

Small-Business Essentials

Fall 2020



Using Video in Marketing

Learn how to use video in marketing your small business. Learn the important elements needed to enhance your small business marketing needs using videos. 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.

NOTE: Class is live-streamed from Falls City.

Oct. 6-20 T 6-8 p.m.
Hebron, HNLC, 101 BSAD-7305-HNFA

Keyword: Video

\$99



NEW! Your COVID Marketing Plan: Simplify to Maximize

Gain confidence in your marketing plan. Discussion will include branding, target markets, demographics, COVID considerations, messaging, social media, etc.

This workshop is presented in partnership with REAP, which is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA). All REAP and SBA programs and services are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and/or persons with limited English proficiency (LEP) will be made if requested in advance. Registration deadline Sept. 14 at noon.

Sept. 16 & 23 W 11:30 a.m.-1 p.m.
LIVE Online, Zoom Gutzmann AREA-0175-TCFA

Keyword: Marketing

\$29



For your convenience, we are offering LIVE Online learning opportunities. These classes are delivered live via Zoom. They are not prerecorded videos. This allows you, the student, to participate from the comfort of your home. Look for the LIVE Online logo shown to the left to find these classes. As our learning environment changes, we look forward to offering additional classes live online.

Have an idea for a class that could be offered live online? Please submit your idea at <https://bit.ly/sccceonlinecourses>.

Accounting for Business Owners

This course is taught by a CPA and is intended for business owners, managers and others looking to gain a basic understanding of accounting used in small businesses or organizations. We will explore the various types of business entities, basic business registration and compliance requirements, general bookkeeping and accounting concepts, components of financial statements, budgeting and basic income tax accounting.



Required ebook is available through the SCC Campus Store at www.sccbookstore.com.

Keyword: Accounting

Sept. 3	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCFA	
Sept. 29	T	8:30 a.m.-Noon	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCFB	
Oct. 29	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom		ACCT-3516-TCFC	
Dec. 10	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom		ACCT-3516-TCFD	

Working with QuickBooks Online

Prerequisite: Microsoft Windows experience

Learn about the features of QuickBooks online and how these can be used to manage the accounting for your small business or organization. Learn how to navigate the application, set up a company file, setup and invoice customers, manage vendors and pay bills, work with banking and credit card transactions, and utilize reports from the system.



This course does not configure or customize the software for your business or organization. Required ebook is available through the SCC Campus Store at www.sccbookstore.com.

Keyword: Quickbooks

Sept. 3	Th	1-4:30 p.m.	\$79
LIVE Online, Zoom	Johnson	ACCT-3515-TCFA	
Sept. 29	T	1-4:30 p.m.	\$79
LIVE Online, Zoom	Johnson	ACCT-3515-TCFB	
Oct. 29	Th	1-4:30 p.m.	\$79
LIVE Online, Zoom		ACCT-3515-TCFC	
Dec. 10	Th	1-4:30 p.m.	\$79
LIVE Online, Zoom		ACCT-3515-TCFD	

Location Key

Hebron, HNLC.....Learning Center at Hebron, 610 Jefferson Ave.

FREE TRAINING

For information on financial assistance options, visit www.southeast.edu/cefnassist

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.

Focus Coaching (One-on-One Business Coaching)

Focus Coaching is a customizable coaching experience designed to empower entrepreneurs in their business journey. Participants will be introduced to versatile tools for informed decision making and receive personalized feedback from our experienced coaching team. Examples of tool/topics:



- Business Model Canvas (to start a business, provide the foundation for a business plan, or to make decisions in an existing business)
- Jobs, Pains, and Gains approach to target market
- Systems creations and tools
- Marketing strategies

Coaching sessions are scheduled at times convenient for the participant and coach and will be held via Zoom. **Please contact Brooke Lenhoff at blenhoff@southeast.edu for registration information and to schedule your coaching sessions.**

Register at Any Time \$149

Perk Up Thursday Weekly Coffee

Oct. 1-Dec. 3 • 10-11 a.m.

Join us Thursday mornings for relaxed networking and free coffee! Each week we feature a spotlight speaker who shares real stories about their business experiences and entrepreneurial journey. These stories include why an entrepreneur got started in their business, what they learned along the way, and what keeps them perked up and passionate about what they do.



