

# UNF

## Continuing Education 2017 Catalog of Courses

### Fast track

your career  
and business  
with UNF  
Continuing  
Education  
training

Logistics

Quality

Customized

Human  
Resources

Project  
Management

Healthcare

Finance

Leadership and  
Supervision

Online

Education

Test Prep



Division of Continuing Education

# Set the pace with training options

The University of North Florida Division of Continuing Education is proud to present our 2017 Professional Development catalog. The Continuing Education catalog is designed to offer professional and career development opportunities to help businesses, associations and individuals achieve optimal success.

The catalog offers numerous high demand courses, programs and certificates. The offerings described have been selected to match regionally relevant workforce needs as identified by our expert industry advisory council, experienced staff and the JAXUSA Partnership.

This year we are proud to provide an expanded selection of customized training services and programs. If you don't see a particular course listed, please call us. We have a wealth of talented and highly qualified instructors, consultants and contractors ready to develop just-in-time education, training

courses and programs to launch your organization to the next level.

Thank you for your continued confidence in the UNF Division of Continuing Education. I'm hopeful that you will find what you need to enhance the skill sets of your current and future employees. We stand ready to develop specialized training for your organization to help you keep pace with a fast moving world.

We look forward to working with you.

Every best wish.



**Edythe M. Abdullah, JD**

Interim Dean

University of North Florida

Division of Continuing Education

## Need customized training?

**Meet specific needs:** Topics can be tailored to your specifications to reflect your company's mission and culture. Training exercises and group projects can address exact needs unique to your business, so team members learn how your way.

**Reduce costs:** You might think customizing costs money - but not with customized training from UNF. You can expect savings of 15 to 30 percent when training 10 or more team members at your location compared to classroom training. You save even more by not incurring lost travel time and expenditures.

**Stay ahead of the pack:** Our trainers are professionals in their field and execute training based on the latest industry information. With cutting edge information, be prepared to blow the competition away!

At your service!  
Real, effective solutions  
brought right to you.



See page 7 to learn more about customized training solutions.



**THE WORLD DOES NOT STAND STILL.**

**NEITHER SHOULD YOU.**

### **Do I need continuing education?**

**YES.** Even if your profession doesn't require continuing education credits, learning new skills keeps you from falling behind in a fast moving world.

### **How much continuing education do I need?**

#### **Happy in your current position?**

Plan on at least eight hours of education a year to stay up-to-date with software applications, career skills and workplace strategies.

#### **Just promoted? Looking to move up?**

Stand out by preparing for your new position now. People skills as well as technical prowess are essential for mid and upper-level success. Our management and leadership programs range from 10 to 36 hours of effective training.

#### **Thinking about switching careers? Just starting out?**

Training for a new career can happen faster than you think! Build on your current experience and complete a certification course for a fast-track option to a new career.

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## **REGISTRATION & ANSWERS**



**ONLINE:**

[www.unf.edu/ce](http://www.unf.edu/ce)



**E-MAIL:**

[unfce@unf.edu](mailto:unfce@unf.edu)



**PHONE:**

(904) 620-4200

If you have questions contact us. We are happy to help!



## **NEW! UNF LOGISTICS AND SUPPLY CHAIN CERTIFICATE**

Instructors: Brett Harper and Ron Shamlaty

This program is a comprehensive exploration of today's complex, global supply chain world. Our instructors bring more than 75 combined years of hands-on expertise as they lead you through supply chain management, transportation management, international transportation and logistics, and logistics and supply chain management and strategy. Upon completion, qualified candidates will receive the UNF Logistics and Supply Chain Management Certificate and be ready to assume any number of roles in this challenging and ever-changing supply chain world.

Format: Classroom

Course Info: 12 full days of instruction offered over four months. Three days per month.

Included: Course materials

Course Fee: \$3,200



## **NEW! INTERNATIONAL TRANSPORTATION AND LOGISTICS FREIGHT FORWARDING**

Instructor: Tom Ming

Being able to successfully navigate the sequence of formalities critical to international freight forwarding – by sea and by air – can help advance your career. Get an in-depth knowledge of cargo, traffic management skills, and an understanding of the unique requirements of international transportation and logistics. Gain insight into cargo handling related to required shipment documentation and communication, which has a direct impact on a company's performance, operations and increasing revenues. Discover a high level viewpoint of real-world challenges importers and exporters face every day.

Format: Classroom

Course Info: Two full days of instruction

Included: Course materials

Course Fee: \$525



## **NEW! PROCUREMENT AND SUPPLY CHAIN MANAGEMENT (PSM)**

Instructor: Institute for Supply Management

This 24-hour instructor led course will walk you through the supply chain life cycle, maximizing your awareness of key terms, understanding of industry concepts, and the application to real workplace challenges and problems.

Format: Classroom

Course Info: Three full days of training

Included: Course materials

Course Fee: \$1,199

## **FREIGHT AGENT/BROKER PROGRAM – ONLINE**

Instructor: Jan and Jeff Roach

Become a part of the fast-paced trucking, freight logistics and transportation industries as a licensed freight broker or freight agent. This exciting field continues to grow and now you too can be a part of this \$400 billion plus industry.

