

PROFESSIONAL DEVELOPMENT

PROGRAMS TO ADVANCE YOUR CAREER

FALL 2019 COURSES



- Computer Training
- Corporate Training
- ed2go Online Courses
- Professional Certification
- Professional Development

- NJBIA Grant Funded
Microsoft Office Training
- Small Business
Development Center
- Test Preparation

NEW THIS FALL! HEALTH PROFESSION COURSES

OPHTHALMICS ▪ DENTAL ▪ PHLEBOTOMY ▪ YOGA

www.raritanval.edu/career-training

WORKFORCE TRAINING PROGRAMS

MORE INFO ■ 908-800-7721 ■ www.raritanval.edu/career-training

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OPEN HOUSES & INFO SESSIONS

www.raritanval.edu/events

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 information regarding Title IX and Section 504, contact Cheryl Wallace, Executive Director of Human Resources, Compliance & Security at 908.526.1200 x8260 or Cheryl.Wallace@RaritanVal.edu.

PROFESSIONAL CERTIFICATIONS

Administrative Assistant Certification (PACE)

BU816 – 75 hours

Office professionals seeking to improve their performance and enhance their value to employers will find this certification program a must. This course teaches you how to use Microsoft Word, Excel, Access, and Outlook, create dynamic PowerPoint presentations, use web conferencing and electronic/paper filing systems, make travel arrangements, plan and manage meetings, and so much more. By the end of the course, you will be able to take the PACE certification. Textbook available at RVCC Bookstore.

Instructor: Anne Marie DelPrincipe*

Course fee: \$1,500

CRN 50038 Tue & Thu, Sep 17 – Dec 19, 6-9pm

CERTIFIED MANAGEMENT ACCOUNTING 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 course for the first part of the two-part Certified Management Accounting Certification. *Prerequisite:* See (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

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 course for the second part of the Certified Management Accounting Certification. *Prerequisite:* See (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

CPA Exam Review (Online) BU066

This comprehensive CPA Exam review is a four-part exam preparation program to become a Certified Public Accountant. The course reviews the 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 individualized online assistance from the instructor.

Course fee: \$3,360

Call 908-800-7721 for registration information

Professional Payroll BU854 – 32 hours

This course is part of a nationally recognized certification for payroll professionals and prepares participants for the Certified Payroll Professional (CPP) examination. Students are given intensive training on complex payroll functions and regulations. Issues such as benefits and human resources departments are also presented. This course is intended for individuals with 3-5 years of payroll experience. Topics include: federal taxation and withholding, reporting payroll taxes, FLSA “white collar” exemption rules, understanding fringe benefits, and the impact of benefit plans on the payroll process. All materials are included.

Instructor: Lyuda Dukhovnaya*

Course fee: \$830

CRN 50034 Sat, Oct 5 – Nov 23, 9am-1pm

Principles of Municipal Court Administrators (POMCA) BU071 – 33 hours

POMCA is an 11-day program designed to provide prospective judiciary employees with an awareness of the responsibilities as a judiciary employee and an overview of the structure of the New Jersey Court system. Students will gain an understanding of judiciary policies, procedures, and workplace expectations, as well as a general understanding of the duties of a court administrator, deputy court administrator, and violations clerk.

Instructor: Anne Dreps

Course fee: \$830

CRN 50138 Mon, Sep 9 – Nov 25, 4:30-7:30pm

Mastering Project Management with PMP® Prep

150 hours

This course will provide you with a deeper understanding of project management concepts and applications in the workplace. At the end of this course, you will be prepared to take the Project Management Professional (PMP) certification exam. The goal of this PMP training class is to provide you with a detailed exploration of key project management topics and concepts, all on your own time.

To register go to – www.ed2go.com/rvcc
Course fee: \$1,295 Monthly start dates

Real Estate Pre-License Course

BU400 – 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 required 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. Careers in real estate and related fields will be explored.

Textbook available at the RVCC Bookstore.

Instructor: Loretta Smith*

Course fee: \$525

CRN 50027 Sat, Sep 21 – Nov 23,
8:45am-4:45pm

SIX SIGMA

Six Sigma presents a rigorous, focused and highly effective implementation of proven quality principles and techniques. Six Sigma aims for virtually error-free business performance while using statistics to measure the variability in the process. This series presents real life simulation exercises, practical examples and case studies. Learn information that is useful guidance for practical application needed to pass the exam. Textbook available at the RVCC Bookstore.

Call 908-800-7721 for registration information

Green Belt

BU330 – 36 hours

Course fee: \$1,260

Black Belt

BU338 – 48 hours

Course fee: \$2,725

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.



*Workforce instructor bio on pages 14-15.

CERTIFICATION COURSES

CPR/AED CERTIFICATION – AMERICAN HEART ASSOCIATION

HP111 – 3 hours

Designed for individuals who are being trained to assume responsibility for delivering healthcare and ensuring public safety, this course prepares you for the American Heart Saver CPR/AED for the Professional Rescuer certification. This is a two-year certification. Course materials are provided on the first day of class.

Instructor: TBA

Course fee: \$95

CRN 50012 Tue, Sep 10, 7-10:30pm

CRN 50013 Tue, Oct 8, 7-10:30pm

CRN 50014 Tue, Nov 5, 7-10:30pm

CRN 50015 Tue, Dec 3, 7-10:30pm

YOGA INSTRUCTOR CERTIFICATION

HP117

Upon successful completion of this course you will be certified to teach Adult Beginner Classic Hatha Yoga. Experience professional development, personal transformation, and increase your marketability in the fitness field. This course is offered in conjunction with the School of Royal Yoga. This 9-month course meets for 3 hour classes, 3 times a month.

For more details contact Maryam Sheikh at 908-526-1200 ext. 8462 or email maryam.sheikh@raritanval.edu.

