ID: 57428

Online – 8/6/18 - 8/31/18

### **Negotiation: Get What You Want**

Negotiation is a key skill for success in business and everyday life. You'll work with a professional to learn how to plan, implement and win in the bargaining process. Save time, grow your business network and gain confidence when dealing with even the shrewdest of deal-makers. Invest in these skills now and reap a lifetime of rewards. 1.6 CEU, \$195, Sally Klauss

ID: 57392

Online – 5/7/18 - 6/1/18

ID: 57393

Online – 7/2/18 - 7/27/18

### **Certified ScrumMaster** – see page 13

### **NEW** Dealing with Difficult People in the Workplace

Gain skills to be an effective team member and leader in the workplace by taking control of the conversation, managing your reactions, and navigating problematic interactions with ease. 1.6 CEU, \$245, Kate Webster

ID: 57424

Online – 6/4/18 - 6/29/18

“Influence is an invitation anyone can make to another person. Whether or not you have formal positional power, successfully persuading others to do something most often comes from your ability to build relationships.”

–John Maxwell, best-selling leadership author

## Data Analysis

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

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

ID: 56818

Thur, 6/7/18

9:00am – 4:00pm

RM: P1802

**SQL – Structured Query Language** – see page 23

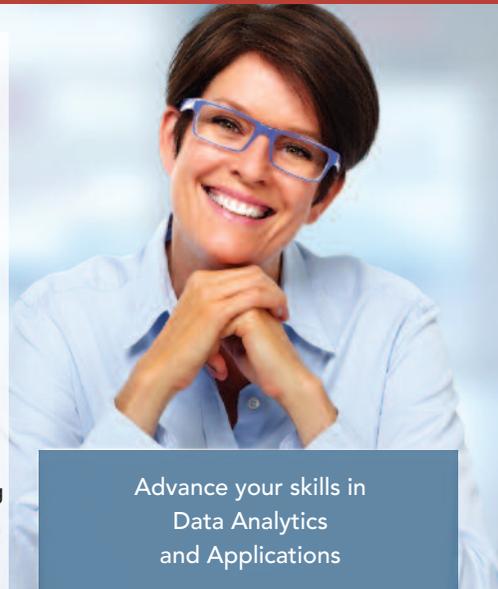
**Healthcare Data Analytics Certificate** – see page 33

## Data Analytics Professional – a Primer

Becoming data savvy is a top priority for today's employers. Developing your core data skills will provide you with career advancement and growth opportunities.

This series will introduce you to the critical concepts needed to transform data into valuable knowledge. You will apply your new found knowledge to real-life case studies using common software tools like "R" and Advanced Excel. In Level 2, you will advance your skills with statistical model creation, testing applications and critical thinking exercises using data, software and your mind.

Today's organizations need individuals who understand and can provide business intelligence (BI) - for marketing insight, business strategy, quality improvement, sales growth, technology support and so much more.



Advance your skills in  
Data Analytics  
and Applications

### **NEW Level 1: Foundations of Data Analytics**

Experience hands-on instruction to strengthen your data analytics knowledge and skills and begin to work with the tools and techniques needed to move data to insight. 0.7 CEU, \$175, Mark Ahrens

ID: 56803

Fri, 4/13/18 & 4/20/18

8:30am – 12:00pm

RM: P1802

### **NEW Level 2: Working with Data for Insight**

This workshop is designed to be a "lab like learning experience." You will build on what you know, apply newly learned data concepts by using common software applications and real-life scenarios. *Prerequisite: Experience with data analytics or attendance in the Level 1: Foundations of Data Analytics.* 0.7 CEU, \$175, Mark Ahrens

ID: 56804

Fri, 4/27/18 & 5/4/18

8:30am – 12:00pm

RM: P1802



## Dump The Data, Tell The Story

Every day it seems as though we sift and sort through mounds of data. The challenge is to convert and condense data into meaningful information that is compelling, illustrative, understandable and targeted to the needs of your audience. Learn the skills of synthesizing information into main points, and translating those points into stories that create meaning and produce results. You will see that data stories can be told through narratives, metaphors and visuals. You can bring your own data or work with in-class data sets. 0.4 CEU, \$99, Allison Broeren

ID: 56052

Thur, 5/17/18

12:30pm – 4:30pm

RM: P1810

## Infographics

Learn to transform data into eye-catching and memorable infographics. Data can be powerful when it is used to illustrate a story. You will learn the basic techniques for data visualization. You will gain the tools and background needed to design your own infographics. This course is designed to complement the skills of those who work in marketing, design, sales, operations, accounting, education, or fundraising. *See website for complete course description.* 1.6 CEU, \$195, Jeff Kritzer

ID: 57385

Online – 6/4/18 - 6/29/18

## Microsoft Excel Spreadsheet Certificate – see page 21

## Certificate in Data Analysis

Whether your business is home-based or you work for a large corporation, you will gain new insights into how to utilize statistics for key business decisions. Learn to perform inquiries that will be useful to your business or organization, and develop the skills necessary to communicate these results through illustrative and understandable graphs and text. *See website for course descriptions.* Take individual courses for \$195, 1.6 CEU or earn the certificate when you complete all three courses for \$495, 4.8 CEU (a savings of \$90). John Rutledge, Mary Dereshiwsy, and Jeff Kritzer

## Introduction to Data Analysis

ID: 57335

Online – 6/4/18 - 6/29/18

## Intermediate Data Analysis

ID: 57336

Online – 5/7/18 - 6/1/18

ID: 57337

Online – 7/2/18 - 7/27/18

## Advanced Data Analysis

ID: 57338

Online – 6/4/18 - 6/29/18

ID: 57339

Online – 8/6/18 - 8/31/18

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

This certificate is also designed for self-study, see website for details.



# The Exponential Impact of a Remarkable Career

When Julie Guelich arrived in 1974 to teach mathematics, Normandale was just six years old, with an enrollment of about 3,000 students. Since then, the college has grown dramatically and has become nationally recognized for its focus on student learning, academic excellence, innovative programs and an inclusive culture. All of these noted achievements owe their success to Julie's advocacy.

## Julie by the Numbers

**6,000** – students taught by Julie

**\$24 million** – grant funding that Julie's leadership has generated

**19** – bachelor degree pathways now available through Normandale

**44** – Years of remarkable service



For more on Julie's career, see Normandale's website.

Julie's degrees in mathematics are from Mount Holyoke College, Harvard University, and the University of Minnesota. They provided her with a strong foundation for teaching at the college level. It's likely, however, that her resourcefulness, creativity, and integrity resulted from her Kansas small-town upbringing. Longtime colleagues and friends, Peggy Rejto and Shirley Beil share that "Julie has always found ways to use limited resources to develop programs and help Normandale to become a respected leader in higher education."

In 2003, Julie assembled a team to dream big and apply for a National Science Foundation grant to provide a pathway to careers in teacher education. At that time, NSF funding for a two-year college was against the odds. That grant and subsequent funding launched the highly successful and unique Education Training Academy (EdTrAc) along with the Associate of Science degree in Elementary Education Foundations.

Julie oversaw the research needed to secure two more National Science Foundation grants that provided scholarships, created unique support systems, and founded the Academy of Math and Science. The Academy has continued to thrive with support from Normandale's Foundation.

The success with those programs was just the tip of the iceberg. Others such as global learning initiatives, vacuum technology, advanced dental therapy, workforce certifications, bachelor degree pathways and so many more have flourished given Julie's leadership abilities. Julie's reputation and informed decisions have been valuable in obtaining commitments from businesses, K-12 schools,



and other Minnesota State campuses. In 2012, Normandale opened its Partnership Center to create a dedicated space for innovation and collaboration.

*“While Julie’s accomplishments are truly exceptional, it is her generous spirit that has created a culture where students and faculty bring their best in the pursuit of excellent teaching and learning.”*

—Dr. Joyce Ester, President  
Normandale Community College

Among the many awards that Julie has received, two are especially meaningful. In 1997, she received a national Teaching Excellence Award from the American Mathematical Association of two-year colleges. That was the inaugural year of the award program, and Julie was

honored for her outstanding contribution to mathematics education. More recently, she was named the 2013-14 Minnesota State Colleges and Universities Outstanding Academic and Student Affairs Administrator by a selection committee composed of her peers. This award is based on innovation, leadership, and student success at the college and within the state system.

Significant among student achievements during Julie’s leadership are the prestigious national Jack Kent Cooke scholarships that have been awarded to six Normandale students. The scholarships enable high-achieving, low-income students to complete their bachelor’s degrees at otherwise cost-prohibitive four-year institutions.

Julie’s co-workers note that, above all, she takes great pleasure in seeing others succeed. She is generous in her support of and care for her colleagues, and they will miss her presence as administrator and leader. Julie’s retirement will not halt her connections to Normandale and education, but her focus will shift to family. Julie and her husband, Bob, have two grown children and are anticipating their first grandchild. Bob is currently a middle school math instructor, his second career after working for thirty years at Dayton Hudson/Target. Retirement also means more time for favorite activities, including traveling, biking, and cooking.

Julie’s level of service, leadership and accomplishments are unmatched. Her drive and passion for pursuing a higher standard of education has provided Normandale with an exponentially rich legacy!

*“Julie will be greatly missed as she moves into retirement, but her contributions and legacy not only to Normandale Community College but to the system as a whole will continue to positively benefit the students and citizens of Minnesota.”*

—Ron Anderson,  
Senior Vice Chancellor for Academic and Student Affairs,  
Minnesota State Colleges and Universities

**1974**

Math Faculty  
Member

**1982**

Math/Computer  
Science Chair

**2000**

Dean of STEM  
& Education

**2006**

VP Academic  
Affairs

Outstanding Academic  
and Student Affairs  
Administrator Award



## Leadership and Management

### **NEW Collaborative Management**

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

ID: 57757      Online – 5/7/18 - 6/1/18

ID: 57758      Online – 7/2/18 - 7/27/18

**Facilitation Skills for the Occasional Trainer** – see page 10

### **NEW Managing Generations in the Workplace**

Discover what motivates each generation at work, what incentives they respond to, and what messages they value. 1.6 CEU, \$175, Kassia Dellabough

ID: 57421      Online – 6/4/18 - 6/29/18

ID: 57422      Online – 8/6/18 - 8/31/18

**Leading Without Authority** – see page 3

## Improving Business Results Through

# DIVERSITY, INCLUSION & BELONGING

Diversity efforts are more than just “nice things to do.” Extensive evidence reveals that organizations which implement inclusive practices yield impressive gains in revenue, customer wins and market share.

People bring their best to work when they feel valued, empowered and included by their organization.

Normandale works with organizations to design or rethink diversity and inclusion practices and strategies. From conducting assessments to delivering workshops, we help businesses to reach their full potential.