Format: Online

Course Info: Start anytime and have up to six months to complete this self-paced program (180 Hours)

Course Fee: \$1,895

University of North Florida Continuing Education is excited to announce our partnership with APICS – the premier professional association for supply chain management. In early 2017, we will offer the following APICS Certification Courses:

### **CERTIFIED SUPPLY CHAIN PROFESSIONAL (CSCP)**

The APICS Certified Supply Chain Professional (CSCP) program is the first and only supply chain certification that encompasses the end-to-end global supply chain. As recognized experts in the supply chain field, CSCP designees are valuable assets to their organizations.

### **CERTIFIED IN LOGISTICS, TRANSPORTATION AND DISTRIBUTION (CLTD)**

The APICS Certified Logistics, Transportation and Distribution (CLTD) program covers a comprehensive body of knowledge that sets the global standard for best practices in logistics, transportation and distribution.



For dates and times, visit [www.unf.edu/ce/logistics](http://www.unf.edu/ce/logistics)

# Customized Training Program SPOTLIGHT



UNF Division of Continuing Education worked diligently with First Coast Manufacturers Association (FCMA) to develop an exclusive Leadership Academy for its members. This unique program combines best practices training from UNF along with real-world lectures from Jacksonville's manufacturing leaders.

"Training and educating the rising leaders as supervisors in manufacturing remains a top priority for First Coast Manufacturers Association." This program has proven to be highly effective and is supported through participation by many FCMA members. Four classes have been slated for 2017, which have already filled to near capacity, attesting to its favorable response by our manufacturers across Northeast Florida," said Lake Ray, president of FCMA.

Each leadership cohort begins with a kick-off luncheon at UNF. From there, tomorrow's leaders complete a 56-hour program over the course of four months. The leadership academy is taught at various manufacturers throughout the First Coast to provide participants with the hands-on experience in an authentic environment.

"Our collaboration with FCMA is a stellar example of how two focused and committed partners, working together, can make a significant difference in the success of regional companies and their employees. The UNF/FCMA partnership has allowed more than 150 employees to develop the professional and personal skills becoming an asset to their respective companies and a beacon of success to their families and communities," said Edythe M. Abdullah, interim dean of UNF Continuing Education.

To learn how we can customize a program to fit your needs, call (904) 620-4200.



“ I count myself as one of the fortunate. I was in the first class to go through the Front Line Supervisor Training class. Not only did I love it, I have encouraged others to participate in the class.

The First Coast Manufacturing Association, along with the University of North Florida, has put together an awesome class that not only improves your management skills, but also introduces you to other manufacturing employees, and their businesses.

Taking a class in the morning to improve management skills, touring the manufacturing facilities in the afternoon, and being able to walk away with new insight, helps you work more effectively with your employees. Best practices and great friendships that help improve yourself and your business is what makes The Front Line Supervisor Training so enlightening. ”

Eileen Strange  
Training Specialist  
Carlisle Interconnect Technologies



# QUALITY AND PROCESS IMPROVEMENT



## LEAN SIX SIGMA YELLOW BELT CERTIFICATION

Instructors: Regional Experts

Learn how to apply the Lean Six Sigma DMAIC methodology with a primary focus on process mapping, lean tools and methods, as well as graphical analysis tools, in this certificate program. Drive cost reductions and lead productivity improvements. You will receive two consecutive days of instruction in an intensive, workshop-focused format and will earn UNF Yellow Belt certification upon successful completion.

Format: Classroom

Course Info: Two full days of instruction

Included: Course materials/resources

Course Fee: \$1,995



## LEAN SIX SIGMA YELLOW BELT TO GREEN BELT CERTIFICATION

Instructors: Regional Experts

Earn your Green Belt and acquire the skills and expertise that allows you to solve complex problems beyond the capacity of Yellow Belts. This program builds upon the knowledge gained in the Lean Six Sigma Yellow Belt course. The primary focus of this training is the use of statistical methods focused on the proper collection and analysis of data. You will receive three consecutive days of instruction in an intensive, workshop-focused format and will earn UNF Green Belt certification upon successful completion.

Format: Classroom

Course Info: Three full days of instruction

Included: Course materials

Course Fee: \$1,995



## LEAN SIX SIGMA GREEN BELT CERTIFICATION

Instructors: Regional Experts

Gain a comprehensive understanding of how to apply the Lean Six Sigma DMAIC project methodology to improve processes, enabling cost reductions and improvements in productivity, quality and customer satisfaction. Upon successful completion, you will be UNF Green Belt certified and able to support Black Belts on project teams or lead Six Sigma projects that do not require Black Belt level tools. This program provides intensive, workshop-focused instruction. Green Belts will complete a Six Sigma Project as part of their course work.

Format: Classroom

Course Info: Five full days of instruction

Included: Course materials

Course Fee: \$3,995

## LEAN SIX SIGMA GREEN BELT TO BLACK BELT CERTIFICATION

Instructors: Regional Experts

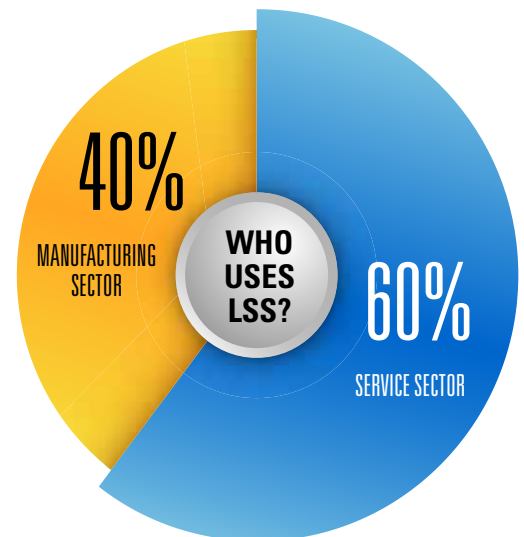
In addition to a firm grounding in organizational implementation and project selection, you will receive project management techniques and tools that increase your effectiveness in leading and managing Six Sigma projects. All material covered will be additional tools and methods that enhance Lean Six Sigma understanding, data collection and analysis techniques. This program provides intensive, workshop-focused instruction during two non-consecutive weeks. Upon successful completion, which requires you to select and complete a project, you will earn UNF Black Belt certification.