Course fee: \$2,900

CRN 50023 Sat, Begins Sep 28, 9am-12pm

CRN 50025 Fri & Sat, Begins Oct 18, 4pm-9pm

CRN 50024 Thu, Begins Jan 9, 9:30am-12:30pm

ECG TECHNICIAN NATIONAL CERTIFICATION

HP212

Become certified in one of the most in-demand occupations. Obtaining an electrocardiogram (ECG) is often an important part of a medical workup. 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 you are 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

CRN 50016 Sat, Sep 14 – Nov 16, 9am-1pm

PHLEBOTOMY LAB ASSISTANT

HP411

Phlebotomists are integral members of the laboratory team who are trained in specimen collection and processing. This program consists of 100 hours of classroom/lab instruction and 80 hours of clinical practice at a hospital and prepares you to seek employment as a phlebotomist in hospitals, outpatient clinics, medical practices, and insurance companies. The clinical practice will run 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

CRN 50017 Tue & Thu, Aug 29 - Dec 10
5:30-9pm

Instructor: Enrique Watson

CRN 50018 Mon & Wed, Aug 28 - Dec 11
6:30-10pm

PHLEBOTOMY CONTINUING EDUCATION

HP412

Phlebotomists are integral members of the laboratory team who are trained in specimen collection and processing. This 2-night refresher course consists of lab and clinical practice and prepares you to seek employment as a phlebotomist in hospitals, outpatient clinics, medical practices, and insurance companies. In order to sign up for the course, you must have completed a Phlebotomy Lab Assistant certification or are currently working as a Phlebotomist. This course does not allow you to sit for the American Society

of Phlebotomy Technicians (ASPT) National Certification Exam. No books are required for this course.

Instructor: Enrique Watson

Course fee: \$130

CRN 50065 Mon & Wed, Jan 13 – 15
6:30-10pm

DENTAL

DENTAL RADIOLOGY

HP611

This course prepares you for the licensing examination required by the State of New Jersey Dental Radiologic Technology Board of Examiners. This course consists of 31 hours of didactic instruction, 20 hours of laboratory instruction in a dental office, and clinical education. Upon successful completion of the didactic and laboratory instruction course, the clinical portion will be obtained through patient experience in a private dental office that has intraoral digital x-ray equipment, been identified by you and approved by the NJ State Department of Environmental Protection. Books are sold separately at the RVCC Bookstore. *Prerequisite:* At least 18 years of age, High School Diploma/GED or equivalent. Proof must be submitted with registration.

Instructor: Lori Gerstl, RDA

Course fee: \$615

CRN 50019 Wed, Sep 4 – Dec 11, 1-5pm

DENTAL ASSISTING EXAM REVIEW

HP613

This workshop is designed to provide dental assistants who have busy schedules with the essential materials to prepare at home for the Dental Assisting National Board Examinations. This workshop concentrates on specific topics covered in the following examinations:

- General chairside
- Infection control
- Orthodontic assisting
- New Jersey Expanded Duties - general examination.

Prerequisite for course: 18 years of age, proof of a High School Diploma/GED or equivalent, CPR certification, and minimum of one year work experience in a dental practice.

Prerequisite for Dental Assisting National

Board Examinations: 18 years of age, proof of a High School Diploma/GED or equivalent, CPR certification, and a minimum of 3,500 hours work experience as a dental assistant that is accrued over a continuous period and is verified by doctor/ employer.

Instructor: Lori Gerstl, RDA

Course fee: \$330

CRN 50022 Thu, Sep 19 – Nov 21, 5:30-10pm

OPHTHALMICS

OPHTHALMIC MATH REVIEW

OP401

This course is designed to reacquaint you with basic algebraic and trigonometric principles in Ophthalmic Science. Students who are having difficulty in math are urged to take this course.

Instructor: Brian Thomas, Ph.D., ABOM

Course fee: \$90

CRN 50036 Thu, Sep 19 – Oct 3, 7-10pm

OPHTHALMIC STATE BOARD LICENSING EXAM REVIEW

OP402

This course is recommended for students who are eligible to take the State Board Licensing Exam. This course reviews the major areas of study in ophthalmics that are covered on the State Exam.

Instructor: Brian Thomas, Ph.D., ABOM

Course fee: \$115

CRN 50035 Fri, Aug 23 – Sep 13, 7-10pm

OPHTHALMIC STATE BOARD PRACTICAL REVIEW

OP403

This course covers the requirements for the State Board practicum examinations. Key topics include: fitting, adjusting, facial measurements, neutralization and laboratory prescription fabrication. Students are given an opportunity to work in any or all of the subject areas.

Instructor: Brian Thomas, Ph.D., ABOM

Course fee: \$50

CRN 50037 Fri, Sep 20, 7-10pm

PROFESSIONAL DEVELOPMENT

Strategic Planning Fundamentals

NEW

BU075 – 3 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.

Instructor: Fernando Ferrer*

Course fee: \$59

CRN 50059 Tue, Sep 17, 9am-12pm

Project Management Fundamentals

NEW

BU803 – 8 hours

The ultimate success or failure of a project is directly related to the quality of the planning process for the project. This course provides an overview of the methods and procedures that are used to plan their work, estimate costs and develop a project schedule. Organizations are using project management skills to provide a structure for dealing with increasingly competitive markets, financial pressures to improve performance, restructuring, acquisitions, and globalization. Project management provides a structure for addressing the pressures that most organizations are facing. This course provides participants with an overview of the essential elements of project management, the project management life cycle, and tools and techniques for successful project management.

Instructor: Georgann Occhipinti

Course fee: \$159

CRN 50147 Fri, Sep 27, 9am-5pm

Advanced Project Management

NEW

BU877 – 8 hours

Successful project management requires ongoing learning and adaptability. Building on the Introduction to Project Management class, Advanced Project Management dives into the project life cycle in a more detailed way. Participants will focus more time on preparing their customized plans in order to achieve

project goals. Participants can start to apply class content to their actual projects. We will offer an opportunity to learn techniques for managing projects and address issues that complicate projects.

Instructor: Georgann Occhipinti

Course fee: \$159

CRN 50149 Thu, Oct 10, 9am-5pm

Cyber Security Awareness

NEW

BU353 – 8 hours

In this course, students will learn about privacy and security concerns when using the internet and social media applications. Key topics include how to recognize and help to 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: Leonard Diliberto*

Course fee: \$159

CRN 50144 Fri, Oct 11, 8am-4pm

CRN 50145 Fri, Dec 6, 8am-4pm

Social & Ethical Implications of IT

NEW

BU352 – 8 hours

This course explores the benefits and risks associated with emerging technologies in the workplace. Topics covered include the economic effects of emerging technology on society and business, security and privacy concerns, computer security and controls, property rights, effects of IT on jobs, and the influence of technology on workforce strategies.

