Professional Development Programs

September 2014 - January 2015

Your Source for…

- Leadership Development
- Supervisory Academy
- Customer Service
- Computer Technology
- Business Writing
- Online learning
- and more!

Register at www.cabrillo-extension.org
Register by September 8th and get an early bird discounted fee!

Featured this Fall:

Leadership Academy

Supervisory Academy

Training Series

Computer Technology

CLASSES & WORKSHOPS

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Registration is easy!

Register online at www.cabrillo-extension.org or phone, fax or mail your registration.

Registration form is located on page 23.
For information call 831-479-6331.

Enroll Early!
Popular classes fill up quickly and low enrollment classes may be cancelled.
Dear Professional,

Welcome to our new catalog! We are so proud to present this catalog of Professional Development offerings that we know will support you, no matter what role you play in the workplace - from individual contributor, to manager, leader or business owner.

At Cabrillo, we are dedicated to continuous learning, and we know how challenging it can be to carve out the time for learning when you are working. That is why we compiled this set of short courses that are available right here locally and at very affordable prices. We want to make it easy for you to improve your skills on an on-going basis. This is what will help us keep our community unique and special, and able to attract and retain the talent for which we are already known.

You will see that we have classes for those wanting to improve their personal effectiveness at work. Classes such as “Managing and Resolving Conflict,” “Managing Time and Priorities,” and “The Art of Assertiveness” are just a few of the titles from which you can choose.

We also have redesigned our ever-popular Supervisory Academy Training Series to include titles such as, “Leading Meetings That Matter,” and “Solving Problems with Ease and Making Decisions that Stick.” Our goal is to support our local workforce, from the time you get your first job, through the time that you are ready to retire. To that end, we are also proud to offer a Leadership Academy that focuses on tactical leadership skills such as “Inspiring and Influencing Others,” and “Building a Positive Workplace: Employee Recognition that Works.”

But that is not all. In the spring of 2014, we polled our business partners to learn more about their training needs. Our partners told us that Computer Technology courses are needed, as well as topics related to Business Writing, Customer Service and more. Whatever your need, we believe you will find a class that enhances your work life in the pages ahead.

We are so very proud to be part of this great community. Santa Cruz County is full of talented and hard-working individuals who have helped to create its unique signature as one of the best places to live and learn. It is our honor to present you with this Cabrillo College Extension Professional Development catalogue. We hope to see you throughout the fall semester, enjoying one or more of the dynamic learning opportunities provided herein.

Warmly,

Dr. Laurel Jones

President and Superintendent
Personal Effectiveness Development Series

We can all use a little boost now and then! If your career feels stalled or you experience frustrations at work, you may need a “tune up!” This Personal Development Training Series is designed to help you address many of the issues and behaviors that can slow you down in your career or contribute to feelings of dissatisfaction at work. It can also provide a boost for an already thriving career! The 8 sessions that are part of this series are designed as stand alone courses. Take one, or take them all, or mix and match the titles that are best for you from this series and our Supervisor and Leadership Training Academies.

Tuesdays, September 30 – November 18
9:00 am – 12:00 noon
Classes are held on the Aptos Campus in the 1500 Bldg., 2nd Floor, Room 1522
Take ALL EIGHT MODULES for just $395 or $54 per module

Powerful Communication:
Being Clear, Concise and Kind
Tue., Sept. 30
9 am – 12 noon
Today’s workplace demands “fluency” in business communication. We must continually adapt our communication to the needs of various audiences including senior leaders, internal and external customers, co-workers and direct reports. No matter who the audience, we must always pay attention to the quality of our communication so that we are purposeful, clear, concise and kind.

In this course you will…
• Understand common barriers to communication.
• Understand and apply 3 primary purposes of communication to enhance clarity.
• Learn a simple method for ensuring that we are striking the right balance between clarity and kindness.

Managing and Resolving Conflict
Tue., Oct. 7
9 am – 12 noon
Conflict is a part of life. How confident and competent we are at resolving conflict can have a profound impact on our success at work and in life. In this course you will…
• Understand what conflict is and why your ability to engage in effective conflict is so vital to your success.
• Learn about 5 common approaches to conflict and the pros and cons of each.
• Apply a simple process for resolving the most ingrained conflicts.

The Art of Assertiveness,
Tact and Diplomacy
Tue., Oct. 14
9 am – 12 noon
Assertiveness plays an important role in our everyday lives. Being assertive allows us to reach our goals. It also influences our relationships with others. Combined with the ability to be tactful and diplomatic, it can accelerate your career!

Come to this class to…
• Understand the connection between assertiveness and self-confidence
• Engage in a series of exercises that will help you feel and sound more assertive
• Practice communicating assertively in a variety of situations.
• Apply the lessons that you learn to challenges of your own.
Managing Stress
Tue., Oct. 21
9 am – 12 noon
It's now common knowledge that stress is a serious and dangerous health risk factor and can be linked to many of our most serious health challenges. But did you know that stress is also the cause of billions of dollars in lost productivity and revenue in our workplaces? When we can reduce our stress, work, relationships and everything in life can become more enjoyable.

In this course you will...
- Define “good” and “bad” stress and understand the causes of each.
- Identify what causes stress for you and practice managing your reactions
- Learn and apply the Triple A approach to managing and reducing stress

Building Rapport & Relationships
Tue., Oct. 28
9 am – 12 noon
The relationships we build at work are critical to our success. Ensuring that we find and cultivate a professional network will help us to identify mentors, seek and receive feedback that helps us grow, and stay informed about opportunities for growth. Yet many of us take our business relationships for granted. Come to this class to...
- Understand the role of building rapport in successful relationships.
- Identify 3 kinds of relationships that you should actively cultivate at work.
- Learn and practice important ways that you can ask for help and give effective feedback

Managing Time and Priorities
Tue., Nov. 4
9 am – 12 noon
Today’s work world moves quickly. We are expected to be “on” 24/7, and there is always more to do than there is time to do it. Without effective time management strategies, you are likely to end the day feeling overwhelmed and unfulfilled. Instead, take control of your time and priorities! Come to this class to...
- Identify your top priorities using a values-based approach
- Assess how you spend your time at work using the urgent/important matrix
- Understand common barriers to effective time management and make a plan to overcome your barriers

Working on a Team
Tue., Nov. 11
9 am – 12 noon
Working with a team can be a challenge but in today’s workforce it is a given. When we understand some basic principles of team development and teamwork, we can transform our working relationships by harnessing the power of our differences and creating a powerful work team. Come to this class to...
- Learn about 3 types of teams and the challenges and opportunities of each
- Understand different stages of team development and how to be an effective team member
- Practice critical communication skills that support collaboration and problem-solving

Navigating Personal Change
Tue., Nov. 18
9 am – 12 noon
Life is constantly changing and change can lead to feelings of overwhelm. To be effective at work, you must develop appropriate and healthy responses to change. What changes are you facing at work? What changes do you want to proactively make in your life? How do you react under stress? How do your habits keep you feeling stuck and resisting the changes you need to make? In this workshop, you will...
- Understand the impact of change on your mind, body and emotions
- Become aware of the stages of change, what to expect in each stage and how to manage your personal stress reactions
- Make a plan for self-care and self-empowerment in the face of change
Supervisory Academy Training Series

Being a successful supervisor can be a challenge: You have a lot of responsibility, and usually, very little supervisory training. Designed to deliver results, The Cabrillo College Supervisory Academy is a 12-week program that helps you develop your skills and become a better supervisor. Choose which modules are best for you, or attend all 12!