Format: Classroom

Course Info: Ten full days of instruction, offered in two non-consecutive weeks

Included: Course materials

Course Fee: \$3,995



For dates and times, visit [www.unf.edu/ce/quality](http://www.unf.edu/ce/quality)



## MAXIMIZE PERFORMANCE

Building and sustaining a competitive advantage in today's business environment requires an aggressive pursuit of innovation to improve individual and organizational performance. Our consulting professionals bring real-world expertise to help you identify, plan, facilitate and implement changes to improve your bottom line. We help you figure out the best approach to solve a problem, enhance operations and coach a team or individual to success.

UNF Division of Continuing Education will work with you to create effective and efficient training and development programs exclusively for you, your organization and the employees charged with carrying out your strategic and tactical goals and objectives.

## LET US HELP YOU:

- Define difficult problems for healthcare, logistics, advanced manufacturing, services, government and non-profit organizations.
- Make changes to increase your productivity and bottom line. Regardless of business type, we can help find ways to enhance your success and the performance of your employees.
- Align your vision, goals and outcomes to overcome your challenges and achieve your objectives. We can help you from vision to success quickly and efficiently.
- Initiate/deploy a process improvement system or program motivated for success using data and accountability standards or how to improve outcomes in sales, manufacturing or services to customers and clients.
- Create a culture for successful program implementation. Change management takes thoughtfulness and time. We can coach your team through a culture change ensuring they have the tools and skill sets critical to success.

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## Industries that have used our customized services:

- |                         |                          |
|-------------------------|--------------------------|
| • Aviation              | • Information Technology |
| • Financial Services    | • Logistics/Distribution |
| • Government/Non-Profit | • Manufacturing          |
| • Healthcare            | • Sales/Service          |
- 

## START-TO-FINISH SOLUTIONS

It all starts with a free consultation/assessment.

During our visit, we will listen to your needs. We will then customize our training using your organization's examples and data, create a customized certificate program or craft specific training to fit your unique needs and requirements. Our consulting professionals bring real-world expertise to help you identify, plan and implement lasting changes.

Our professional experts handle projects ranging from a single day of training/facilitation to multi-year engagements. For your convenience, training can be offered at your location or we can host your training at UNF.

### TOPICS INCLUDE:

- 21st century supervisory skills
- Business strategies
- Executive team coaching and leadership development
- Logistics and supply chain management
- Project management
- Quality and process improvement solutions
- Strategic planning





The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, SHRM has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management.



## SHRM – CP/SCP PREPARATION COURSE

Instructors: Suzi Lemen and Liz Charron

This 15-week course combines high-quality classroom instruction with the SHRM Learning System instructional materials. You will learn the nuances of the human resources profession and be prepared to take your career to the next level. Upon completion, you will receive a certificate of completion. You will then be ready to sit for the national SHRM certified Professional/Sr. Certified Professional exam.

Format: Classroom

Course Info: One, three-hour evening session per week for 15 weeks

Included: SHRM Learning System and thumb drive with PRC content

Course Fee: \$995



## INSTRUCTIONAL SYSTEMS DESIGN CERTIFICATE

Instructor: Debbie Atkins

Instructional Systems Design (ISD) is a method of developing, implementing and evaluating training materials to assure they are meeting the needs of the learners. By successfully completing the program, you will receive a certificate in Instructional Systems Design and be prepared for the next phase of your professional career. Regardless of the subject matter, this approach to instructional design produces consistently positive results.

Format: Classroom

Course Info: One, three-hour evening session per week for 10 weeks

Included: Course Materials

Course Fee: \$995



For dates and times, visit [www.unf.edu/ce/pd](http://www.unf.edu/ce/pd)



## PROJECT MANAGEMENT PROFESSIONAL CERTIFICATION PREPARATION (PMP)

Instructor: Susan Daniels, MBA PMP

This 40-hour course provides insight into the testing process while reinforcing the skills and knowledge base that you already bring to the table. This combination will prepare you to face the PMP® credentialing process with confidence by providing a solid understanding of the Project Management Book of Knowledge (PMBOK), mini benchmark assessments, and highly effective exam taking tips. This course meets PMI's prerequisite for education hours to sit for the PMP exam and provides you with real world knowledge you can use when you lead the next big project at work.

Format: Classroom

Course Info: Five eight-hour sessions, meeting twice weekly

Included: Course materials

Required Textbook: Project Management Body of Knowledge (PMBOK®) 5th Edition, ISBN # 978-1935589679

Course Fee: \$1,295



## PROJECT MANAGEMENT BASICS

Instructor: Barbara Pratt

Juggling deadlines, dollars and unexpected demands along the continuum of a project can challenge even the most seasoned professionals. Let us help you bring order to the chaos as we provide you with the knowledge and tools necessary to successfully complete any project. In this 12-hour course, learn how to mitigate scope, creep and keep your project moving forward. By using hands-on case studies with a set of repeatable, easy-to-use PM tools, our course gives you exactly what you need to be successful managing any challenging mission — right now and in the future.