NOTE: No coffee on Nov. 26. Perk Up Thursday is held in the Focus Suites Commons (Third Floor, 285 S. 68th St. Place, Lincoln) or via Zoom. Location will be announced each week via email newsletter. **Sign up for the newsletter at www.southeast.edu/entrepreneurship.** Can't attend a coffee? No worries, you can view them at your convenience on our YouTube Channel!

NEW! Outlook or Gmail? Which is Best for Your Business?

Deciding which email platform to use can be frustrating and confusing. Experience the benefits and downfalls to each platform. When you leave class, you will have a new sense of confidence when choosing which email platform is best for your new or existing business.



Keyword: Business

Dec. 8 T 6-9 p.m. \$59
LIVE Online, Zoom Hopwood OFFT-3203-TCFA

NEW! Virtual Platforms for Businesses

Life happens, business needs change or we are in a pandemic. No matter the reason, distance technology is becoming more prominent in businesses. Not sure which platform suits your business best? Get a hands-on tour of Zoom, Webex and Skype for Business plus a few other notable mentions in this virtual class.



Keyword: Virtual

Nov. 17 T 6-9 p.m. \$59
LIVE Online, Zoom Hopwood BSAD-3201-TCFA

NEW! Zoom: Everyone is Doing It!

Learn why Zoom is being used by millions to hold one to one meetings or group conversations! Zoom provides a fun and easy way to connect with family, friends or colleagues with the click of a button. You can see them and hear them. Learn how to set up a free account, join a meeting, host a meeting, share your screen, and record meetings. Learn the difference between free or paid plans. Ready, set, Zoom!



Keyword: Zoom

Nov. 9 & 16 M 6-8 p.m. \$39
LIVE Online, Zoom Meyer AREA-0934-TCFA

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

LET'S DO LUNCH SERIES

Bring your lunch and learn something new! Check out this new series featuring something for everyone!



Let's Do Lunch: Zoom Basic

You got a Zoom invite? Enjoy your lunch and learn about how to use Zoom to chat with friends and family, near and far.



Falls City Chamber Members: Contact Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

Oct. 1 Th Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCFB

Let's Do Lunch: Host a Meeting on Zoom

Collaborate with your team virtually and learn how to Host a meeting on Zoom.



Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

Nov. 5 Th Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCFB

NEW! Let's Do Lunch: Video Chatting

Can't meet with family over the holidays? Find out ways to connect virtually.



Falls City Chamber Members: Contact Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

Dec. 3 Th Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCFB

We're Keeping You Safe
For COVID-19 updates, visit
www.southeast.edu/covid-19



www.ed2go.com/scnc

BROWSE COURSES IN

Accounting and Finance
Business
College Readiness
Computer Applications
Design and Composition
Health Care and Medical

Language and Arts
Law and Legal
Personal Development
Teaching and Education
Technology
Writing and Publishing



REGISTER ONLINE

You must have an email account to register online.

- Go to <http://bit.ly/RegisterCE>
- 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*
- Select the course** for which you wish to register. Click **Submit**.
- Enter your **personal information, certify your identification** and click **Submit**.
* You must provide your Social Security Number.
- Optional:** Enter your **Additional Registration Information** and click **Submit**.

- 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.

* 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

Today's Date

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

PLEASE PRINT

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	<input type="checkbox"/> Home <input type="checkbox"/> Business Phone		
I identify as: <input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Nebraska Resident <input type="checkbox"/> Non-Resident	Ethnicity (select one): <input type="checkbox"/> Hispanic or Latino		<input type="checkbox"/> Not Hispanic or Latino	Race (Select one or more): <input type="checkbox"/> White <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian/Other Pacific Islander <input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Black/African-American	

COURSE NUMBER	TITLE	START DATE	COST
-	-	-	\$
-	-	-	\$
-	-	-	\$
-	-	-	\$

SIGNATURE

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

SCC Staff Tuition Waiver ()

TOTAL DUE

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 my request to Continuing Education; 3) that failure to attend a course does not constitute an official drop/withdrawal; 4) the personal information contained herein is correct as shown; and 5) any changes in SSN, legal name, address, residency, 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 admission, 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. Inquiries 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.

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402-437-2700 • 800-828-0072 • FAX 402-437-2703
www.southeast.edu/continuing