Contact us to learn more about upcoming workshops, such as, **Managing a Diverse Workforce**

*“Companies that embrace diversity and inclusion in all aspects of their business statistically outperform their peers.”* High Impact Talent Management, 2015, Bersin by Deloitte



### Coaching Performance

Effective leaders understand that different situations and individuals call for different approaches. This workshop introduces coaching skills for guiding individuals and teams toward achieving successful results. Leaders learn how to recognize and approach each coaching opportunity as a catalyst for success; providing the spark to prompt people toward successful results. 0.4 CEU, \$135, Julie Berg

ID: 56054      Thur, 4/12/18      8:30am – 12:30pm      RM: P1844

### Managing Performance Problems

Even the best coaches do not control how employees perform on the job. This course builds skills in the handling of chronic performance problems and misconduct. Learn how to document the problem, and explain what the employee must do to address it. Gain skills in discussing and imposing formal consequences while adhering to your organization's disciplinary policies and procedures. 0.4 CEU, \$135, Julie Berg

ID: 56055      Thur, 4/19/18      8:30am – 12:30pm      RM: P1840

### Developing Your Leadership Style

Supervisors have learned and practiced tools for setting clear expectations, having difficult conversations, developing strong relationships, and holding people accountable for performance. While everyone has the same tools available to them, each supervisor will still have their own voice and style. This class will encourage supervisors to define the style that allows them to be authentic and effective. 0.4 CEU, \$135, Julie Berg

ID: 56056      Thur, 4/26/18      8:30am – 12:30pm      RM: P1840

### **NEW** Executive Leadership in the 21st Century

*See website for more details.* 1.6 CEU, \$245, William Draves

ID: 57406      Online – 7/2/18 - 7/27/18

## Normandale is proud to be home to the Minnesota Change Management Network (MNCMN).

Each month, MNCMN offers a **Change Summit** at Normandale. For information about upcoming speakers, topics and special events, visit [www.mncmn.org](http://www.mncmn.org).



**Want to check it out?** Normandale offers free guest passes each month. Give us a call at 952-358-8343 and attend an upcoming Change Summit (guest attendance is limited).

## Communication

### Avoiding the Horror of a Bad PowerPoint

You've seen it. You've lived it. Heck, you may have even caused it! What is it? Death by PowerPoint! You shoot people with bullet point after bullet point and wonder why no one remembers anything from your presentation. In this interactive workshop, you will learn how to improve any slide presentation by being more productive with your time and creating engaging visual aids that make your audience remember what you want them to remember. 0.4 CEU, \$99, Art Shore

ID: 56059

Tue, 5/1/18

8:30am – 12:30pm

RM: P1840

"I had no idea just how stale and boring the presentations we deliver at large customer events had become, until I attended this course. My team and I are now updating all of our presentations."

–Tom Woods, President, ReSound North America

### Dealing with Difficult People in the Workplace – see page 3

### NEW Presentation Skills Certificate

#### Powerful Presentations & Effective Speaking Techniques

ID: 57454

Online - 6/4/18 – 6/29/18

#### Presentation Skills

ID: 57455

Online - 5/7/18 – 6/1/18

ID: 57456

Online - 7/2/18 – 7/27/18

#### Effective Electronic Presentations

ID: 57457

Online - 6/4/18 – 6/29/18

ID: 57458

Online - 8/6/18 – 8/31/18

Take individual courses for \$195 and 1.6 CEU or earn this certificate when you complete all three courses for \$495 and 4.8 CEU.

### NEW Certificate in Workplace Communication – see page 49

## Facilitation Skills for the Occasional Trainer

Being able to perform a job is completely different than being able to teach others to do that same job. You may never aspire to be a full-time trainer, but adding this supplemental skill set can make you more valuable to your organization and open up new career opportunities. In this workshop, you will learn how to effectively convey information in a way that appeals to adult learners, handle challenging situations and create an enjoyable learning environment. 0.4 CEU, \$99, Julie Berg

ID: 56061

Thur, 5/10/18 8:30am – 12:30pm RM: P1840



When you become an effective presenter, you widen your capabilities and stand out as a professional.



## Technology of Participation (ToP)

### Certified ToP Facilitator (CTF)

Normandale is proud to be partnering with HueLife, the country's premier provider of Technology of Participation (ToP) methods.

Technology of Participation is a unique visual facilitation program that enhances idea creation, consensus and action. Learn how to exponentially improve your facilitation skills as you learn and practice 3 techniques:

#### Focused Conversation

This method will help you guide groups through a meaningful exchange of ideas, understand different perspectives, and stimulate new ideas and solutions.

#### Consensus Workshop

Learn to energize people toward common goals and unite them in a shared vision and process, while generating both practical and creative solutions.

#### Action Planning

Gain skills on how to engage groups in developing compelling initiatives and events, including the creation of practical plans with ownership, timelines and measurements.

This course is ideal for project managers, functional leaders and anyone called upon to move a diverse team to action.

April 17-18 or  
June 27-28 or  
August 21-22

Register online at  
[www.hue.life/TFM](http://www.hue.life/TFM)

Who uses ToP methods: 3M, Medtronic, Thomson Reuters, Dell Computer, Hennepin County, government entities, non-profit organizations and private businesses. Thousands of individuals are successfully using these methods in their organization.

**Learn to facilitate in a way that drives commitment to results.**

ToP Facilitation Methods qualifies for CEUs for several organizations, including AICP, APA, BOSA, PMI, NHCEC and CECA. Learn more.



## Agile and Scrum

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



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

### Certified Scrum Product Owner



Product Owners must have the skills to navigate market pressures, monitor product design issues, and channel the energy of well-formed teams to deliver results. This course is for people who have some background in Agile, and is intended to help experienced practitioners focus on the challenges faced by product design teams. This two-day Certified Scrum Product Owner course will put you on the path to becoming a great leader of teams that focus their energy toward successful completion of projects that create real value. *Upon completion, you will be registered as a Certified Scrum Product Owner, which includes a two-year membership in the Scrum Alliance.* 1.4 CEU, \$1,080, Doug Shimp and Jan Beaver

ID: 56102

Tue & Wed, 4/24/18 & 4/25/18

8:30am – 4:30pm

RM: P0806



“Scrum works because it is intuitive. Team members bring their best to what are usually considered high stakes projects. Scrum tools are easy to learn, so instead of feeling stressed out, people are able to contribute in creative and intelligent ways.”

Jason Moffett  
ScrumMaster at Cambria



## Certified ScrumMaster

WIOA Approved



If you have experience on development teams, or you're facing complex product/project development efforts, this class might be right for you. It is recommended that you have some familiarity with Agile. This interactive course is designed to leverage your knowledge, skills and experiences so that you can learn the practice of Scrum in the context of your organization and the work that you do. *Course fee includes the Scrum Study Guide (a \$50 value) and a two-year membership in the Scrum Alliance. Upon course completion and passing the online test, you will be listed on the Scrum Alliance website as a Certified ScrumMaster.* 1.4 CEU, \$980, Doug Shimp and Jan Beaver

<b>ID: 56720</b>	Tue & Wed, 6/12/18 & 6/13/18	8:30am – 4:30pm	RM: P0806
<b>ID: 57925</b>	Mon & Tue, 8/27/18 & 8/28/18	8:30am – 4:30pm	RM: P0806



Certified by the Scrum Alliance, **Doug Shimp** is a founder and managing partner of 3Back Consulting. 3Back partners with Normandale to deliver training that is designed to "make teams better." He is a Certified ScrumMaster Trainer, Use Case, and Agile Process expert with more than 20 years of experience in the technology field.

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



## Project Management

### Project Management Certificate

#### Introduction to Project Management

**ID: 57410** Online – 6/4/18 - 6/29/18

#### Project Management Processes

**ID: 57411** Online – 5/7/18 - 6/1/18

**ID: 57412** Online – 7/2/18 - 7/27/18

#### Project Management Knowledge Areas

**ID: 57413** Online – 6/4/18 - 6/29/18

**ID: 57414** Online – 8/6/18 - 8/31/18

Earn this certificate when you register for all three courses for \$495 and 4.8 CEU, or take individual courses for \$195 and 1.6 CEU. See website for course descriptions.

## Customer Service

### Customer Service Certificate

Earn this certificate when you complete these two courses for \$245 (a savings of \$45).

#### Keys to Customer Service

Learning to build your customer service skills will have a powerful impact on your career success and other areas of your life. You'll become skilled at being an exceptional service provider. The payoff is enormous. 1.6 CEU, \$145, Nanette Sanders-Cobb

ID: 57381      Online – 6/4/2018 - 6/29/18

#### Extraordinary Customer Service

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

ID: 57382      Online – 5/7/18 - 6/1/18

ID: 57383      Online – 7/2/2018 - 7/27/18

#### **NEW** Creating a Fantastic Customer Service Experience

This workshop will help you identify customer expectations, solve problems and create a memorable, positive and measurable experience. 0.8 CEU, \$150, Jennifer Pollard

ID: 56062      Wed & Thur, 5/2/18 & 5/3/18    8:30am – 12:30pm      RM: P0806A

### Certificate in Business Writing

Earn this certificate when you complete all three courses for \$495 and 4.8 CEU, or take individual courses for \$195 and 1.6 CEU. See *website for course descriptions*. Dionne Felix, Kathryn Will, and Jeff Kart

#### Business Writing

ID: 57375      Online – 6/4/18 - 6/29/18

#### Effective Copywriting

ID: 57376      Online – 5/7/18 - 6/1/18

ID: 57377      Online – 7/2/18 - 7/27/18

#### Writing News and Press Releases

ID: 57378      Online – 6/4/18 - 6/29/18

ID: 57379      Online – 8/6/18 - 8/31/18

Gain the skills and insights needed to be a successful technical writer whether you are writing a report, memo, letter or publicity notice.

## Customer Focus North 2018

Come and hear amazing stories and gain proven insights.

Meet prominent experts who are leading change in the field of customer engagement and experience.

See [CustomerFN.com](http://CustomerFN.com) for information on keynotes, tracks and registration.

# CFN18

Inspire. Experience. Create.