Format: Classroom

Course Info: Four three-hour sessions, meeting once weekly over four weeks

Included: Course materials

Course Fee: \$599



## NEW! PROJECT MANAGEMENT CERTIFICATE

Instructor: Susan Daniels, MBA PMP

Project Management is one of the most rapidly growing professions in America. Certified project management skills are now required by many employers and preferred by most. Our 35-hour certificate course prepares you to be an effective member of a company's project management team. It covers the processes and best practices for the 10 knowledge domains of project management. Whether you are trying to enter the workforce with competitive project management skills or you are seeking to strengthen your business acumen and professional gravitas, this course is for you! Additionally, if you are planning to take PMI's CAPM® or PMP® Exams, this course provides the education hours you need to qualify for the exam. Required textbook: "A Guide to Project Management Body of Knowledge (PMBOK® Guide) 5th Edition."

Format: Classroom

Course Info: 14, 2 ½-hour sessions for eight weeks; choice of day or evening schedule

Required: Textbook: Project Management Body of Knowledge (PMBOK 5th Edition, ISBN #978-1935589679

Included: Two course textbooks and PMBOK Guide  
Course Fee: \$1,595

## NEW! ACHIEVING SCOPE, BUDGET AND SCHEDULE EXPECTATIONS – CONSISTENTLY

Instructor: Susan Daniels, MBA PMP

Gain the tools and techniques needed to more effectively plan and control your project's progress. Strengthen your planning skills from project initiation to closing, including methods to more accurately estimate budgets, schedules and risks. Reduce the stress of conflicting stakeholder expectations by using solid change management and communication processes. Take your performance reporting to the next level with key cost, quality and timeliness metrics that keep sponsors informed and supportive. Close your projects in a way that consistently positions you for future success. This 24-hour course provides you with industry best practices to effectively plan, monitor, control and report project progress to stakeholders.

Format: Classroom

Course Info: Three full days of instruction, meeting on Tuesdays and Thursdays

Included: Course materials

Course Fee: \$595

## NEW! LEADING PROJECT MANAGEMENT PROGRAMS AND PORTFOLIOS

Instructor: Susan Daniels, MBA PMP

This 16-hour workshop for PMO leaders focuses on evaluating and strengthening your organization's PMO governance, project prioritization, resource estimation and risk management processes. Using your own organization as the case study, you will draft a Portfolio Management Plan specific to your organization's strategic and operational objectives.

Format: Classroom

Course Info: Two full days of instruction

Included: Course materials

Course Fee: \$425



## HEALTH AND WELLNESS COACH – ONLINE

Instructor: Wellcoaches

Health and wellness coaches facilitate a partnership and change process that enables clients to change their mindsets, develop and sustain behaviors proven to improve health and well-being. Help your customers face some of their toughest challenges: Obesity. Stress. Depression. You can help others develop and sustain the mindset needed to navigate the challenges associated with making permanent changes to their lifestyles.

Format: Live Teleclasses

Course Info: Classes run for 18 consecutive weeks with cohorts beginning in Jan., March, May, July, Sept. and Nov.

Included: Course Materials

Course Fee: \$1,245



## PROFESSIONAL MEDICAL CODING AND BILLING – ONLINE

Instructor: Career Step

Gain the skills you need to become a Certified Medical Coder by training with UNF and Career Step. Choose our training for employer-trusted curriculum, expert-designed and supported career training, national certification preparation, and AHIMA-approved curriculum.

Format: Online

Course Info: Start anytime!

Included: Course materials, library of standard codebooks, access to 3M encoding software, online access to the 3M reference library, technical support, and graduate resources

Course Fee: \$3,395



## REGISTERED BEHAVIORAL TECHNICIAN – ONLINE

Instructor: Angela Mann

Work with supervising senior behavior analysts who implement behavior and skill development plans. You will learn the fundamental principles of Applied Behavior Analysis and how to apply these to create positive behavior changes. This course meets the requirements of the Behavior Analysts Certification Board for becoming a certified Registered Behavior Technician.

Format: Online

Course Info: Rolling admissions throughout the year via UNF Blackboard/Canvas LMS

Included: Course Materials

Course Fee: \$325



## PHARMACY TECHNICIAN – ONLINE

Instructor: Career Step

When you train with University of North Florida, you can gain the knowledge and skills you need to start a rewarding career as a Pharmacy Technician. With more than 35,000 new pharmacy technician jobs expected nationwide by 2024, you will be in high demand and a valuable member of a healthcare team. Choose our training for online flexibility and comprehensive training, national certification preparation, and externships with Walgreens and CVS Pharmacy.

Format: Online

Course Info: Start anytime!

Included: Course materials, A Pocket Guide for Technicians reference book, technical support, and graduate resources

Course Fee: \$1,995



For dates and times, visit [www.unf.edu/ce](http://www.unf.edu/ce)

# WANT TO START A CAREER IN FINANCE?

Online financial training will quickly get you up to speed. It's affordable and in less than one year can prepare you for a career that is in demand.

## PROFESSIONAL BOOKKEEPING WITH QUICKBOOKS 2013 – ONLINE

This program teaches students how to master professional bookkeeping using QuickBooks 2013 software.

