WORKFORCE TRAINING CENTER

TRAINING A WORKFORCE READY FOR TODAY & PREPARED FOR TOMORROW

SPRING 2018 COURSES

- Career Programs
- Computer Training
- Corporate Training
- Professional Certifications
- Professional Development
- Languages
- NJBIA Grant Funded Microsoft Office Training
- Small Business Development Center
- Test Preparation

RaritanVal.Edu/Career-Training
The Workforce Training Center ushers in a new era of hands-on learning at Raritan Valley Community College. The 47,000 square foot facility demonstrates the College’s commitment to offer outstanding career training opportunities with the right environment and resources to help students thrive.

The state-of-the-art facility features:
- An Automotive Technology training center equipped with Snap-on diagnostic equipment and offering Subaru & Chrysler manufacturer training
- A full service salon and spa, Protégé, for students in the beauty professional programs to master their skills
- Advanced Manufacturing, Environmental Control Technology and Commercial Energy Management shops equipped with the latest equipment for students to practice their trade
- A Small Business Development Center to assist entrepreneurs in starting or expanding businesses
- And modern classrooms for individuals or corporate teams to gain critical skills from expert instructors teaching industry-driven curriculum

The building and the programs that are housed inside show what can happen when leaders of business, government, education and workforce join forces to build a foundation for economic growth and job stability in the region.
Have you ever held a well-made tool?

You can instantly feel the weight, the balance, the rightness of a thing designed for a purpose. You too can know the satisfaction of a job well done as an Advanced Manufacturing student at RVCC. In our hands-on certificate program, you’ll master the machine basics, precision, and advanced technical skills you need to become a manufacturing professional in today’s growing market.

Pursue one of these industry specialties:

- **Manual Mill Operator**
  Program Cost: $3150

- **Engine Lathe Operator**
  Program Cost: $3150

- **CNC Production Technician**
  Program Cost: $4250

Or combine courses and “stack” your credentials in our step-by-step CNC Production Technician Certification Program.

All graduates receive their industry recognized NIMS certification and OSHA10 card.

Job placement assistance is available.

For professional development opportunities in Advanced Manufacturing, go to page 16.

AUTOMOTIVE TECHNOLOGY

America runs on four wheels, and it’s speeding up

New, innovative, and technological advances in self-driving, electrical, and hybrid cars make now a fantastic time to become a qualified Automotive Technician. Every day “under the hood” will bring you a new surprise or challenge, so it’s no wonder US News & World Report ranked Automotive Technician as one of the “100 Best Jobs in America.”

RVCC’s one-year program features:

- Subaru & Chrysler Manufacturer training
- Snap-on diagnostic equipment & certification
- Service Excellence Certification
- Financial Aid
- Job Placement Assistance

For professional development opportunities in Automotive Technology, go to page 16.
Skilled HVAC/R Technicians are in high demand

Businesses are “going green.” Homeowners want to shrink their heating and cooling bills. The U.S. Department of Labor expects this explosion of cost-effective HVAC systems for homes and businesses to create over 90,000 new HVAC Technician jobs by 2020.

Master the skills and design theory of today’s cutting-edge heating and refrigeration industry and launch your career as a HVAC/R Technician. Someone has to design climate controlled systems, and/or install, repair or maintain thousands of units soon. It might as well be you.

Pursue one of these two HVAC career tracks at RVCC:

1-year Certificate (31 credits)
Training in residential systems only. Prepare for an entry-level technician position.

2-year AAS Degree (62 credits)
Residential and Commercial training. Prepare for any level HVAC position, or continue your studies to earn a B.S. in HVAC-Design or a B.S. in Building Automation with the Pennsylvania College of Technology (PCT) in Williamsport, PA.

Join the movement to increase energy efficiency

New Jersey has more than 450,000 commercial buildings that consume approximately 50% of the state’s electricity. Learn skills needed to support the US Department of Energy’s Better Building Initiative goal of improving commercial energy efficiency up to 20 percent.

Prepare to become a successful commercial energy management technician in a modern facility with the latest testers, instrumentation and equipment. The program was developed in partnership with local industry experts. You’ll also gain valuable, hands-on experience in mechanical systems by working in our campus’ living lab.

Consider one of two options:

1-year Certificate (32 credits)
Prepares you for an entry-level technician position.

2-year AAS Degree (61 credits)
Prepares you for any level CEM Tech position.

Job placement assistance and financial aid are available.
COSMETOLOGY

As a Cosmetologist you are the last word in style

RVCC’s unique curriculum is designed in partnership with our local employers for a salon-focused approach that will prepare you for the NJ state board exam and beyond. You’ll stay on the cutting edge of style and industry trends by participating in:

- Advanced training certifications/seminars
- National and regional hair styling competitions
- Job shadowing opportunities in local salons
- 100-hour practicum/internship
- Professional Beauty Association Membership
- Financial Aid and Industry Scholarships Available

The demand for qualified stylists is growing. Begin your Cosmetology career today!

Program Cost: $13,216 (includes tuition, materials and fees)

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ESTHETICS

Skin Care Specialists are in high demand

As a growing number of women and men seek out professional treatments to reduce the effects of aging, esthetics has become a highly desirable career.