Instructor: Leonard Diliberto*

Course fee: \$159

CRN 50142 Fri, Sep 20, 8am-4pm

CRN 50143 Fri, Oct 4, 8am-4pm

CRN 50154 Fri, Dec 13, 8am-4pm

Disney's Approach to Customer Service

BU868 – 8 hours

Excellent service does not simply come from a friendly transaction or helpful technology - it is the result of truly understanding your customer's expectations and putting the right guidelines and service standards in place to exceed them. When an organizational framework properly unites its people, place and processes by putting the customer at its core, exceptional service becomes possible across customer touch

points. With more than 90 years of world-renowned customer service, no one understands this better than Disney.

Instructor: Georgann Occhipinti
Course fee: \$159
CRN 50064 Tues, Oct 15, 9am-5pm

Essential Computing Skills in the Workplace

BU351 – 24 hours

Through the use of hands-on activities, participants will gain the essential skills needed to learn how to create and manage simple Word documents, how to use Excel to perform calculations and sort data, how to create presentations using PowerPoint, how to create a simple database using Microsoft Access, and how to use Microsoft Outlook for email, task management, and contact management. Topics include Windows, Mac OS, file management, using the internet, social networking and blogs, internet security and privacy.

Instructor: Leonard Diliberto*
Course fee: \$500
CRN 50155 Fri, Nov 1 – 15, 8am-4pm

Managing The Sales Life Cycle

Understanding and performing well in each step of the Sales Life Cycle is essential to success in sales. No matter what you are selling, every sale follows roughly the same pattern to advance the sales process. This program focuses on ways to strengthen each stage in the life cycle, improve planning during the sales process, enhance the action steps, and improve the ability to close the sale.

Instructor: Georgann Occhipinti
Course fee: \$159
CRN 50146 Thu, Oct 17, 9am-5pm

Intro to Business Writing

This course will introduce the students to different kinds of business writing, such as standard business letters, internal memos, cover letters (for resumes), public service announcements (PSAs), letters-to-the-editor, etc. Different writing samples will be studied and written assignments given. Students' work will be discussed in class & feedback given, all in an effort to improve the student's readiness to handle different writing

Instructor: Catherine Barrier*
Course fee: \$336
CRN 50151 Mon & Wed, Nov 6-Dec 18, 6-9pm

Fundamentals of Public Relations

BU876 – 8 hours

Public relations demands an integrated approach to effectively communicate your story and message. It is important to access the best channels for your goal. This program focuses on the fundamentals of public relations and will help participants to identify PR options to consider for their plan.

Instructor: Georgann Occhipinti
Course fee: \$159
CRN 50156 Tue, Oct 22, 9am-5pm

People Plant Connection

BU078 – 2 hours

People respond to plants. Plants respond to people. People respond to the seasons and life cycles. The seasons in turn respond to our care. Come and join in engaging your 5 senses with plants in a sensory awakening session and learn about the history and benefits of plants through Horticultural Therapy. This is a highly interactive, engaging, hands on program using plant materials while creating an individualized take-home project with the guidance of Horticultural Therapist and columnist Laura DePrado of Final Touch Landscaping, LLC. No green thumb is required! Just bring your curiosity!

Instructor: Laura DePrado*
Course fee: \$60
CRN 50150 Mon, Oct 21, 5:30-7:30pm

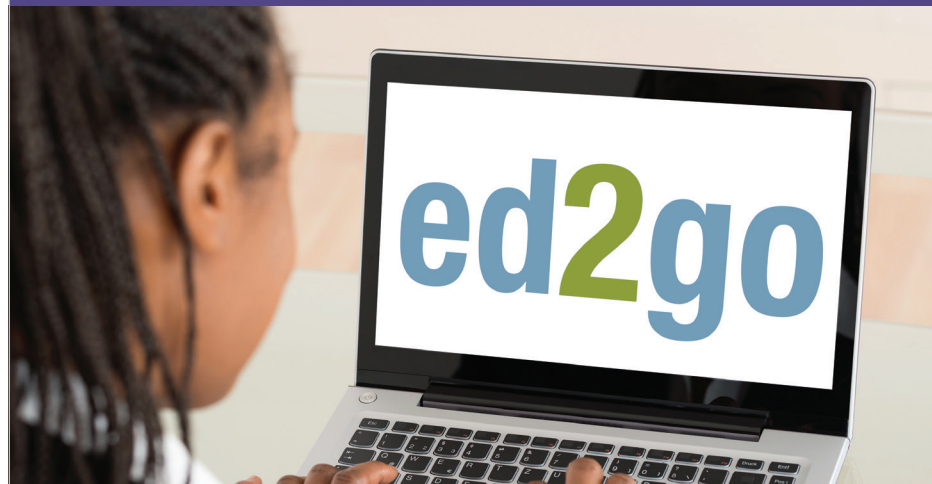
Intro to Event Planning

BU875 – 8 hours

No matter what type of event, event planning is the secret to its success. Whether it is a small party for 10 or a large conference for hundreds of people, managing all of the event elements lead to exceeding their goals. At the center of every plan is how you create a meaningful experience for the host, vendor or client. We will focus on ways to build a strong relationship with clients and vendors as well as some key fundamentals to event planning.

Instructor: Georgann Occhipinti
Course fee: \$159
CRN 50148 Thu, Oct 3, 9am-5pm

Did you know we offer ONLINE COURSES?