## CBCS MEDICAL BILLING AND CODING – ONLINE

This nationally recognized program combines the Medical Billing and Coding program with 60 hours of medical terminology training to give you a competitive edge in the healthcare field.

## CHARTERED TAX PROFESSIONAL – ONLINE

Learn to prepare individual tax returns for almost all U.S. taxpayers! With this innovative program, you can start working and earning money while completing your program.

**Start now.**

Visit [www.unf.edu/ce/online](http://www.unf.edu/ce/online)



## CERTIFIED FINANCIAL PLANNER™ (CFP)

Instructors: Ron Heyman and Ryan Newton

In today's rapidly changing economic climate, people need more help than ever making the right choices to plan for and protect their financial futures. They also want a financial professional they can trust. With an industry-wide need for professionals who can plan, assess and evaluate a client's financial future through the development of a comprehensive financial plan, UNF offers the Certified Financial Planner program, that is taught by Certified Financial Planners and provides the latest information in seven required areas of expertise. This 250+ hour program, comprising of six courses and a capstone, meets the education coursework requirement to sit for the CFP certification examination.

Format: Classroom

Course Info: This seven course program meets weekly over nine months

Included: Course materials

Course Fee: \$849 per course

## 2-15 PRE-LICENSING COURSE: LIFE, HEALTH AND VARIABLE ANNUITY

Instructor: Van Mullinax

This pre-licensing course is designed to prepare you for the State of Florida 2-15 exam. Becoming a licensed 2-15 agent allows you to sell all lines of life and health insurances as well as fixed annuities. This course consists of the required 60 hours of instruction and two hours for the final exam.

Format: Classroom

Course Info: Seven sessions, meeting over two weeks

Included: Course materials

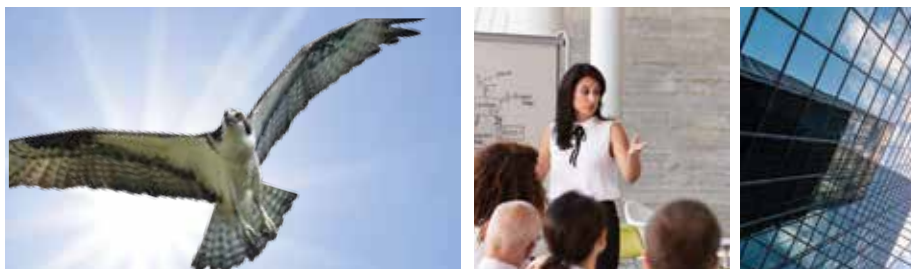
Course Fee: \$200

“Great presentation of information.”

Great class.  
Very informative.  
Instructors are great. ”



[www.unf.edu/ce/cfp](http://www.unf.edu/ce/cfp)



## LEADERSHIP DEVELOPMENT CERTIFICATE PROGRAM

Instructors: Rusty Bozman and Dr. Elliot Rosenbaum

Be part of the program successfully implemented for senior managers and executives throughout North and South America, Europe and the Middle East.

UNF Division of Continuing Education, in partnership with leadership development experts Rusty Bozman and Dr. Elliott Rosenbaum, hosts this leadership program as part of the executive leadership development and consulting series.

Enhance your leadership and management skills, while developing organizational competence through real-time problem-solving exercises and an action learning style during this nine-month program. Informal learning activities and relevant psychological instruments to provide personal insights and on-the-job applications take place between instructional sessions. One-on-one coaching or personal development for specific work-related applications is available throughout the program.

This program is beneficial for individuals and teams who have significant management or leadership responsibilities, including functional (departmental) management responsibilities, cross-functional team responsibilities or similar leadership roles.

Enrollment is strictly limited to provide an extraordinary learning experience.

Format: Classroom

Course Info: Nine, one-day sessions over nine months

Included: Course materials and numerous psychological instruments and one-on-one coaching

Course Fee: \$4,995

## NEW! CERTIFIED LIFE COACH

Instructor: Dr. Elliott B. Rosenbaum

Life coaching is becoming one of the fastest growing fields in the world as more and more employers are seeking great listeners and thinkers. This certification course is a comprehensive life coach training that is designed for individuals who wish to master the skills of life coaching. In working toward The 9 Coaching Masteries of The International Association of Coaching (IAC), you will work one-on-one with a certified master life coach to understand the foundations and ethics of coaching, learn the steps of coaching, and apply coaching techniques in live coaching sessions.

Format: Teleconference

Course Info: One coaching session per week for 17 weeks. Start anytime!

Included: Course materials, 17 one-on-one coaching sessions with a certified coach, membership to ASPLC's Global Classroom, and graduate resources for new coaching techniques and support

Course Fee: \$4,875 (May be paid per module)

# 9x

Companies with high levels of leader engagement and retention, as well as leadership quality, were nine times more likely to out perform their competitors financially.

– *Data Documentation Initiative*

## INNOVATING FOR YOUR COMPANY'S FUTURE

Instructor: Len Ferman

Is your company prepared for the future? Do you have action plans that will enable you to increase sales and grow your business during the next five to 10 years? This course provides an overview of the innovation process and teaches practical skill development relevant for any business. You will learn how to create and evaluate ideas to grow your business. In addition, you will learn how to successfully design and develop new products, services, programs and processes.