Throughout this 12-week program, you will learn and practice the skills that will make your job easier and your team more efficient. Come to know yourself better as a supervisor and make effective choices about your leadership development. Learn to build trust with your team, improve communication with all levels of your organization, make better decisions, lead effective meetings, and motivate your employees toward better performance.

Wed., Sept. 10 – Dec. 3
2:00 – 5:00 pm
OR
Mon., Sept. 15 – Dec. 8
6:00 – 9:00 pm

Classes are held on the Aptos Campus in the 1500 Bldg., 2nd Floor, Room 1522
Take ALL TWELVE MODULES for just $595 or $58 per module

COURSE MODULES

Being a Great Supervisor
Wed., Sept. 10 OR Mon., Sept. 15
2 – 5 pm
6 – 9 pm

Being a supervisor is a lot of responsibility, and it involves the fundamental ability to get things done through others. As a leader in your organization, you have the potential of making a very positive impact. In this course you will…

• Understand the roles and responsibilities of effective supervisors
• Assess your own supervisory skills and strengths
• Set goals for your supervisory development

Leading with Purpose
Wed., Sept. 17 OR Mon., Sept. 22
2 – 5 pm
6 – 9 pm

Some of our greatest frustrations as supervisors come from managing employees with distinctly different work styles than our own. When we understand and build appreciation for our differences, the team can be so much stronger! Come to this class to…

• Learn more about 4 styles that show up at work
• Assess your own style, along with potential blind spots and weaknesses.
• Develop a plan to work better together with your co-workers and direct reports.

Diagnosing Your Team’s Effectiveness
Wed., Sept. 24 OR Mon., Sept. 29
2 – 5 pm
6 – 9 pm

Leading a team is an inescapable reality of today’s organizations. When we understand the principles of teamwork, we can harness the power of interdependence and individuality to create a powerful work team that achieves the right results. Come to this class to…

• Make the leap from team member to team leader
• Understand the stages of team development and how to navigate each
• Assess your team’s effectiveness by applying the five elements of successful teams
• Use the power of a team charter for getting, and keeping, the team on track.

Creating a Climate of Trust
Wed., Oct. 1 OR Mon., Oct. 6
2 – 5 pm
6 – 9 pm

As a supervisor, your ability to create and sustain a climate of trust is critical to your team’s satisfaction and success. But how do you transform a climate that is currently NOT high in trust, into the opposite? Come to this class to…

• Explore the high cost of low-trust work groups
• Define trust, and identify the specific behaviors that support it
• Assess your part in creating a trusting work place

SUPERVISING ACADEMY TRAINING
Setting Clear Goals and Performance Expectations
2 – 5 pm 6 – 9 pm
Tackling employee performance issues is an expected part of the supervisory role. Simply telling our employees what to do and how to do it often isn’t enough! Effective performance management starts with clear expectations and is NOT deferred to an annual performance appraisal! Come to this course to...
- Understand and practice the critical process of setting clear performance expectations.
- Discern between performance management and performance evaluation.
- Discuss common barriers to effective performance and make a plan for overcoming those barriers.

Coaching for Results
Wed., Oct. 15 OR Mon., Oct. 20
2 – 5 pm 6 – 9 pm
Coaching, a crucial leadership skill for successful supervisors, combines building relationships, providing support and monitoring progress. In this class you will...
- Identify the impact effective coaching has on you, the employee and the climate at work
- Learn and practice the precursors to coaching: being curious and asking good questions
- Develop a detailed plan to coach a specific person on your team

Delegating for Development
Wed., Oct. 22 OR Mon., Oct. 27
2 – 5 pm 6 – 9 pm
One of the primary responsibilities of a supervisor is to delegate effectively. In this class, you will...
- Learn how effective delegation entails much more than merely pushing a task off
- Practice delegating effectively using a specific planning tool
- Practice follow-up that ensures tasks are completed appropriately, and that employees are learning the skills they need to succeed

Solving Problems with Ease and Making Decisions that Stick
Wed., Oct. 29 OR Mon., Nov. 3
2 – 5 pm 6 – 9 pm
In the past few decades, psychologists and business people alike have discovered that successful problem solvers tend to use a similar type of process to identify and implement the solutions to their problems. In this workshop, you will...
- Ask key questions that aid in problem identification and definition
- Use cost-benefit analysis, and evaluate potential solutions against thoughtfully selected criteria
- Practice conversations that assertively announce decisions to the team and generate commitment from all

Motivating Others
Wed., Nov. 5 OR Mon., Nov. 17
2 – 5 pm 6 – 9 pm
Understanding what motivates people and how to motivate others is a key skill in our ability to effectively lead. Many of us resort unconsciously to the old carrot-and-stick methods with very limited success. Come to this course to...
- Understand your role in creating the climate
- Practice key motivational techniques
- Build a plan for motivating employees by making them feel connected, valued and competent

Leading Meetings that Matter
Wed., Nov. 12 OR Mon., Nov. 24
2 – 5 pm 6 – 9 pm
Unfortunately, many of the meetings we organize and attend prove to be a waste of time, energy and money! This class ensures that the meetings you lead will be purposeful and productive. In this class you will...
- Design a meeting process that gets results
- Set effective “rules of engagement” that bring out the best in your meeting participants
- Capture action items effectively

Presenting with Confidence
Wed., Nov. 19 OR Mon., Dec. 1
2 – 5 pm 6 – 9 pm
For most of us, speaking in public creates mild but manageable anxiety. Having something to say and being able to say it well empowers all involved! In this course you will...
- Learn 5 ways to quickly organize your thoughts
- Discern between 3 common speaking purposes
- Review important tips and tricks for visual aids
- Play with delivery skills that will help your audience get the most from your message

Quality Interviews and Selecting the Best Candidates
Wed., Dec. 3 OR Mon., Dec. 8
2 – 5 pm 6 – 9 pm
Have you ever looked around the office and wondered how certain people were chosen for the position they hold? If so, you know that hiring the wrong person can impact the business and office morale. The problem is that traditional interviewing methods do not tell us what we need to know about potential job candidates. Dynamic behavioral interview techniques can help us find the right people for the right jobs. In this course you will...
- Discuss common obstacles to effective employee recruitment & development
- Learn the basics of behavioral interviewing
- Practice writing & asking behavioral interview questions
- Evaluate your open positions through the lens of core competencies
You understand the importance of providing Professional Development opportunities for staff, but it can be a challenge to ensure that employees transfer their new skills back to work!

Bay Federal Credit Union understands that challenge, and turned to Cabrillo Corporate Training to provide a custom designed program to meet their needs. “We are committed to providing on-going training for our employees,” said Patty Winters, Vice President of Human Resources.

Cabrillo College Corporate Training has partnered with Development Dimensions International (DDI) to make its world-class leadership, workforce and customer service training programs available locally.

The collaboration with DDI, a human resource consulting firm widely recognized for leadership and management training programs that improve employee performance, gives the Santa Cruz County business community access to programs that they otherwise would have to train in-house or hire DDI trainers to travel to their site.