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

Check out these classes:

ARTS AND DESIGN

- Graphic Arts ▪ Web Design

BUSINESS

- Certified Administrative Professional
- Certified Bookkeeper ▪ Certified Six Sigma Green Belt and Black Belt
- Grant Writing

COLLEGE READINESS

- Developmental Studies ▪ Math

COMPUTER APPLICATIONS

- Adobe Software ▪ Microsoft ▪ Salesforce ▪ QuickBooks

CONSTRUCTION AND TRADES

- Home Inspection Certificate
- Leadership in Energy and Environmental Design (LEED)

HEALTH AND FITNESS

- CBCS Certified Medical Administrative Assistant with Medical Billing and Coding ▪ Dental Office Manager
- Fitness Business Management
- Medical Terminology

LANGUAGES

- Spanish ▪ Italian ▪ French ▪ Sign Language

**Professional
Development**
www.ed2go.com/rvcc

Career Training
<https://careertraining.ed2go.com/raritanval>

COMPUTER TRAINING

Microsoft Office Basic Certification Program

CT100 – 24 hours

Gain knowledge of everyday computer skills needed to perform workplace tasks. This course is designed to present solid computer skills in Microsoft Office. Students become proficient in MS Word, Excel, PowerPoint, and Access. Textbook available at the RVCC Bookstore.

Instructor: Vince Carnevale*

Course fee: \$500

CRN 50050 Sat, Oct 5 – 26, 9am-3pm

Basic courses may be taken separately as listed below:

Microsoft Basic PowerPoint

CT151 – 6 hours

Course fee: \$125

CRN 50051 Sat, Oct 5, 9am-3pm

Microsoft Basic Word

CT121 – 6 hours

Course fee: \$125

CRN 50052 Sat, Oct 12, 9am-3pm

Microsoft Basic Excel

CT205 – 6 hours

Course fee: \$125

CRN 50053 Sat, Oct 19, 9am-3pm

Microsoft Basic Access

CT141 – 6 hours

Course fee: \$125

CRN 50054 Sat, Oct 26, 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 their skills. 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.

Instructor: Vince Carnevale*

Course fee: \$426

CRN 50055 Sat, Nov 2 – 16, 9am-3pm

Intermediate courses may be taken separately as listed below:

Microsoft Intermediate PowerPoint

CT815 – 6 hours

Course fee: \$142

CRN 50056 Sat, Nov 2, 9am-3pm

Microsoft Intermediate Word

CT811 – 6 hours

Course fee: \$142

CRN 50057 Sat, Nov 9, 9am-3pm

Microsoft Intermediate Excel

CT813 – 6 hours

Course fee: \$142

CRN 50058 Sat, Nov 16, 9am-3pm

Microsoft Advanced Excel

CT207 – 6 hours

Master the tools needed for today's demanding job market. Topics include advanced functions in statistics and finance, lookup and data tables, conditional formatting, pivot tables, and exporting and importing. *Prerequisite:* MS Intermediate Excel or equivalent experience. Textbook included.

Instructor: Anne Marie DelPrincipe*

Course fee: \$167

CRN 50044 Sat, Nov 9 – 16, 9am-12pm

Microsoft Advanced Excel - Pivot Table

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 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 Excel is required. Textbook available at RV bookstore.

Instructor: Anne Marie DelPrincipe*

Course fee: \$167

CRN 50041 Fri, Dec 6, 9am-4pm

Unleash the Power of Excel

CT213 – 3 hours

Learn how to use Microsoft Excel to its full power using the following tools:

- Power Query is an Excel add-in that can be used for data discovery, reshaping the data and combining data coming from different sources
- Power Map is a 3D data visualization tool for Excel that provides an immersive experience for making discoveries in data that might have never been seen in traditional 2D tables and charts.
- Spreadsheet Inquiry compares versions of a workbook, analyzes a workbook for problems or inconsistencies, and sees links between workbooks and worksheets
- Power View is a data visualization technology that

lets you create interactive charts, graphs, maps, and other visuals that bring your data to life.

Instructor: Anne Marie DelPrincipe*

Course fee: \$75

CRN 50040 Fri, Nov 8, 6-9pm

Get the Job Done Faster with Word

CT817 – 3 hours

Microsoft Word's infamous styles can eliminate hours of frustration and move your ideas and thoughts within your document with ease. Format headings so you can move on to the next item quickly. Create a table of contents in nanoseconds using your main headings and sub-headings, and build hyperlinks for website usage. Master tricks of creating leaders for your agendas and menus and get to know Screen Shot, your new best friend with word. With all of these new tools, creating newsletters and brochures will be easy and fun.

Instructor: Anne Marie DelPrincipe*

Course fee: \$75

CRN 50042 Fri, Nov 22, 6-9pm

Microsoft Advanced PowerPoint

CT816 – 6 hours

You've created slides for your presentation and now you are 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 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, and more. *Prerequisite:* MS Windows or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC bookstore.

Instructor: Anne Marie DelPrincipe*

Course fee: \$167

CRN 50043 Sat, Dec 7 – 14, 9am-12pm

Microsoft Office Project

CT147 – 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.

Instructor: Anne Marie DelPrincipe*

Course fee: \$269

CRN 50039 Mon, Oct 7 – 28, 6-9pm

AutoCAD I

CT550 – 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.

Instructor: John Pulsinelle*

Course fee: \$230

CRN 50028 Sat, Sep 28 – Oct 16, 9am-12pm

AutoCAD II

CT551 – 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.

Instructor: John Pulsinelle*

Course fee: \$230

CRN 50029 Sat, Nov 9 – Dec 7, 9am-12pm

How to Create a Website Using WordPress

CT336 – 15 hours

In this course you will learn to create a website with WordPress and the different ways the website is hosted, including self-hosting as well as security to prevent hacking. For website design, you will discover how to find and install new themes for your website's purpose and customizing widgets. Other topics include, but are not limited to, adding analytics, SEO (Search Engine Optimization), monetizing and social media integration, getting subscriber emails through Mailchimp, and adding eCommerce functionality such as PayPal.

