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.

**Business Plan Basics**
Your boss wants you to work on a business plan to expand the business. Or, you want to start your own business. Wherever you are, you need this class. Learn how to take your business idea and develop 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.

**NEW! Sales Acceleration**
Small-business owners will explore how to expand their innovative sales strategies. Discover how to reach new or expanding target markets. Class is tailored to the needs of participants.

**NEW! Financial Literacy**
Financial well-being is a crucial part of any business, and understanding finances is vital for business success. Financial Literacy provides participants with practical knowledge, skill-building opportunities and resources to manage your business finances with confidence. Topics covered are budgeting, spending, debts, investments, and insurance.

### Take an Idea from Concept to Launch
Have you wondered if your idea is viable? Do you know how to evaluate your idea to determine if it is feasible? This class will provide the framework to take an idea/product to launch! Providing the structure to develop the pitch deck necessary to obtain capital will bring your idea to life.

Attendees will conduct hands-on research which will include outside classwork. Participants will not need to share their own ideas in the class, and you don’t even need one to attend.

### NEW! Sales Acceleration
Small-business owners will explore how to expand their innovative sales strategies. Discover how to reach new or expanding target markets. Class is tailored to the needs of participants.

**Keyword: Sales**

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### NEW! Financial Literacy
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**Keyword: Financial**

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### Getting Ready to Start My Business
With various unknowns this past year, businesses have had to accommodate. This course will cover establishing your brand, defining your target market and adjusting your messaging, the customer experience, implementing a Facebook® strategy, setting goals, and developing a marketing plan to move forward.

**Keyword: Business**

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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.

### FREE TRAINING
For information on financial assistance options, visit www.southeast.edu/cefinassist
Introduction to Marketing Skills

This is a hands-on introduction to basic-to-moderate marketing skills and tools aimed to help small businesses, online endeavors and personal branding to cultivate a following and make an impact in their respective markets. This course is designed to help you flesh-out your large idea(s), make them tangible and develop an immediate action plan. We will cover social media, blogging, online videos, email marketing, community strategy, target markets, images, copy writing, and more.

SCC staff tuition waiver does not apply.

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 creation 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 $49

Perk Up Thursday Weekly Coffee

Jan. 7-March 25 • 10-11 a.m.

Join us Thursday mornings for relaxed networking and free coffee! Each week we feature a 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 have learned along the way (the good, the bad, and sometimes the ugly), and what keeps them perked up and passionate about what they do!

NOTE: 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!

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

NEw! Blogging for Beginners

Whether for personal projects, small business or corporate branding, blogging is a hot trend. Get a foundational understanding of the major platforms, how to build an audience and best practices to kick start your new adventure with grade-A content. Tag on some social sharing tips and you will be ready to hit the ground blogging.

Keyword: Blogging

March 8
LIVE Online, Zoom M Roush 6-9 p.m. AREA-6743-TCSA $39

Publish Your Writing

If you want to make a living as a writer, you need to treat it as a business. This includes your public persona, use of a pen name, etiquette, social media, managing time, discipline of writing, covers and editing, and genre/ niche analysis. Discussion of querying agents and publishers will be included.

Keyword: Writing

Feb. 10
LIVE Online, Zoom W Callahan 10 a.m.-Noon AREA-0146-TCSA $19

Introduction to Grant Writing

Successful grant writing takes skill, practice and a little luck! Learn the fundamentals of grant writing, including terminology, funding sources, reading grant proposals, and the basics of preparing a grant proposal.

Keyword: Grant

March 22
LIVE Online, Zoom M SENDD 6-9 p.m. BSAD-7292-TCSA $49

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

Dec. 10
LIVE Online, Zoom Th 8:30 a.m.-Noon ACCT-3516-TCFD $79

Jan. 21
LIVE Online, Zoom Th Johnson 1-4:30 p.m. ACCT-3516-TCSA $79

March 18
LIVE Online, Zoom Th Johnson 8:30 a.m.-Noon ACCT-3516-TCSB $79

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

**Lett’s Do Lunch Series**

- **LDL: Basic Zoom**
  - Learn how to use Zoom.
  - Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.
  - **Jan. 27**
  - **W**
  - Noon-1 p.m.
  - **NEW! LDL: Exploring Apps (Workplace Skills)**
    - Boost your workplace skills by exploring applications on your smartphone/tablet.
    - Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.
  - **Feb. 10**
  - **W**
  - Noon-1 p.m.

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

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

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

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**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.

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**SIGNATURE**

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[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.

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Registered Today!
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.