SPRING 2021 COURSES

PROFESSIONAL DEVELOPMENT
ADVANCE YOUR CAREER

- Computer Software Training
- Corporate Training
- Healthcare Professions
- Industry-Valued Certifications
- ESL Courses
- Small Business Development Center

NEW THIS SPRING!

REMOTE TEAM-BUILDING  •  MICROSOFT EXCEL MASTERY SERIES

www.raritanval.edu/career-training
Most classes offered online. Limited on-campus courses.
Industry-recognized credentials are valued by employers and can kickstart or enhance your career opportunities. RVCC offers a variety of short-term professional certification programs that are supported by national industry associations.

**FINANCIAL SERVICES**

**Certified Management Accounting Part 1: Financial Planning**  
**BU565 - Online**  
This course explores the concepts of financial planning, budgeting and forecasting, performance management, cost management, internal control and professional ethics for maximized performance and control. This is a test preparation course for the first part of the two-part Certified Management Accounting Certification. 
**Prerequisite:** (IMA) Institute of Management Accounting. Website: https://www.imanet.org. All course materials are included.

Course fee: $1,575  
Call 908-800-7721 for registration information.

**Certified Management Accounting Part 2: Financial Decision**  
**BU566 - Online**  
This course examines critical financial decision-making strategies, including financial statement analysis, corporate finance, decision analysis, and risk management and investment decisions. This is a test preparation course for the second part of the Certified Management Accounting Certification. 
**Prerequisite:** (IMA) Institute of Management Accounting. Website: https://www.imanet.org. All course materials are included.

Course fee: $1,575  
Call 908-800-7721 for registration information.

**Certified Public Accountant Exam Review**  
**BU066 - Online**  
This comprehensive CPA Exam review is a four-part exam preparation course to become a Certified Public Accountant. The course reviews four major areas of study: State Regulations, Auditing and Attestation, Financial Accounting and Reporting, and Business Environment and Concepts. All materials are included as well as individual online assistance from the instructor.

Course fee: $3,360  
Call 908-800-7721 for registration information.

**Payroll Practice and Management**  
Payroll is one of the fastest-changing career fields in the business world today. This course will help you navigate ever-changing payroll rules and regulations, so you can succeed as a payroll professional. You will learn all facets of payroll from basic laws to complex areas like fringe benefits, taxation, and garnishments. By course completion, you will be ready to pass the Fundamental Payroll Certification exam, developed by the American Payroll Association. To register go to https://bit.ly/2ICQ0gr

Course fee: $1,795

**BUSINESS & ADMINISTRATIVE SERVICES**

**Administrative Assistant Certification (PACE)**  
**BU816 – 75 hours**  
A must for office professionals seeking to improve their performance and enhance their value to employers. This course teaches you how to effectively use Microsoft Word, Excel, Access, and Outlook, as well as create dynamic PowerPoint presentations, use web conferencing and electronic/paper filing systems, make travel arrangements, plan and manage meetings along with much more. By course completion, you will be

*Workforce instructor bio on page 13*
prepared to take the PACE certification. All course materials are included.

Instructor: Anne Marie DelPrincipe*
Course fee: $1,500
Tue & Thu, Feb 2 – Apr 27, 6-9pm

Mastering Project Management with PMP® Prep
This 150 hour course provides students with a deeper understanding of project management concepts and its applications in the workplace. At the end of this course, students will be prepared to take the Project Management Professional (PMP) certification exam. The goal of this training class is to explore in detail the key project management topics and concepts; all on your own time.

To register, visit www.ed2go.com/rvcc
Course fee: $1,295
Monthly start dates

Six Sigma Series
A rigorous, focused and highly effective implementation of proven quality principles and techniques to increase business productivity and success. Six Sigma aims for virtually error-free performance while using statistics to measure the variability in the process. You’ll receive personalized instruction in an online format from an accredited institution. Open enrollment. Textbook available at the RVCC Bookstore.

Green Belt Six Sigma
BU330
36 hours
Course fee: $1,260

Black Belt Six Sigma
BU338
48 hours
Course fee: $2,725

To register or for more information, please contact the Manager of Professional Development, Aubrey Flanagan, at Aubrey.Flanagan@raritanval.edu or 908-526-1200 x8529.

PUBLIC SERVICE

Principles of Municipal Court Administrators (POMCA)
BU071 – 33 hours
POMCA is an 11-day program providing prospective judiciary employees with an awareness of the responsibilities as a judiciary employee and an overview of the New Jersey Court system structure. Students gain an understanding of judiciary policies, procedures, and workplace expectations, as well as a general understanding of the duties of court administrators, deputy court administrators, and violations clerks.

Instructor: Anne Dreps
Course fee: $830
Mon, Feb 1 – Apr 12, 4:30-7:30pm

WELDING

AWS MIG Welding
WLCE 101 – 100 hours
This course will cover the following:
- The concepts and fundamentals and best education practice methods to teach atomic structure, grain structure, heat flow, phase transformations, welding metallurgy, and the weldability of ferrous commercial alloys
- The basics and principles of major joining and cutting process
- The concepts and fundamentals of the weld quality and inspection methods, welding codes, specifications and safety
- Upon successful completion of this course students will receive an AWS D1.1 structural welding code certifications for carbon steel, Gr A36

For more information call Conrad Mercurius at 908-526-1200, x8332 or email Conrad.Mercurius@raritanval.edu

*Workforce instructor bio on page 13
SPRING 2021

Medical Cannabis Training
Offered by RARITAN VALLEY COMMUNITY COLLEGE

WHAT YOU’LL LEARN:
• NJ medical cannabis laws & regulations
• The endocannabinoid system
• Cultivation basics
• How cannabis products are made
• Dispensary technician training

TAUGHT BY:
NJ Cannabis CERTIFIED

WHEN: Mondays, 6-9 p.m., March 1 - March 29  COST: $500
HOW: Zoom
REGISTRATION: Will open January 1st for those on the waitlist
EMAIL: NJCannaCert@gmail.com to get on the waitlist

Sponsored by Valley Wellness and
Florio Perrucci Steinhardt Cappelli Tipton & Taylor LLC
WORKSHOPS

Get the competitive edge in the job market. Our half-day workshops will help you master the critical soft skills that employers are seeking in job candidates.

