

## Small-Business Essentials

Spring 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](http://www.southeast.edu/entrepreneurship).

### NEW! Hiring & Employees

Learn the necessary processes for hiring new employees and stay in compliance with current employees. This course provides an overview of the following: paperwork guidelines, employer reporting requirements, payroll taxes, workers' compensation insurance, and overtime rules for hourly versus salaried employees.

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. Cost is payable to SCC.



Keyword: Hiring

May 27	Th	6-8 p.m.	\$29
LIVE Online, Zoom	Ensz	AREA-0150-TCUA	

### 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](mailto:blenhoff@southeast.edu) for registration information and to schedule your coaching sessions.**

Register at Any Time	\$149
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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.

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

### Perk Up Thursday Weekly Coffee

April 1-June 24 • 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 motivated 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](http://www.southeast.edu/entrepreneurship).** Can't attend a coffee? No worries. You can view them at your convenience on our YouTube Channel!



### 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.

Please email Brooke at [blenhoff@southeast.edu](mailto:blenhoff@southeast.edu) after registering for Zoom and book information.

Keyword: Accounting

March 18	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCSB	
April 15	Th	1-4:30 p.m.	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCSC	
June 17	Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom	Johnson	ACCT-3516-TCUA	

## FREE TRAINING

For information on financial assistance options, visit [www.southeast.edu/cefnassist](http://www.southeast.edu/cefnassist)

## 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 class is for the online version of QuickBooks. This course does not configure or customize the software for your business or organization. Please email Brooke at [blenhoff@southeast.edu](mailto:blenhoff@southeast.edu) after registering for Zoom and book information.

**Keyword: QuickBooks**

April 14-15	W, Th	8:30 a.m.-Noon	\$79
LIVE Online, Zoom	Johnson	ACCT-3515-TCSB	



## NEW! Let's Do Lunch: Small Business Online Marketing Strategies

Learn a few tips and tricks to get your business noticed virtually.

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

**Keyword: Lunch**

May 12	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCSH	



## NEW! Let's Do Lunch: New Options in Social Media

You know about Facebook®, Twitter and Instagram, but what about these new platforms everyone is talking about, Parlar, MeWe and others. We'll discuss the options and functions of new platforms.

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

**Keyword: Lunch**

June 2	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCUA	



## 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	



## NEW! Let's Do Lunch: Learn about Canva

Canva is becoming the hottest, easiest way to get your message out there, whether it's on Facebook or other marketing online. You can do it with Canva!

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

**Keyword: Lunch**

June 16	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCUB	



## NEW! Let's Do Lunch: Email Marketing with Constant Contact

Looking for strategies to enhance the marketing of your business or other venture? Check out this brief introduction to "Constant Contact" an excellent email marketing tool.

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

**Keyword: Lunch**

April 14	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCSG	



## 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	



Check out all classes offered at [www.southeast.edu/continuing](http://www.southeast.edu/continuing)  
Find us on Facebook® at [www.facebook.com/SCCNebCE](http://www.facebook.com/SCCNebCE)

For more information, contact us at 800-828-0072 or [continuing@southeast.edu](mailto:continuing@southeast.edu)



[www.ed2go.com/sccne](http://www.ed2go.com/sccne)

### 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**



<http://bit.ly/SCC-UGotClass>

### BROWSE CERTIFICATES & COURSES IN

**Business**  
**Business Communication**  
**Health**  
**Human Resources**  
**Leadership**  
**LEED Green Workplace**  
**Management**

**New Media Marketing**  
**Personal Development**  
**Social Media for Business**  
**Technology Skills**  
**Training and Education**  
**Training for K12 Teachers**

**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.



# 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](http://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](mailto:jsoto@southeast.edu).

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