## 07.17.18

Normandale Partnership Center



## Marketing

### **NEW** Instagram for Business

Make the most of Instagram and lead your business to greater exposure. Discover ways to have your audience generate excellent content for you. An Android or iOS device is needed to take full advantage of the exercises in this class. 1.6 CEU, \$195, Nicole Siscaretti

ID: 57755      Online – 6/4/18 - 6/29/18

### **NEW** Introduction to Internet Writing Markets

Learn the secrets of how to be successful in publishing online. *See website for complete course description.* 2.4 CEU, \$115, Linda Aksomitis

Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

**Infographics** – see page 5

### **NEW** Podcasting

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

ID: 57756      Online – 6/4/18 - 6/29/18

## Certificate in Google Tools

### Google Analytics

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

ID: 57430      Online – 6/4/18 - 6/29/18

### Google Apps for Business

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

ID: 57431      Online – 5/7/18 - 6/1/18

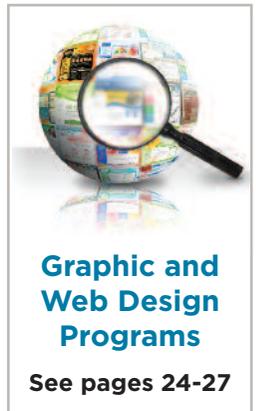
ID: 57432      Online – 7/2/18 - 7/27/18

### Google +

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

ID: 57433      Online – 6/4/18 - 6/29/18

ID: 57434      Online – 8/6/18 - 8/31/18



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

## Mastering Video Marketing Certificate

When done correctly, video can tell stories which connect people through emotional “triggers” that are not easily communicated through plain text. Rob Lee

Earn this certificate by completing both courses for \$395 (a savings of \$95)

### Video Marketing

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

ID: 57447 Online – 6/4/18 - 6/29/18

### YouTube for Business

Learn how business organizations use YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features. 1.6 CEU, \$245

ID: 57448 Online – 5/7/18 - 6/1/18

ID: 57449 Online – 7/2/18 - 7/27/18

## Mobile Marketing Certificate

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

### Introduction to Mobile Marketing

Discover location-based marketing, QR codes, applications, mobile payment, coupons and social networks. 1.6 CEU, \$195, Simon Salt

ID: 57441 Online – 6/4/18 - 6/29/18

### Creating Cell Phone Apps for your Business

Discover how to build smartphone applications for your business. Learn step-by-step instructions for non-technical users. 1.6 CEU, \$245, Dan Belhassen and Susan Hurrell

ID: 57442 Online – 5/7/18 - 6/1/18

ID: 57443 Online – 7/2/18 - 7/27/18

### Advanced Mobile Marketing

Learn how to implement a mobile marketing plan for your organization. Find proximity marketing, mobile marketing metrics, and develop a mobile marketing strategy. 1.6 CEU, \$245, Simon Salt

ID: 57444 Online – 6/4/18 - 6/29/18

ID: 57445 Online – 8/6/18 - 8/31/18



## Entrepreneurship

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



## Social Media Platforms Certificate

Different social networks have distinct characteristics and features. They offer unique opportunities to develop a two-way communication and marketing strategy for your organization. Find out what you can do to strategically position your message or brand on each platform to enhance effectiveness. See *website for course descriptions*. Jennifer Selke and Nicole Siscaretti

### Twitter

ID: 57460      Online – 6/4/18 - 6/29/18      \$195

### Facebook

ID: 57461      Online – 5/7/18 - 6/1/18      \$245

ID: 57462      Online – 7/2/18 - 7/27/18      \$245

### LinkedIn

ID: 57463      Online – 6/4/18 - 6/29/18      \$195

ID: 57464      Online – 8/6/18 - 8/31/18      \$195

Develop your skill set for working and managing a variety of social media platforms. Register for all three courses and earn a certificate for 4.8 CEU and \$495 (a savings of \$140).

## Digital Marketing Certificate

Earn this certificate when you complete all three courses for \$495 (a savings of \$90). Susan Hurrell and Dan Belhassen

### Improving Email Promotions

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

ID: 57435      Online – 6/4/18 - 6/29/18

### Boosting Your Website Traffic

Learn to analyze your visitor traffic, use search engine optimization and gain greater exposure in Google searches. 1.6 CEU, \$195

ID: 57436      Online – 5/7/18 - 6/1/18

ID: 57437      Online – 7/2/18 - 7/27/18

### Online Advertising

Learn when to use pay-per-click advertising with Google AdWords, how to test AdWord campaigns and target local audiences. Discover Facebook advertising and how you can determine the demographics of people you want to reach. 1.6 CEU, \$195

ID: 57438      Online – 6/4/18 - 6/29/18

ID: 57439      Online – 8/6/18 - 8/31/18

# computers and technology

## Basics

### Keyboarding

Learn how to touch-type the alphabetic, numeric, and symbol keys; create, save, and edit word processing documents; and successfully take a timed keyboarding test.

2.4 CEU, \$109, Kathy Van Pelt

Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Mastering Computer Skills for the Workplace

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

ID: 57761

Online – 6/4/18 - 6/29/18

**We offer flexible learning options.**

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

Visit our website for a complete listing of our programs.

## Business Productivity

### Microsoft PowerPoint

Create professional-quality slide presentations with text and objects, including pictures, shapes, WordArt, SmartArt, and learn to add multimedia effects to create animated presentations and much more. 2.4 CEU, \$129, Kathy Van Pelt

Online – start every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Microsoft Outlook

Learn the basic features of email software, including creating, sending, saving and organizing emails, managing contacts, scheduling appointments, creating calendar entries and much more. 2.4 CEU, \$115, Bill Mann

Online – start every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Microsoft Word (2 Levels offered)

Introduction to Microsoft Word 2016 will teach you to edit, maneuver, store/save, design and format Word documents. Next level Intermediate Microsoft Word will expose you to more creative, higher-level functions such as mail merge, templates, macros, desktop design and publishing. 2.4 CEU, \$129, Wallace Wang

Online – start every month (4/11, 5/16, 6/13, 7/18, 8/15)

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

### **NEW** Productivity eTools

Find out the top 40 favorite applications and eTools of productive workers. Discover how to select the right tools for your needs, evaluate your productivity system and develop a framework that gets things done. Learn about different new productivity tools each week, while also blending an evaluation of your own productivity needs. 1.6 CEU, \$245, Jennifer Selke

ID: 57364      Online – 5/7/18 - 6/1/18

ID: 57365      Online – 7/2/18 - 7/27/18

### **NEW** Productivity and Time Management Certificate – see website



## Presentation Media

### Certificate in Presentation Media

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

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

#### Infographics

See page 5 or website for more information. 1.6 CEU, \$195, Jeff Kritzer

ID: 57385 Online – 6/4/18 - 6/29/18

#### Photoshop for Presentations

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

ID: 57386 Online – 5/7/18 - 6/1/18

ID: 57387 Online – 7/2/18 - 7/27/18

#### Graphic Design for Visual Presentations

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

ID: 57388 Online – 6/4/18 - 6/29/18

ID: 57389 Online – 8/6/18 - 8/31/18

**Avoiding the Horror of a Bad PowerPoint** – see page 10

**Powerful Presentations & Effective Speaking Techniques** – see page 10

## Enhance Your Visual Design Skills

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

See pages 24 - 27



“Every course in the Graphic Design certificate was so valuable.” Katie Goodwin, Regis Corporation

## Accounting and Finance

### Introduction to Quickbooks

Learn to manage the financial aspects of your small business quickly and efficiently with this powerful accounting software program. Gain hands-on experience as you master the tools you need to set up a chart of accounts; reconcile your checking account; create and print invoices, receipts, and statements; track your payables, inventory, and receivables; create estimates; and generate reports. 2.4 CEU, \$115, Scott Paxton

Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Intermediate Quickbooks

Learn advanced features and applications of Quickbooks such as multiple company files, inventory, reimbursement, finance charges, accounts receivables, loans and much more. 2.4 CEU, \$115, Scott Paxton

Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Accounting Fundamentals

Increase your financial awareness and gain a marketable skill. You will learn the basics of double-entry bookkeeping, how to analyze and record financial transactions and other core banking activities. 2.4 CEU, \$115, Charlene Messier

Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Financial Analysis and Planning for Non Financial Managers

Designed for non-financial managers, business owners, entrepreneurs, and other decision-makers, this course will take the mystery out of money matters. Learn to make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence. This course is part of the Accounting and Finance for Non-Financial Managers certificate. *See website for more information.* 1.6 CEU, \$195, Sharon deFonteny

ID: 57332      Online – 6/4/18 - 6/29/18

ID: 57333      Online – 8/6/18 - 8/31/18

## Bookkeeping

### The Basics of Bookkeeping

*See website for details.* 1.6 CEU, \$195

### Bookkeeping Administration (Certification)

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

### Bookkeeping Administration Expert (Certificate)

*See website for details.* 48 CEU, \$3,965

### Accounting and Finance for Non Financial Managers (Certificate)

*See website for details.* 4.8 CEU, \$495



## Microsoft Excel

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

### Microsoft Excel Level 1

Microsoft Excel 2016 Level 1 introduces you to the spreadsheet, how to design formulas, charts and graphs and reviews critical math skills needed to build effective spreadsheets. 0.7 CEU, \$175, Sheila Arnett and Christy Leach

ID: 56125	Sat, 4/21/18	9:00am – 4:00pm	RM: P1802	C. Leach
ID: 56126	Mon, 5/7/18	9:00am – 4:00pm	RM: P1802	S. Arnett
ID: 56127	Thur, 6/14/18	9:00am – 4:00pm	RM: P1802	C. Leach

### Microsoft Excel Level 2

This course is for students with some prior spreadsheet experience. You will learn spreadsheet construction, how to design more sophisticated formulas, absolute addressing, charting graphs, formatting, and multi-sheet activities plus much more.

*Prerequisite: Excel Level 1 or equivalent knowledge.* 0.7 CEU, \$175, Christy Leach

ID: 56146	Mon, 4/9/18	9:00am – 4:00pm	RM: P1802	C. Leach
ID: 56147	Mon, 5/14/18	9:00am – 4:00pm	RM: P1802	C. Leach
ID: 56148	Thur, 6/21/18	9:00am – 4:00pm	RM: P1802	C. Leach

### Microsoft Excel Level 3

This course moves you to an advanced level that will allow you to visualize, analyze and connect data elements. You will learn vertical/horizontal lookup; database analysis tools; advanced functions such as pivot tables; pivot charts; slicers; financial functions; protections; 3D formulas; file-linking formulas; and multi-sheet methods plus much more. *Prerequisite: Excel Level 2 or equivalent knowledge.* 0.7 CEU, \$175, Christy Leach

ID: 56155	Mon, 4/16/18	9:00am – 4:00pm	RM: P1802	C. Leach
ID: 56156	Mon, 5/21/18	9:00am – 4:00pm	RM: P1802	C. Leach

### Data Analysis Certificate – see page 5

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

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

ID: 56818	Thur, 6/7/18	9:00am – 4:00pm	RM: P1802	S. Arnett
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### Healthcare Data Analysis Certificate – see page 33

## Microsoft Access

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

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

### Microsoft Access Level 1

Microsoft Access 2016 Level 1 will guide you through database design theory and development, creating and working with tables and relationships, and setting field properties. Queries, forms and reports using the wizards will also be introduced.

0.7 CEU, \$175, Sheila Arnett

ID: 56134      Tue, 6/5/18      9:00am – 4:00pm      RM: P1802

### Microsoft Access Level 2

This course will teach you the essential database design skills, taking a deeper dive into queries, forms and reports, advanced query wizards and other advanced design features.