Instructor: Lon Hosford*

Course fee: \$315

CRN 50060 Tue, Oct 8 – Nov 5, 6-9pm

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.
Instructor: Marsha Atkinson

High School Equivalency Exam Prep & Review ED505

Course fee: \$252
CRN 50061 Mon & Tue, Oct 7 – Dec 3, 6-8:30pm

Language Arts & Writing Prep & Review ED507

Course fee: \$126
CRN 50062 Mon, Oct 7 – Dec 2, 6-8:30pm

Math Prep & Review ED506

Course fee: \$126
CRN 50063 Tue, Oct 8 – Dec 3, 6-8:30pm

GRE Prep Series 48 hours

If you're planning to apply to graduate school, you'll likely have to take the GRE (Graduate

Record Examination. This series is here to help you prepare for the verbal reasoning, analytical writing, and math section of the GRE. Topics include reading comprehension, text completion, sentence equivalence questions, and both essay tasks as well as quantitative comparison, data interpretation, and standard math questions. This course is fully online through ed2go. To register go to www.ed2go.com/rvcc

Course fee: \$199 Monthly start dates

GMAT Prep 24 hours

Applying to graduate business and management schools usually means taking the GMAT (Graduate Management Admission Test). The GMAT prep course will provide you with test-taking techniques and methods for improving your score and saving time on all GMAT question types. You will review the more familiar questions and learn how to approach question types that may be new to you, like critical reasoning and data sufficiency. You will practice on actual GMAT tests from previous years, which is the best way to prepare for any standardized test. This course is fully online through ed2go. To register go to www.ed2go.com/rvcc

Course fee: \$129 Monthly start dates

LANGUAGES: ESL & SPANISH

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 – 36 hours

Instructor: Laurie Reynolds*
Course fee: \$336
CRN 50030 Sat, Oct 5 – Jan 12, 9am-12pm

ESL Level 1A

LA303 – 36 hours

Instructor: Helen Fazio*
Course fee: \$336
CRN 50020 Wed & Thu, Sep 4 – Oct 10, 6-9pm

Instructor: Marie Chiara*

Course fee: \$336
CRN 50140 Tue & Thu, Aug 27 – Oct 3, 9am-12pm

ESL Level 1B

LA304 – 36 hours

Instructor: Helen Fazio*
Course fee: \$336
CRN 50021 Wed & Thu, Oct 16 – Nov 21, 6-9pm

Instructor: Marie Chiara*

Course fee: \$336
CRN 50141 Tue & Thu, Oct 15 – Nov 21, 9am-12pm

ESL Level 2A

LA312 – 36 hours

Instructor: Catherine Barrier*
Course fee: \$336
CRN 50031 Tue & Thu, Sep 24 – Oct 31, 6-9pm

ESL Level 2B

LA313 – 36 hours

Instructor: Catherine Barrier*
Course fee: \$336
CRN 50032 Tue & Thu, Nov 7 – Dec 19, 6-9pm

Discussion & Presentation I

LA904 – 36 hours

For English language learners, building confidence to speak at work, in meetings, and in the community, etc. often comes as a result of lots of (guided) practice. This course is designed to increase your 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 be prepared to speak more confidently in day-to-day situations.

Instructor: Catherine Barrier*

Course fee: \$336
CRN 50033 Mon & Wed, Sep 23 – Oct 30, 6-9pm

Speed Spanish

24 hours

Imagine yourself speaking, reading and writing Spanish. Now you can with Speed Spanish! This course is designed for anyone who wants to learn Spanish pronto. You'll learn six easy recipes for gluing Spanish words together to form sentences. In no time at all, you'll be able to go into any Spanish speaking situation and converse in Spanish. This course is fully online through ed2go. To register go to www.ed2go.com/rvcc

Course fee: \$129 Monthly start dates

Speed Spanish II

24 hours

Our Speed Spanish courses are unlike any other Spanish classes you may have ever taken. You will see words, hear them pronounced properly, and be granted plenty of opportunities to practice your pronunciation. You will learn several clever recipes to glue the words together into sentences. Enroll in Speed Spanish II, and you'll see an immediate improvement in your Spanish fluency from the very first lesson. This course is fully online through ed2go. To register go to www.ed2go.com/rvcc

Course fee: \$129 Monthly start dates

Speed Spanish III

24 hours

Master your ability to speak, understand, and read Spanish by taking the final installment in our unique three-part Speed Spanish learning series. In this advanced-level course, you'll learn the final six recipes that will serve as templates to help you create any Spanish sentence. Guided practice will include lots of new vocabulary, pronunciation, and speed drills, as well as in-depth study of Spanish parts of speech to help you speak and understand Spanish in a snap. The goal of this course is not just learning the recipes—it's also to help you use them spontaneously so that you'll never be at a loss for words! This course is fully online through ed2go. To register go to www.ed2go.com/rvcc

Course fee: \$129 Monthly start dates

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



MEET YOUR WORKFORCE INSTRUCTORS

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.

Maria Chiara

Maria 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. Maria 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.

Laura Ann DePrado

Laura is a Registered Horticultural Therapist, columnist, and founder of Final Touch Landscaping, LLC, specializing in connecting people and plants through customized activities and programs from children through seniors. Laura has infectious energy, passion for people and gardening with a purpose, and is committed to serving others through her vocation and avocation as a business leader, Rotarian, and mentor to scouts, 4H youth, and students at Rutgers University, County College of Morris, and Raritan Valley Community College. She introduced, implemented and expanded programs and garden spaces at the Adult Day Center of Somerset County, Atlantic Health, Somerset County Library System, Anew Wellness, LLC, Brother International Corporation, among other corporations and community programs.

Lyuda Dukhovnaya

Senior Payroll Leader with more than 20 years of experience in payroll management and tax reporting of multi-state, union, expatriate and foreign payrolls in a variety of industries. Currently she is a Senior Manager of Payroll and Taxes for Shionogi Inc., Japanese Pharmaceuticals Company. Lyuda has been teaching the CPP and FPC courses at RVCC since 2010.

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.

Fernando Ferrer

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. His latest enterprise, Multinational Partnerships, LLC, focuses on global and international strategic planning and business expansion of life science organizations across

MEET YOUR WORKFORCE INSTRUCTORS

Latin-American markets. Fernando's business consulting experience includes services to leading organizations like Pfizer, Admera Health, Medley/Sanofi Group, i-Health DSM, and Horizon Pharma.

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.

Laurie Reynolds-Villalobos

Associate Professor of Foreign Languages at RVCC where she has taught for 25 years. She is a two-time Fulbright recipient- studying & working in Annecy, France and on the island of Guadeloupe. She is a published writer and public speaker. She received an RVCC grant to design an Open Education Textbook for her classes. She has been a consultant for AP and the College Board for the last 20 years.