**Project Management Fundamentals**

**BU803 – 4 hours**
Organizations and individuals use project management skills to provide a structure for dealing with increasingly competitive markets, financial pressures to improve performance, restructuring, acquisitions and globalization. This course provides participants with an overview of the essential elements of project management and the project management life cycle.

Instructor: Georgann Occhipinti  
Course fee: $89  
Tue, Feb 2, 9am-1pm

**Developing Your Emotional Intelligence**

**BU830 – 4 hours**
Understanding the connection between emotions and actions enhances empathy and maximizes workplace effectiveness. Optimize your professional performance and working relationships by applying the Emotional Intelligence competency framework.

Instructor: Georgann Occhipinti  
Course fee: $89  
Tue, Mar 2, 9am-1pm

**Disney’s Model for Exceptional Customer Service**

**BU884 – 4 hours**
Be our guest! With more than 90 years of world-renowned experience, no one understands customer service better than Disney. Learn and apply time-tested Disney business strategies to assess and improve your organization and design quality service standards to create a consistent service experience.

Instructor: Georgann Occhipinti  
Course fee: $89  
Wed, Mar 17, 9am-1pm

LEADERSHIP DEVELOPMENT

**Building Strong Remote Teams**

**BU079 – 4 hours**
With a quick and unexpected transition to remote work, teams that once worked side by side are now working apart. Although the basic principles of operating in teams still apply, there are challenges that must be addressed for the team to thrive. Discover the critical tools for easy collaboration virtually.

Instructor: Georgann Occhipinti  
Course fee: $89  
Tue, Apr 13, 9am-1pm

**Performance Management 101**

**BU080 – 4 hours**
Supervisors have one of the most important responsibilities in the organization. They must continue to be proficient in their role as well as achieve results through their team. This program offers the fundamentals of goal setting, coaching, performance management and talent development.

Instructor: Georgann Occhipinti  
Course fee: $89  
Tue, May 11, 9am-1pm

**Strategic Planning Fundamentals**

**BU075 – 2.5 hours**
Strategy and Planning are two very different activities that together guide the direction of a company. This training presents the steps domestic or multinational business professionals face to create and deploy the strategy to compete in any industry and geographic location. We will discuss the process and benefits of a strategic plan; how to develop, implement, control and to correct the deviations of the strategic plan. Leaders and managers at different levels and functions of an organization will benefit from this course presented by the Professor of Global Strategic Management at RVCC.

Course fee: $59  
Instructor: Fernando Ferrer*  
Tue, Mar 9, 6-8:30pm
MICROSOFT OFFICE TRAINING

MICROSOFT OFFICE BASIC CERTIFICATION PROGRAM

CT100 – 18 hours
This course is designed to develop solid computer skills in Microsoft Office. Learn the everyday computer skills needed to perform workplace tasks. Students become proficient in MS Word, Excel, PowerPoint. Bundle all three classes for a discounted rate!

Instructor: Vince Carnevale*
Course fee: $300
Sat, Jan 30 – Feb 13, 9am-3pm

Basic courses may be taken separately as listed below:

Microsoft Basic PowerPoint
CT151 – 6 hours
Course fee: $125
Sat, Jan 30, 9am-3pm

Microsoft Basic Word
CT121 – 6 hours
Course fee: $125
Sat, Feb 6, 9am-3pm

Microsoft Basic Excel
CT205 – 6 hours
Course fee: $125
Sat, Feb 13, 9am-3pm

MICROSOFT OFFICE INTERMEDIATE CERTIFICATION PROGRAM

CT820 – 18 hours
This course is for office professionals who have a basic working knowledge of Microsoft Office and are looking to improve current skills. Students will receive in-depth training on PowerPoint, Word, and Excel. Prerequisites: Basic knowledge of MS PowerPoint, Word, Excel, or equivalent experience.

Instructor: Vince Carnevale*
Course fee: $432
Sat, Feb 27 – Mar 13, 9am-3pm

Intermediate courses may be taken separately as listed below:

Microsoft Intermediate PowerPoint
CT815 – 6 hours
Course fee: $144
Sat, Feb 27, 9am-3pm

Microsoft Intermediate Word
CT811 – 6 hours
Course fee: $144
Sat, Mar 6, 9am-3pm

Microsoft Intermediate Excel
CT813 – 6 hours
Course fee: $144
Sat, Mar 13, 9am-3pm

Intro to Databases
CT143 – 6 hours
Introduction to Databases utilizes MS Office Access, the next step from Excel. It is a very good tool for teaching about databases and relational databases, producing flexible and adaptable database systems. Access is ideal for handling hundreds of records when creating an important file for a client, a contact or an executive, something Excel can’t easily do.

Instructor: Vince Carnevale*
Course fee: $144
Sat, Apr 10, 9am-3pm

*Workforce instructor bio on page 13
MICROSOFT EXCEL MASTERY SERIES

Learn the #1 technical skill employers in the region are looking for in job candidates. Impress an employer with your data-driven decision-making skills by taking one or our specialized Microsoft Excel courses. Complete all the Microsoft Excel courses and earn an Excel Mastery Certificate from the RVCC Workforce Training Center.

Microsoft Excel - Dynamic Charting
CT805 – 3 hours
While Excel offers built-in charts, this course demonstrates how to create unique charts to interpret your data with captivating and movable visuals. Impress leadership and set your data apart from the rest with these functional yet dynamic charting techniques.