Great skin care, followed by professional makeup, can change the way clients feel about their appearance. As a student you’ll learn about skin care treatments, including electrotherapy and massage. You’ll be taught how to apply facial and corrective makeup to provide a total look. The program will prepare you for the NJ state board exam and long-term success in the spa industry. You’ll stay on top of industry trends by participating in:

- Job shadowing opportunities in local spas/salons
- 50-hour practicum/internship
- Advanced training certifications/seminars
- Association of Skin Care Professional Membership
- Financial Aid available.

Qualified Estheticians are in high demand. Begin your Esthetics career today!

Program Cost: $6,900 (includes tuition, materials and fees)

For professional development opportunities for licensed beauty professionals, go to page 16.


PROFESSIONAL CERTIFICATIONS

Administrative Assistant Certification (PACE)
BU816 / CRN 60093 75 hours
Office professionals seeking to improve their performance and enhance their value to employers, this comprehensive certification teaches you to create graphics, charts, and presentations; learn the techniques needed in Microsoft Word, Excel, Access, PowerPoint and Outlook; and teaches you web conferencing, electronic and paper filing systems, record keeping, research skills, travel arrangements, meeting planning and management, business math, and computer and software troubleshooting. By the end of the course, you will be able to take the PACE certification. Textbook available at RVCC Bookstore.

Course fee: $1,500
Tue & Thu, Jan 30–May 1, 6 - 9pm

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

Course fee: $1,500
Call 908-218-8871 for class dates

CMA Part 2: Financial Decision (Online)
BU566
This course examines the strategies of financial decision making. The following concepts are presented in this course: financial statement analysis, corporate finance, decision analysis, and risk management and investment decisions. This is a test preparation for the second part of the Certified Management Accounting Certification.

Course fee: $3,200
Call 908-218-8871 for class schedule

Project Management Exam Review
BU801 / CRN 60095 36 hours
Master the test-taking strategies needed to pass the Project Management Examination. This program features 36 hours of training which includes an overview of the bodies of knowledge. The class is based on best practices as prescribed by the Project Management Institute (PMI). Study questions and practice final exam are provided. Textbook available at the RVCC Bookstore.

Course fee: $1,089
Thu, Feb 22 - May 10, 6:30 - 9pm

Real Estate Pre-License Course
BU400 / CRN 60096 75 hours
This course prepares you for an expanded career in the real estate job market. Completion of this course with a passing grade is needed to take the state examination. Concepts presented in this course are: required knowledge of real estate legal and contract issues, short sales, title research, liens, license laws and finance in today's unique job environment. Textbook available at the RVCC Bookstore.

Course fee: $500
Sat, Feb 24 – May 5, 8:45am - 4:45pm

Six Sigma

Green Belt
BU330 (36 hours)
Course fee: $1,200

Black Belt
BU338 (48 hours)
Course fee: $2,595

Call 908-218-8871 for class dates.

Quality Assurance Engineering – NEW
BU831 / CRN 60097 36 hours
This course will review the history of software development, discuss software processes, and learn how to improve them. You will learn the techniques, methods and tools to check, monitor and analyze software process to enforce quality of software products. You will add tools such as Coded UI and VSTS to your personal arsenal to provide information about software product quality. After the course completion, you will have a full understanding of quality and be able to ensure your clients' needs are fully met.

Course fee: $1,500
Tue & Thu, Mar 13 – Mar 27, 6 - 8pm

Excellence in Public Speaking – NEW
BU832 6 hours
Public speaking can be an intimidating experience for many in the professional world. In order to succeed in this area you need to develop the skills necessary to connect with your audience and get your point across clearly. This workshop will help you gain the confidence needed to be an effective public speaker in any business scenario. Participants will learn how to get their message across through body language, verbal communication, and brand alterations, and other fields. Topics include:
- Fall protection
- Personal protective equipment (PPE)
- Electrocution
- OSHA inspection procedures

Course fee: $79
Tue & Thu, Mar 13 – Mar 27, 6 - 8pm

OSHA 10-Hour Training — NEW
BU903 / CRN 60098 10 hours
This course is designed for workers in construction, building development, repairs/
Students will be given more in-depth training on PowerPoint, Word, and Excel. Prerequisites: Basic knowledge of MS PowerPoint, Word, Excel, or equivalent experience. Textbook available at the RVCC Bookstore.

Course fee: $405
Sat, Feb 24 – Mar 10, 9am – 3pm

Intermediate PowerPoint
CT815 / CRN 60112 6 hours
This course will build on the basics of PowerPoint and go in depth into template creation and advance features when delivering presentations.
Prerequisites: MS Basic PowerPoint or equivalent experience. Textbook available at the RVCC Bookstore.
Course fee: $135
Sat, Feb 24, 9am – 3pm

Microsoft Intermediate Word
CT811 / CRN 60113 6 hours
This course will build on the basics of MS Word and go in depth into template creation and advance features when delivering presentations.
Prerequisites: MS Basic Word or equivalent experience. Textbook available at the RVCC Bookstore.
Course fee: $135
Sat, Mar 3, 9am – 3pm

Microsoft Intermediate Excel
CT813 / CRN 60114 6 hours
This course will build on the basics of MS Excel. Learn to add new features to create enhanced charts. Topics include: working with sections and columns; formatting tables and importing data; using styles and auto text; headers and footers and templates.
Prerequisites: MS Basic Word or equivalent experience. Textbook available at the RVCC Bookstore.
Course fee: $135
Sat, Mar 3, 9am – 3pm

Microsoft Advanced Word
CT127 / CRN 60115 7 hours
In this level of MS Word, students will learn to create documents, create and enhance tables,
and convert text to a table. Additional concepts presented are: using galleries, inserting captions, enhance knowledge of formatting and much more.