Loretta Smith

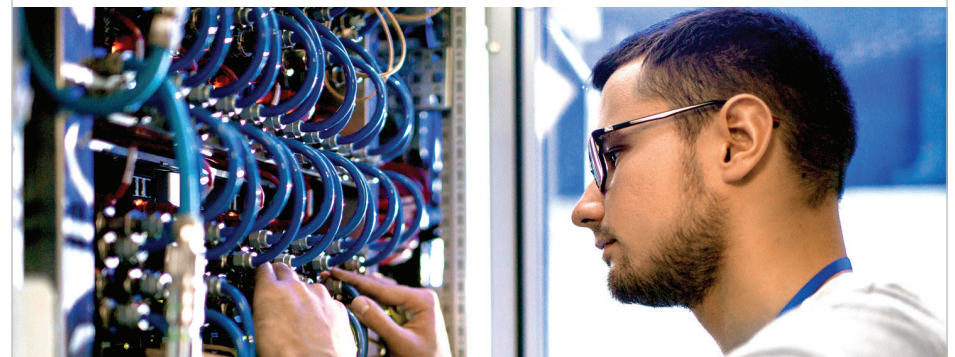
Experience in the real estate industry for over 30 years, teaching at various colleges and schools throughout New Jersey for over 25 years. She adds to her experience by being a NJ Real Estate Appraiser, Tax Assessor, Broker and Right of Way Expert. More than just being a qualified instructor, Loretta shares opportunities available in various real estate endeavors and careers and her professional experience to open doors in a great career in real estate.

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SMALL BUSINESS DEVELOPMENT CENTER

Ready To Grow Your Business?

AMERICA'S SBDC NEW JERSEY can help.

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.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Bill Harnden, Regional Director of SBDC at Raritan Valley Community College, P.O. Box 3300, Somerville, NJ, 08876. Phone: 908-526-1200 ext. 8516. E-mail: sbdc@raritanval.edu. **Learn more about the SBDC by visiting our website at www.sbdcrvcc.com.**

"The most important investment you can make is in yourself."

Warren Buffet

SBDC ACCOUNTING AND QUICKBOOKS CERTIFICATE

Learn the basics of Accounting Fundamentals and QuickBooks - Desktop or Online applications. For the Desktop Certificate: take the Accounting Fundamentals class and parts two and three QuickBooks desktop classes (21 hours). For the Online Certificate: take the Accounting Fundamentals class and Parts two and three QuickBooks Online class (15 hours) in sequence to earn a certificate. Or, take each individually to acquire course-specific skills.

Part I: Accounting Fundamentals

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.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$129

CRN 50074 Mon/Wed, Sep 23 & 25, 6-9pm

CRN 50075 Mon/Wed, Oct 28 & 30, 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.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$129

CRN 50076 Mon/Wed, Sep 30 & Oct 2, 6-9pm

CRN 50077 Mon/Wed, Nov 4 & 6, 6-9pm

Part III: QuickBooks Accounts Receivable and Accounts Payable – Desktop Option

SB205 – 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: QuickBooks for Small Businesses and Accounting Fundamentals.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: \$169

CRN 50078 Tue/Thu/Tue, Oct 8, 10 & 15

6-9pm

CRN 50079 Tue/Thu/Tue, Nov 12, 14 & 19

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

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$169

CRN 50080 Mon/Tue/Wed, Oct 7, 8 & 9

6-9 pm

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.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: FREE - **Registration is Required.**

Tue/Thu Oct 22 & 24, 6-9pm

Tue/Thu Nov 26 & 28, 6-9pm

Registration Required for All Free Courses

www.sbdcrvcc.com



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 eight-session (24 hours) 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.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50066 Wed, Sep 25, 6-9pm

Virtual seats are also available for this class.

Please refer to the SBDC Webinars section.

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.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50067 Wed, Oct 2, 6-9pm

Virtual seats are also available for this class.

Please refer to the SBDC Webinars section.

Introduction to WordPress

SB463 – 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.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50068 Wed, Oct 9, 6-9pm

Virtual seats are also available for this class.

Please refer to the SBDC Webinars section.

Introduction to Content Marketing & Email SB472 – 3 hours

Content is KING! It helps you get the right message to the right person at the right time. Good content will help customers find you and improve your Search Engine Optimization (SEO). Email marketing will help you keep your current customers coming back and help you convert your prospective customers into buyers. Used together, Content Marketing and email create a strong combination of marketing tools that will help you grow your business.

Instructor: Susan Wilcox, eDynamic Marketing
Course fee: \$59
CRN 50069 Thu, Oct 10, 6-9pm
*Virtual seats are also available for this class.
Please refer to the SBDC Webinars section.*

Introduction to Search Engine Advertising 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 may use to find your business, write text ads, prepare website landing pages, and set up your first paid search engine advertising campaign.

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: \$59
CRN 50071 Wed, Oct 30, 6-9pm



Contact the NJ Small Business Development Center at 908-526-1200 x8516 or
sbdc@raritanval.edu or visit us at www.sbdcrvcc.com

BUSINESS DEVELOPMENT COURSES

Results-Oriented Operations Management SB743 – 6 hours

Keeping the “oars in the water” is a major concern of all small business owners regardless of type of business. Learn how to better understand your business mission and what it takes to execute it. Growth strategies, task assignments and evaluations, critical scheduling, process design, staffing and employee growth will be discussed in this class.

Instructor: Karen Katcher, MBA, Katcher Associates
Course fee: \$59
CRN 50111 Tue, Sep 24 & Oct 1, 6-9pm
CRN 50112 Tue, Oct 22 & 29, 6-9pm

Introduction to Google Analytics 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: \$59
CRN 50070 Wed, Nov 6, 6-9pm
*Virtual seats are also available for this class.
Please refer to the SBDC Webinars section.*

Creating Video for the Web 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: \$59
CRN 50072 Wed, Nov 13, 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.

Instructor: Susan Wilcox, e-Dynamic Marketing
Course fee: \$59
CRN 50073 Thu, Nov 14, 6-9pm
Virtual seats are also available for this class. Please refer to the SBDC Webinars section.

How to Network for Success SB715 – 3 hours

Explore 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.