Format: Classroom

Course Info: One full day

Included: Course materials

Course Fee: \$299



For dates and times, visit [www.unf.edu/ce/lead](http://www.unf.edu/ce/lead)



## NEW! CREATING A CULTURE OF EMPLOYEE ENGAGEMENT

Instructor: Michael Clark

Ever ask yourself just how many of your employees are really engaged? According to Gallup, 54 percent of employees in the U.S. self-report that they are not engaged, with 17 percent saying they are actually disengaged. This eight-hour course will help you improve employee engagement, increase organizational performance, stimulate creativity and innovation, reduce unwanted turnover and yield other important workforce and organizational benefits, including bottom line customer satisfaction.

Format: Classroom

Course Info: One full day of instruction

Included: Course materials

Course Fee: \$325

## LEADING WITH EMOTIONAL INTELLIGENCE

Instructor: Michael Clark

Effective leadership is extremely important in today's ever-changing, dynamic workplace. Leaders must be able to positively influence others in a way that enhances individual performance and lead both strategically and situationally. Your level of emotional intelligence is critical to the success of these endeavors. It dictates how well you understand yourself, and subsequently how well you interrelate with others. This eight-hour course will teach you important practices of effective leaders, and how to grow and apply your emotional intelligence.

Format: Classroom

Course Info: One full day of instruction

Included: Course materials

Course Fee: \$325



## NEW! MANAGING UP

Instructor: Michael Clark

Does your boss make you want to scream? Do you work across departmental silos? Gain control of your relationship with your boss and build a more collaborative and sustainable rapport by developing the skills taught in this eight-hour course. You will learn the tips, techniques and strategies to manage up and take control of your own professional success.

Format: Classroom

Course Info: One full day of instruction

Included: Course materials

Course Fee: \$325

## NEGOTIATION AND COMMUNICATION SKILLS: STRATEGIES FOR INCREASED EFFECTIVENESS

Instructor: Michael Clark

It is said that the single greatest factor determining the success or failure of a professional, especially leaders, rests on their communication and negotiation skills. Today's information workplace is all about the use of data, but persuading and influencing others is just as important. Understanding and applying effective communication and listening practices is the foundation for effective decision-making and building sustainable relationships, as a result of successfully negotiating desired work-related outcomes. This eight-hour course will equip you with advanced communication skills and negotiation techniques to strengthen your leadership effectiveness and success.

Format: Classroom

Course Info: One full day of instruction

Included: Course materials

Course Fee: \$325



## NEW! LEADERSHIP IN THE DIGITAL AGE

Instructor: Michael Clark

Today's business environment is transitioning into a new, digital environment. Structural changes, including rapid and far-reaching technological changes, accelerated globalization, less hierarchical organizational forms, and a shift toward knowledge as the central factor of production are all reshaping today's leadership. In this dynamic environment, leadership innovation and adaptability are critical. In this eight-hour course, you will learn more about this newly-evolving style of leadership and how to apply it to your organization.

Format: Classroom

Course Info: One full day of instruction

Included: Course materials

Course Fee: \$325

## TEAM BUILDING AND CONFLICT-RESOLUTION

Instructor: Michael Clark

Team members must be flexible, trust each other and support the group objectives if they are to progress toward achieving their goals. Egos, fears, biases and agendas can all get in the way. Unresolved disputes negatively affect your team's morale, productivity, efficiency and effectiveness. This eight-hour course for supervisors helps you learn how great teams function and how to alleviate workplace conflicts.

Format: Classroom

Course Info: One full day of instruction

Included: Course materials

Course Fee: \$325



# Online Career Training

Online career training can prepare you for in-demand careers while minimizing the challenges of taking time away from your busy schedule to return to school. The online training format offers distinct advantages, including the opportunity to:

- Study on a schedule that fits your life.
- Progress at the pace that matches your learning style.
- Enjoy the flexibility to adjust the time and effort you devote to your coursework each day.

## Other online programs in this catalog:

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Professional Boundaries: Ethics and Safety in Our Schools (TE-6).....	p. 16
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\* Taught in teleconference distance learning format

## PARALEGAL CERTIFICATE – ONLINE

Instructor: Ed2Go

Paralegals are involved in sophisticated legal work in traditional law office settings and in the corporate, government, and public arenas. Obtaining a quality education is the best way to prepare for the paralegal profession. This self-paced, online program will get you ready for an entry-level paralegal position, and it will prepare you to take the certification exam. You will be paired with an instructor for one-on-one assistance, and you'll also receive free access to NALA Campus and Westlaw. Through a special arrangement with the National Association of Legal Assistants (NALA) Campus, your tuition includes free access to the preparatory exam courses offered at NALA Campus.

Format: Online, self-paced

Course Info: Classes start monthly

Included: Course materials and Westlaw access

Course Fee: \$1,975/\$2,150 with NALA exam voucher

## GRANT WRITING – ONLINE

Instructor: Ed2Go

If you want to learn the essentials of acquiring and writing grants for private, public, or government use, this program is for you. Learn the essentials of researching, writing and obtaining grants. You'll learn how to format your proposals, how to write effectively and how to get funded.

Format: Online

Course Info: Start anytime

Included: All program materials

Course Fee: \$99

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- **Social Media**
- **Customer Service**

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See more information at [www.unf.edu/ce/online](http://www.unf.edu/ce/online)



## CERTIFICATE IN ACCOUNTING AND FINANCE FOR NON-FINANCIAL MANAGERS – ONLINE

Instructor: uGotClass

Learn the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

Format: Online

Course Info: Consists of three, one-month classes, with 24/7 access.