Prerequisite: Experience using MS Word is required. Textbook available at the RVCC Bookstore.

Course fee: $159
Mon, May 21, 9am - 4pm

Microsoft Advanced Excel

CT208 / CRN 60116 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.
Prerequisite: Experience using MS Excel is required. Textbook available at the RVCC Bookstore.

Course fee: $159
Mon, Jun 4, 9am - 4pm

Microsoft Advanced PowerPoint

CT816 / 60117 7 hours
You created slides for your presentation and now you’re thinking about slide design: the background design, font styles, colors, and layouts. You want the slides to have a bit more visual pop. PowerPoint is full of features which allow you to present information in a concise and exciting format. Most presenters, however, only scratch the surface of all that is available when creating a PowerPoint presentation. This MS PowerPoint course will help you create professional and captivating PowerPoint presentations by incorporating new fonts, exciting animations, self-run presentations with menus that help the viewer to navigate through the presentations, and much more.
Prerequisite: MS PowerPoint or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Course fee: $159
Mon, Jun 11, 9am - 4pm

Microsoft Office Project

CT147 / CRN 60118 15 hours
Transform how you initiate, execute, monitor, and close projects leading to faster completion times. Learn to create and define projects, work with invested parties, set estimations, and manage multiple task calendars. Gain the knowledge and skills to build, maintain, and control focused project plans. Textbook available at the RVCC Bookstore.

Course fee: $256
Mon, Mar 19 – Apr 16, 6 - 9pm

Intro to AutoCAD ———— NEW

CT557 / CRN 60119 9 hours
This course covers the ‘raw’ basics of AutoCAD. This program is intended for the ‘real’ beginners who may be exploring their particular interest or application, and/ or students who may have little knowledge/experience with computers. Textbook available at the RVCC Bookstore.

Course fee: $130
Thu, Jan 4 – Jan 18, 6 - 9pm

AutoCAD I

CT550 / CRN 60120 15 hours
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.

Course fee: $219
Sat, Jan 20 – Feb 17, 9am - 12pm

AutoCAD II

CT551 / CRN 60121 15 hours
This course is an introduction to basic 3D CAD (Computer-Aided Design) techniques using AutoCAD software and provides 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.

Course fee: $219
Sat, Mar 3 – Mar 31, 9am - 12pm

Website Skills Bootcamp

Fundamentals Program

CT335 / CRN 60122 90 hours
Website skills are essential in many careers and businesses. They offer a path to the high paying careers in the website design and development field as well as offer a competitive advantage for other fields interfacing with websites. Website skills are essential to understand for website owners, small business website operators, internet marketing such as search engine optimization, website product development, website project management, and website design and development. This program teaches the fundamental skills for HTML, CSS, SEO, JavaScript, JQuery, MySQL and PHP and how they are used to build websites. The program includes a subscription to online content with new updates that you can access during and after the courses.

Course fee: $1640
Tue & Thu, Jan 16 – Apr 26, 6 - 9pm

HTML and CSS Skills for Creating Web Pages

CT332 / CRN 60123 27 hours
This course covers the fundamental terminology and technology components for building web pages in modern web browsers. Learn to build the structure of a web page using HTML tags. You learn the importance of how HTML improves web page SEO (Search Engine Optimization) and sharing in social media websites. Students learn to apply CSS (Cascading Style Sheets) for web page styling and layout. Web browser developer tools are introduced for analyzing and testing web pages. Students are introduced to HTML tags and text content. Learn to create basic web page layouts that can include embedded YouTube videos, Google maps, navigation menus, links, text, font styles and images. Includes access to online lessons from the instructor.
Prerequisites: familiarity using the World Wide Web; understanding file systems such as Windows Explorer on Windows or Finder on Mac. Textbook available at the RVCC Bookstore.

Course fee: $500
Tue & Thu, Feb 13 – Mar 13, 6pm – 9pm

JavaScript and JQuery Skills for Web Page Interactivity

CT333 / CRN 60124 27 hours
This course teaches the JavaScript programming language used for making web pages interactive. No previous programming experience is required making this a great opportunity to learn programming for the first time. This course teaches you the technical aspects of programming such as variables, data type, expressions, arrays, objects, built-in libraries, looping flows: for, while, logic flows: if and switch and functions. You will learn programming tools already built into your web browser to help in both learning but also debugging programs. The course also includes JQuery, an essential to know JavaScript library that makes the JavaScript more versatile for interacting with web page HTML and CSS. JavaScript and JQuery together are used when interacting with web page form fields and buttons. The course includes AJAX which is how data is sent to a web server such as when you login or hit the like button as well as receiving data back such as getting your profile information. This is a continuation of our courses on website skills. Includes access to online lessons from the instructor.
Prerequisites: HTML and CSS Skills for Creating Web Pages or equivalent. Textbook available at the RVCC Bookstore.