Cabrillo College Corporate Training can bring DDI training to you with titles such as Achieving Your Leadership Potential, a course that shows leaders how to design a meaningful development plan that allows them to achieve their development goals while still fulfilling their critical job responsibilities; or Building an Environment of Trust, a course that shows leaders how to avoid trust traps and create an environment in which people take risks, identify and solve problems, and work together to create and sustain high levels of trust.

“This partnership allows Cabrillo College Corporate Training to contribute to the business growth and success of Santa Cruz County by providing the best training and development resources to area companies,”

—Claire Laughlin, Director of Corporate Training at Cabrillo College

If you are interested in a custom designed training solution for your workplace, call 831-477-5649 for a free consultation.
Enroll in our NEW 60-minute webinars! Spend just 60 minutes to get the critical information you need to improve your current practices and strengthen your workplace.

Successful Onboarding: The First 90 Days
What are the most successful companies doing to help employees get off to a great start? A strong onboarding program is related to employee success, satisfaction, and retention. It sets the tone and helps employees to understand your company’s culture and how they fit. In this interactive webinar, you’ll learn best practices related to onboarding. You will learn to:
- Understand the difference between Orientation and Onboarding
- Personalize the experience
- Define the culture
- Avoid common errors
- Engage sponsors, mentors & supporters

Log-in information will be sent upon registration.

Thu., October 23
12 noon – 1 pm
Fee: $29

Retirements on the Rise: How to Position Your Organization for Success
When employees retire, they take knowledge, experience, and contacts with them. With the baby boomers reaching retirement age, and the economy in recovery, many employers are feeling nervous about the potential exodus of their workforce. What is your company doing to plan for the inevitable exit of its valuable employees?
We will cover:
- Workforce trends, and how they affect business
- Creating and communicating a Plan for the Future
- Attracting, developing, and retaining talent
- How to groom employees for advancement

Log-in information will be sent upon registration.

Wed., Nov. 19
12 noon – 1 pm
Fee: $29

Rae Ann Ianniello is an experienced trainer and educator, she specializes in providing workshops in the areas of communication, business, and Human Resources.

Supplement the courses above with these additional online courses:

Understanding the Human Resources Function
No matter what role we play in an organization, human resources affect us all. This course is designed to help people without experience in human resources to understand this very vital link in the organizational chain. It will prepare both managers and business owners to handle basic human resource functions in a way that will ensure the best possible result. In particular, attention is given to the hiring process, including ways to locate quality employees in a competitive labor market. Employee rights and the legal side of the human resource field are also covered.

These online classes start once each month for ease and convenience.
Classes this term begin August 20, September 17, October 15, November 12, & December 10.

For more information, or to register:
Visit us at: www.ed2go.com/cabrillo

Employment Law Fundamentals
Learn the basics of employment law so you can legally hire, evaluate and manage employees as a manager, supervisor, small business owner, human resource specialist, or corporate executive. Learn the difference between an employee and independent contractor; the basic types of employee benefits; effective hiring, evaluation, and termination procedures; methods to resolve employment disputes in and out of court; discrimination and union laws; and workplace safety rules.

Achieving Success with Difficult People
Do you know people whose behavior makes completing even the simplest tasks difficult? Would you like to learn how to have more successful relationships with difficult bosses, co-workers, students, neighbors or family members? Join this class and get helpful information for understanding yourself, solving people problems, and improving your relationships and personal and professional productivity.
Build Your Business!

Cabrillo College Extension is proud to partner with the Cabrillo College Small Business Development Center to present seminars to help you build your business!

The SBDC was founded in 1985 and has served over 5,000 business owners, created over 2,200 jobs and has helped local businesses obtain over $79 million in capital investment. The SBDC provides free of charge, confidential advice to help your business get a healthy start, assist with expansion and increase your profits. The SBDC has fifteen advisors who will meet with you, at no cost, for business planning, increasing sales, analyzing financial statements, implementing bookkeeping systems and developing expansion plans. Specialists are available for Retail, Restaurants, Childcare and Agricultural operations.

The Cabrillo College SBDC has won national and state awards for excellence in operations and business growth of their clients. 100% of clients served stated they would recommend SBDC services to others! How can the SBDC help your business?

Please call 831-479-6136 or go to www.centralcoastsbdc.org for more information.

Build a Better Business Program Series

Writing the Best Business Plan

This seminar will help you identify the most appropriate business planning format for starting or expanding a business, marketing basics, and developing a strategic plan to put your business on the road to success. Learn how to establish realistic goals and objectives, determine startup costs, as well as various methods of financing your startup.

Writing a Business Plan is the first step to obtaining free of charge counseling from the SBDC.

Sat., October 4
9:30 am -12 noon
Room 1606

OR

Tue., Sept. 9 OR Nov. 11
2 – 4:30 pm
Room: 1606

Fee: $35

Keith Holtaway has been a Santa Cruz resident and entrepreneur for the past 35 years. He has been a small business consultant specializing in business planning for start-ups, turn around strategies for struggling businesses, and obtaining financing for business growth. Keith has worked with over 700 business owners from Carmel to Santa Rosa.

Your Online Presence

With customers using social media to “check in”, share websites and lodge complaints, it isn’t a question of if your business has an online presence, but how well you are managing it. These days a load it and leave it website and simply posting to a Facebook page just isn’t enough.

There is great value for your business’ bottom line if you know how to analyze and manage your online presence.

In this class business owners will learn how to shift management of their online presence from merely tactical to strategic.

Tue., Sept. 16
2 – 4:30 pm
Room: 1604

Fee: $35

Lydia Snider – see bio below
Leveraging Social Media to Grow Your Business
Your business might not need to be on every social media site, but you do need to make an informed decision on whether or not to engage on a social media platform. If you do engage, this class will help you develop that strategy.

In this class we will examine Facebook, LinkedIn, Twitter and Pinterest from a business strategy perspective. You will learn how to evaluate these and future emerging social media sites to determine if it is appropriate for your business. We will review realistic expectations of ROI of social media and how to leverage social media to grow your business. Participants are encouraged to take “Your Online Presence” prior to this class.

Sat., October 11
9:30 am -12 noon
Room: 1604
Fee: $35

Lydia Snider is a local specialist in helping nonprofits, small businesses and individuals leverage the power of social media. A former educator, Lydia started a very successful business that was launched using social media to spread the word and increase sales. Lydia had one of the first Facebook pages and is dedicated to helping businesses use social media wisely and profitably.

Recordkeeping for Small Business
This class will reveal the mysteries of accounting in plain language and give you everything a non-accountant saddled with keeping “the books” needs to know. Concepts and processes covered in this class will include: the bookkeeping cycle, accrual vs. cash vs. tax accounting, and the chart of accounts, journals and general ledger.

Double entry and single entry bookkeeping will be explained without the pain of “debit and credit” journal entries. Learn accounting concepts to operate your small business more profitably.

This is an excellent prerequisite for those wishing to maintain their accounting records either manually or using computerized systems.

