Small-Business Essentials
Spring 2020

Business Plan Basics
Learn how to take your business idea and write up a complete business plan ready to present. Discussion will include topics like identifying your product and customers, marketing your business, identifying your start up and ongoing costs, how to obtain funding, and putting it all in a final business plan.

SMontserrat tuition waiver does not apply. NOTE: Class is live-streamed from York.

Using Video in Marketing
From the background behind this tool to editing video, this class will provide an engaging opportunity to learn how to use video when marketing your small business. Learn the important elements needed to enhance your marketing needs using videos.

Introduction to Podcasting
If you are interested in podcasting as a marketing tool for you or your business, join us for this information-packed class. Discussion will include the mechanics behind the finished product (recording, editing, up/down loading, etc.), establishing an idea/approach, and boosting your brand with relevant content to drive your audience to subscribe.

NOTE: Class is live-streamed from York.

Cancellation/Refund Policy:
You must call the Continuing Education office at 402-437-2700 or 800-828-0072 the day before the class begins to receive a 100% refund. If you call the day of the class or after it has started, no refund will be issued. If a class is cancelled or student drops (according to the refund policy), refunds will be issued to the student, unless a third party has been formally billed by SCC Business Office. ADA Reasonable Accommodations:
SMontserrat provides services and reasonable accommodations to allow persons with disabilities to participate in educational programs and other College activities. For information on requesting ADA reasonable accommodations, contact the SCC Area Access/Equity/Diversity Office.

Registration Form - Non-Credit Course
Complete this form with payment information and send via mail to Southeast Community College, Continuing Education, 301 S. 68th St. Place, Lincoln, NE 68510 OR FAX to 402-437-2703. The College requests, but does not require, a student provide their Social Security number during the admissions process. Visit www.southeast.edu/collegecatalog for additional information.

Social Security Number OR SCC Student ID Number: ____________________________

Residence Mailing Address: ____________________________________________________
City: ____________________________ State: ______ Zip: __________________________
County #: ______________________

Email Address: ____________________________ Cell Phone: ______________________

I identify as:  □ Male  □ Female  □ Nebraska Resident  □ Non-Resident
Ethnicity (select one):  □ Hispanic or Latino  □ Not Hispanic or Latino
Race (Select one or more):  □ White  □ Asian  □ Native Hawaiian/Other Pacific Islander  □ Black/African-American

Check  □ Cash  □ Mastercard  □ AMEX  □ Discover  □ VISA  V Code ______
Name as it appears on card: ___________________________________________________
Exp.Date _________ CC #: ____________________________
Billing agency (INCLUDE LETTER OF AUTHORIZATION ON COMPANY LETTERHEAD)
For the protection of your personal credit card information, do not email this form to SCC. If faxing, only use the fax number listed or verify with SCC before using another SCC fax number.

Would you like a receipt mailed to you?  □ Yes  □ No

TOTAL DUE $ ______________________

For Office Use Only

SCC Staff Tuition Waiver ( )

ID# ______________________

Today’s Date ______________________
Register Online for
SCC Continuing Education Classes

You must have an email account to register online.


2. **Search for your class** by entering either a **key word** in the title or the **course number**. Click **Submit**. (Enter information in only one field for broader results.)
   - Key Word Example: Driver
   - Course Number Example: TRAN-3398

3. **Select the course** for which you wish to register. Click **Submit**.

4. Enter your **personal information, certify your identification** and click **Submit**.
   * You must provide your Social Security Number.

5. **Optional**: Enter your **Additional Registration Information** and click **Submit**.

6. If you want to register for additional classes, select **Search for more classes** under “Choose one of the following.” If you are finished selecting the class(es) for which you want to register, select **Register now (check out)**. Select your **Payment Type**. Click **Submit**.

7. Enter your **payment information**. Click **Submit**.

You will see your **class acknowledgement** with information about your **SCC Student ID Number, SCC User ID** and **password**. You also will receive an email with this same information for your records.

In the future it will be easy to register by logging in using your SCC User ID and password and it will not be necessary to provide your Social Security number again.

If you have problems getting registered, please call 402-437-2700 or 800-828-0072 for assistance.

* The College requires a student's Social Security number as a condition for enrollment. A student's Social Security number information constitutes an "educational record" under FERPA.