Instructor: Vicki Lynne Morgan,
Russmor Mentoring Group
Course fee: \$59
CRN 50102 Tue, Sep 24, 6-9pm
*Virtual seats are also available for this class.
Please refer to the SBDC Webinars section.*

How to Develop an Effective 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 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: \$59
CRN 50103 Tue, Oct 1, 6-9pm
*Virtual seats are also available for this class.
Please refer to the SBDC Webinars section.*

Integrated Marketing – Part I SB740 – 6 hours

We are in a new era that requires small business owners to develop an integrative multichannel marketing foundation. 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. This class is Part I of a two-part series. Part II of this series is Social Media to Promote Your Business which is listed in the Digital Blueprint section.

Instructor: Vicki Lynne Morgan,
Russmor Mentoring Group
Course fee: \$119
CRN 50104 Tue, Oct. 1 & 8, 6-9 pm

Business Plan – Your Game Design to Small Business Success SB707 – 9 hours

A business plan is a ‘game plan’ of your business's future that tells what you want to accomplish and how to set things up. A business plan is not just for startups. Every business owner needs to develop or revisit a plan on an annual basis. If you don't have one, this class is for you. This class will help you create a sound business plan that will help you grow and manage your business more effectively. Chart your course and improve your chances for business success.

Instructor: Vicki Lynne Morgan,
Russmor Mentoring Group
Course fee: \$159
CRN 50105 Mon, Oct. 7, 14 & 21, 6-9 pm

Q-Storming SB744 – 3 hours

In this fast-paced world, we don't have all the answers we need for decision making, problem solving, strategic planning, and innovation. This program offers participants an exciting, collaborative opportunity for creative and strategic thinking that goes beyond brainstorming. It's about asking great questions that motivate the participants toward new pathways for launching and sustaining success and profitability.

Instructor: Vicki Lynne Morgan,
Russmor Mentoring Group
Course fee: \$59
CRN 50134 Tue, Oct 29, 6-9pm

Business Valuation SB469 – 3 hours

Are you selling or refinancing your business? Or just want 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.

Instructor: Vicki Lynne Morgan,
Russmor Mentoring Group
Course fee: \$59
CRN 50106 Wed, Nov 20, 6-9 pm

Selling Skills Made Easy SB732 – 6 hours

No one is a ‘born’ salesperson, yet we all live by selling something. Overcome anxiety and fear of selling to achieve your sales goals. Program includes: customer wants and relationship strategies, the ‘anatomy of a sale,’ how to avoid 11 selling mistakes, what it takes to get to ‘earn’ the sale and how to get to ‘yes’ faster.

Instructor: Vicki Lynne Morgan,
Russmor Mentoring Group
Course fee: \$119
CRN 50107 Mon, Nov 4 & 11, 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.

Instructor: Vicki Lynne Morgan,

Russmor Mentoring Group

Course fee: \$119

CRN 50108 Tue, Nov 12 & 19, 6-9pm

How to Attract and Keep Good Employees

NEW

SB745 – 3 hours

Employees are the #1 asset of a business. Attracting and keeping good employees impact the ultimate success of your business. Managing a staff of Boomers, GenXers, Millennials, and ZGens can be overwhelming. You'll learn how to design policies and procedures that address the needs of the generational differences to build a culture that produces customer loyalty and long term profitability.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50135, Tue, Dec 3, 6-9pm

SBDC WEBINARS

The Small Business Development Center (SBDC) offers the convenience of virtual seating for several of our classes. Participants who register for an SBDC Webinar are provided with a secure sign-in, allowing them to join the class remotely, from a desktop, laptop or mobile device. SBDC Webinar attendees can observe and listen as the instructor teaches the class, view and download presentation materials and interact during discussion or Q&A periods. These virtual seats are available in the classes listed below. **Please refer to the applicable in-person class listing for a complete description of the class.**

Please note: Virtual attendees must have a webcam and microphone set-up in order to participate interactively during the SBDC Webinar classes. Detailed participation instructions, including technical requirements, will be provided to attendees prior to each Webinar session.

Create Your Local Business Listing on Google & Bing

SB450 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Registration is required.

CRN 50118 Wed, Sep 18, 6-9pm

CRN 50119 Wed, Oct 23, 6-9pm

Mastering the Mental Side of Building a Business

SB427 – 3 hours

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

Registration is required.

CRN 50120 Thu, Sep 19, 6-9pm

How to Network for Success

SB715 – 3 hours

Instructor: Vicky Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50121 Tue, Sep 24, 6-9pm

Planning Your New Website

SB421 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50122 Wed, Sep 25, 6-9pm

How to Develop an Effective Holistic

Business

SB467 – 3 hours

Instructor: Camille Miller, MBA The Natural Life Business Partnership

Course fee: \$59

CRN 50123 Tue, Oct 1, 6-9pm

Introduction to Search Engine Optimization (SEO)

SB404 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50124 Wed, Oct 2, 6-9pm

Doing Business with the Federal Government

SB279 – 3 hours

Instructor: Small Business Administration (SBA)

Course fee: FREE

Registration is required.

CRN 50125 Thu, Oct 3, 10am-1pm

Introduction to Wordpress

SB463 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50126 Wed, Oct 9, 6-9pm

Introduction to Content Marketing and Email

SB472 – 3 hours

Instructor: Susan Wilcox, eDynamic Marketing

Course fee: \$59

CRN 50127 Thu, Oct 10, 6-9pm

Federal Small Business Certifications

SB280 – 3 hours

Instructor: Small Business Administration (SBA)

Course fee: FREE

Registration is required.

CRN 50128 Thu, Oct 17, 10am-1pm

NJ Division of Revenue & Taxation Small Business Tax Workshop

SB209 – 4 hours

Instructor: NJ Division of Taxation

Course fee: FREE

Registration is required.

CRN 50129 Fr, Oct 18, 10am-2pm

Online Businesses and NJ Sales Tax

SB282 – 2 hours

Instructor: NJ Division of Taxation

Course fee: FREE

Registration is required.