0.7 CEU, \$175, Sheila Arnett

ID: 56135      Tue, 4/24/18      9:00am – 4:00pm      RM: P1802

### Microsoft Access Level 3

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

“These classes were fantastic! Sheila was extremely knowledgeable and helpful.”  
~MS Access student

ID: 56136      Tue, 5/15/18      9:00am – 4:00pm      RM: P1802

### Introduction to Crystal Reports

Crystal Reports is a business intelligence tool that allows you to develop reports against any database or structured file format, from SQL and Oracle, to flat file, text file or spreadsheets. Knowledge of Crystal Reports is a much sought-after subject matter expertise right now, especially within the healthcare industry. 2.4 CEU, \$115, Allen Taylor Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

## Data Analysis

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

See pages 4 and 5 or our website for more information.





## SQL – Structured Query Language

SQL is a queries-based computer language used to view, add or remove data within a database. This is a powerful and in-demand skill to have! Valuable textbooks included.

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

### SQL Level 1

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

ID: 56150	Thur, 4/12/18 & 4/19/18	8:30am – 12:00pm	RM: P1802
ID: 56151	Tue, 6/19/18 & 6/26/18	8:30am – 12:00pm	RM: P1802

### SQL Level 2

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

ID: 56153	Thur, 5/3/18 & 5/10/18	8:30am – 12:00pm	RM: P1802
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### **NEW** Introduction to SSRS and Power BI Tools for Excel

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

ID: 56114	Thur, 5/24/18 & 5/31/18	8:30am – 12:00pm	RM: P1802
ID: 56115	Tue, 7/24/18 & 7/31/18	8:30am – 12:00pm	RM: P1802

### PHP & MySQL (2 Levels offered)

Learn how to create dynamic web pages and create your very own content management system. In the Intermediate level, you'll learn to create a complete commercial online store with inventory and purchasing process. 2.4 CEU per class, \$115 per class, Richard Blum

Online – starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

**Sheila Oakes Arnett** has been working in the computer industry since 1987. Sheila has worked with over 150 companies to create and modify custom databases and developed AccessAbility Advisor, a program for Disability Service Centers for colleges and universities across the US. She is committed to bringing students industry-relevant knowledge and up-to-date techniques.



## Graphic Design

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

### Introduction to Design Concepts

This class is designed to support those who are expected to utilize visual communication skills to update websites and produce image oriented reports, presentations and marketing materials. You will be introduced to the design elements and principles related to layout, typography, color and digital file formats. Planning begins here if you will be working on a certificate capstone project. 0.7 CEU, \$175, Grant Chandler

ID: 56130	Wed, 5/9/18	9:00am – 4:00pm	RM: P1802
ID: 51631	Wed, 6/20/18	9:00am – 4:00pm	RM: P1802

### Foundations of Adobe Photoshop

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

ID: 56141	Wed, 5/16/18	9:00am – 4:00pm	RM: P1802
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## Graphic Design Software Certificate

Earn this certificate when you complete the following courses:

- Intro to Design Concepts
- Foundations of Photoshop
- Advanced Photoshop
- Illustrator
- InDesign
- Certificate Capstone

Add 3 more classes and earn the **Web Design Certificate** too!

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

See pages 26 and 27.

## Graphic and Web Design Certificates



"I knew that I wanted to improve my technical skills as a designer. And, I was also interested in exploring how design connects to areas like UX (user experience.) The Web Design certificate offered that real world perspective for how the work of designers is changing."

Melanie Schumacher, Designer, artist and entrepreneur

### Gain In-Demand Skills.

Taught by design professionals, learn to utilize Adobe software and the latest industry techniques.

### Benefit from 1:1 Coaching.

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

### Enhance Your Portfolio.

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

## Get Certified!



### Adobe InDesign

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

ID: 56167      Wed, 5/30/18      9:00am – 4:00pm      RM: P1802

### Adobe Illustrator

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

ID: 56164      Wed, 5/23/18      9:00am – 4:00pm      RM: P1802

### Advanced Adobe Photoshop - for Photography

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

ID: 56170      Wed, 6/6/18      9:00am – 4:00pm      RM: P1802

### NEW Certificate Capstone

Through your participation in the certificate series, you will have learned basic graphic design concepts in a variety of software programs. This “Project Portfolio” class offers you an opportunity to apply those concepts to a realistic final project. Final project discussions will be introduced in the “Introduction to Design Concepts” course. 0.7 CEU, \$175, Grant Chandler

ID: 56173      Wed, 4/25/18      9:00am – 4:00pm      RM: P1802

ID: 56822      Wed, 7/25/18      9:00am – 4:00pm      RM: P1802

Become a Better Designer, Assistant, Marketer, Teacher, Entrepreneur.

# LEARN CODE.

See page 28

## Web Design

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

### **NEW** UX and Responsive Web Design

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

**ID: 56177**

Wed, 6/27/18 9:00am – 4:00pm RM: P1802

**Infographics** – see page 5

### Web Design Software Certificate

Earn this certificate when you complete the following courses:

- Intro to Design Concepts
- Foundations of Photoshop
- Illustrator
- UX and Responsive Web Design
- HTML/CSS
- WordPress and CMS
- Certificate Capstone

Add 2 more classes and earn the **Graphic Design Certificate** too!

- Advanced Photoshop
- InDesign

See pages 24 and 25.

## WordPress Certificate

WordPress is by far the most popular content management system (CMS) for website and blog design. This certificate will teach you how to build and maintain a WordPress website or blog and customize your Wordpress site by hand-coding HTML, CSS, and PHP. You'll learn how to apply SEO techniques and website back-up options. Web development is a valuable skill to have in today's digital world. 4.5 CEU, \$495, Andy Helmi

**ID: 57914**

### Website Setup

Online – 6/4/18 - 6/15/18

### WordPress Fundamentals

Online – 4/16/18 - 5/11/18

Online – 6/18/18 - 7/13/18

### Advanced WordPress

Online – 5/14/18 - 6/8/18

Online – 7/16/18 - 8/10/18



**WORDPRESS**



## HTML/CSS

Learn to “speak the language” of HTML (Hyper-text Markup Language) and CSS (Cascading Style Sheets) in order to effectively use web design software. Learn current web standards for designing and building web pages. You will learn to use HTML to structure content such as embedded images, text objects, headings, bullet lists, and interactive links. Key differences between xHTML & HTML5 will be discussed along with current browser concerns. CSS will be used to add style to this structure and provide the layout for your web pages. Textbook included.

0.7 CEU, \$175, Grant Chandler

ID: 56820      Wed, 7/11/18      9:00am – 4:00pm      RM: P1802

## WordPress & Content Management Systems

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

0.7 CEU, \$175, Grant Chandler

ID: 56821      Wed, 7/18/18      9:00am – 4:00pm      RM: P1802

## NEW Certificate Capstone

*See page 25 for details.* 0.7 CEU, \$175, Grant Chandler

ID: 56173      Wed, 4/25/18      9:00am – 4:00pm      RM: P1802

ID: 56822      Wed, 7/25/18      9:00am – 4:00pm      RM: P1802



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

## Game Design

### NEW Introduction to Game Design

Get an overview to what goes into the design and development of both video and analog games, with a particular focus on the use of games outside of consumer entertainment. Take the first steps into understanding game design, and how it can be applied in your field. 1.6 CEU, \$245, Moses Wolfenstein

ID: 57369      Online – 6/4/18 - 6/29/18

### NEW Intermediate Video Game Design

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

ID: 57370      Online – 5/7/18 - 6/1/18

ID: 57371      Online – 7/2/18 - 7/27/18

# information technology

## Programming

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

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

### Introduction to Coding

Even if we aren't the ones building sites from scratch, we are able to make more meaningful contributions when we understand coding. Gain the basics of computer programming and various programming languages. New technologies allow people outside of the computer science field to be able to create their own web pages using code. Learn the basics of HTML, CSS, and Java Script as well as practical uses for each.

1.6 CEU, \$195, Jeff Kritzer

### C#

Learn core concepts of Object-oriented programming using C# and fundamentals of .NET programming while creating C# applications. You will create applications that use variables, conditional statements, looping statements, arrays and function. No programming experience required. 3.2 CEU, \$395

### Java (2 Levels offered)

Java is one of the most widely used computer languages in the world, and is simple to learn. Write your own programs and integrate input and output, calculations, decision making, and loops with Java and BlueJ, a graphical development environment designed especially for students. 2.4 CEU, \$115, Brian Hall

### C++

C++ is an approachable way to learn to code. Used as a general purpose programming language, it is commonly used for desktop application development and systems programming. 2.4 CEU, \$115, Jeffrey Kent

### Introduction to Python

Python was created to provide a way to develop code that's easy to create and understand. This course will give you the tools to write simple scripts, full programs, or graphical user interfaces with Python. 2.4 CEU, \$115, Mike Orsega

## GET STARTED HERE



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



### JavaScript (2 Levels offered)

Build interactive features into your web pages by developing basic JavaScript and jQuery skills, which stack onto your knowledge of HTML and CSS. 2.4 CEU, \$115, Alan Simpson

### Visual Basic (2 Levels offered)

Visual Basic is the most widely used programming language for creating Windows applications and is easy to learn. Develop Windows applications and richer features in this intermediate course. 2.4 CEU, \$115, Jeffrey Kent

### Creating Mobile Apps with HTML5

Learn to use HTML5, CSS3, JavaScript, jQuery, and Web APIs to create cross-platform mobile apps and mashups. 2.4 CEU, \$115, Chris Minnick

### ASP.NET

Use ASP.NET to create polished and interactive web sites. ASP.NET allows you to develop powerful, interactive controls, style sheets, master pages and membership features like registration, log in, profiles and message forums. 2.4 CEU, \$115, Jeffrey Kent

**Game Design** – see page 27

## IT Certifications

### Foundations

- ITIL Foundations
- CompTIA A+
- CompTIA Cloud Essentials
- Microsoft SharePoint

### Networking & Security

- CompTIA Network+
- CompTIA Security+
- CompTIA Advanced Security Practitioner (CASP)
- Cisco Certified Network Associate (CCNA)
- Cisco Certified Network Professional (CCNP)
- Certified Information Systems Security Professional (CISSP)

### Server & Operating Systems

- CompTIA Linux+
- CompTIA Server+
- Microsoft Windows Server (MCSA)

Visit our website for more information.



## Gain the IT Edge

### WIOA Approved

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

In just 3 months, earn the **CompTIA A+ Certification** and step into the information technology industry. See *website for more information*.

Enroll today for \$1,999 and get a laptop plus FREE eBook textbooks!



# are you a modern learner?

Look around any public space and you will find evidence that we are all learning and accessing information differently than we did even a few years ago. When was the last time you grabbed your smartphone to find a quick answer to an unexpected question? Listened to your favorite podcast while sitting on your porch? Accessed that class you are taking, on your phone? If you are like many modern learners, the answer to any one of these questions could be ... about five minutes ago.

**49%**  
of people want  
to learn at time  
of need

**58%**  
want to learn  
at their own pace

**68%**  
like to learn  
at work

Source: LinkedIn's  
Workplace Learning &  
Development Report 2018

## learn anywhere

Whether at work, on a sports field or in an airplane, you can learn wherever you are. Technology is driving the trend towards modern learning.

