

Small-Business Essentials

Winter 2021

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.



Keyword: Business

Feb. 17	W	6-9 p.m.	\$49
LIVE Online, Zoom	Hurley	BSAD-7309-TCSA	

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.



Keyword: Idea

Jan. 26-March 2	T	7-9 p.m.	\$99
LIVE Online, Zoom	Herz	AREA-0405-TCSA	

These workshops are presented in partnership with the Rural Enterprise Assistance Project (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. Cost is payable to SCC.



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

Feb. 1-11	M, Th	6-8 p.m.	\$39
LIVE Online, Zoom	Gamboa	AREA-0260-TCSA	

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.



Keyword: Financial

March 3	W	5:30-8 p.m.	\$25
LIVE Online, Zoom	Dungan	AREA-0159-TCSA	

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

Feb. 2	T	5:30-8 p.m.	\$29
LIVE Online, Zoom	Dungan	AREA-0160-TCSA	

JOB ENHANCEMENT SCHOLARSHIP AVAILABLE

(For selected courses)

Attention: Nebraska City Residents

Are you looking for a scholarship for training that could:

- Make a difference in your career/job?
- Help you reach your professional goals?
- Potentially advance your position or pay?
- Have a positive impact on your employer?



Funds are being provided by the **Nebraska City Community Foundation Fund**

For more information, visit www.southeast.edu/nebraskacitylc or contact Cindy at 402-323-3636 or cmeyer@southeast.edu.



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/scceonlinecourses>.



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.



Keyword: Marketing

Jan. 11	M	6-9 p.m.	\$49
LIVE Online, Zoom	Roush	BSAD-7293-TCSA	

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

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!



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

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. 6	S	10 a.m.-Noon	\$19
NE City, NCLC, 102	Callahan	AREA-0146-NCSA	
Feb. 10	W	10 a.m.-Noon	\$19
LIVE Online, Zoom	Callahan	AREA-0146-TCSA	

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

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	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom		ACCT-3516-TCFD	
Jan. 21	Th	1-4:30 p.m.	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCSA	
March 18	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCSE	

For more information, contact **Cindy Meyer** at 800-828-0072, ext. 3636, or cmeyer@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.



Jan. 21-22	Th, F	8:30 a.m.-Noon	Keyword: QuickBooks	\$159
LIVE Online, Zoom	Johnson	ACCT-3514-TCSA		

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	T	6-9 p.m.	Keyword: Business	\$59
LIVE Online, Zoom	Hopwood	OFFT-3203-TCFA		

For more information, contact **Cindy Meyer** at 800-828-0072, ext. 3636, or cmeyer@southeast.edu

LET'S DO LUNCH SERIES

Spend your lunch hour learning something new! Check out this series featuring something for everyone!

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.	Keyword: Zoom	\$10
LIVE Online, Zoom		AREA-6665-TCSE		

LDL: How to 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.



Feb. 10	W	Noon-1 p.m.	Keyword: Zoom	\$10
LIVE Online, Zoom		AREA-6665-TCSC		

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. 24	W	Noon-1 p.m.	Keyword: Exploring	\$10
LIVE Online, Zoom		AREA-6665-TCSD		

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

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.



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.

Register Online for SCC Continuing Education Classes

You must have an email account to register online.

1. Go to <http://bit.ly/RegisterCE>.
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.



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

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