Instructor: Anne Marie DelPrincipe*
Course fee: $78
Mon, Mar 29, 6-9pm

Microsoft Excel - Dashboards and Power BI (Business Intelligence)
CT806 – 7 hours
In Excel, a dashboard is a one-page spread that helps leaders track performance metrics and make data-driven decisions. Master the art of creating a useful dashboard with Power BI, a business analytics solution that conceptualizes data and highlights key insights across organizations. Must have a strong use of Excel, strongly recommend Power Query and Data Cleansing.

Instructor: Anne Marie DelPrincipe*
Course fee: $169
Fri, May 21, 9am-4pm

Microsoft Excel - Pivot Tables
CT208 – 7 hours
In this advanced level of Excel, you will learn how to create pivot tables and turn them into beautiful reports. Learn to use power viewer to make your queries captivating. Use slicers to query your data or charts and use them in your spreadsheets outside of pivot tables.

Instructor: Anne Marie DelPrincipe*
Course fee: $169
Fri, May 14, 9am-4pm

Microsoft Excel - Power Query and Data Cleansing
CT804 – 3 hours
Tired of cleaning, merging and writing formulas for your data? Use Power Query & Query Editor, a powerful tool for transforming data so it’s ready for models and visualizations. Or use Flash Fill to eliminate the RIGHT, LEFT, MID, and CONCATENATE formulas to cleanse your data in nanoseconds. Must have a strong use of Excel.

Instructor: Anne Marie DelPrincipe*
Course fee: $78
Mon, Apr 12, 6-9pm

MICROSOFT OFFICE REFRESHER COURSES

Do you have a good understanding of Microsoft Office but just need the latest tips and tricks? The courses below are for individuals who have a good understanding of Microsoft Applications but need a fast track curriculum to refresh and solidify the tools and techniques for increased efficiency and efficacy in the workplace.

Refresh Excel
CT840 – 3 hours
Topics include: when and how to use the right tools in Excel, tables and slicers, pivot table and power pivot with slicers, data validation with multiple selections, TextJoin, Switch and IFS. Must have a strong use of Excel.

Instructor: Anne Marie DelPrincipe*
Course fee: $78
Mon, Mar 1, 6-9pm

Refresh Word
CT841 – 3 hours
Topics include: section breaks, mail merge, headers and footers utilizing the Table of Contents, maximizing the Styles and Navigation panes. Must have a strong use of Word.

Instructor: Anne Marie DelPrincipe*
Course fee: $78
Mon, Feb 22, 6-9pm

Refresh PowerPoint
CT842 – 3 hours
Topics include: animations, transitions, integrating video & audio, morph and 3D images. Must have a strong use of PowerPoint.

Instructor: Anne Marie DelPrincipe*
Course fee: $78
Mon, Mar 15, 6-9pm
SOFTWARE TRAINING

AutoCAD I
CT550 – 15 hours
In-person, socially-distant instruction. This course is an introduction to basic 2D CAD (Computer-Aided Design) techniques using AutoCAD software and provides a guided, hands-on environment to learn the basics of AutoCAD. Fundamentals of drawing and editing are presented and practiced. Textbook available at the RVCC Bookstore.

Instructor: John Pulsinelle*
Course fee: $232
Sat, Feb 13 – Mar 13, 9am-12pm

AutoCAD II
CT551 – 15 hours
In-person, socially-distant instruction. This course is an introduction to basic 3D CAD (Computer-Aided Design) techniques using AutoCAD software while providing a guided, hands-on environment to learn the basics of solid modeling. Fundamentals of 3D drawing, 3D editing, and introduction to 3D printing are presented. Prerequisites: AutoCAD I or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Instructor: John Pulsinelle*
Course fee: $232
Sat, Mar 27 – Apr 24, 9am-12pm

WordPress for Beginners
CT341 – 12 hours
Hands-on! This course teaches students to create, manage and maintain websites with WordPress. Learn about the security needed to prevent hackers. Discover how to find and install new themes, including customizing widgets and menus for enhanced website design. Further topics include analytics, SEO (Search Engine Optimization), monetizing and social media integration, page block editor, utilizing subscriber emails through services like Mailchimp, as well as adding eCommerce to accept online payments. At the end of this course, students will be able to set up and run a secure and professional website through WordPress.

Instructor: Lon Hosford*
Course fee: $269
Mon, Feb 1 – Mar 22, 7-8:30pm

Search Engine Optimization for Beginners
CT339 – 12 hours
Hands-on! Students learn the basics of Search Engine Optimization (SEO). SEO is the act of optimizing internal and external aspects of a website to increase visitor traffic from search engines. Consumers use sites like Google, Yahoo, Bing and Bidu to guide their decisions online, and it’s no secret web pages at the top are usually selected first. Understanding the basics of SEO can improve your website’s landing page rankings to convert visitors to consumers. At the end of this course, students will understand the best practices, strategies, and techniques for ensuring increased search engine rankings.

Instructor: Lon Hosford*
Course fee: $269
Wed, Mar 3 – Apr 21, 7-8:30pm

Cyber Security Awareness
BU353 – 8 hours
This course will teach students about privacy and security concerns when using the internet and social media applications. Key topics include how to recognize and protect your computer from cyber-threats or unauthorized access, how to practice safe social networking, how to secure your computer and data, how to protect your mobile devices, and how to minimize the risks of identity theft and malware attacks.

Instructor: Lenny Diliberto*
Course fee: $161
Fri, Mar 5, 9am-5pm
Fri, May 7, 9am-5pm

Essential Computing Skills in the Workplace
BU351 – 24 hours
This is a crash-course of the fundamental and essential skills needed to create and manage simple Word documents, use Excel to perform calculations and sort data, create presentations using PowerPoint, create a simple database using Microsoft Access, as well as how to use Microsoft Outlook for email, task management, and contact management. Topics include Windows, Mac OS, file management, the internet, social networking and blogs, internet security and privacy.