People are looking for both new and trusted ways to access learning in order to reach personal and professional goals. Whether you define yourself as a business owner, manager, designer, clinician, freelancer or a re-careering professional, Normandale provides a variety of valuable and relevant learning resources and experiences that you can access wherever and whenever you want.

## right time and approach

Learning is no longer defined by time or place. It takes many forms ranging from the traditional instructor-led experience to online, independent learning options. You might be looking for resources to solve an immediate problem or you might need a new credential that will move you ahead in your career. Normandale is here to help you explore a full menu of options. We offer information sessions and friendly, one-on-one advising.

## access to expertise

At Normandale you have the opportunity to interact with experts and thought leaders from a vast array of emerging and high-demand fields. This summer, for example, we are hosting the Customer Focus North (CFN) conference. It is designed to bring together experts, practitioners and enthusiasts from the field of customer experience (CX). Conference attendees will have the chance to interact with well-known leaders who are creating change in the field of customer engagement and experience.

## communities of practice

Today's workplaces are often organized around cross-functional or customer-focused teams. They allow people with different areas of expertise to connect and work together to move projects forward. While effective, individuals are also looking for the "birds of a feather" experience where they can find deeper opportunities to share, learn and connect. As an example, Normandale is home to a community of practice, the Minnesota Change Management Network (MNCMN). Each month, change leaders, researchers and consultants gather to compare insights, pursue new learnings, gain professional development and engage in community building. If you are interested in checking out a Change Summit, Normandale has free guest passes available each month. We encourage you to take advantage of this modern learning experience.

## change of pace

Sometimes we need to get away and escape our daily routines. When we change a habit, we trigger our brains to become more present, which enhances our abilities to learn and remember. As a modern learner, we encourage you to take field trips. You might consider attending World Tai Chi and Qigong Day, a global celebration, offered on Normandale's campus. You will see demonstrations and experience the ancient healing art of Tai Chi with master instructors and other learners. When you are here, you can also visit and walk through the beautiful, Japanese Garden. (See page 45, for more information.)

If you are a business owner or manager and want to create memorable learning experiences for your employees, give Normandale a call at 952-358-8343. Teams often come to campus to make use of our state-of-the-art classrooms. We also work with employers to design everything from assessments to workshops to full-scale programs. We are here to help individuals, teams and organizations achieve their learning goals.

# DO YOU...

- use Google every day
- listen to podcasts
- attend professional conferences
- earn credentials to stay current in your field
- participate in a book club
- meditate or take time to reflect
- shop the continuing education schedule (we couldn't resist)

**If you answered yes to even 3 of these statements, consider yourself a bona fide modern learner.**

# health information technology

## Professional Series

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



### MNHIT Level 1 Certificate

Level 1 will equip you with foundational health IT concepts, language and systems. 7 CEU and \$195 per course or \$555 for the certificate (a savings of \$30).

1. Overview of Health Information Technology (OHIT)
2. Language of Health Information Technology (LHIT)
3. Health Management Information Systems (HMIS)

Classes are online, self-paced, instructor supported and begin every five weeks.

### MNHIT Level 2 Certificate

Level 2 dives into core health IT activities, uses, and change management concepts. 7 CEU and \$195 per course or \$555 for the certificate (a savings of \$30).

1. HIT Workflow Analysis and Change Management (WKFL)
2. Leadership and Teams in Health IT (LDTM)
3. Networking and Health Information Exchange (NHIE)

### MNHIT Level 3 Certificate

Level 3 exposes you to the EHR and builds business and management skills to succeed in health IT. 7 CEU per course, \$195 for the first course, \$255 for the second or third course or \$665 for the certificate (a savings of \$40).

1. Business of Health IT (BHIT)
2. Health IT Project Management (HIPM)
3. Electronic Health Records Bootcamp - Virtual Lab

## Health IT Professional Certificate

Complete all three of the mini certificates (or all 9 classes) and you will earn the

**Health IT Professional Certificate** and be well-prepared to sit for national certification exams such as CAHIMS, CPEHR or CPHIT. More information about these certifications can be found on our website [www.MNHealthIT.com](http://www.MNHealthIT.com).





## Transformational Series

These practical certificates will develop skills and insight to empower you to work in and support healthcare transformation. The series will help you understand what transformation means, and how it is changing the way we leverage technology, improve care delivery, and focus on quality. Earn a certificate or take individual courses, \$145 per course.

Classes are online, self-paced, instructor supported and begin every three weeks.

### Value-Based Care Certificate

This certificate covers key concepts related to value-based care (VBC) and healthcare reform. Gain the skills and training needs to manage day-to-day work including care delivery, quality measurement and improvement as well as satisfaction.

1. **The Business of Value-Based Care** (0.825 CEU)
2. **Applications of Value-Based Care** (0.675 CEU)
3. **Negotiating Contracts for Value-Based Care** (0.2 CEU)

### Healthcare Data Analytics Certificate

The role of data is critical to healthcare. This 2-course certificate will teach you the core fundamentals of data analysis through the lens of healthcare, including practical exercises and relevant scenarios of how data is used to support, manage, and improve care delivery, quality measures, population health, finances, and much more.

1. **Understanding Healthcare Data Analytics** (0.8 CEU)
2. **Clinical Data Analytics and the Learning Health System** (0.95 CEU)

### Population Health Certificate

Population health shifts the focus from the individual patient to the population, allowing providers and health organizations to improve the healthcare experience and business models by leveraging population-level data.

1. **Population Health Policy** (0.6 CEU)
2. **Population Health Data Analytics** (0.75 CEU)
3. **Population Health Interventions** (0.9 CEU)

Together, Johns Hopkins University  
School of Medicine and  
Normandale are developing  
leaders in healthcare.



JOHNS HOPKINS  
SCHOOL of MEDICINE

# medical career programs

## Pharmacy Technician

WIOA Approved

The Pharmacy Technician program is the only online program approved by the State of Minnesota Board of Pharmacy. The Pharmacy Technician program prepares students to earn their national certification by passing the Pharmacy Technician Certification Board (PTCB) Exam. Topics studied include pharmacology, pharmaceutical calculations, and pharmacy law, regulations, and standards among others. During the training, students will participate in an on-site externship at a local Walgreens or CVS Pharmacy. In addition to one-on-one instructor support and personalized graduate support, students receive six e-textbooks and a drug reference handbook. 285 Contact Hours, \$1,999

ID: 56103      Online – start anytime

## NEW Medical Assistant with Clinical

WIOA Approved

Medical assisting is becoming a must-have skill set for anyone interested in working in the healthcare industry – whether you want to become a care giver or work in an operational or administrative role. Learning the required skills and knowledge will open doors to many career opportunities and demonstrate an understanding of health care delivery and operations. A Medical Assistant provides general patient care in healthcare facilities such as physicians' offices, hospitals and clinics. This course offers the flexibility of online learning and also includes a 220 hour in-person clinical experience – a must have for on-the-job success. A complete ebook library, one-on-one help from instructors and technical support team and a CCMA exam voucher are also included. *See website for more details.* 640 Contact Hours, \$3,999

ID: 56104      Online – start anytime

## NEW Medical Administrative Assistant with EHR

WIOA Approved

This program prepares students to earn the Certified Medical Administrative Assistant (CMAA) and Certified Electronic Health Records Specialist (CEHRS) credentials. Topics studied include eZEMRx EHR software, Microsoft Office, healthcare documentation and office procedures. Enrollment includes e-books and exam vouchers for the two national certifications. 285 Contact Hours, \$2,999

ID: 56105      Online – start anytime

Students who pay in full for the following programs are eligible for a promotional item or discount before April 30, 2018

### Free Laptop or iPad Air

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

Payment plans available. Students using payment plans are not eligible for promotions.



## Professional Medical Coding & Billing

**WIOA Approved**

Medical Coding and Billing Training Program is a comprehensive online program designed by industry experts for individuals who would like to work in the healthcare coding and billing industry. Mastering medical terminology, documentation, confidentiality, ethics, healthcare structure, pharmacology, disease processes, diagnostic coding and healthcare reimbursement are just a few of the subjects covered. This program prepares students to sit for the CCA (AHIMA) and/or CPC (AAPC) certification exams. 640 Contact Hours, \$3,499

**ID: 56106** Online – start anytime

## Medical Transcription Editor

**WIOA Approved**

Approved by the Association for Healthcare Documentation Integrity (AHDI), the Medical Transcription Editor program prepares students for medical transcription and editing careers. Topics studied include documentation, biomedical sciences, and editing theory, among others. The program emphasizes practical experience. Enrollment includes ten e-textbooks, a transcription foot pedal, an AHDI membership and online reference library access. 640 Contact Hours, \$2,999

**ID: 56107** Online – start anytime

## Medical Billing

**WIOA Approved**

Developed by industry experts, this program includes real-world practical experience and is designed to help you gain the knowledge and skills needed to follow insurance claims all the way through to payment. You'll be prepared to work with industry-specific forms such as the CMS-1500 and UB-40. You will also gain a valuable body of knowledge to employ when working on process and health information system implementation or redesign, and healthcare revenue cycle projects. This program includes access to student support, technical support and graduate support teams throughout the training. 180 Contact Hours, \$2,999

**ID: 56108** Online – start anytime

## Medical Career Information Session

**ID: 56236** Thur, 5/3/18 6:00pm - 8:00pm RM P1840

To register, visit [normandale.edu/CE](http://normandale.edu/CE)  
or call (952) 358-8343

**FREE**

## Minnesota Board of Nursing Continuing Education Requirements

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

### Stress Management

Stress itself isn't the enemy. It is our perception of stress that fuels our anxiety. Events happen every day. How we interpret those events can set the stage for how we feel and react to others. Reducing stress is as easy as understanding what stress is to you, and using that knowledge to restructure your thoughts. Gain specific techniques to turn stress into a stepping stone, not a stumbling block! 16 Contact Hours, \$145, Meredith Brown

ID: 57767      Online – 6/4/18 – 6/29/18

ID: 57768      Online – 8/6/18 – 8/31/18

### NEW Certificate in Infectious Diseases and Infection Control

Learn the basic techniques and procedures for preventing the transmission of infectious disease and some of the most common and dangerous infectious diseases: influenza, pneumonia, tuberculosis, hepatitis, HIV/AIDs, zoonoses and tickborne diseases. *See website for more details.* 13 Contact Hours, \$119, Cyndie Koopsen and Caroline Young

Online – start every month (4/11, 5/16, 6/13, 7/18, 8/15)

**Business Bootcamp for Holistic Practitioners** – see page 43

## Emergency Medical Technician (EMT)



This program is designed for individuals who are interested in becoming an Emergency Medical Technician or gaining EMT skills and practical experience.

Training includes patient assessment; airway management; AHA basic life support for health professionals; trauma management; medical emergencies management; mass casualty and bio-terrorism response, critical thinking and decision-making.