Sat., Sept. 13 OR Nov. 1
9 am – 1 pm
Room: 432
Register by Sept. 8: $48
Register after Sept. 8: $56

Carol Jensen – See bio

QuickBooks Basics
Information systems professionals, personal consulting services, massage therapists, personal trainers, and sports trainers need QuickBooks, too! Take your home-based industry from hobby to business. Learn and apply basic accounting concepts, business structure, and sound record-keeping procedures to your consulting/service business. Prepare Invoices, track your receivables, and predict timely collection. Accept credit/debit card payments. Gain familiarity with basic Financial Statements and how they help you grow your business. Know you are financially successful and document those all-important tax deductions.

The class is taught in a computer lab to ensure student hands-on experience with the software. Purchase of QuickBooks Pro is not required, but purchasing “QuickBooks Pro for Dummies” is recommended for those who do not own the software.

Students must bring a USB Memory Disk of at least 1 GB of memory to class. Mac users are welcome to bring their own laptops with QuickBooks already installed.

2 Sat., Sept. 20 & 27 OR Nov. 15 & 22
9 am – 1 pm
Room: 513
Register by Sept. 8: $98
Register after Sept. 8: $109

Carol Jensen specializes in financial aspects of start-up businesses and she is a Registered Tax Preparer (CTEC). Carol has taught QuickBooks and Real Estate at Cabrillo for many years.

Starting Your Own Nonprofit
If you are thinking of starting a nonprofit business this class will demystify and explain the nonprofit start-up process for you. After learning the advantages and restrictions of running a nonprofit you will be able to decide if a nonprofit start-up is the best choice for you. You’ll learn about the privileges and restrictions nonprofits face, how to deal with government agencies, alternatives to a nonprofit and an understanding of the application and approval process.

Instructions on the new streamlined IRS exemption process will be included.

Sat., Sept. 20
10 am - 1 pm
Room 432
Register by Sept. 8: $62
Register after Sept. 8: $74
Class fee includes workbook

Josh Wagner runs the Santa Cruz consulting firm PlanRight, which provides a user-friendly approach to nonprofit start-up. PlanRight serves hundreds of client organizations around the country.
Do you want a more productive and effective workforce?

Today’s fast-paced business environment demands a highly trained and effective workforce. If you want to stay in business, you need to help your workforce perform at their best. Leaders need to establish direction and communicate effectively both internally and out in the community. Managers and supervisors need to define work, manage people and teams, create a positive and productive organizational culture and lead engaging meetings. Staff needs to work effectively together, provide exceptional customer service, meet quality standards and deliver on deadlines.

All these things are possible when you have effective and affordable workforce training at your fingertips.

At Cabrillo Corporate Training, we can help you…

- Define your direction based on your values and your strengths.
- Develop standards and identify competencies that will guide and align all of your training efforts.
- Identify the performance you want from your workforce and the training gaps that need attention.
- Deliver targeted training programs on site, based on your schedule, to meet your needs.
- Evaluate the training to ensure a return on your investment.

Why invest in employee training & development?

It’s simple. Effective employee training means increased productivity and organizational effectiveness. It means you are better able to cope with the demands of today’s competitive business environment.

And, well-designed training programs provide added benefits: Improved employee morale, greater job satisfaction, more motivated employees, and decreased turnover. Long-term employee development efforts help keep an organization vital and successful.

Our seasoned experts bring dynamic and rich training programs to you!

Visit us at: www.cabrillo-corporatetraining.org
For more information call: 831-477-5649

Cabrillo Corporate Training is a proud partner with DDI- Development Dimensions International!

Ask us how DDI content can meet your needs!
Cabrillo Corporate Training
exceptional customer service
We all know the importance of delivering exceptional customer service! One unhappy customer will tell 9 people, while a satisfied customer is likely to return to your business again and again. The classes in this short series are designed to give you the tools you need to deliver exceptional service to both internal and external customers, deal with difficult customers, and organize your workplace around service-oriented values. If your business has customers (and who doesn’t?), this series is for you!

Customer Service Essentials
What IS customer service? How do I deliver exceptional service? And why is it so important to my success? These and other questions will be answered in this half-day, highly interactive program. You will...

- Assess the needs and expectations of your primary customer groups using the RATER scale.
- Practice critical skills such as stress management, positive speaking skills, and active listening.
- Use and practice open, positive nonverbal communication.
- Learn and practice techniques for turning “walkers” into “talkers” and for handling tough customer situations and conflict.

Fri., October 24
9 am – 12 noon
Room: 1604
Fee: $54

Dealing with Difficult Customers
We all have them… DIFFICULT customers! Do your customers make your work life more challenging? Do they complain or protest? Do they attack or defend? As a customer service professional, you’ve encountered them all! Come to this action packed half-day session to…

- Build understanding about your internal reactions to difficult customers.
- Practice listening with care and setting appropriate boundaries in difficult situations.
- Practice recovering a difficult customer after a set-back.
- Know when to be assertive and when to escalate.
- Build a plan for measuring your service improvement success over the coming weeks.

Fri., October 24
1 – 4 pm
Room: 1604
Fee: $54

Register for both Customer Service Essentials & Dealing with Difficult Customers for just $99!

Creating a Service Culture
As a manager in a service industry, you want more than employees who can repeat customer service slogans and parrot actions like smiling and reading the customer’s name. You want a workforce that understands the importance of service and the impact that it makes on your bottom line. Besides, employees who are committed to the value of service will be better at their jobs and more satisfied overall. You will:

- Understand the basic tenets of exceptional service.
- Discuss the importance of organizational values and how they influence a culture.
- Learn 3 ways to support a service-centered culture.
- Build an action plan for helping your employees translate their new service skills into action at work.

Participants will receive webinar log-in information upon registration.

Monday, October 20
10:30 – 11:30 am
Fee: $29
Leadership Academy

Express your leader within!

The Leadership Academy is designed to help you express your inner leader in a positively powerful way!

According to Kouzes and Posner, authors of “The Leadership Challenge” ®, Leadership is… “the art of mobilizing others to WANT to struggle for shared aspirations.”

We take this to heart as we design our leadership training courses to support you in becoming a truly inspirational leader who models the way and who has the skills and tools needed to build and sustain long-term credibility.

Come to Cabrillo Extension’s NEW Leadership Academy and transform into the leader you want to be!

Mon., Sept. 22 – Oct. 20  1:00 – 4:30 pm
Take ALL FIVE MODULES for just $295 or $68 per module
Classes are held in the 1500 Bldg., 2nd Floor, Room 1522

COURSE MODULES

5 Practices of Exemplary Leaders
Mon., Sept. 22  1:00 – 4:30 pm
What makes a great leader? Your answers are very likely to overlap with the answers discovered by Kouzes and Posner in the 25+ years of research they have conducted that has become, “The Leadership Challenge.” Topics include:

• “Personal best” leadership experience.
• Compare your experience with the 5 Practices of Exemplary Leaders
• The importance of the 5 Practices to you, your organization, and success
• The importance of credibility as a leader

Developing as a Leader
Mon., Sept. 29  1:00 – 4:30 pm
To be a great leader is a very personal journey. It starts with a rich understanding of the role of a leader, and continues as you clarify your personal values. Topics include:

• The stages of leadership development
• The basis of leadership credibility
• Personal values vs. work values.