Course fee: $500
Tue & Thu, Feb 13 – Mar 13, 6pm – 9pm

Dynamic and Paid Web Content Using PHP and MySQL

CT334 / CRN 60125 36 hours
This course teaches the server side of a website. It teaches you PHP, the most popular webserver programming language used by many websites and is the foundation to WordPress. PHP allows you to create dynamic web content using templates rather than statically crafting every web page such as product display page or blog. This way you can update content without coding. You also learn about how you can store data on a website using the MySQL database. Combining PHP and MySQL allows you to have websites with public and paid content requiring logins. This course will also discuss how to handle eCommerce using a popular payment processing service. This is a continuation of our courses on website skills. Includes access to online lessons from the instructor.
Prerequisites: HTML and CSS Skills for Creating Web Pages and JavaScript and JQuery Skills for Web Page Interactivity or equivalent. Textbook available at the RVCC Bookstore.

Course fee: $640
Tue & Thu, Mar 20 – Apr 26, 6pm – 9pm
TEST PREPARATION

HIGH SCHOOL EQUIVALENCY EXAM PREPARATION
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.

High School Equivalency Exam Prep & Review
ED505 / CRN 60126
Course fee: $240
Mon & Tue, Feb 19 – Apr 17, 6:30 - 9pm

Language Arts & Writing Prep & Review
ED507 / CRN 60127
Course fee: $120
Mon, Feb 19 – Apr 16, 6:30 - 9pm

Math Prep & Review
ED506 / CRN 60128
Course fee: $120
Tue, Feb 20 – Apr 17, 6:30 - 9pm

Kaplan GRE Test Prep — NEW
ED516 / CRN 60129
22.5 hours
The Graduate Record Examinations (GRE) is a standardized test that is an admissions requirement for most Graduate Schools in the United States. This course follows Kaplan's GRE Prep 2018 material to help students prepare to take the GRE exam. Kaplan's GRE guides students through a step by step process with proven strategies that allow students to excel for GRE exam. Textbook available at the RVCC Bookstore.
Course fee: $1200
Mon, Jan 8 – Apr 30, 6 – 7:30pm

Kaplan GMAT Test Prep — NEW
ED517 / CRN 60130
22.5 hours
This course prepares you to take the GMAT (Graduate Management Admission Test) for entry into a graduate management program. The Graduate Management Admission Test is a computer adaptive test intended to assess certain analytical, writing, quantitative, verbal, and reading skills. This course will follow the Kaplan plus 2018 material. Textbook available at the RVCC Bookstore.
Course fee: $1200
Mon, Jan 8 – Apr 30, 7:30 - 9pm

ESL Transition
LA317 / CRN 60136
36 hours
The “ESL Transition” class addresses the workplace language needs of people to have mastered the major verb tenses (simple, present, and past, present and past continuous, future “will” and “going to” and present and past perfect, irregular verbs, sentence structure, advanced vocabulary development). The “transition” class will teach Email, Job Aid, Standard Operating Procedures, Protocol and Report writing as well as interpersonal and meeting speaking styles. This class will move students beyond classic ESL and into workplace writing and speaking in English.
Course fee: $320
Wed & Thu, Jan 3 – Feb 8, 6 – 9pm

Spanish

Spanish I
LA130 / CRN 60137
17.5 hours
Course fee: $189
Tue, Jan 9 – Feb 20, 6:30 - 9pm

Spanish II
LA132 / CRN 60138
17.5 hours
Course fee: $189
Tue, Mar 6 – Apr 17, 6:30 - 9pm

ENGLISH AS A SECOND LANGUAGE (ESL)
RVCC offers basic instruction for individuals with little or limited knowledge of English. Textbook available at the RVCC Bookstore.

Basic ESL
LA316 / CRN 60131
36 hours
Course fee: $320
Sat, Jan 13 – Mar 31, 9am - 12pm

ESL Level 1A
LA303 / CRN 60132
36 hours
Course fee: $320
Wed & Thu, Feb 21 – Mar 29, 6 - 9pm

ESL Level 1B
LA304 / CRN 60133
36 hours
Course fee: $320
Wed & Thu, Apr 11 – May 11, 6 - 9pm

ESL Level 2A
LA312 / CRN 60134
36 hours
Course fee: $320
Tue & Thu, Jan 9 – Feb 20, 6 - 9pm

ESL Level 2B
LA313 / CRN 60135
36 hours
Course fee: $320
Tue & Thu, Mar 6 – Apr 12, 6 - 9pm

INTRODUCTION TO SPANISH
Whether traveling abroad or just wanting to communicate with Spanish-speaking people in the United States, this class is for you. No prior knowledge of Spanish is needed. This course includes reading, writing, conversation, and grammar and is presented in a relaxed, informal atmosphere. Textbook available at the RVCC Bookstore.

Spanish I
LA130 / CRN 60137
17.5 hours
Course fee: $189
Tue, Jan 9 – Feb 20, 6:30 - 9pm

Spanish II
LA132 / CRN 60138
17.5 hours
Course fee: $189
Tue, Mar 6 – Apr 17, 6:30 - 9pm

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

Check out our classes:
- SQL
- Java
- Grammar Refresher
- Digital Photography
- Sign Language
- Project Management

More:
www.ed2go.com/rvcc

COMING SOON
FALL 2018

Principles of Municipal Court Administrators (POMCA)
An eleven-day program for prospective judiciary employees.