Successful completion of this course and the National Registry Examination lead to certification as an Emergency Medical Technician at the Basic level. This program is a blend of in-class learning and outside online and independent coursework. *See website for full program details and prerequisites.* 80 Hours, \$2,125, Hennepin County Medical Center (HCMC) Faculty

ID: 57762

Tue & Thur, 6/5/18 - 8/16/18

12:30pm – 4:30pm

RM: P0806



## Professional Development

### BLS for Healthcare Provider Renewal

This course is a review of the skills and knowledge covered in the BLS for Healthcare Provider (AHA) course.

*See website for course description.* 3.5 Contact Hours, \$56, Kristin Windschitl

**ID: 56221**    Wed, 4/18/18    5:30pm – 9:00pm    RM: A1570

**ID: 56222**    Sat, 6/2/18    8:30am – 12:00pm    RM: A1570

The Basic Life Support (BLS) courses are designed for:  
Dental Professionals,  
Daycare Providers,  
Security Personnel,  
Nursing Home Workers,  
and other Healthcare Providers.

### Certificate in Brain Health

Gain insights into the amazing brain and explore how to support health and happiness through lifestyle choices that impact this remarkable organ. This course is ideal for healthcare professionals and nurses or anyone who wants to better understand how supporting brain health can foster health, happiness and wellbeing. 10 Contact Hours, \$109, Cyndi Koopsen and Caroline Young

Online - starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Spanish for Medical Professionals

Designed specifically for healthcare professionals, you will practice the basic, practical language skills needed to communicate with your Spanish-speaking patients and their families. 32 Contact Hours, \$290, Cristina Sempé

**ID: 57399**    Online – 6/4/18 - 7/27/18

### **NEW** Certificate in Pain Assessment and Management

This certificate will give you the relevant and practical information you'll need to improve your practice and provide the most effective care to your patients. 12 Contact Hours, \$99, Cyndie Koopsen and Caroline Young

Online - starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

## Refresher Course in Nursing (RN)



This course is designed for registered nurses (RN) who need a review and update of nursing skills to return to active status. Prearranged supervised clinical experience is included. *See website for full course description.*

170 Contact Hours, \$1,395, Leanne Meier

**ID: 56098**

Sat, 4/21/18 - 6/30/18    8:00am – 1:00pm    RM: S2333

# integrative health and wellness

## Herbalism

See website for complete course descriptions and textbook information.

### Herbalism Certificate

Herbal therapy, the oldest and most widespread form of healing on earth, is generally regarded as safer and as effective (if not more) as orthodox medicine. In this program, you'll apply herbal therapy to support the constitution—referencing an array of conditions—through the use of tinctures, glycerites, teas, capsules, poultices, compresses **2.5 Contact Hours and \$49 per session, Matthew Alf**s

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

*This 2-part class will be offered again in Fall 2018.*

### Class 2: The Constituents and Properties of Herbs

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

Part 1: ID: 56081	Wed, 4/4/18	6:30pm – 9:00pm	RM: P1844
Part 2: ID: 56082	Wed, 4/11/18	6:30pm – 9:00pm	RM: P1844

### Class 3: Herbs for the Respiratory System

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

ID: 56805	Wed, 4/18/18	6:30pm – 9:00pm	RM: P1844
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### Class 4: Herbs for Liver Function and Detoxification

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

ID: 56806	Wed, 4/25/18	6:30pm – 9:00pm	RM: P1844
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### Class 5: Herbs for the Lymphatic and Urinary Systems

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

ID: 56807	Wed, 5/2/18	6:30pm – 9:00pm	RM: P1844
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### Class 6: Herbs for Women's Reproductive Health

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

ID: 56808	Wed, 5/9/18	6:30pm – 9:00pm	RM: P1844
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### Wild Plant Walk: Identification for Food & Medicine

Learn to identify and appreciate basic edible and medicinal uses of wild plants and shrubs of late spring and early summer. Explore plant life in Normandale's expansive natural setting and learn how to utilize them for food and medicine.

3 Contact Hours, \$49, Matthew Alf

ID: 56183	Wed, 6/6/18	5:00pm – 7:30pm	RM: P1844
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## Nutrition

### NEW Holistic Nutrition Certificate

This program is designed to provide you with a working knowledge of plant-based nutrition. Gain the skills and insights needed to identify and help correct the nutritional causes of diseases. Learn to integrate the principles of holistic nutrition to enhance overall wellbeing. See *website for course descriptions and optional recommended reading*.

**2.5 Contact Hours and \$49 per session**

#### Class 1: Traditional Diets and the Modern-American Diet

*This 2-part class will be offered again in Fall 2018.*

#### Class 2: Macronutrients

Part 1: ID: 56089      Mon, 4/9/18      6:30pm – 9:00pm      RM: P1844

Part 2: ID: 56088      Mon, 4/16/18      6:30pm – 9:00pm      RM: P1844

#### Class 3: Vitamins (Part 1)

ID: 56092      Mon, 4/23/18      6:30pm – 9:00pm      RM: P1844

#### Class 4: Vitamins (Part 2)

ID: 56093      Mon, 4/30/18      6:30pm – 9:00pm      RM: P1844

#### Class 5: Minerals

ID: 56094      Mon, 5/7/18      6:30pm – 9:00pm      RM: P1844

#### Class 6: Healing Applications of Nutrition

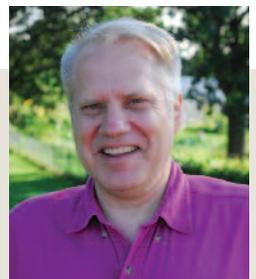
ID: 56095      Mon, 5/21/18      6:30pm – 9:00pm      RM: P1844

#### Herbs for the Musculoskeletal System

Herbs can support the health of the joints, tendons, ligaments, bones and bone density, muscles, and skin. This class highlights the herbs and their specific applications that help the 21st-century American for whom modern-day stress has wreaked havoc on their bodies—leading to a bumper crop of conditions (including osteoporosis, chronic tendonitis, osteoarthritis, acne, eczema, psoriasis). 2.5 Contact Hours, \$49, Matthew Alfs

ID: 56087      Wed, 5/16/18      6:30pm – 9:00pm      RM: P1844

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



## Reiki Energy Therapy

Reiki Energy Therapy is a simple, natural and safe method of healing that offers stress reduction and profound relaxation. These Reiki sessions are a hands-on, fully-clothed touch therapy using the Traditional Usui Reiki form.

### Reiki Energy Therapy Level 1

This course prepares you to become a Certified Reiki Energy Therapy practitioner with the skills and abilities to fully utilize Reiki Energy Therapy including the theory and principles, historic origins, ethics and the skills to administer Reiki Energy Therapy. *Please bring a bag lunch and pillows, towels, and/or mat.* 7 Contact Hours, \$150, Lucille Crow

ID: 56238

Sat, 4/14/18

8:00am – 4:00pm

RM: P1844

### Reiki Energy Therapy Level 2

Advance your skills by increasing the power and versatility of the use of Reiki Energy Therapy. Upon completion of this course, you are certified as an Advanced Practitioner. *See website for complete course description. Prerequisite: Certification in Reiki Energy Therapy Level 1 or equivalent experience.* 7 Contact Hours, \$150, Lucille Crow

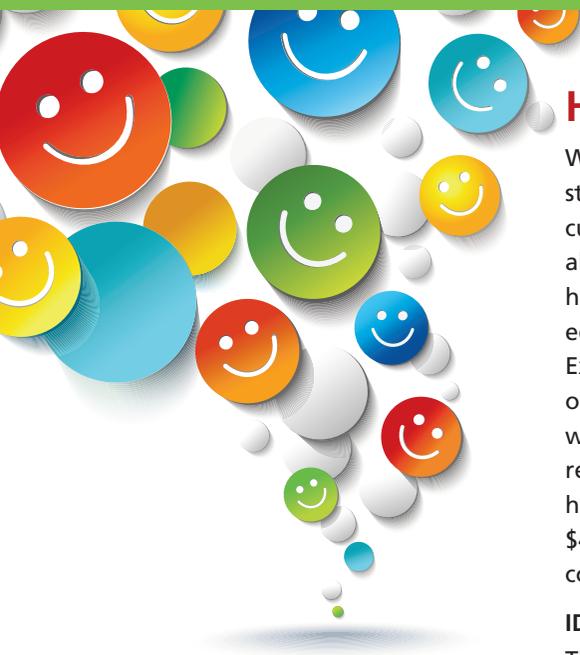
ID: 56239

Sat, 5/12/18

8:00am – 4:00pm

RM: P1838

**Introduction to Integrative Health and Healing** – see website



## HAPPINESS 101

We seek happiness all of our lives, yet we struggle to understand what it is and how to cultivate it. In this workshop, you'll learn about the global happiness movement and how it's influencing society, business, education, economic policy and more. Explore the impact stress and happiness has on physical, emotional and behavioral wellbeing. Redefine happiness to help you reclaim your power and cultivate authentic happiness in your own life. 2 Contact Hours, \$49, Nancy O'Brien and Linda Saggau, co-founders of Experience Happiness

ID: 57926

RM: P1840

Thur, 5/17/18

6:00pm – 8:00pm

*Aristotle was the pioneer in the field of human happiness and believed it to be the ultimate purpose of human existence. His philosophy was "Happiness depends on ourselves."*



## Body-Mind Connection

### **NEW WE Move: A Wellness and Empowerment Workshop for Women**

This nurturing workshop, designed for women will relax the body, calm the mind, and spark your energy as you experience a new way to move. In this safe environment, we tap into our natural healer and feminine power through various mind-body experiences. Bring a friend and make new ones! 2.5 Contact Hours, \$89, Margo O'Dell

ID: 57700 Sat, 5/12/18 9:00am – 12:00pm RM: S2330

### **NEW Transform: A Workshop for Resilient Living**

This workshop, based on the work of Dr. Amit Sood at the Mayo Clinic, explores how to live a fulfilling life with a foundation of timeless principles and cutting-edge advances in neurosciences. Research shows these practices can lead to a significant improvement in resilience, stress and anxiety reduction, mindful attention, and overall quality of life. Add life to your years and years to your life! 1.5 Contact Hours, \$49, Margo O'Dell

ID: 57713 Wed, 4/18/18 6:00pm – 7:30pm RM: P1840

### **NEW An Introduction to The Feldenkrais Method®**

The Feldenkrais Method is a form of somatic education that uses gentle movement and directed attention to improve movement and enhance well-being and daily functioning. This class is for anyone who wants to learn to reconnect with your natural abilities to move, think and feel. (Lessons are done lying on the floor. Participants must be able to move independently to and from the floor.) 3 Contact Hours, \$69, Sharon O'Connor

ID: 57913 Thur, 5/31/18 - 6/14/18 5:30pm – 6:30pm RM: S2330

### **NEW Understanding Empaths**

Learn how the energies of others can affect your mood, body and health. Discover the characteristics, abilities, gifts and challenges that Empaths (perhaps yourself?) experience. Topics such as healing, energetic boundaries, intuition, and specific techniques and mantras to weave into everyday life will be discussed. 6 Contact Hours, \$149, Beth Jacobson

ID: 56306 Thur, 4/12/18 - 4/26/18 6:00pm – 8:00pm RM: P1844

## Advanced Energy Medicine: Healing Trauma

This approach looks at healing and support for depression, anxiety, addictions, and codependency. You need to have a basic understanding of energy to participate in this course.