Instructor: Lenny Diliberto*
Course fee: $500
Fri, Apr 16 – Apr 30, 9am-5pm

*Workforce instructor bio on page 13
HEALTH PROFESSION PROGRAMS

The demand for healthcare professionals is rapidly increasing, especially in the State of New Jersey. There are tremendous shortages of trained healthcare professionals. As a result, Allied Health disciplines are among the fastest growing occupations. Our courses prepare you for employment opportunities in a variety of areas.

HEALTH PROFESSION CERTIFICATIONS

**Phlebotomy Lab Assistant**  
*In-person, socially-distant instruction*

**HP411**
Phlebotomists are trained in specimen collection and processing and remain integral members of the laboratory team. This program consists of 100 hours of classroom/lab instruction and 80 hours of clinical practice at a hospital while preparing you for employment as a phlebotomist in hospitals, outpatient clinics, medical practices, and insurance companies. The clinical practice runs during daytime/weekday hours and will be assigned at the end of the first month of the class. Please make sure you are available for at least one week during the daytime for a local clinical experience. You may also choose to sign up for a clinical that meets 11pm-6am at Jefferson University Hospital in Philadelphia, PA. Upon successful completion of this course, you are eligible to sit for the American Society of Phlebotomy Technicians (ASPT) National Certification Exam, which will be held at RVCC. Instructions and forms will be sent to your home address upon registering. RVCC is an approved provider for the American Society of Phlebotomy Technicians (ASPT). *Books are sold separately at the RVCC bookstore.*

Course fee: $1,315  
Instructor: Hans Angenor  
Tue & Thu, Feb 2 – May 20, 5:45-9:15pm

**ECG Technician National Certification**  
*In-person, socially-distant instruction*

**HP212**
Become certified for one the most in-demand occupations. Obtaining an electrocardiogram (ECG) is an important part of a medical workup, as a properly recorded ECG is critical in determining the proper care for a patient. This 40-hour course prepares you to function as an ECG Technician in a wide variety of settings including hospitals, physician's offices, clinics, sport medicine facilities, nursing homes, and insurance companies. Upon successful completion of this course, students will be eligible to sit for the ECG Certifying Exam given by American Society of Phlebotomy Technicians (ASPT) National Exam. *Books are sold separately at the RVCC bookstore.*

Instructor: Jessica Stefanick  
Course fee: $815  
Sat, Feb 6 – Apr 10; 9am-1pm

*Workforce instructor bio on page 13*
High School Equivalency Exam Preparation
ED505
(Formerly GED) This course offers a study skills review and classroom instruction of the subject areas needed to pass the High School Equivalency Exam. Practice exams, pre-testing and post-testing evaluations are provided. For an additional charge you may take the High School Equivalency exam at RVCC in Branchburg. Textbook available at the RVCC Bookstore.

Instructor: Marsha Atkinson
Course fee: $252
Mon/Tue, Mar 1 – April 27, 6-8:30pm

Language Arts & Writing Prep & Review
ED507
Course fee: $126
Mon, Mar 1 – Apr 26, 6-8:30pm

Math Prep & Review
ED506
Course fee: $126
Tue, Mar 2 – Apr 27, 6-8:30pm

ENTRY EXAM PREP

GRE Prep Series - GMAT Prep
Planning on attending graduate school? The RVCC WTC provides online self-paced and instructor-led exam preparation courses. Ace your test and register at www.ed2go.com/rvcc.

LANGUAGES: ESL

ENGLISH AS A SECOND LANGUAGE (ESL)
RVCC offers basic and advanced levels of instruction for individuals with little or limited knowledge of English with a focus on civic responsibility and workforce readiness. Textbook available at the RVCC Bookstore.

Basic ESL
In-person, socially-distant instruction
LA316 – 36 hours
Instructor: Marsha Atkinson
Course fee: $336
Sat, Feb 6 – Apr 3, 9am - 1pm

ESL Level 1A
LA303 – 36 hours
Instructor: Helen Fazio*
Course fee: $336
Mon & Wed, Feb 1 – Mar 10, 6-9pm

ESL Level 1B
LA304 – 36 hours
Instructor: Helen Fazio*
Course fee: $336
Mon & Wed, Mar 22 – Apr 28, 6-9pm

ESL Level 2A
LA312 – 36 hours
Instructor: Marie Chiara*
Course fee: $336
Tues & Thurs, Feb 2 – Mar 11, 9am-12pm

Discussion & Presentation
LA904 – 36 hours
For English language learners, building confidence to speak at work, in meetings, and in the community often comes as a result of lots of guided practice. This course is designed to increase vocabulary in general, to provide a “safe environment” in which to discuss a variety of topics, and a forum to practice delivering short presentations, with feedback, all to help you feel more comfortable and prepared to speak confidently.

Instructor: Catherine Barrier*
Course fee: $336
Tue & Thu, Feb 16 – Mar 25, 6-9pm
SPEED SPANISH SERIES
Register for the Speed Spanish Series and save. Take Speed Spanish I, II, & III and save $88. The series is offered fully online through ed2go. To register go to www.ed2go.com/rvcc
Course fee: $299
Monthly start dates

DID YOU KNOW WE OFFER ONLINE COURSES?

RVCC partnered with ed2go to offer a wide variety of online courses.

Check out classes in the following areas:

ARTS AND DESIGN
BUSINESS
COLLEGE READINESS
COMPUTER APPLICATIONS
CONSTRUCTION & TRADES
LANGUAGES

Professional Development
www.ed2go.com/rvcc

Career Training
https://careertraining.ed2go.com/raritanval
Catherine Barrier
Teacher of ESL, English, and French for over 20 years at the university level, in various corporations, in small groups, and individually. As a student of languages herself, Catherine delights in helping students to realize their greatest potential by improving their listening, reading, writing, and speaking skills.

Vince Carnevale
Retired New York State Director of Downstate Information Technology with 33 years of IT experience and a high-level enthusiasm for teaching. Vince provides students with practical hands-on approach to learning Microsoft Applications.