Learn more call 908-526-1200 x8639
PROFESSIONAL DEVELOPMENT FOR ADVANCED MANUFACTURING

MIG Welding
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 processes
- The concepts and fundamentals of the weld quality and inspection methods, welding codes, specifications and safety

Course fee: $1200

3-Axis CNC Milling Machine Operations
MLCE 102 / CRN 60004 100 hours
Introduces you to codes and programs (Basic G Codes, Canned Cycles), program structure, Cartesian coordinate system and programming methods, circular interpolation, cutter compensation, drilling and tapping.
Course fee: $1200
May 18 – Jul 21
Fri, 4 - 8pm & Sat, 8am – 4pm

CNC Lathe Setup
LTCE 101 / CRN 60003 100 hours
Learn the fundamentals of machine coordinates, milling control panel machine startup, basic manual operations and job setup.
Course fee: $1200
Mar 2 – Apr 20
Fri, 4 - 8pm & Sat, 8am – 4pm

ACCOUNTING AND QUICKBOOKS CERTIFICATE

This course will cover the following:
MLCE 102 / CRN 60004 100 hours
Introduces you to codes and programs (Basic G Codes, Canned Cycles), program structure, Cartesian coordinate system and programming methods, circular interpolation, cutter compensation, drilling and tapping.
Course fee: $1200
May 18 – Jul 21
Fri, 4 - 8pm & Sat, 8am – 4pm

CNC Lathe Setup
LTCE 101 / CRN 60003 100 hours
Learn the fundamentals of machine coordinates, milling control panel machine startup, basic manual operations and job setup.
Course fee: $1200
Mar 2 – Apr 20
Fri, 4 - 8pm & Sat, 8am – 4pm

PROFESSIONAL DEVELOPMENT FOR LICENSED BEAUTY PROFESSIONALS

Barbering, Techniques, and Trends of Today
Presented by: Greg Zorian, Master Barber
CS105 / CRN 60139
Greg Zorian is a third generation barber and founder of www.HowToCutHair.tv. His experience behind the chair, as a barbershop owner and an educator, spans over two decades. He is an international educator for barbers and cosmetologists in the art of men’s haircutting and barbering. His work has been featured in numerous publications and most recently on the Rachel Ray Show.

This class is designed for barbers and cosmetologists who want to learn the most important barbering techniques along with today’s popular haircuts such as Great Gatsby side parts, pompadours, business cuts and disconnected cuts with the razor. Licensed stylists and barbers will observe live demonstrations followed by a hands-on session with Greg.

Course fee: $160
Mon, Apr 9, 9am – 5pm

VETERAN’S ENTREPRENEUR CERTIFICATE PROGRAM

ARE YOU A VETERAN & INTERESTED IN STARTING A BUSINESS?
The Small Business Development Center (SBDC) is offering this certificate program to veterans at no charge.

MORE INFO www.SBDCrvc.com

SMALL BUSINESS DEVELOPMENT CENTER

ACCOUNTING AND QUICKBOOKS CERTIFICATE

Learn the basics of accounting fundamentals and QuickBooks desktop or online versions. Take the three courses (21 hours) in sequence to earn a certificate or take each individually to acquire course-specific skills.

Part I: Accounting Fundamentals - Both Desktop and Online Options
SB211 6 hours
Learn fundamental accounting procedures that complement QuickBooks for Small Businesses. Master concepts needed for bookkeeping and learn accounting terminology used to operate financial software.
Course fee: $129
CRN 60008 Mon & Thu, Jan 29 & Feb 1, 6 – 9pm
CRN 60012 Mon & Tue, Mar 12 & 13, 6 – 9pm
CRN 60015 Mon & Thu, Apr 16 & 19, 6 – 9pm

Part II: QuickBooks Set Up for Small Businesses - Desktop Option
SB204 6 hours
Learn how QuickBooks can simplify the accounting process for a small business. Set up a business, record transactions, understand the reports generated from QuickBooks and the components of financial statements.
Prerequisite: Accounting Fundamentals or a good working knowledge of accounting principles.
Course fee: $129
CRN 60009 Mon & Thu, Feb 5 & 8, 6 – 9pm
CRN 60013 Mon & Tue, Mar 19 & 20, 6 – 9pm
CRN 60016 Mon & Thu, Apr 23 & 26, 6 – 9pm

Part II and III: QuickBooks Set up and A/R and A/P - Online Option
SB281 9 hours
In a simulated real 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: Accounting Fundamentals and a good working knowledge of accounting principles.
Course fee: $169
CRN 60010 Mon/Tue/Thu, Feb 26, 27 & Mar 1, 6 – 9pm
CRN 60014 Mon/Tue/Thu, Apr 9, 10 & 12, 6 – 9pm
CRN 60017 Mon/Tue/Thu, May 7, 8 & 10, 6 – 9pm

QuickBooks Model Office - Desktop Option Only
SB278 6 hours
Attendees will create a model office company, post a large number of accounts payable and accounts receivable transactions and reconcile their entries to the company’s profit and loss report.
Prerequisite: Must have received the Accounting and QuickBooks Certificate. Seating is limited. To register, send an email to sbdc@raritanval.edu and provide us with your name, address, telephone number and desired class or call the SBDC at 908-526-1200 x8516.