6 Contact Hours, \$145, Cyndi Dale

ID: 55913 Sat, 6/23/18 9:00am – 4:00pm RM: P1840

## Healing Touch

Healing Touch uses gentle, heartcentered touch to assist in balancing physical, emotional, mental and spiritual well-being. It enhances the body's natural ability to heal through the human energy centers and energy bio field. This continuing education program has been approved and endorsed by the American Holistic Nurses Association.

### Class 1: Foundations of Healing Touch

Explore theoretical concepts that underlie holistic healthcare practices along with how they relate to the core values – guiding the practice of Healing Touch. *See website for complete course description.* 16 Contact Hours, \$335 (workbook included for class 1 and 2), Sheila Judd

**ID: 56187**                      Fri, 5/4/18                      8:00am – 5:00pm                      RM: P1840  
   & Sat, 5/5/18                      8:00am – 4:00pm

### Class 2: Energetic Patterning & Clinical Application

Learn to conduct an intake interview and integrate techniques from the Foundations class with new techniques to assist the patient in expanding their heart energy. *Prerequisite: completion of Healing Touch Class 1: Foundations of Healing Touch.* 16 Contact Hours, \$295, Barb Schommer

**ID: 56189**                      Fri, 5/11/18                      8:00am – 5:00pm                      RM: P1840  
   & Sat, 5/12/18                      8:00am – 4:00pm



## Learning Well on Edge Talk Radio First Tuesday Every Month – 6 pm

- May 1** **Integrative Cancer Care** – Dr. Donald Abrams
- June 5** **The Other Side of Impossible** – Susannah Meadows
- July 3** **Reduce Burnout, Experience Happiness** – Nancy O'Brien and Linda Saggau
- August 7** **Stop the Thyroid Madness** – Janie Bowthorpe



Host **Elise Marquam Jahns** engages local and national thought leaders on integrative health topics. Elise is co-author of *Creating Choices: How Adult Children can turn Today's Dreams into Tomorrow's Reality*, and spent 35 years with Twin Cities Public Television.

Call in at **714-364-4750** to join the conversation or listen to live/archived shows at [blogtalkradio.com/edgemagazine](http://blogtalkradio.com/edgemagazine).

*Sponsored by the Integrative Health Education Center at Normandale Community College*



## Enrichment

### **NEW** Ayurveda: Yoga for Your Dosha

Explore the concept of dosha, and learn about how to adjust your asana, pranayama and meditation practice to balance each dosha. 2.5 Contact Hours, \$59, Asavari Manvikar

**ID: 56067** Tue, 4/10/18 6:00pm – 8:30pm RM: P1840

### **NEW** Ayurveda: Healing with Simple Home Remedies

Learn simple home remedies for common health problems (cold, flu, headaches) through diet, herbs, essential oils, exercise and yoga. These home remedies, used to correct imbalances and restore the body to natural order, are based on the Ayurvedic principles. 2.5 Contact Hours, \$59, Asavari Manvikar

**ID: 56064** Tue, 4/17/18 6:00pm – 8:30pm RM: P1840

**Advanced Aromatherapy Certificate** – see website

**NEW** **Happiness 101** – see page 40

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



## Business Bootcamp for Holistic Practitioners

Are you a holistic practitioner ready to start your own business or contemplating the idea of having your own business?

Join us for this business bootcamp where you'll get the big picture to becoming an entrepreneur as well as working out the fine details of owning a business. This course will cover a step-by-step process on starting a business: business types, laws, taxes, insurance, marketing, financing and business strategies. Taking the right steps now will let you concentrate on the fun part—helping improve your clients' health and wellness. 3 Contact Hours, \$89, Deanna Reiter

Wed, 2/7/18 • 6:00pm – 9:00pm

**ID: 57754** • RM: P1840

# tai chi

## Instructor Certifications

### Tai Chi for Arthritis and Falls Prevention Instructor – Level 1

Learn Tai Chi forms, designed by Dr. Paul Lam and associates, to support the efficacy of preventing falls and safely modify movements based on learner capabilities or limitations.

Upon successful completion, you will be certified as an instructor for 2 years. This program is endorsed by Arthritis Foundations worldwide.

*Note: An instructional DVD and book are required to purchase prior to the workshop; see website for details. 14 Contact Hours, \$285, Linda Ebeling*



**ID: 56200**      Sat & Sun, 5/5/18 & 5/6/18      8:30am – 4:30pm      RM: S2330

### Tai Chi for Arthritis and Falls Prevention Instructor Update – Level 1

This program will update your skills and knowledge as an instructor. Upon successful completion, you will be re-certified as an instructor for 2 years. *Prerequisite: Participant must have current certification (TCAFP) within 30 days of expiration date. 7 Contact Hours, \$125, Linda Ebeling*

**ID: 56201**      Sun, 5/6/18      8:30am – 4:30pm      RM: S2330

## Tai Chi Classes

Beginning	<b>Tai Chi for Arthritis and Balance</b>			
	<b>ID: 57775</b> Mon, 6/18/18 – 7/30/18	6:30pm – 7:30pm	Gonzales	\$65
	<b>Shibashi Qigong</b>			
	<b>ID: 57776</b> Mon, 6/18/18 – 7/30/18	7:30pm – 8:30pm	Gonzales	\$65
	<b>Yang 10</b>			
	<b>ID: 57786</b> Wed, 6/13/18 – 8/1/18	7:30pm – 8:30pm	Ebeling	\$65
	<b>ABCs of Tai Chi - Intro to Yang Style</b>			
<b>ID: 57769</b> Thur, 6/7/18 – 7/19/18	6:30pm – 7:30pm	Soderberg	\$65	
<b>Shiba Louhan Qigong Level 1</b>				
<b>ID: ID: 57777</b> Tue, 6/12/18 – 7/31/18	6:30pm – 7:30pm	Ebeling	\$65	
Intermediate/Advanced	<b>Five Animal Frolics Qigong</b>			
	<b>ID: 57784</b> Wed, 6/13/18 – 8/1/18	6:30pm – 7:30pm	Ebeling	\$65
	<b>Tai Chi for Energy</b>			
	<b>ID: 57783</b> Tue, 6/12/18 – 7/31/18	7:30pm – 8:30pm	Ebeling	\$65
	<b>Yang 24</b>			
	<b>ID: 57765</b> Mon, 6/4/18 - 7/16/18	7:00pm – 8:00pm	Soderberg	\$65
	<b>Yang Style Short Form</b>			
<b>ID: 57766</b> Mon, 6/4/18 - 7/16/18	8:00pm – 9:00pm	Soderberg	\$65	
<b>Yang Style Long Form</b>				
<b>ID: 57773</b> Thur, 6/7/18 – 7/19/18	7:30pm – 8:30pm	Soderberg	\$65	

See website or contact us for more course information.



## Body Work

### **NEW** The Art of Muscle Testing

#### The Art of Muscle Testing 101

*This class will be offered again in Fall 2018, see website for details.*

#### Food and Substance Muscle Testing

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

ID: 56110                      Thur, 4/12/18                      6:00pm – 8:00pm                      RM: P1840

#### Emotional Balancing – Part 1

Learn how color and gentle acupressure can relieve past or present pain and trauma and even future performance anxiety. We will use basic muscle testing to determine where to begin our work and to help determine when our work is complete.

ID: 56111                      Thur, 4/19/18                      6:00pm – 8:00pm                      RM: P1840

#### Emotional Balancing – Part 2

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

ID: 56112                      Thur, 4/26/18                      6:00pm – 8:00pm                      RM: P1840

### **NEW** Yoga for Your Back

Learn simple yet powerful, therapeutic yoga practices designed to alleviate pain and promote a healthy back with pain-free range of motion. *See website for complete course description.* 1.5 Contact Hours, \$35, Sharon Sebring

ID: 56210                      Sat, 5/19/18                      1:00pm – 2:30pm                      RM: S2330

Muscle testing can be used for testing food and substance sensitivities, emotional imbalances and general pain relief for yourself or others. 2 Contact Hours and \$49 per class, Melissa Dirtzu

## One World. One Breath.

### World Tai Chi and Qigong Day

Join the celebration! At 10:00am, people all across the world, will practice Tai Chi simultaneously to create a global wave of pure energy. Experience beautiful, moving Tai Chi and Qigong demonstrations and try it yourself in fun, interactive breakout sessions. **FREE**



**Saturday April 28, 2018**  
**9:45am – 1:00pm**  
**ID: 56802 • RM: A1500**

# languages and culture

## Chinese

Mandarin Chinese is the most widely spoken language in the world based on the number of native-language speakers (873 million native speakers). In this course, students will acquire basic conversational skills and become acquainted with the civilizations, culture and business environment of China. Also included are Chinese etiquette and ethical guidelines for business. 1.2 CEU, \$109, Youmei Hou

<b>Level 1: ID: 57682</b>	Tue, 5/22/18 - 6/26/18	6:30pm – 8:30pm	RM: P1844
<b>Level 2: ID: 57683</b>	Wed, 5/23/18 - 6/27/18	6:30pm – 8:30pm	RM: P1844

## Japanese

### Beginning Japanese

Learn the essential language patterns used in everyday life. Hiragana, the first phonetic alphabet of Japanese will be introduced in Level 1, and Katakana, the second phonetic alphabet in Level 2. Learn about Japanese culture as you build a firm foundation for more advanced study. *See website for complete course description.* 1.2 CEU, \$135 for Level 1 (textbook is included in Level 1 and will be used for Levels 1 - 4), \$109 for Level 2 - 4, Michiko Dressen

**Level 1:** see website

<b>Level 2: ID: 56224</b>	Thur, 4/26/18 - 5/31/18	6:30pm – 8:30pm	RM: P1810
<b>Level 3: ID: 56226</b>	Thur, 6/7/18 - 7/19/18	6:30pm – 8:30pm	RM: P1810
<b>Level 4: ID: 56225</b>	Wed, 5/2/18 - 6/6/18	6:30pm – 8:30pm	RM: P1810

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

This globally recognized certification can open doors both academically and professionally. This course will prepare students of all JLPT levels (N5-N1) who have sufficient Japanese language experience to meet the requirements of the examination at their chosen level. The course is comprised of instructor supported self-directed learning with participation in comprehensive exercises and proficiency tests at students' target levels. *See website for more details and textbook requirement.* 1.2 CEU, \$135

<b>ID: 56227</b>	Mon, 5/7/18 - 6/25/18	6:30pm – 8:30pm	RM: P2808
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## French

Learn French phrases that are commonly used in airports, hotels, restaurants, and among your French colleagues. Practice French vocabulary with instructor and classmates. Increase your ability to speak, understand, read and write idiomatic French correctly. You will also receive worksheets and activities for “at home” practice. 1.2 CEU, \$109, Rose Mingo-Holtz

<b>Level 1: ID: 56073</b>	Mon, 4/16/18 - 6/4/18	6:30pm – 8:30pm	RM: P1810
<b>Level 2: ID: 56074</b>	Mon, 6/11/18 - 7/16/18	6:30pm – 8:30pm	RM: P1810



## Spanish

### Beginning Spanish

You will gain a solid foundation of Spanish grammar and an extensive vocabulary. Learn commonly used questions and answers for engaging in simple conversations, communicating numbers, dates and times, and basic vocabulary related to everyday language. 1.2 CEU, Level 1 - \$135 (includes textbooks for Beginning Spanish 1-3), \$109 for Level 2 -3, Paulino Brener

Level 1: ID: 57681	Wed, 7/11/18 - 8/1/18	5:30pm – 8:30pm	RM: P1840
Level 2: ID: 57908	Wed, 8/8/18 - 8/29/18	5:30pm – 8:30pm	RM: P1840

### Accelerated Learning

This Summer, Spanish 1 and 2 are being offered in a fast-track format. Build language skills quickly while enjoying a fun and interactive learning experience!