Marie Chiara
Marie spent the last five years directing a learning center in Cambodia and has 8 years of English language teaching experience. The international community is very dear to her heart, and getting to know her ESL/EFL students is a huge part of why she teaches. Marie wants English to truly connect to her students’ lives and for these lessons to have a direct link to the real world so that they become inspired, empowered, and confident.

Anne Marie DelPrincipe, MBA
Owner of Mastering Software Unlimited, has over 30 years of training experience with emphasis on end-user computing and desktop publishing. Anne Marie also works as an Adjunct Professor of Computer Literacy at Raritan Valley Community College (RVCC). She is a Corporate Training Specialist at RVCC and at Rutgers University teaching MS Office, Adobe products and PACE Certification. Anne Marie shares tips and techniques for Word, Excel, and PowerPoint on her blog, mosexpert.WordPress.com. Anne Marie earned a B.A. in CIS and a M.B.A. in MIS from Iona College.

Lenny Diliberto
Lenny served in a senior management and leadership capacity for over 30 years for several Fortune 500 companies. During his tenure with these large corporations, Lenny acquired a wealth of industry knowledge across many disciplines including information technology, infrastructure, insurance, telecom, business, financial, project management, sales, marketing, aerospace, pharmaceutical, education, and health care.

Fernando Ferrer
Professor Fernando Ferrer, MBA is the instructor of Global Strategic Management at RVCC, and professor of Master courses in NYC. He is a proven business leader in life science with expertise in strategic planning and the creation and execution of global and international growth strategies in different corporate and cultural environments. Fernando’s experience in global and international senior corporate roles and consulting services includes leading companies such as Roche, Celgene, Multinational Partnerships, Pfizer, Sanofi and DSM.

Dr. Helen Asquine Fazio
ESL instructor since her college days. Dr. Fazio was a Rutgers literature professor before beginning her training company in 2005. Now she is a ghostwriter for bloggers and a corporate trainer in communication skills. Although Helen enjoys all teaching, ESL is her favorite subject because what happens in the ESL classroom makes life in America better and easier for her students every day.

Lon Hosford
Instructor of web and other software technology courses at RVCC for over 2 decades as a Computer Information Systems Professor and a Professional Development Training Instructor. He is the founder of the Web Skills Bootcamp, an online school for web owners and web developers. Lon consults clients ranging in size from small individually run businesses to large international organizations including AT&T, Avis, Bristol Myers Squibb and Verizon Wireless.

John Pulsinelle
RVCC Professional Development Training Instructor and Professional Engineer he continues to stay on top of the latest software releases and incorporates hands-on experience from corporate engineering and actual industrial/ commercial projects. He also adapts course examples based on the particular application needs and interests of each class.
MAKE-UP ARTISTRY

LEVEL I: Beauty Essentials
MD101 – 84 hours
This course is designed as an introduction to beauty make-up with an emphasis on the techniques required today in this multi-faceted industry. This course will start with learning facial analysis, base matching and application, correction, contours, and highlights, and focus on eyes and lips. The course will finish with complete make-up applications ranging from one hundred percent corrective to natural make-up.

Course fee: $2,647
Feb 15 – Apr 1, Mon-Thu, 5-8:30pm

LEVEL II: Bridal Make-up
MD102 – 21 hours
Learn the techniques used to do a successful consultation with a bride and family members. We will focus on the lucrative world of wedding make-up and what is required to successfully run a bridal make-up business. Prerequisite: Successful completion of Make-up Designory’s 84 hour Beauty Essentials course or equivalent experience. For more information: Contact Marcia Bird at 908-526-1200 x8618

Course fee: $738
Apr 19 – Apr 27, Mon-Thu, 5-8:30pm

LEVEL II: Airbrush
MD103 – 35 hours
Airbrushing has become one of the premier ways of applying make-up. In this course, we demystify the tool and show how to properly care for and maintain it. Learn the techniques to do beautiful, flawless beauty make-up that is being required by the major studios as well as demanding clients. Prerequisite: Successful completion of Make-up Designory’s 84 hour Beauty Essentials course or equivalent experience. For more information: Contact Marcia Bird at 908-526-1200 x8618

Course fee: $1,036
May 3 – May 18, Mon-Thu, 5-8:30pm

DISCOUNT, ALUMNI, SCHOLARSHIPS

Alumni Discount Available
If you were a former student of RVCC and successfully earned 9 academic credits or was enrolled in the Cosmetology or Esthetics programs you may be eligible for an alumni discount. For more information: Contact Marcia Bird at 908-526-1200 x8618.

Scholarships Available
Make-up Designory (MUD): The MUD scholarship is open to any student attending an accredited Cosmetology and/or esthetics school that offers MUD makeup in their program. Information can be found at https://beautychangeslives.org

RVCC Beauty Professions
Two $300 scholarships will be awarded to any student attending the MUD partner school courses. For more information: Contact Marcia Bird at 908-526-1200 x8618
The Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) offers aspiring and established entrepreneurs the assistance they need to plan and develop successful and profitable ventures. Services include free confidential, one-on-one counseling for start-ups and established small business owners.

Our experienced counselors can address your small business questions and concerns on a variety of topics, including starting a small business, strategic business planning, marketing, recordkeeping, financial needs, online and web-based technology and more.

A Message from the SBDC Regional Director: All Spring 2021 Webinars Are Offered at No Cost

I’d like to announce the start of a special semester of training from your Small Business Development Center at Raritan Valley Community College. The Center has always been proud to offer the community high quality courses and workshops focused on key small business topics including business start-up information, marketing and sales, strategic business planning, digital and online skills, disaster preparedness, insurance basics, accounting and QuickBooks, and more.

During the last two years, we’ve added virtual class capabilities so participants could attend Webinar versions of our in-person classes. In recent months, in regard for the safety and welfare of our instructors and attendees, we’ve transitioned all of our classes to the Webinar mode.

