Small-Business Essentials
Fall 2020

SCC is pleased to present classes designed to assist current and prospective small-business owners and managers to enhance their businesses’ success. We offer classes based on recommendations from the area business community and SCC Focus Suites.

For more information about the SCC Focus Suites, call 402-323-3629 or visit www.southeast.edu/entrepreneurship.

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.

For more information, contact us at 800-828-0072 or continuinged@southeast.edu

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.

**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.

**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.

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.

For more information, contact us at 800-828-0072 or continuinged@southeast.edu

Check out all classes offered at www.southeast.edu/continuing

Find us on Facebook® at www.facebook.com/SCCNebCE
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
• 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.

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! 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!

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1</td>
<td>Noon-1 p.m.</td>
<td>AREA-6665-TCFB</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 5</td>
<td>Noon-1 p.m.</td>
<td>AREA-6665-TCFC</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 3</td>
<td>Noon-1 p.m.</td>
<td>AREA-6665-TCFD</td>
</tr>
</tbody>
</table>

For more information, contact us at 800-828-0072 or continuinged@southeast.edu

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

<table>
<thead>
<tr>
<th>Social Security Number OR SCC Student ID Number</th>
<th>Birth Date</th>
<th>Name: Last</th>
<th>State</th>
<th>Zip</th>
<th>County #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence Mailing Address</td>
<td>City</td>
<td>City Phone</td>
<td>Home</td>
<td>Business Phone</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td>Cell Phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I identify as:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Race (Select one)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnicity (select one):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nebraska Resident</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Resident</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>TITLE</th>
<th>START DATE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Signature**

- **Check**  
- **Cash**  
- **Mastercard**  
- **AMEX**  
- **Discover**  
- **VISA**  
- **V Code**

Name as it appears on card: ____________________________

Exp. Date: ______/_____

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.

---

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.

---

### Today's Date

____/____/____

---

**SCC Staff Tuition Waiver**

Would you like a receipt mailed to you?

- **Yes**  
- **No**

**TOTAL DUE**

---

301 S. 68th St. Place, Lincoln, NE 68510

402-437-2700 • 800-828-0072 • FAX 402-437-2703

[www.southeast.edu/continuing](http://www.southeast.edu/continuing)