Registration is required.
Course fee: Free
Tue & Thu, Apr 3 & 5, 6 – 9pm
Tue & Thu, May 15 & 17, 6 – 9pm
ENTREPRENEURIAL CERTIFICATE PROGRAM (ECP)

Jointly sponsored by the NJSBDC and New Jersey community colleges, this statewide 39-hour Entrepreneurial Certificate Program (ECP) comprises nine courses that will give you a good working knowledge of how to start up and/or successfully manage a small business.

The Business Plan
SB707 9 hours
Create a sound business plan to help you manage your business more effectively and/or prepare to seek financing. Chart your course and improve your chances for business success.
Course fee: $159
CRN 60024 Tue, Jan 16 & 23, 6 – 9pm
CRN 60025 Wed, Jan 30, 6 – 9pm

Building Your Marketing Plan
SB703 6 hours
Learn about market research, strategic marketing decisions, advertising and sales, public relations, promotions, and networking. Find out about all phases of a marketing plan, how to define markets and how to implement creative, low-cost guerrilla marketing.
Course fee: $119
CRN 60022 Wed, Feb 21 & 28, 6 – 9pm
CRN 60023 Tue, Apr 3 & 10, 6 – 9pm

Understanding Financial Statements
SB706 3 hours
Learn about spreadsheets, understanding revenue and expense, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, P&L, and cash flow.
Course fee: $59
CRN 60057 Mon, May 21, 6 – 9pm

DIGITAL BLUEPRINT CERTIFICATE PROGRAM (DPCP)

There has been a transformational shift in the marketing industry. This certificate program 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 9-session, 27-hour program.

Planning Your New Website
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.
Course fee: $59
CRN 60028 Wed, Mar 7, 6 – 9pm
CRN 60033 Wed, Apr 11, 6 – 9pm

Introduction to Google AdWords
SB403 3 hours
Learn the basics of Google AdWords to: identify unique keywords and phrases that consumers are currently using to find your business (and competitors), write text ads, design landing pages and set up your first campaign.
Course fee: $59
CRN 60031 Wed, Mar 28, 6 – 9pm

Introduction to Google Analytics
SB404 3 hours
Learn how to proactively handle and even benefit from the inevitable challenges and setbacks you’ll face along the way building your business. Finish up with solid ways 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.
Course fee: Free
CRN 60046 Wed, Mar 7, 6 – 9pm
CRN 60047 Wed, Apr 18, 6 – 9pm

Introduction to WordPress
SB406 3 hours
Over 26% 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, plugins to provide functionality, and we’ll make sure you know how to keep all your hard work backed up and secure.
Course fee: $59
CRN 60030 Wed, Mar 14, 6 – 9pm

Legal 1
SB701 3 hours
Be knowledgeable about the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business risks, provide adequate protection and establish proper record keeping and controls.
Course fee: $59
CRN 60053 Wed, Feb 7, 6 – 9pm

Legal 2
SB702 3 hours
Attain a basic understanding of contract law, legal ownership of a business, stock, and partnership agreements. (3 hours)
Course fee: $59
CRN 60054 Wed, Feb 14, 6 – 9pm

Small Business Taxes
SB704 3 hours
Learn which type of legal entity is the best structure for your company and receive information about tax responsibilities based on the entity you choose. Find out what tax deductions you are entitled to.
Course fee: $59
CRN 60055 Mon, May 7, 6 – 9pm

Small Business Recordkeeping
SB705 3 hours
Learn what records you need to keep, how to do your own bookkeeping, and how to use records as a management tool. Find out processes you need to follow for tax deductions.
Course fee: $59
CRN 60056 Mon, May 14, 6 – 9pm

Introduction to Search Engine Optimization (SEO)
SB404 3 hours
Understand how to improve website visibility in the major search engines. Participants learn SEO best practices to follow and have the opportunity to have websites critiqued during the session.
Course fee: $59
CRN 60029 Wed, Mar 14, 6 – 9pm

Introduction to WordPress
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.
Course fee: $59
CRN 60033 Wed, Apr 11, 6 – 9pm
Intro to Blogging  
**SB464**  
3 hours  
Do you want more customers? Blogging is an excellent way to increase your visibility in the search engines and get your content shared on social media — if you do it right. You’ll learn about blogging platforms, how to plan and prepare content, publish and measure success.

Course fee: $59  
CRN 60034  Wed, Apr 18, 6 – 9pm

Social Media to Promote Your Business  
**SB405**  
3 hours  
Connect with consumers through Social Media to increase your brand awareness and sales. Learn the essential steps and tactics necessary for the small business owner using LinkedIn, Facebook and Twitter.

Course fee: $59  
CRN 60035  Wed, Apr 25, 6 – 9pm

### GENERAL COURSES

**Integrated Marketing – Part I — NEW SB740**  
6 hours  
We are in a new era that requires small business owners to develop an integrative multichannel marketing foundation. This class is Part I of a two-part series that will help you avoid the mistakes small business owners make with their marketing strategies. Learn why you need to use multichannel marketing systems and how to keep your brand message and target audience consistent whether you are networking, developing a word-of-mouth campaign, or using the latest social media platforms.

Part II of this series is Social Media to Promote Your Business. Please refer to the Digital Blueprint section for more information.