Now, I’m proud to announce another step forward in our mission to provide budding entrepreneurs and small business owners the training and information they need to succeed in their business endeavors, at all levels. While many of our SBDC training classes are offered at no cost, others have carried a modest fee in the past. These recent months have proven unusually challenging, with many businesses grappling with financial difficulties and economic hurdles created as a result of the pandemic. In response, this Spring semester we will be removing fees for all of our classes, and will offer every class at no cost to those who wish to participate. With this step, we hope to ease the financial burden for those who wish to attend, and make it easier than ever to take advantage of the range of small business training courses the SBDC is offering for the Spring 2021 semester at Raritan Valley Community College.

We invite and encourage you to look through the Spring 2021 classes in this brochure, (also viewable on our Website at www.sbdcrvcc at the “Training” tab) to find the topics of interest to you, and to register for upcoming small business webinars. Please help spread the word as well, by letting your friends and family know about this opportunity to learn about starting and operating your own business.

Happy browsing, and best wishes, from the SBDC staff, counselors, and instructors, for a healthy, successful and prosperous small business future!

Bill Harnden
Regional Director, SBDC at RVCC
**SBDC ACCOUNTING AND QUICKBOOKS**

*Please note: Our Accounting and Quickbooks Desktop Certificate program, with the exception of the Quickbooks Online (QBO) version course, has been suspended for the spring semester due to content delivery complications. We hope to re-establish the program in the fall of 2021.*

**(New) Fundamentals of Small Business Accounting - Webinar**

**SB290 – 6 hours**

If you are, or intend to be, a small business owner you must master accounting terminology and bookkeeping concepts in order to run a successful business. It’s all about the numbers. This webinar will help you understand how to post and evaluate the numbers that your business generates.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Mon/Wed, Apr 26 & 28, 6-9 pm

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**QuickBooks Online Set Up and A/R and A/P - Webinar**

**SB281 – 9 hours**

In a simulated business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting. **Prerequisite:** Fundamentals of Small Business Accounting.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Mon/Tue/Wed, May 3, 4 & 5, 6-9 pm

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**SBDC DIGITAL BLUEPRINT CERTIFICATE PROGRAM**

The Digital Blueprint Certificate gives entrepreneurs and small business owners the opportunity to gain skills in digital technologies, including social media and website development and optimization techniques. By creating a “Digital Blueprint,” you walk away with a strategic plan to attract and retain customers and/or clients, drive online traffic, increase revenues, and manage your brand. Take one class or all classes to increase your awareness of this new marketing age. A certificate of completion will be awarded to students who successfully complete the seven-session (21 hours) program.

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**Planning Your New Website - Webinar**

**SB421 – 3 hours**

Learn the biggest mistakes to avoid when building a website and discover what the search engines want. Find out how to register your domain name, choose web hosting, accept payments online, and evaluate whether to do it yourself or hire a professional.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Feb 24, 6-9pm

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**Intro to SEO - Webinar**

**SB404 – 3 hours**

Learn how to improve your website visibility in Google. Participants learn Search Engine Optimization best practices for beginners. You can also request to have your current website critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Mar 3, 6-9pm

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**Intro to WordPress - Webinar**

**SB463 – 3 hours**

35% of websites use WordPress, one of the most popular website Content Management Systems available. You’ll learn how to set up your own website using self-hosted WordPress. We’ll explain: web hosting, installation, theme selection, plug-ins; and we’ll make sure you know how to keep all your hard work backed up and secure.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Mar 10, 6-9pm

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**Intro to Google Analytics - Webinar**

**SB418 – 3 hours**

Does your website and marketing work? Learn how to use the powerful free reporting tool, Google Analytics, to measure the effectiveness of your marketing efforts.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Mar 17, 6-9pm

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**Intro to Google Ads - Webinar**

**SB473 – 3 hours**

Learn the basics of running text ads on search engine result pages to help your business be found by consumers. Intended for beginners, this class will explain how to start using Google Ads (formerly Google Adwords). We will also explain how to identify keyword phrases that consumers
SBDC SMALL BUSINESS START-UP COURSES

Maybe you have an idea for a service you’d like to provide, a skill or competence you could offer to customers, a hobby you want to turn into a business, the desire to work for yourself … the motivations are many. If you are someone who’s been “noodling around” with the notion of starting your own small business, these courses are designed to guide you as you begin your entrepreneurial journey. Take them in sequence, or as needed. Each provides key information about starting your own small business.

Entrepreneur Assessment - Webinar  
SB043 – 3 hours  
Are you considering becoming a business owner? Do you have the characteristics and fundamental skills to run a business? And, what are the types of qualities that may offer a better chance for business success? Find out if entrepreneurship is right for you. During the session, complete a self-assessment questionnaire to determine if you have the personal characteristics, the financial fitness and the business readiness skills to own a business. We’ll score, interpret and discuss results to provide a better understanding of your entrepreneurial profile.

Instructor: Karen Katcher, MBA, Katcher Associates  
Course fee: FREE  
Mon, Feb 8, 6-9pm  
Mon, Mar 8, 6-9pm  
Mon, Apr 5, 6-9pm

Building Blocks to Starting a Business - Webinar  
SB737 – 3 hours  
Questions! So many questions. This course is designed to help you ask the right questions, and find the right answers, to starting your own business. We identify the basic planning you’ll need to tackle as you start to shape your business idea into reality and help you understand how to prioritize the steps you’ll be taking, including naming your business, determining the type of legal entity you’ll select, developing a business plan, marketing, insurance, financial considerations and more. This course also provides information about valuable resources available to budding entrepreneurs.