Driving Change and Innovation
Mon., Oct. 13  1:00 – 4:30 pm
The best leaders not only seek continuous improvement, they create a learning climate in which everyone plays an active role in improvement efforts. Topics include:

• Organizational climate.
• Identify opportunities for improvement.
• Develop an improvement plan.

Building a Positive Workplace:
Employee Recognition that Works
Mon., Oct. 20  1:00 – 4:30 pm
Recognizing others is an important part of leadership, yet we often think that recognition efforts must be formal and consistent across an organization. Topics include:

• Formal and informal recognition plans.
• Key elements of a great place to work
• Guidelines for recognition in your workplace
• Practice delivering meaningful recognition.

Inspiring and Influencing Others
Mon., Oct. 6  1:00 – 4:30 pm
Your ability to inspire and influence others is due in part to understanding the needs, values and motivations of others. You will:

• Inspire a shared vision
• Bring your vision to life.
• Practice drafting and delivering a shared vision.
• Receive feedback and refine your message.
The Leadership Challenge®

“Leadership is not the private reserve of a lucky few. It is an observable and learnable set of skills and abilities that are applicable at all levels.”
— Jim Kouzes & Barry Posner, authors of The Leadership Challenge®

The Leadership Challenge®
The Leadership Challenge® Workshop is a unique, intensive and highly interactive experience that has served as a catalyst for profound leadership transformation in organizations of all sizes and in all industries. Immensely practical and hands-on, The Leadership Challenge® Workshop is designed to inspire, engage, and help you as a leader develop the skills you need to meet whatever leadership challenges lay ahead.

2. Attend our 2-Day Leadership Challenge® Workshop

April 2 & 3, 2015

This intensive experience is structured around seven components, including five independent modules that focus specifically on each of The Five Practices of Exemplary Leadership®. As a participant in this workshop, you will complete the 360-degree feedback tool, the Leadership Practices Inventory (LPI). Your comprehensive report will help you understand each Practice of Exemplary Leadership with precision as it relates to your specific leadership. Each module describes the practice, reviews the Leadership Practices Inventory (LPI) items related to that practice, and ends with techniques that help you reflect on how to apply what you’ve learned to a current leadership challenge of your own. With a plan of action in-hand for taking the key learnings from the workshop back to the workplace, you will be prepared to implement your new leadership practices back on the job, immediately.

3. The Leadership Challenge® for Your Team

Would you like to enhance your team’s ability to lead? Cabrillo Corporate Training can bring The Leadership Challenge® to you! Customized for your needs and according to your schedule, we can help your organization adopt the Leadership Challenge® and the Five Practices of Exemplary Leadership® JUST as you need it.

Call 831-477-5649 today for your free consultation.

3 Ways to Learn!

1. Attend our 1-Day Leadership Challenge® Workshop

Not ready for 360-degree feedback? In this one-day workshop, you will take the Leadership Practices Inventory® Self Version and will engage in interactive exercises designed to introduce each of the Five Practices of Exemplary Leadership®. This workshop is perfect for new leaders and supervisors.

Friday, January 23, 2015
8 am – 5 pm
Room: Horticulture 5005
Fee: $595

“This is a powerful course! The content is fantastic and the opportunity to connect with other leaders is invaluable.”
— Course participant
Business Writing Essentials
In today’s world, we communicate constantly: e-mail, text, Facebook, tweets— the list goes on. But in this busy world, the quality of our communication makes a difference. For better or worse, people make judgments about our competence and credibility based on our written and oral communication. Come to this class to...
- Learn techniques to quickly organize your thoughts and translate them into writing
- Learn and practice essential skills for effective e-mail communication
- Review common e-mail mistakes and ways to ensure that you don’t make them!
- Learn common grammatical and word choice errors and receive a cheat sheet to improve your writing
Fri., October 17
8:30 am – 12 noon
Room: 1604
Fee: $58
Dianthe Harris - See bio below

Power Packed Writing: E-Mail, Reports and Marketing Materials
In this class, you will focus your writing efforts and make noticeable improvements in the quality of your e-mail, reports and marketing materials. Attendees will take away a template for a standard business report and a checklist to review before you send any marketing materials to press. Please bring samples of your writing to class, and we’ll use those as a starting point to learn and practice...
- Writing with purpose
- Reducing wordiness
- Powerful sentence and paragraph construction
- Identifying common grammatical errors
- Key tips for making your reports stand out.
Fri., October 17
1 – 4:30 pm
Room: 1604
Fee: $58
Dianthe Harris specializes in communication strategies and execution, including messaging and content creation, project management, partner and strategic alliance relationship management, and team building for cultural and behavior change.

Leading Meetings that Matter
Unfortunately, many of the meetings we organize and attend prove to be a waste of time, energy and money! This class ensures that the meetings you lead will be purposeful and productive.
In this class you will...
- Design a meeting process that gets results
- Set effective “rules of engagement” that bring out the best in your meeting participants
- Capture action items effectively
Wed., Nov. 12 OR Mon., Nov. 24
2 – 5 pm     6 – 9 pm
Room: 1522
Fee: $58
Michelle Waters - See bio

Presenting with Confidence
For most of us, speaking in public creates mild but manageable anxiety. Having something to say and being able to say it well empowers all involved! In this course you will...
- Learn 5 ways to quickly organize your thoughts
- Discern between 3 common speaking purposes
- Review important tips and tricks for visual aids
- Play with delivery skills that will help your audience get the most from your message
Wed., Nov. 19 OR Mon., Dec. 1
2 – 5 pm     6 – 9 pm
Michelle Waters is a senior instructor for Cabrillo’s Corporate Training program. She’s taught hundreds of clients how to work effectively in teams, prepare powerful presentations and deliver quality customer service.

TAKE BOTH BUSINESS WRITING CLASSES FOR JUST $99!
Writing Essentials
Master the essentials of writing, and become the stellar wordsmith you always wanted to be! In this course, you’ll develop the skills you need to excel at business communications, express yourself clearly online, and take your creative literary talents to a new level.

Whether you’re hoping to get a better job, write for a blog, or publish your short story, this course will give you the writing tools you need for success. It’s also a perfect choice for students who speak English as a second language.

With the knowledge and hands-on practice you gain from this course, you’ll be able to express yourself clearly and persuasively in writing—both in your personal life and in the business world.

Writing Effective Grant Proposals
Preparing successful grant proposals to receive funding from corporations or foundations requires careful research, meticulous preparation, and graceful writing. Grant administrators tell us that many grant requestors have no real understanding of the proposal writing process and as a result, their worthy causes lose out.

If you learn how to avoid the errors that lead to the rejection of your proposal, you will be better prepared to help the causes you most admire. This course will walk you through all of the essential steps—including an important discussion of what you must do when the grant arrives!

Learn how to put everything together so you can assemble, write, and submit complete grant proposals to foundations, corporations, and wealthy individuals for any number of your important projects.

Fundamentals of Technical Writing
Do you have a knack for explaining complex subjects in a way that makes them easy to understand? If so, you should consider entering the well-paying field of technical writing. Learn how to translate complex information into easily understood language, and how to become a wizard at marrying the art of publishing with the science of technology. You’ll learn the secrets of successful technical writers, desktop publishing and formatting techniques, key tips for developing graphics and templates, and documentation management. You’ll also learn how to get your first job as a technical writer, plus tricks of the trade that enable you to create high-quality documentation with less work.