Included: All program materials, discussion area

Course Fee: \$495

## CERTIFICATE IN BUSINESS WRITING

Instructor: uGotClass

Whether you are writing a report, memo, letter or publicity notice, business writing has some defined characteristics for success. Successful communicators in the workplace move forward, others move back. Enhance your career by improving this critical communication skill.

Begin with understanding the format, construction and successful techniques of writing good business reports and proposals. Then improve your skills with editing and proofreading. Finally, discover what good journalists know. Learn how to write a news story, press release or other publicity notice that zings.

Format: Online

Course Info: Consists of three, one-month classes, with 24/7 access

Included: All program materials, discussion area

Course Fee: \$495



## CERTIFICATE IN DESIGNING WEBINARS – ONLINE

Instructor: uGotClass

Discover the power of successful webinars for your business organization and the four key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

Learn webinar planning skills involved in budgeting, pricing and marketing webinar meetings. Earn a certificate in designing webinars that provides you with the latest and best information about presenting webinars, as well as managing and marketing them.

Format: Online

Course Info: Consists of two, one-month courses, with 24/7 access.

Included: All program materials, discussion area

Course Fee: \$345



## CERTIFICATE IN PRESENTATION MEDIA – ONLINE

Instructor: uGotClass

Whether your presentation is online or in-person, presentation media can enhance and increase the success of your message. Learn how to use Prezi, the new slide software that goes beyond one-dimensional presentations, and the finer points of Photoshop for presentations. Discover the design elements to creating visual presentations for success using any media. Acquire critical skills for both training yourself and others in your organization. You will come away with the latest, most advanced practical and design knowledge in presentation media.

Format: Online

Course Info: Consists of three, one-month courses, with 24/7 access.

Included: All program materials, discussion area

Course Fee: \$495

## MOBILE MARKETING CERTIFICATE – ONLINE

Instructor: uGotClass

Introduction to Mobile Marketing – Creating Cell Phone Apps for Your Business (Non-Technical) – Advanced Mobile Marketing

Mobile devices have changed the way consumers are interacting with brands and connecting to the world. Learn about location-based marketing, mobile payments, QR codes, applications and mobile coupons. Discover how mobile marketing can increase your capabilities to retain current customers and gain new ones.

Get step-by-step instructions on how non-technical users can build, deploy and market smartphone applications across Android, iPhone and Blackberry platforms. Gain the knowledge you need to implement a mobile marketing plan for your organization, including proximity marketing, mobile marketing metrics and developing a mobile marketing campaign.

Format: Online

Course Info: Consists of three, one-month courses, with 24/7 access.

Included: All program materials, discussion area

Course Fee: \$595



**HIGHLY EFFECTIVE TEACHER DEVELOPMENT FOR NEW SUBJECT ASSIGNMENTS – ONLINE**

Instructor: Teaching Point

Every teacher will have a new assignment at some point. Practical, economical and convenient, this is the just-in-time solution to prepare you for a new subject matter assignment. Included with each program is everything teachers new to a course would typically need to prepare themselves for the school year:

- Teacher manual with instructional material that includes syllabus, pacing guide, detailed daily lesson plans, editable PowerPoint presentations and class notes;
- Complete student activity book or lab manual, editable assessments and keys and subject-specific mentoring teacher access; and
- State/local professional development budgets.

Format: Online, self-paced

Course Info: Start anytime, complete within six months

Included: Course materials

Course Fee: \$1,449 per participant

**PROFESSIONAL BOUNDARIES: ETHICS AND SAFETY IN OUR SCHOOLS (TE-6) – ONLINE**

Instructor: Professional Boundaries

This is an ethics protection/violation prevention course for middle and high school teachers and administrators. It is not intended for educators or administrators who are dealing with disciplinary procedures. The purpose of this course is to reduce a teacher's or administrator's violation potential. The degree of learning that takes place for this course depends on one's truthfulness in their responses.

Format: Online, Middle/High School Edition

Course Info: Start any time!

Included: Course materials

Course Fee: \$40 per student

**PROFESSIONAL BOUNDARIES, ETHICS AND PROFESSIONALISM IN EDUCATION (TE-16) – ONLINE**

Instructor: Professional Boundaries

This course is designed specifically for teachers who are addressing administrative or regulatory issues as the result of a complaint of professional misconduct or a violation of code, policy or administrative law. Comprehensive and interactive, this course provides an essential education to receive prior to appearing before a hearing or to fulfill disciplinary requirements. We offer three different options – 16, 20 and a 24-hour course, customized to your needs.

Format: Online, Middle/High School Edition

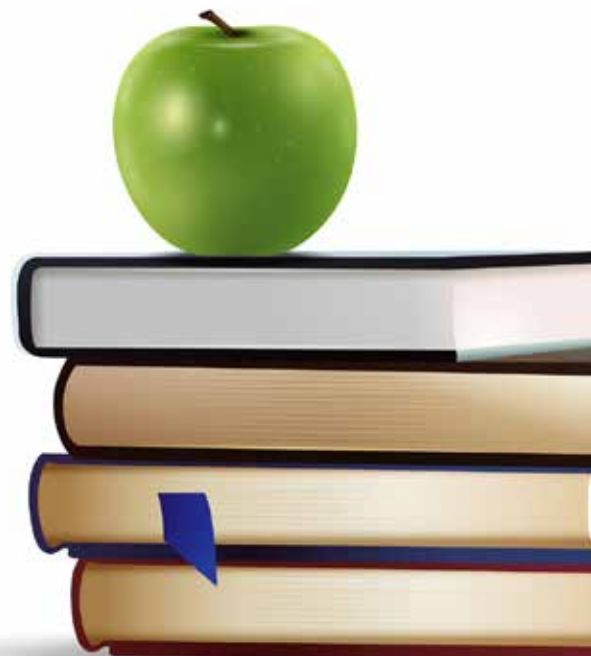
Course Info: Start any time!

