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.

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

Keyword: Business
May 4
Hebron, HNLC
M
6-9 p.m.
Hurley
$49
BSAD-7309-HNSB

Business Plan 2.0
Time to go beyond the basics! Take your business plan to the next level. Whether looking at adding a product, needing to do market analysis or develop a marketing plan, this class has you covered.

NOTE: Class is live-streamed from York.

Keyword: Business
June 8
Hebron, HNLC, 101
M
6-9 p.m.
Hurley
$69
BSAD-6091-HNUA

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.

NOTE: Class is live-streamed from Falls City.

Keyword: Video
June 16-30
Hebron, HNLC, 101
T
6-8 p.m.
BSAD-7305-HNUA

Marketing 2.0
After the website, social media platforms and chamber memberships, what’s next for your business and/or personal profile? Marketing 2.0 covers a few key components: blogging for business, email/target marketing, additional content marketing (other multimedia such as video, podcasts, newspaper, and radio), leveraging events for lead generation/customer advocacy, and touch-point lists. Establishing approaches for these components allow you to take your marketing beyond the introductory level without breaking the bank.

NOTE: Class is live-streamed from York.

Keyword: Marketing
May 18
Hebron, HNLC, 101
M
6-9 p.m.
Roush
$69
BSAD-7116-HNSA

Check out all classes offered at www.southeast.edu/HebronLC
Find us on Facebook at www.facebook.com/SCCLearningCenteratHebron

For more information, contact Crystal Fangmeier at 800-828-0072, ext. 5591, or cfangmeier@southeast.edu

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: SCC 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.
Register Online

You must have an email account to register online.

2. Search for your class by entering 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.

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

OR Register by Mail, Fax or In Person

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  Birth Date  Name: Last  First  Middle Initial
Residence Mailing Address  City  State  Zip  County 
Email Address  Cell Phone  Home  Business Phone
I identify as:  Male  Female  Non-Resident  Resident  Hispanic or Latino  Not Hispanic or Latino  White  Asian  Native Hawaiian/Other Pacific Islander  Black/African-American

COURSE NUMBER  TITLE  START DATE  COST

SIGNATURE

Would you like a receipt mailed to you?  Yes  No

SCC Staff Tuition Waiver

FOR OFFICE USE ONLY

ID# __________________
DE __________________

Submission of this form indicates that I understand (1) that my registration is complete and that I am accountable for the tuition and fees and subject to a grade in the courses listed; (2) that should I officially drop, cancel, or withdraw, any refund in tuition will be determined by the date I submit this form; (3) that my name as it appears on my student ID is the same as the name and Social Security number contained herein is correct as shown; and (4) any changes in S.S. number, address, residence, etc. must follow the College procedures in the Student Handbook and College Catalog. It is the policy of SCC to provide equal opportunity and nondiscrimination in all admissions, attendance, and employment matters to all persons without regard to race, color, religion, sex, age, marital status, national origin, ethnicity, veteran status, sexual orientation, disability, or other factors prohibited by law or College policy. Requests concerning the application of SCC's policies on equal opportunity and nondiscrimination should be directed to the Vice President for Access/Equity/Diversity, SCC Area Office, 301 S. 68th St. Place, Lincoln, NE 68510; or jsoto@southeast.edu.

Today's Date __/__/____

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.

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.