Grammar Refresher
Whatever your goals, a grasp of English grammar is important if you want to improve your speaking and writing skills. This course will help you gain confidence in your ability to produce clean, grammatically correct work. You’ll explore the basics of English grammar—like sentence structure and punctuation—as well as more sophisticated concepts—like logic and clarity. A patient instructor, memorable lessons, vivid examples, and interactive exercises will give you ample opportunity to put what you learn into practice. Reacquaint yourself with old, forgotten rules, meet some new ones, and discover your own grammatical strengths.

To register call 479-6331 or visit us online at www.cabrillo-extension.org
Computers for Rookies
Have you ever saved a file, but couldn’t find it later? Have you ever wanted to cry or curse because your computer was doing something you couldn’t understand? This class will give you the necessary foundation for a solid understanding of computer technology. First we’ll present a basic overview of computer components and their functions. Then we will familiarize students with the Windows interface, and finally we will work on critical file management skills. Topics include: understanding the roles of computer hardware and software; operating systems vs. applications; the Windows desktop; controlling windows; moving and copying files; creating folders; folder hierarchy; working with the Recycle Bin and more.

A comprehensive manual/textbook is included in the course fee.

Two dates to choose from:
Fri., Sept. 12  OR  Fri., Oct. 24
9 am – 5 pm  9 am – 5 pm
Room: 2502
Fee: $95
Mindi Cater – See bio

Microsoft Word – Level 1
This introductory class is for the computer user who wants to become proficient in Word 2013. Topics include: using the ribbon interface and toolbars; creating, editing and formatting text; text selection; the Clipboard; page layout and printing commands; using proofreading tools; custom line spacing and indents; creating custom tab stops; bulleted and numbered lists; working with tables and forms; adding borders and shading; using Find and Replace; and more.

Required: Computers for Rookies or equivalent skills.

A comprehensive manual/textbook is included in the course fee.
Fri., Sept. 26
9 am – 5 pm
Room: 2502
Fee: $124
Mindi Cater – See bio

Microsoft Word – Level 2
This intermediate level class covers more complex skills than those presented in Level 1. Topics include: creating newsletters using columns; section and column breaks; inserting WordArt and clip art; basic picture editing; formatting text consistently by using styles; Mail Merge documents; creating and working with templates, and more.

Required: Microsoft Word 2013: Level 1 or equivalent skills.

A comprehensive manual/textbook is included in the course fee.
Fri., Oct. 17
9 am – 5 pm
Room: 2502
Fee: $124
Mindi Cater – See bio

Microsoft Access – Level 1
This class provides a detailed introduction to Access 2013, Microsoft’s powerful relational database. Topics include: identifying database structures; designing and creating a new database; creating and using database objects including tables, forms, reports and queries; setting field properties; managing data records and more.

Required: Computers for Rookies or equivalent skills.

A comprehensive manual/textbook is included in the course fee.
Fri., Nov. 14
9 am – 5 pm
Room: 2502
Fee: $124
Mindi Cater – See bio

Microsoft Excel – Level 1
This introductory class is for the computer user who wants to become proficient in Excel 2013. Topics include: the ribbon interface; entering and editing data; selecting cells and ranges; printing worksheets; creating formulas and functions; using absolute and relative cell references; formatting cell contents; inserting and deleting columns, rows, and cells; creating charts, and more.

Required: Computers for Rookies or equivalent skills.

A comprehensive manual/textbook is included in the course fee.
Fri., Sept. 19  OR  Fri., Nov. 21
9 am – 5 pm  9 am – 5 pm
Room: 2502
Fee: $124
Mindi Cater – See bio
Microsoft Excel - Level 2

This intermediate level class covers more complex skills than those presented in Excel: Level 1. Topics include: working with lists of data; filtering and sorting data; displaying subtotals in a list; formatting and printing multi-page workbooks; using advanced functions in formulas; tracing formulas: auditing formula errors, and more.

Required: Microsoft Excel: Level 1 or equivalent skills.

A comprehensive manual/textbook is included in the course fee.

Fri., Oct. 10
9 am – 5 pm
Room: 2502
Fee: $124

Mindi Cater – See bio

Microsoft Excel - Level 3

This advanced level class introduces highly complex Excel 2013 skills. Topics include: creating PivotTables, Pivot Charts, and macros; using financial functions; using data analysis and validation tools; advanced formatting techniques; sharing workbooks and tracking changes; merging multiple workbooks; integrating Excel with other programs, and more.

Required: Microsoft Excel: Level 2 or equivalent skills.

A comprehensive manual/textbook is included in the course fee.

Fri., Oct. 31
9 am – 5 pm
Room: 2502
Fee: $124

Mindi Cater – See bio

Effective Presentations Using PowerPoint

This class provides introductory training for the computer user who wants to become proficient in PowerPoint 2013. Topics include: the ribbon interface; creating presentations; document themes; bulleted lists; using outlines to create slides; formatting text; publishing and printing presentations; using transitions; inserting clip art, charts, and graphics; slideshow delivery, and more.

Required: Computers for Rookies or equivalent skills.

A comprehensive manual/textbook is included in the course fee.

Fri., Oct. 3
9 am – 5 pm
Room: 2502
Fee: $124

Mindi Cater has been teaching computer classes in Santa Cruz County since 1991. She has offered training at local organizations including, SCCROP, the Sheriff’s Department, County Office of Education, and the Capitola EDD.

Photoshop for the Hobby Photographer

You can create the best photos ever, digitally, whether you use a digital camera, or scan your photos. Photoshop is a huge application and this is your chance to get acquainted with some of the basic Photoshop tools and techniques most useful for hobby photographers. Find out how to repair damaged photographs, correct color, remove unwanted elements, and transform your photographs into sepia tones or hand-tinted looks, and more.

Much of what will be learned will be useful for Photoshop Elements as well. This class will be taught on a Mac, but is adaptable to Windows.

Students should bring a brown bag lunch for the break.

2 Sat., Sept. 20 & 27
9:30 am - 2:30 pm
Room: 317
Register by Sept. 8: $85
Register after Sept. 8: $98

Deborah Cardillo is a member of the National Association of Photoshop Professionals and is a Photoshop enthusiast who loves to teach others.
Experience Education to Go
Online Classes
If you can’t take the time to go to school, our online classes are there to help you study and learn at home. The instructor-facilitated online courses are informative and highly interactive, and our instructors are famous for their ability to create warm and supportive communities of learners. These not-for-credit classes are available to anyone with a computer, internet access and e-mail.

All courses are six weeks long (with an optional two-week extension). Courses include lessons, quizzes, hands-on assignments, discussion areas, supplementary links, and more. You can complete any of these courses from your home or office, any time day or night.

How to Get Started:
Visit our Online Instruction Center: www.ed2go.com/cabrillo
Select your class and follow the prompts.

Start Dates: A new section of each class begins on the following dates:
August 20, September 17, October 15, November 12, & December 10
NEW CLASSES ARE MARKED WITH AN *

Requirements:
All courses require Internet access and e-mail. Some courses may have additional requirements. Please visit our Online Instruction Center for more information.