Instructor: Ed Dolan, MBA, Kiva Intl. Business Group  
Course fee: FREE  
Tue, Feb 9, 6-9pm  
Tue, Mar 9, 6-9pm  
Tue, Apr 6, 6-9pm

Create Video for Your Business - Webinar  
SB406 – 3 hours  
From planning to production to distribution, learn the basic skills and tools you’ll need to create professional video content to promote your brand and publish it online.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: FREE  
Wed, Mar 31, 6-9pm

Create Video for Your Business - Webinar  
SB405 – 3 hours  
From planning to production to distribution, learn the basic skills and tools you’ll need to create professional video content to promote your brand and publish it online.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: FREE  
Wed, Apr 7, 6-9pm
Business by the Numbers - Webinar
SB738 – 2 hours
This course offers foundational information about important financial practices and planning, including key accounting and tax considerations, for the new business owner. Don’t be caught by surprise. This practical overview provides an understanding of how to strategically manage the financial aspect of your operation from the start, as you plan for your new business.

Instructor: Karen Katcher, MBA, Katcher Associates
Course fee: FREE
Wed, Feb 10, 6-8pm
Wed, Mar 10, 6-8pm
Wed, Apr 7, 6-8pm

Mastering the Mental Side of Business - Webinar
SB472 – 3 hours
The way you think will impact the way you run your business. In this class, we will teach you how to set goals and create achievable plans, how to handle the inevitable challenges and setbacks you’ll face along the way building your business. Confidence is key to your success. Learn how to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success.

Instructor: Karen Auld, Certified Success Coach
Course fee: FREE
Registration is required.
Thu, Feb 11, 6-9pm
Thu, Mar 11, 6-9pm
Thu, Apr 8, 6-9pm

SBDC BUSINESS PLANNING WEBINARS

Create Your Local Business Listing on Google & Bing - Webinar
SB450 – 3 hours
Getting found in the search engines is critical for your business. We will show you how to create your free Local Business Listing on Google and Bing, and discuss other opportunities. This workshop is intended for small business owners with an office or retail address (not work from home).

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: FREE
Wed, Feb 3, 6-9pm

The Side Hustle – How to Start a Business While Working Fulltime - Webinar
SB474 – 3 hours
Are you building a business while working fulltime? Don’t quit your day job until you until you learn the key elements you need to have in place to transition to self-employment and make your business a success.

Instructor: Karen Auld, KCA Coaching Services
Course fee: FREE
Thu, Feb 4, 6-9pm
Thu, Mar 4, 6-9pm
Thu, Apr 1, 6-9pm

(New) Using Zoom Video for Your Business – Webinar
SB762 – 3 hours
Zoom has emerged as a major tool in the small business owner’s toolkit. It enables you to meet with prospects, customers, employees, and vendors remotely via video. While it has been easy for some of us to grasp and take advantage of, not all of us have had an easy time. This is your opportunity to learn the basics and take advantage of what this amazing free tool has to offer. Topics covered include: Basic settings, appearance, lighting, improving audio quality, scheduling, screen sharing, recording, chat, and more.

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: FREE
Wed, Feb 10, 6-9pm
(New) Intro to Digital Marketing – Webinar
SB763 – 3 hours
As a small business owner, you need to know a lot about everything. You are aware that digital marketing is crucial so people can find you and so you can grow your business. But what should you focus on first and foremost? Your website, email marketing, SEO, CPC/Google Ads, video, organic social media, paid social media? How much time should you spend? What will it cost you? How will you decide where to spend time, money, and resources? This class breaks down the major types of digital marketing tactics for you. We will cover a lot but won’t go too far into the details/tactics of each because there simply isn’t enough time. (Fortunately, we offer other more specific training classes to help you with that.) This class is your opportunity to ask anything you want about digital marketing, get clarity on obscure topics you’ve heard about, and make informed decisions about what you should learn to do next.

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: FREE
Wed, Feb 17, 6-9pm

Basics of Small Business Insurance – Webinar
SB448 – 3 hours
Are you a small business owner who is operating without insurance, or may be under-insured, and needs to learn the basics of both insurance and risk management techniques to protect your company from catastrophic loss? Learn about the types of insurance coverage needed to build a basic insurance program and different ways to buy insurance or to self-insure.

Instructor: Sal Ricciardone, CPCU
Course fee: FREE
Thu, Feb 18, 6-9pm

How to Purchase a Business or Franchise – Webinar
SB435 – 3 hours
Learn how to identify and then research a credible franchise or existing business.

Instructor: Charles Mizejewski, Sun Belt Business Brokers/FranNet NJ
Course fee: FREE
Mon, Feb 22, 6-9pm

(New) Business Pivot – Webinar
SB479 - 3 hours
Business Pivot: Pivoting, changing direction, adapting. These are all skills that 2020 brought to the forefront for all entrepreneurs. Join Certified Success Coach Karen Auld as she shares stories of businesses that pivoted during 2020. Hear their stories, lessons learned and learn how you can implement change in your own business.

Instructor: Karen Auld, Certified Success Coach
Course fee: FREE
Tue, Feb 23, 6-9pm

How to Develop an Effective Holistic Business – Webinar
SB467 – 3 hours
Launching any small business is difficult but a holistic business faces additional unique challenges. Learn how to educate and attract clients for your holistic services and build a practice that sustains. Develop an effective strategic plan, market on a small budget, and learn time-management techniques. This class addresses issues for the pre-venture or in-business practitioner.

Instructor: Camille Miller, MBA, The Natural Life Business Partnership
Course fee: FREE
Tue, Mar 2, 6-9pm

NJ Division of Revenue & Taxation Small Business Registration & Reporting Business Income Workshop – Webinar
SB209 – 2 hours
Instructed by NJ Division of Taxation/Taxation University educators, this workshop covers in-depth descriptions of different types of business structures and the formation and registration process for each one. It also covers reporting and paying tax on business income, determining if a tax return is required at the business level, and paying tax on the income at the business and/or at the personal tax level.