**Spanish for Medical Professionals** – see page 37

### NEW Exploring Spanish

This course is designed to be a useful introduction to Spanish for travelers or those who have little or no exposure to the language. Learn how to combine key sentence structures and vocabulary in a mix-and-match format to quickly expand your communication. We'll focus on functional personal interactions that compound into a wide variety of contexts with a focus on travel situations. 1.2 CEU, \$139, LeAnn Taylor

ID: 56733	Tue, 5/1/18 - 6/5/18	6:30pm – 8:30pm	RM: P1840
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**NEW Guided Spanish Practice Group** – see website



Join the **global** community

### Get connected.

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

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

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

# expand your career

## Career Development

### **NEW Individual Excellence**

Master twelve career enhancing skills including goal setting, time management and personal organization. Learn how to improve your creative abilities, gain confidence with financial matters and how to minimize conflict in your life. Develop a fulfilling career plan and improve relationships with co-workers, friends and family. 2.4 CEU, \$115, Becky and Tony Swaim  
Online - starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

The new world of work is shifting the way we think about work, jobs and careers. At Normandale, you will find many programs and courses designed to support career transitions and professional development.

**Navigating Change** – see page 2

### **NEW Twelve Steps to a Successful Job Search**

This course will help you identify the job that is best for you. Gain step-by-step instructions on how to get that job, regardless of your level of expertise. You will learn how to build rapport with interviewers, both verbally and nonverbally, while mastering the six phases of a successful job interview. This motivational course will increase your confidence, help you feel great about yourself, and provide you with the skills you need to get the job you want. 2.4 CEU, \$115, Todd Bermont  
Online - starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

**NEW Certificate in Business Writing** – see page 14

**Mastering Computer Skills for the Workplace** – see page 18

## Seeking A New Career Direction?

*What marketable skills do I have that employers most value?*

*How do I take steps to transition from where I am to where I want to be?*

*Who can I count on for guidance to begin a career change?*

Normandale will help you to identify the steps needed to explore and reach your career goals.

Give us a call at 952-358-8343;  
we are here for YOU!



## Certificate in Workplace Communication

### Conflict Management

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

ID: 57391 Online – 6/4/18 - 6/29/18

### Negotiation: Get What You Want

See page 3 for details. 1.6 CEU, \$195, Sally Klaus

ID: 57392 Online – 5/7/18 - 6/1/18

ID: 57393 Online – 7/2/18 - 7/27/18

### Using Personality Profiles for Better Work Performance

Learn to improve your communication skills, convey your ideas effectively, and improve your ability to understand what is important to those who don't share your same style. Fee includes DiSC assessment and review. 1.6 CEU, \$295, Sally Klaus

ID: 57394 Online – 6/4/18 - 6/29/18

ID: 57395 Online – 8/6/18 - 8/31/18

### Data Analysis Certificate – see page 5

### NEW 21st Century Strategies for Productivity and Time Management

Learn tips and techniques you won't get anywhere else for managing time and increasing productivity. Whether you are managing your own time, or others' time, come away with proven tips to put into practice on Monday morning. 1.6 CEU, \$195, William Draves

ID: 57763 Online – 6/4/18 - 6/29/18

ID: 57764 Online – 8/6/18 - 8/31/18

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



## 5 Skills Everyone Needs to Have on a Resume

- |  |             |
|--|-------------|
| 1. Microsoft Excel                         | page 21     |
| 2. Web Development (JavaScript, HTML, SQL) | pages 26-29 |
| 3. Adobe Creative Suite                    | pages 24-25 |
| 4. Foreign Languages                       | pages 46-47 |
| 5. Google Analytics                        | page 15     |

US News & World Report, Ritika Trikha

## Entrepreneurship

### **NEW** Start Your Own Online Business

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

Online - starting every month (4/11, 5/16, 6/13, 7/18, 8/15)

### Self Publishing Ebooks

A book can often do more to promote your business than any other form of advertising. *See website for course description.* 1.6 CEU, \$195, Tim Street

ID: 57918 Online – 5/7/18 - 6/1/18

ID: 57919 Online – 7/2/18 - 7/27/18

### Social Media for Business Certificate

Learn what social networks are and develop a two-way communication and marketing strategy for your organization. Your instructor will help you develop a social networking strategy for your organization. *See website for course descriptions.* Nicole Siscaretti, Katherine Will, Jennifer Selke

#### Introduction to Social Media

ID: 57466 Online – 6/4/18 - 6/29/18

#### Marketing Using Social Media

ID: 57467 Online – 5/7/18 - 6/1/18

ID: 57468 Online – 7/2/18 - 7/27/18

#### Integrating Social Media in Your Organization

ID: 57469 Online – 6/4/18 - 6/29/18

ID: 57470 Online – 8/6/18 - 8/31/18

Entrepreneurs utilize Social Media to grow their businesses. Earn this certificate for \$495 (a savings of \$90) or take individual courses for \$195.



# GET A JUMP START ON YOUR CAREER DREAMS

from Dreaming to Doing

Whether you're starting a business, becoming an artist, or trying to figure out who you want to be when you grow up, this interactive course will take you from dreaming to experimenting to progressing on a plan of action that will transform your career day-dreams into the daily business of your life. Meeting weekly with your cohort and instructor is like having your own coach and accountability team to support you. You'll create a visualization journal, develop and share a prototype, and create and commit to daily habits to turn your dreams into a tangible goal. 0.8 CEU, \$190

ID: 57778

Sat, 5/16/18 - 6/6/18

5:30pm – 7:30pm

RM: P1840

**Cherie Anderson** has over 20 years of experience as a leader, consultant and trainer in both non-profit and business environments.



Earn this certificate for \$495 (a savings of \$90).

## Entrepreneurship Certificate

Boost your chances of success for your new or small business and reduce your risks.

### Entrepreneur Boot Camp

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

ID: 57356 Online – 6/4/18 - 6/29/18

### The Business Plan

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

ID: 57357 Online – 5/7/18 - 6/1/18

ID: 57358 Online – 7/2/18 - 7/27/18

### Entrepreneurial Marketing

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

ID: 57359 Online – 6/4/18 - 6/29/18

ID: 57360 Online – 8/6/18 - 8/31/18

## Entrepreneurial Finance Certificate

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

### Finance Analysis and Planning for Non Financial Managers

1.6 CEU, \$195, Sharon deFonteny

ID: 57332 Online – 6/4/18 - 6/29/18

ID: 57333 Online – 8/6/18 - 8/31/18

### Cash is King

1.6 CEU, \$195, Jodie Trana

ID: 57330 Online – 5/7/18 - 6/1/18

ID: 57331 Online – 7/2/18 - 7/27/18

### Funding Your Business

1.6 CEU, \$195, Jodie Trana

ID: 57353 Online – 6/4/18 - 6/29/18

ID: 57354 Online – 8/6/18 - 8/31/18

## Enhance Key Skills

Presentation page 10

Data Analysis page 4

Negotiation page 3

Marketing page 15

# registration information

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

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

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

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

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

## REGISTER:

**Online:** Available 24/7  
Use your Visa/MC/Discover  
[normandale.edu](http://normandale.edu)

**Phone:** 952-358-8343

**Fax:** 952-358-8240

### Mail:

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

**Parking:** Normandale is beginning a reconstruction project for parking lots 1 & 2 (off 98th Street) May 2018. These lots will be off-line during reconstruction. Please access the parking ramp and parking lots 3, 4, 5 & 6 from Colledgeview Road.

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

# registration form

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

Address \_\_\_\_\_

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

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

### WHEN REGISTERING PLEASE INCLUDE:

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

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

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

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



**MINNESOTA STATE**

*Normandale Community College,  
a member of Minnesota State*

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



# WORKPLACE LEARNING

Normandale works with businesses (large and small) to deliver targeted workplace learning solutions.

Whether your company is facing an organizational transformation, looking for training to support a new initiative, or wanting to offer a greater array of learning options, consider one of these approaches:

## On-demand

If you are looking for a quality **menu** of learning programs, this affordable strategy provides you with a myriad of programs – **data analytics, problem solving, supervision, customer service, six sigma, scrum, cultural competence, web design, UX**, etc. – ranging from short courses to certificate programs, as well as a variety of delivery formats including online, hybrid and face to face. This is an **"easy button"** if you are looking to expand your training resources.

## Customized

When you have limited time or resources, we can design training that addresses specific business needs and skill gaps. We have a network of teaching and learning experts (trainers, instructional designers, SMEs, technologists) who can create learning solutions to build employee **competencies** and organizational **momentum**.

## Strategic

For organizations pursuing significant learning investments, we provide assessment, research and possibly the funding (grants) needed to stage and align workplace learning to **career paths, performance plans** and **corporate strategy**. Every day, we work with corporations to deliver comprehensive solutions in areas like **continuous improvement, change management, health IT, CX** and **innovation**.

[#normandalelearning@work](https://twitter.com/normandalelearning@work)



Our goal is to deliver the right solutions, in the right way, in order to enhance learning at work. Give us a call 952-358-8343!

# Customer Focus North 2018

Join experts, practitioners and enthusiasts from the field of customer engagement and experience.

**07.17.18**

Normandale Partnership Center  
Bloomington, MN

**CFN18**

Inspire. Experience. Create.

See [CustomerFN.com](http://CustomerFN.com) for information on keynotes, tracks and registration.



**NORMANDALE**  
COMMUNITY COLLEGE

**CONTINUING EDUCATION**

9700 France Avenue South  
Bloomington, MN 55431-4399