Over 400 courses are available on our redesigned web site to make it easier for students to find and enroll in the title(s) they are looking for. Here is just a sample:

The Internet ($95)
Navigating the Internet
Web 2.0 Blogs, Wikis & Podcasts
Introduction to Creating Word Press Web Sites

Web Page Design ($95)
Designing Effective Websites
Introduction to Dreamweaver CSS
Introduction to CSS and XHTML
Achieving Top Search Engine Positions
Advanced Web Pages

Web Graphics and Multimedia ($95)
*Intro & Intermediate Flash CSS
Intro & Intermediate Photoshop CS5
Adobe Acrobat 9

Web and Computer Programming ($95)
Visual Basics 2008
Introduction to PHP & MySQL
Introduction to Java Programming
Introduction to Ajax Programming
Introduction to Python 3 Programming

Basic Computer Literacy ($95)
Intro & Int. Windows Vista
Computer Skills for the Workplace
Introduction to Windows 7

Computer Applications ($95)
*What’s New in Microsoft Office 2010
Microsoft Excel 2010
Word, Excel, Access, Publisher & Outlook 2010
Introduction to CorelDRAW X5

Graphic and Multimedia Design ($95)
Introduction to Illustrator CS5
Intro & Intermediate InDesign, Photoshop, Flash CS5

PC Troubleshooting, Networking, & Security ($95)
Wireless Networking
Advanced PC Security

Database Management & Programming ($95)
Introduction to Database Development
Introduction to MS Access 2010
Introduction to SQL
Introduction to Programming

Computer Certification Prep ($149)
CompTIA Security+ Certification Prep
Advanced A+ Certification Prep
Intermediate A+ Certification: Operating Systems

Digital Photography & Digital Video ($95)
*Photoshop Elements 10 for the Digital Photographer
Making Movies with Windows Vista
Introduction to Digital Scrapbooking
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<th>Languages ($95)</th>
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<td>Speed Spanish I, II, III</td>
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<td>Spanish for Medical Professionals</td>
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<td>Instant Italian</td>
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<td>Easy English</td>
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<td>Grammar for ESL</td>
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<td>Spanish for Law Enforcement</td>
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<td><strong>Writing &amp; Publishing ($95)</strong></td>
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<td>Beginning Writer’s Workshop</td>
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<td>Write &amp; Publish Your Nonfiction Book</td>
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<td>Writerific: Creativity Training for Writers</td>
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<td>Effective Business Writing</td>
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<td>Writing Young Adult Fiction</td>
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<td>Keys to Effective Editing</td>
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<td><strong>Entertainment Industry Careers ($95)</strong></td>
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<td>Breaking into Sitcom Writing</td>
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<td>Get Paid to Travel</td>
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<td><strong>Grant Writing &amp; Nonprofit Management ($95)</strong></td>
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<td>A to Z Grant Writing</td>
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<td>Introduction to Nonprofit Management</td>
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<td>Marketing Your Nonprofit</td>
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<td>Nonprofit Fundraising Essentials</td>
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<td><strong>Start Your Own Business ($95)</strong></td>
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<td>Marketing your Business on the Internet</td>
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<td>Start &amp; Operate Your Own Home Business</td>
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<td>Introduction to Interior Design</td>
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<td>Start Your Own Arts and Crafts Business</td>
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<td>Writing and Selling Self-Help Books Small</td>
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<td>Business Marketing on a Shoestring</td>
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<td><strong>Sales &amp; Marketing ($95)</strong></td>
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<td>Principles of Sales Management</td>
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<td>Marketing Your Business on the Internet</td>
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<td>Managing Customer Service</td>
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<td><strong>Accounting ($95)</strong></td>
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<td>Accounting Fundamentals I &amp; II</td>
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<td>Intro to Peachtree Accounting 2012</td>
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<td>Introduction to QuickBooks 2012</td>
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<td><strong>Business Administration ($95)</strong></td>
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<td>Distribution and Logistics Management</td>
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<td>High Speed Project Management</td>
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<td>Going Green at the Workplace</td>
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<td><strong>Test Prep ($95)</strong></td>
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<td>GED, GRE &amp; GMAT Preparation</td>
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<td>LSAT Preparation: Part I &amp; Part II</td>
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<td><strong>Personal Development ($95)</strong></td>
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<td>12 Steps to a Successful Job Search</td>
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<td>Keys to Effective Communication</td>
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<td>Protect Your Money, Credit, and Identity</td>
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<td><strong>Personal Finance &amp; Wealth Building ($95)</strong></td>
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<td>Keys to Successful Money Management</td>
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<td>Real Estate Investing I &amp; II</td>
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<td>Introduction to Stock Option</td>
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<td>The Analysis and Valuation of Stocks</td>
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<td><strong>Health Care, Nutrition, &amp; Fitness ($95)</strong></td>
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<td>Medical Coding &amp; Transcription</td>
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<td>Handling Medical Emergencies</td>
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<td>Become an Optical Assistant</td>
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<td>Start Your Own Edible Garden</td>
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<td><strong>Personal Enrichment ($95)</strong></td>
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<td>Mastering Public Speaking</td>
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<td><strong>Art, History, Psychology, &amp; Literature ($95)</strong></td>
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<td>Enjoying European Art Online</td>
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<td><strong>Children, Parents and Family ($95)</strong></td>
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<td>Ready, Set, Read!</td>
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<td>Reading Strategies That Work</td>
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<td>Teaching Students With Learning Disabilities-Understanding Adolescents</td>
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<td><strong>Law &amp; Legal Careers ($95 - $160)</strong></td>
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<td>Employment Law Fundamentals</td>
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<td>Business Law for Small Business Owners</td>
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<td><strong>Health Care - Continuing Education ($95 - $210)</strong></td>
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<td>Certificate in Spirituality, Health, and Healing</td>
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<td>Certificate in Complementary and Alternative Medicine</td>
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<td>Certificate in Holistic and Integrative Health</td>
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<td>Certificate in Integrative Mental Health</td>
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<td>Spanish for Medical Professionals Certificate in Gerontology</td>
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HAZWOPER 8-Hour Refresher
The U.S. Occupational Safety and Health Administration (OSHA) has established regulations governing the health and safety of employees engaged in hazardous waste operations and emergency response. These regulations, codified at 29 CFR §1910.120, contain general requirements for health and safety programs, site characterization and analysis, site control, training, medical surveillance, engineering controls and work practices, personal protective equipment, exposure monitoring, informational programs, material handling, decontamination, and emergency procedures.

This is a great course for those who need HAZWOPER recertification and additional training in proper handling of chemicals and in emergency response procedures. Topics include: general safe work practices; toxicology; hazardous communication standards; lockout/tagout procedures; materials handling & storage; respiratory protection; protective equipment & much more.

This course satisfies the HAZWOPER requirements regulated by CFR 1910.120
Certificate/I.D. Card issued on completion of the course for those needing re-certification.
Fri., Oct. 3
8 am – 5 pm
Watsonville Center, Solari Green Tech Bldg.
Room C107
Register by Sept. 8: $150
Register after Sept. 8: $165
John Karnofel is a Certified Hazwoper Trainer and has taught for over 40 years in all areas of agriculture mechanics & safety, industrial safety, welding, farm equipment repair, hydraulic basics, tractor operation & maintenance.