Course fee: $119  
CRN 60036  Wed, Jan 24 & 31, 6 – 9pm  
CRN 60037  Mon, May 7 & 14, 6 – 9pm

**How to Network for Success SB715**  
3 hours  
Explore the why, where, and how to network offline and online. Learn to write and deliver an attention-getting “elevator speech” that really works. Start networking immediately: bring your business cards and brochures to class.

Course fee: $59  
CRN 60038  Tue, Feb 20, 6 – 9pm  
CRN 60039  Tue, Jun 5, 6 – 9pm

**How to Develop an Effective — NEW Holistic Business 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 unique services and build a practice that sustains. Develop an effective strategic plan, market on a small budget, and time management techniques. This class addresses issues for the pre-venture or in-business practitioner.

Course fee: $59  
CRN 60040  Tue, Mar 6, 6 – 9pm

**Basics of Small Business Insurance SB448**  
3 hours  
Are you a small business owner who is operating without insurance, and needs to learn the basics of both insurance and risk management techniques? Learn how to protect your company from catastrophic loss. This seminar will explain the types of insurance needed to build a basic insurance program...and teach you different ways to buy insurance or self-insure.

Course fee: $59  
CRN 60041  Wed, Mar 7, 6 – 9pm

**How to Evaluate e-Commerce — NEW Platforms for E-Tail Success SB814**  
3 hours  
Online shopping continues to disrupt the retail sector at an increasingly fast pace and every business needs an online e-commerce and m-commerce store to be competitive. Entrepreneurs can succeed in online e-failing given the low cost structure and various platform options to go to market quickly and operate efficiently. Participants will be guided to apply a framework to evaluate and select the best path to online retailing. Business model platforms of Amazon and Atomy as well as stand-alone web store options will be compared in terms of costs, pricing, marketing, sourcing, fulfillment, time to profitability and overall success.

Course fee: $59  
CRN 60067  Tue, Apr 24, 6 – 9pm

**CEO Leadership Training — NEW SB813**  
9 hours  
This 3-session series explores business strategy as practiced by successful, well-led organizations. The importance of CEO’s with winning leadership qualities who are able to gain competitive advantage through clarity of purpose, a defining sense of mission and effective collaboration will be highlighted. Participants will discuss achieving strategic growth through leadership evaluation, goal-setting, value creation, technology integration. Also, the effective utilization of business management tools such as financial liquidity and solvency ratio analytics, HR talent assessments, and customer analytics will be explored. A CEO mentoring community will be discussed at the conclusion of the class.

Attendee Requirements: CEO’s with evaluative financials for at least 3 years and currently employ 10 or more employees.

Course fee: $229  
CRN 60062  Tue, Feb 27, Mar 13 & 27, 8:30 – 11:30am  
CRN 60061  Tue, Apr 10, 24 & May 8 8:30 – 11:30am

**Business Valuation——NEW SB469**  
3 hours  
There are many reasons to have a valuation of your business; selling, refinancing or just wanting to know what your business is worth. Valuating a business can be a complicated process. Learn about the myths and methods of the business valuation process and how to objectively identify the market value of your investment.

Course fee: $79  
CRN 60067  Mon, Apr 2, 6 – 9pm

**Take Care of Yourself and Career; NEW Five Simple Self Care Strategies SB471**  
3 hours  
This class will offer simple strategies for time-challenged professional businesswomen who want to take care of themselves better so they can become more engaged, healthy, and dynamic. You will walk away with a starter toolbox of techniques to improve your daily routine.

Course fee: $229  
CRN 60066  Wed, Apr 25, 6 – 9pm

### SBDC ADVANCED COURSES

**The 411 on Employee Handbooks NEW SB815**  
This course will provide an overview of the employee manual and its construction. We will discuss the key components of an effective employee handbook – company culture, mission, values, policies and procedures, etc. – as well as an overview of state and federal laws that must be included in the handbook.

Course fee: $59  
CRN 60079  Tue, May 15, 6 – 9pm

**The 411 on Employee Handbooks NEW SB815**  
This course will provide an overview of the employee manual and its construction. We will discuss the key components of an effective employee handbook – company culture, mission, values, policies and procedures, etc. – as well as an overview of state and federal laws that must be included in the handbook.

Course fee: $59  
CRN 60079  Tue, May 15, 6 – 9pm
Crowdfunding: A New Alternative to Raising Working Capital
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.
CRN 60058 Tue, Feb 6, 6 - 9pm
CRN 60059 Mon, Apr 30, 6 - 9pm

How to Purchase a Business or Franchise
SB435 3 hours
Learn how to identify and then research a credible franchise or existing business.
CRN 60042 Wed, Feb 7, 6 - 9pm
CRN 60043 Tue, May 22, 6 - 9pm

3 Myths Even Savvy Professional New Women Believe That Keeps Them Feeling Stressed and Overwhelmed
SB470 2 hours
Understand the most common pitfalls that can derail professional business women by creating feelings of stress, overwhelmed and dissatisfied with their work life. Learn how to break out of the false thinking that underlies these myths. Gain useful tips and practices to help you become more empowered and productive.
CRN 60064 Mon, Feb 12, 7 - 9pm
CRN 60065 Thu, Mar 29, 7 - 9pm