Included: Course materials

Course Fee: \$550 per student

“ Students don't remember what you try to teach them. They remember what you are. ”

– Jim Henson, Creator of the muppets



View all 100 subjects and course descriptions and registration details at [www.unfteacherprep.com](http://www.unfteacherprep.com).





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## We love veterans and their families.

UNF Continuing Education holds the deepest appreciation and respect for the veterans of the U.S. Armed Forces. We provide education and training opportunities to help veterans transition from military duty to civilian careers. Veterans can use their VA benefits to pay for several of these courses.

In order to provide veterans the best education experience possible, please keep in mind these additional required U.S. military regulations regarding veteran benefits:

### **Veteran's Attendance Policy**

Excused absences will be granted for extenuating circumstances only. Excused absences must be substantiated by entries in students' files. Early departures, class cuts, tardiness, etc., for any portion of the class period will be counted as a complete absence. Students exceeding eight hours of unexcused absences in a 32-hour block time period will be terminated from their VA benefits for unsatisfactory attendance. The student's attendance record will be retained in their veteran's file for USDVA and SAA audit purposes.

In order to be eligible for benefits, veterans must maintain the same academic and conduct standards expected of all UNF students. VA students receiving VA educational benefits must maintain a minimum cumulative grade point average (CGPA) of 2.0 each evaluation period (course module, term, quarter, semester, etc.). A VA student whose CGPA falls below 2.0 at the end of any evaluation period will be placed on academic probation for a maximum of two consecutive terms of enrollment. If the VA student's CGPA is still below 2.0 at the end of the second consecutive term of probation, the student's VA educational benefits will be terminated. A VA student terminated from VA educational benefits due to unsatisfactory progress may petition the school to be recertified after attaining a CGPA of 2.0.

### **Veteran's Refund Policy**

Veterans or eligible persons who fail to enter a course, withdraw, or discontinue the course prior to completion may be eligible for a refund, less a 10% administrative fee, of the unused portion of tuition, fees, and other charges. Students who are called to active duty and are unable to complete the course may request a withdrawal from the registered course(s) due to military service. A copy of the orders is required to receive a full refund.

### **Veteran's Credit for Previous Education or Training**

Students must report all education and training. The school must evaluate and grant credit, if appropriate, with the training time shortened, the tuition reduced proportionately, and the VA and student notified.

## MYCAA

The Military Spouse Career Advancement Accounts Program (MyCAA) is a career development and employment assistance program that helps military spouses pursue licenses, certificates, certifications or associate's degrees necessary for gainful employment in high demand and high growth career fields and occupations. If you are eligible for MyCAA, contact Jessica Murray at [Jessica.Murray@unf.edu](mailto:Jessica.Murray@unf.edu).



# Registration information

## Four easy ways to register:



### **ONLINE at [www.unf.edu/ce](http://www.unf.edu/ce)**

Use Quick Links to access the online course catalog. Courses are grouped by subject.



### **CALL us at (904) 620-4200**

Payment is due at the time of registration; please have your credit card information ready.



### **MAIL**

Download and mail the completed registration form with check or purchase order to:  
UNF Division of Continuing Education  
Adam W. Herbert University Center  
12000 Alumni Drive  
Jacksonville, FL 32224-2678



### **IN PERSON**

Bring your registration form and payment to our Customer Care Team, located in the UNF Adam W. Herbert University Center (Bldg. 43, Rm. 2110), 8 a.m. to 5 p.m., Mon. through Fri.



**Adam W. Herbert University Center**  
12000 Alumni Drive, Jacksonville, FL 32224

## Payment policy

Payment is due at the time of registration. You may pay by credit card (Visa, American Express, Discover or MasterCard), check, money order or purchase order. Make checks payable to: UNF Continuing Education. State of Florida fee waivers do not apply to non-credit courses.

## Other Useful Information:

Courses are limited in size to provide the best interactive opportunity for you. Act now to reserve your seat. We will confirm your early registration by e-mail. We will also e-mail a course confirmation and location verification, prior to the course start date. Please arrive at least 15 minutes before the program begins.

If course enrollment is low, we may need to cancel, postpone or combine classes. You will receive an e-mail with any changes. We may substitute qualified instructors when necessary.

For information on veteran's benefits, parking, CEUs and more, please visit [www.unf.edu/ce/registration](http://www.unf.edu/ce/registration).

## Cancellation policy

Cancellation and/or refund requests must be received no later than five (5) business days prior to the first day of class in order to receive a 90% refund.\* No refunds are given for requests made within five (5) business days or if you do not attend. A credit memo can be requested in the full amount and used for a future course that is scheduled within the same calendar year as your original course. Once a credit memo has been issued, a refund cannot be requested.

\*A 10% administrative fee is retained by the University.



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