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.

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.

Cancellation/Refund Policy:
You must call the Continuing Education office at 402-437-3700 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.

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

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

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.

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.
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 tools/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
- Marking 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.

Dec. 8
LIVE Online, Zoom
T Hopwood
6-9 p.m.
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.

Nov. 17
LIVE Online, Zoom
T Hopwood
6-9 p.m.
BSAD-1201-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!

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

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.

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.

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.

For more information, contact Crystal Fangmeier at 800-828-0072, ext. 5591, or cfangmeier@southeast.edu
## 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](http://www.southeast.edu/collegecatalog) for additional information.

### Social Security Number OR SCC Student ID Number

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### I identify as:

- [ ] Male
- [ ] Female
- [ ] Nebraska Resident
- [ ] Non-Resident

### Ethnicity (select one):

- [ ] Hispanic or Latino
- [ ] White
- [ ] American Indian/Alaska Native
- [ ] African American
- [ ] Asian
- [ ] Native Hawaiian/Other Pacific Islander
- [ ] Black/African-American
- [ ] Not Hispanic or Latino

### Race (select one or more):

- [ ] White
- [ ] American Indian/Alaska Native
- [ ] African American
- [ ] Asian
- [ ] Native Hawaiian/Other Pacific Islander
- [ ] Black/African-American

### COURSE NUMBER

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### SCC Staff Tuition Waiver

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### For Office Use Only

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### 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.

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 course(s) 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 a 10% non-refundable administrative fee will be charged for all course withdrawals; 4) that this form constitutes an “educational record” under FERPA, and 5) any changes in last name, 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 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 the Title IX Office.

301 S. 68th St. Place, Lincoln, NE 68510
402-437-2700 • 800-828-0072 • FAX 402-437-2703
www.southeast.edu/continuing