Create Your Local Business Listing on Google & Bing
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).
CRN 60044 Wed, Feb 28, 6 - 9pm
CRN 60045 Wed, May 2, 6 - 9pm

Mastering the Mental Side of Building a Business
SB427 3 hours
Learn how to proactively handle and even benefit from the inevitable challenges and setbacks you’ll face along the way building your business. Finish up with solid ways 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.
CRN 60046 Wed, Mar 7, 6 - 9pm
CRN 60047 Wed, Apr 18, 6 - 9pm

NJ Division of Revenue & Taxation Small Business Tax Workshop
SB209 4 hours
The Small Business Tax Workshop is provided by the Division of Taxation at no cost to the participants. Division personnel will explain proper procedures for collecting and remitting various New Jersey taxes. A focal point of each workshop is the sales tax responsibilities of small businesses including the description of taxable and exempt sales and services. Discussions will also highlight different types of business ownership and the tax consequences of each one.
CRN 60063 Fri, Mar 9, 10am - 2pm

¡NUEVO! - Desarrollo de paquete de préstamos en Español
SB462 3 horas
Esta clase ofrecerá a los asistentes una visión general de los procesos de desarrollo del paquete de préstamo. Usted aprenderá la importancia de un plan de negocios, revisar su informe de crédito y qué documentación es necesaria normalmente por los bancos para garantizar un préstamo de pequeña empresa.
Es obligatorio el registro.
Precio del curso: gratis
CRN 60049 Mon, Mar 19, 6 - 9pm

How to Prepare a Loan Package
SB468 2 hours
Borrowing money to start or expand your business can be complicated. This course will provide you with a basic overview on how to prepare a loan package and how a lender evaluates your loan request.
CRN 60050 Wed, Mar 21, 7 - 9pm

Doing Business with the Federal Government
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.
CRN 60051 Wed, Apr 4, 9am - 12pm

Federal Small Business Certifications
SB280 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

CRN 60048 Wed, Jun 6, 6 - 9pm

Microsoft Office Computer Training

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<th>BASIC</th>
<th>Communication/Leadership Training</th>
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<td>INTERMEDIATE</td>
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Employees of any public entity receiving Federal or State Funding are not eligible for this program

NJBIA Grant Funded Microsoft Office Training
• Must be employed at least 20 hours per week by a business in New Jersey
• Pre-registration required at https://form.jotform.com/61744053933153

More Information
Contact Corinna Harrigan • 908-526-1200 x8462 • Corinna.Harrigan@RaritanVal.edu

This no cost program is made possible through a grant from the NJ Department of Labor and Workforce Development in partnership with the NJ Business and Industry Association (NJBIA) and the NJ Community College Consortium.
WORKFORCE REGISTRATION INSTRUCTIONS

COURSE SCHEDULES AND INFORMATION AVAILABLE ONLINE
This brochure is a partial listing of Workforce Development courses.
The full schedule can be found at: RaritanVal.edu/Career-Training
- Select desired areas to view listings. (Take note of the 5-digit CRN, you will need this information in order to register.)

TO REGISTER ONLINE - RaritanVal.edu/Career-Training/Register-For Classes
Select Your Courses
1) Select “Register for Classes” link.
2) Go to “Click here to register now” link.
3) Enter the desired five-digit CRN(s) which can be found in the course description or use the Advanced Search to view course options.
4) Use the Schedule Builder screen to list desired courses. To add a course to the Schedule Builder screen, bring your cursor to the course information displayed on the left side of the screen and click and drag to the Schedule Builder.
5) Click “Register” (at bottom right corner) when you have completed selecting your course(s).

Complete Registration
Have your credit card information available. RVCC accepts Visa, Mastercard and Discover, but does not accept American Express.
6) After completing your Schedule Builder, click the Student Sign-in screen.
7) When your account information displays, select “Proceed to Payment” and complete the information.

REGISTER IN PERSON or BY MAIL
- In Person - Raritan Valley Community College
  Workforce Training Center
  118 Lamington Road, Branchburg, NJ 08876-1265

OR
- Mail Your Registration and Check to:
  Raritan Valley Community College
  Workforce Training Center
  P.O. Box 3300, Somerville, NJ 08876-1265.

PAYMENT IS REQUIRED AT THE TIME OF REGISTRATION
Download the registration form:
RaritanVal.edu/Career-Training/Register-For-Classes

QUESTIONS 908-218-8871 (select Option 1)

CORPORATE TRAINING

The Customized 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.

While the areas of training are limitless, we provide the following areas of training:
- Leadership Training
- Project Management
- Computer Technology
- LEED Green Training
- Communication
- Writing & Presentation Skills
- English as a Second Language
- Accent Reduction

Classes may be delivered at your site or at our campus location.
We have the experience and resources to help put together an optimal training plan defined by your company’s goals, needs, and budget.

MORE INFO
RaritanVal.edu/Customized
908-218-8871 (select Option 5)

RVCC does not discriminate in its educational programs or activities regardless of race, creed, color, national origin, ancestry, age, sex, marital status, veteran status, religion, affectional or sexual orientation, gender identification and expression, atypical hereditary cellular or blood trait, genetic information, disability or any other characteristic protected under applicable federal, state and local laws. For inquiries regarding Title IX or Section 504, contact Cheryl Wallace, Executive Director of Human Resources & Labor Relations at 908-526-1200 x8260.