Instructor: NJ Division of Taxation
Course fee: FREE
Tue, Mar 16, 10am-12pm

Small Business Development Center at 908-526-1200 x8516 or sbdc@raritanval.edu or visit us at www.sbdcrvcc.com
NJ Division of Taxation Sales Tax and NJ Online Sales Tax Workshop – Webinar
SB282 – 2 hours
Instructed by NJ Division of Taxation/Taxation University educators, this workshop covers New Jersey’s Sales and Use Tax, out-of-state sales, and how to file a Sales and Use Tax return. It also covers Sales Tax for online businesses, law changes affecting online sellers, and the Sales Tax implications for common charges/fees (e.g. digital property, shipping and handling, etc.).

Instructor: NJ Division of Taxation
Course fee: FREE
Tue, Mar 23, 10am-12pm

Crowdfunding: A New Alternative to Raising Working Capital – Webinar
SB731 – 3 hours
Crowdfunding has become a great alternative for small business owners to raise working capital for their business ventures. Our workshop will help participants understand the principles associated with building successful Crowdfunding campaigns and will show you how to use Crowdfunding to finance your goals.

Instructor: Carla Fallone, MBA, Fallone Business Resources
Course fee: FREE
Mon, Apr 12, 6-9pm
Wed, Jun 2, 6-9pm

(New) Positioning and Branding for Minority Businesses – Webinar
SB764 – 22.5 hours
The goal of this nine-session course is to aid minority entrepreneurs in strengthening their competitive advantage by leveraging proven positioning and brand development strategies, as well as increasing awareness of opportunities for inclusion in supplier diversity programs. Intensity of competition is the driving force affecting the performance of every level of management today, whether it is a small retail outlet, a service firm, or a dominant multinational corporation. A business’ survival depends on how well its product or service is positioned to satisfy important customer needs; how it differentiates itself from competitors; and how well it builds consumer loyalty, market leadership, and profitable growth. This discipline of positioning and brand development is a must for minority business owners who face the challenge of growing their businesses while remaining competitive. The nine-week class will be an interactive experience focused on teaching minority entrepreneurs how to leverage these times of uncertainty and opportunity to increase their business capacity, as well as help improve their brand identities and maximize resources.

Instructor: LaNella Hooper-William, Hooper Williams Communications
Course fee: FREE
Tue, Apr 13, 20, 27, May 4, 11, 18, 25, Jun 1 & 8, 6-8:30pm

Overcoming Procrastination – Webinar
SB475 – 3 hours
Do you put the “pro” in procrastination? Join Certified Success Coach, Karen Auld, to learn her 4-step process to get into action and say goodbye to your procrastinating habits. Don’t procrastinate in signing up for this great class.

Instructor: Karen Auld, Certified Success Coach
Course fee: FREE
Thu, Apr 22, 6-9pm

Doing Business with the Federal Government – Webinar
SB279 – 3 hours
The US Federal Government is the largest buyer of goods and services in the world. Learn the types of products and services it procures and how to tell if the government is buying what your business is selling.

Instructor: Small Business Administration (SBA)
Course fee: FREE
Mon, May 3, 10am-1pm

Federal Small Business Certifications – Webinar
SB208– 3 hours
This seminar will discuss the federal procurement 8(a) Business Development Program, HUBZone Empowerment Contracting Program and Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB) set-aside programs.

Instructor: Small Business Administration (SBA)
Course fee: FREE
Mon, May 10, 10am-1pm
Business Plan 101 – Webinar
SB747 – 3 hours
Entrepreneurs need customized business plans – a fundamental tool for determining the viability and potential for business ideas. In an aggressive marketplace, business plans serve as game plans that help established businesses sustain momentum and profitability. Attendees explore the benefits of business plan templates.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group
Course fee: FREE
Mon, May 10, 6-9pm

Networking 101 – Webinar
SB746 – 3 hours
It’s not what you know or who you know . . . it’s who knows you. Online and off-line networking will increase your sphere of influence, establish your brand identity, build trust, generate word-of-mouth, and attract business opportunities. Learn to write and deliver an attention-getting “elevator speech.” Start networking immediately: bring your business cards and brochures to class.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group
Course fee: FREE
Wed, May 12, 6-9pm

Marketing 101 – Webinar
SB749 – 3 hours
Marketing is about getting people interested in your company’s product or service. Marketing builds brand identity and trust, gives people reasons to buy, and validates the buying decision. Marketing gets people ‘knocking on your door,’ then your selling skills take over!

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group
Course fee: FREE
Mon, May 17, 6-9pm

Market Analysis 101 – Webinar
SB748 – 3 hours
Market analysis is critical for making the best business decisions, planning strategically to launch your business and sustaining an established company. You’ll learn how to collect and analyze data about your industry, advancements in technology, competitive activity, and target market profiles.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group
Course fee: FREE
Wed, May 19, 6-9pm

Selling 101 – Webinar
SB750 – 3 hours
No one is a born salesperson, yet we all live by selling something. Those who are motivated and committed can achieve success by learning the basics of customer relationship management and steps in the ‘Anatomy of a Sale.’ Through instruction, visual guidelines and role play, the anxiety and fear of selling disappears. You’ll discover a selling system that is easy to follow to achieve your goals and to earn sales.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group
Course fee: FREE
Wed May 26, 6-9pm

Maximize Your Trade Show Investment – Webinar
SB730 – 3 hours
Don’t underestimate the value of trade show and event marketing – the most powerful tools in your marketing mix for uncovering and landing new business opportunities. Find out what you don’t know about trade shows and how to choose your exhibit space, budget time and resources, promote your participation (before, during and after), increase booth traffic, capture the interest of those passing by (in less than 7 seconds), qualify visitors, and get the best follow-up results.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group
Course fee: FREE
Thu Jun 3, 6-9pm
CORPORATE TRAINING

The customized Corporate Training Program offers top-quality training that can be tailored to meet your specific company needs. By strengthening your workforce, increasing managerial effectiveness, enhancing performance and improving profitability, RVCC will help position your company for long-term success.

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