CRN 50130 Fr, Oct 25, 10am-12pm

Introduction to Google Analytics

SB418 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 50131 Wed, Nov 6, 6-9pm

Social Media to Promote Your Business

SB405 – 3 hours

Instructor: Susan Wilcox, e-Dynamic Marketing

Course fee: \$59

CRN 50132 Thu, Nov 4, 6-9pm

**Registration Required
for All Free Courses**

SBDC SMALL BUSINESS START-UP COURSES

So, you want to be an entrepreneur? Maybe it's 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

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

Registration is required.

CRN 50085 Mon, Sep 16, 6-9pm

CRN 50086 Mon, Oct 21, 6-9pm

CRN 50087 Mon, Nov 11, 6-9pm

Building Blocks to Starting a Business

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, Epic Results, LLC
Course fee: FREE

Registration is required.

CRN 50088 Tue, Sep 17, 6-9pm
CRN 50089 Tue, Oct 22, 6-9pm
CRN 50090 Tue, Nov 12, 6-9pm

Business by the Numbers

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.

SBDC FREE COURSES

How to Purchase a Business or Franchise

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

Registration is required.

CRN 50176 Tue, Sep 10, 6-9pm
CRN 50110 Wed, Oct 16, 6-9pm

The Side Hustle – How to Start a Business While Working Fulltime

SB474 – 3 hours

Are you building a business while working fulltime? Don't quit your day job 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

Registration is required.

CRN 50116 Thu, Sep 12, 6-9pm
CRN 50117 Wed, Oct 30, 6-9pm

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).

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: FREE

Registration is required.

CRN 50096 Wed, Sep 18, 6-9pm

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

Registration is required.

CRN 50091 Wed, Sep 18, 6-8pm
CRN 50092 Wed, Oct 23, 6-8pm
CRN 50093 Wed, Nov 13, 6-8pm

CRN 50097 Wed, Oct 23, 6-9pm

Virtual seats are also available for this class. Please refer to the SBDC Webinars section.

Mastering the Mental Side of Building a Business

SB427 – 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.

CRN 50094 Thu, Sep 19, 6-9pm
Virtual seats are also available for the Sep 19 class. Please refer to the SBDC Webinars section.

CRN 50095 Wed, Oct 16, 6-9pm

Maximize Your Trade Show Investment

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

Registration is required.

CRN 50113 Mon, Sep 23, 6-9pm
CRN 50114 Mon, Oct 28, 6-9pm

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.

Instructor: Small Business Administration (SBA)

Course fee: FREE

Registration is required.

CRN 50098 Thu, Oct 3, 10am-1pm
Virtual seats are also available for this class. Please refer to the SBDC Webinars section.

Basics of Small Business Insurance

SB448 – 3 hours

Are you a small business owner who is operating without insurance, or 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

Registration is required.

CRN 50133 Wed, Oct 16, 6-9pm
CRN 50136 Wed, Nov 6, 6-9pm

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 Women-Owned Small Business (EDWOSB) set-aside programs.

Instructor: Small Business Administration (SBA)
Course fee: FREE

Registration is required.

CRN 50099 Thu, Oct 17, 10am-1pm
Virtual seats are also available for this class. Please refer to the SBDC Webinars section.

NJ Division of Revenue & Taxation Small Business Tax Workshop

SB209 – 4 hours

NJ Division of Taxation 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.

Instructor: NJ Division of Taxation

Course fee: FREE

Registration is required.

CRN 50100 Fri, Oct 18, 10am-2pm
Virtual seats are also available for this class. Please refer to the SBDC Webinars section.

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.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Registration is required.

CRN 50115 Wed, Oct 23, 6-9pm

Online Businesses and NJ Sales Tax

SB282 – 2 hours

Do you have an Online Business that sells taxable products? The Division of Taxation personnel will explain the tax laws applicable to your business. They will define what products and services are taxable, collecting NJ Sales Tax on sales inside and outside NJ, shipping products, and how to file Sales and Use Tax returns.

Instructor: NJ Division of Taxation

Course fee: FREE

Registration is required.

CRN 50101 Fri, Oct 25, 10am-12pm
Virtual seats are also available for this class. Please refer to the SBDC Webinars section.



Contact the NJ Small Business Development Center at 908-526-1200 x8516 or sbdc@raritanval.edu or visit us at www.sbdcrvcc.com

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/91545094637161>

Microsoft Office Computer Training	Communication/ Leadership Training
BASIC: Excel ▪ Word ▪ PowerPoint	▪ Team Building
INTERMEDIATE: Excel	▪ Time Management
ADVANCED: Excel ▪ Word ▪ PowerPoint	▪ Problem Solving
OTHER: Outlook ▪ Access	

Class Listing ▪ Register for Classes
visit <https://form.jotform.com/91545094637161>

More Information

Contact Maryam Sheikh ▪ 908-526-1200 x8462 ▪ maryam.sheikh@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



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LEARN MORE: www.raritanval.edu/health

WORKFORCE REGISTRATION INSTRUCTIONS

**FALL
2019**

COURSE SCHEDULES AND INFORMATION AVAILABLE ONLINE

This brochure is a partial listing of Workforce Development courses
The full schedule can be found at: www.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 - www.raritanval.edu/pdregistration

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:

www.raritanval.edu/career-training/register-for-classes

QUESTIONS 908-800-7721

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.

While the areas of training are limitless, we provide the following areas of training:

- Leadership
- Project Management
- Disney's Approach to Customer Service
- Strategic Planning
- Microsoft Office Suite
- English as a Second Language

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

www.raritanval.edu/customized
908-800-7721

New RVCC Course Offering Starting in Spring 2020

This course trains you to work in a dispensary or Alternative Treatment Center (ATC) in New Jersey.

This course will prepare you to greet medical marijuana patients, describe and discuss the strains, methods of delivery and dosing options necessary to alleviate qualifying conditions.

You will also become familiar with New Jersey's medical marijuana program and laws, and the qualifying conditions for medical marijuana patients.

This course is 15 hours. You must be 21 or older and have a GED or equivalent to enroll. Participants will receive a certificate of course completion. Background checks will be a mandatory part of any future employment in this field.

This course will be run by Sarah Trent and feature guest lecturers at each class.



For additional information check:
www.valleywellnessnj.com

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LEARN MORE

www.raritanval.edu/career-training
RVCCWTC@raritanval.edu or call 908-526-1200 x8462

FALL 2019

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