Boost Your Restaurant’s Bottom Line! Tips and Tools to Decrease Costs and Increase Profits
These seminars will help you increase the profit margins at your restaurant! Implementing some basic costing protocols and increasing check averages can greatly help you increase the bottom line. You will learn:
• Forecasting and Budgeting
• Establishing break-even points and profitability time lines
• Product pricing techniques
• Scheduling strategies to improve operations
• How to reduce your controllable costs
• How to improve your purchasing decisions and vendor relations
• How to access follow-up, free of charge counseling for your restaurant

Cost for this seminar is only $30 thanks to the generous funding of the Economic Development Departments of the City of Santa Cruz and Santa Cruz County.
2 Thu., Oct. 30 & Nov. 6
8:30 - 11 am
Tony Hill Community Room,
Santa Cruz Civic Auditorium, 307 Church Street
Fee: $30
Tom Bruce is a nationally renown restaurant consultant known for his expertise in streamlining operations, customer service improvement programs and turn-around strategies.

Interested in Becoming a Cabrillo Extension Instructor?
We deliver cutting edge Professional Development training programs for local and regional businesses. If you are a subject matter expert with experience training in a business setting, and interested in working on a contract basis, please let us know.
We are currently seeking instructors with the following specialties:
• Continuous Process Improvement and LEAN principles
• Supervisory and Soft-Skills
• Industrial Technologies (mechanical, electrical, hydraulic, etc.)
• Technology instructors
For more information, go to http://www.cabrillo.edu/services/extension/employment.html

How to Become a Cabrillo Extension Instructor
Do you have professional or creative practice experience that you can share with others? Would you like to earn extra income as an instructor? The Cabrillo Extension program is always looking for new class ideas. Learn from a seasoned pro everything you need to know to get started in a lucrative part-time profession.
No teaching credential needed.
Sat., October 11
2-5 pm
Room 431
Register by Sept. 8: $50
Register after Sept. 8: $58
plus $30 materials fee payable to instructor in class
David Cook, author of Build Your Dream House for a Song, is a former salesman and restaurant owner. He’d barely picked up a hammer before starting work on his dream house in Marin County.
**QuickBooks Pro for the Small Business Owner**

QuickBooks Pro is one of the most widely used accounting programs for small businesses. This class will lead you through the set-up and use of the software for basic accounting functions including writing and printing checks, tracking income and expenses, generating financial statements, accounts payable and receivable, invoicing and more.

The class is taught in a computer lab so that students may gain hands-on experience with the software. Purchase of QuickBooks Pro is not required, but purchasing “QuickBooks Pro for Dummies” is recommended for those who do not own the software.

Students without bookkeeping experience are recommended to take the Recordkeeping class on September 13th.

**Students must bring a USB Memory stick of at least 1 GB of memory to class.** Mac and PC users are welcome to bring their own laptops with QuickBooks already installed.

4 Sat., Sept. 20 – Oct. 11
9 am – 1 pm
Room: 513
Register by Sept. 8: $195
Register after Sept. 8: $214
Carol Jensen – See bio

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**Starting Your Own Nonprofit**

If you are thinking of starting a nonprofit business this class will demystify and explain the nonprofit start-up process for you. After learning the advantages and restrictions of running a nonprofit you will be able to decide if a nonprofit start-up is the best choice for you. You’ll learn about the privileges and restrictions nonprofits face, how to deal with government agencies, alternatives to a nonprofit and an understanding of the application and approval process.

**Instructions on the new streamlined IRS exemption process will be included.**

Sat., Sept. 20
10 am – 1 pm
Room 432
Register by Sept. 8: $62
Register after Sept. 8: $74
Class fee includes workbook

Josh Wagner runs the Santa Cruz consulting firm PlanRight, which provides a user-friendly approach to nonprofit start-up. PlanRight serves hundreds of client organizations around the country.

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**Advanced QuickBooks**

This advanced class is designed for those who are experienced with QuickBooks and who are looking for insight on how to deal with the more difficult issues that advanced users often face. Some of the topics covered are: inventory, accounting issues and solutions, tracking and managing sales tax, working with and resolving payroll issues, effective use of remote access, job costing, time tracking and much more.

The class is a hands-on course. Students must have previous experience with QuickBooks Pro software.

Sat., Oct. 18
9 am – 1 pm
Room: 513
Register by Sept. 8: $65
Register after Sept. 8: $76
Carol Jensen specializes in financial aspects of start-up businesses and she is a Registered Tax Preparer (CTEC). Carol has taught QuickBooks and Real Estate at Cabrillo for many years.

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**Recordkeeping for Small Business**

This class will reveal the mysteries of accounting in plain language and give you everything a non-accountant saddled with keeping “the books” needs to know. Concepts and processes covered in this class will include: the bookkeeping cycle, accrual vs. cash vs. tax accounting, and the chart of accounts, journals and general ledger.

Double entry and single entry bookkeeping will be explained without the pain of “debit and credit” journal entries. Learn accounting concepts, to operate your small business more profitably.

This is an excellent prerequisite for those wishing to maintain their accounting records either manually or using computerized systems.

Sat., Sept. 13  OR  Nov. 1
9 am – 1 pm
Room: 432
Register by Sept. 8: $48
Register after Sept. 8: $56
Carol Jensen – See bio
Parking Fees
Everyone parking on the Cabrillo campus must have either a semester permit or day pass. Day passes cost $4 and are available in vending machines located in student lots. These vending machines are well marked. Parking in student spaces only.
Registration is Easy!

- The fastest way is to use our online registration at: [www.cabrillo-extension.org](http://www.cabrillo-extension.org), which is available 24 hours a day, 7 days a week.
- Or, fill out the form below and fax it to: 831-477-5239.
- Or, charge by phone using Visa or MasterCard. Call 831-479-6331.
- Or, fill out the form below and mail it with your check or credit card information to: Cabrillo College Extension, 6500 Soquel Dr., Aptos, CA 95003

Discount for Early Registration
On discounted classes you will see both early and late fees listed. Please choose the appropriate fee. Discounts do not apply to some classes. Late registrants may find a class already filled, or that delaying their registration caused a class to be canceled.

Refunds
There's no fine print in our refund policy. Classes canceled by Cabrillo will be refunded in full. We will gladly process your request for a refund or transfer if it is received in our office at least five (5) business days prior to the beginning of the class. There is a 10% service fee, subject to a $5 minimum. **We cannot accept requests for refunds or transfers, regardless of the reason, if they are received less than five (5) business days prior to the class start date.**

If you find at the last minute that you are unable to attend a class, you may send someone in your place by notifying the Extension office by phone or email.

Youth Programs and Motorcycle Safety School have different refund policies.

Office Hours
Monday-Friday 9 am – 5 pm

The Cabrillo Extension program strives to deliver a wide variety of programs and services to supplement the college's instructional program. Classes offered through the Extension program are responsive to community need and interest, although they do not generate college credit, grades, transcripts, nor are they transferable.

These fee-supported classes are presented for information and enjoyment and do not necessarily reflect the views of the Cabrillo College District. The college does not endorse any product or the services of any presenter.

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Card # _____________________________________________________________________________________________

Expiration Date _________________________ Signature __________________________

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To register call 479-6331 or visit us online at [www.cabrillo-extension.org](http://www.cabrillo-extension.org) 23
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