

Small-Business Essentials

Winter 2023

NEW! Introduction to Marketing Skills

Learn how to expand your marketing efforts with one-on-one training. Instructors are available to help you expand your social media presence, create blogs, online videos and email marketing strategies, help with finding target audiences, and much more.

Three hours of personalized training to meet your needs will be scheduled at a Learning Center at a time convenient to you and the instructor.

Keyword: Marketing

York Area \$99 AREA-0176-YKSA

What It Takes to Pursue Grants

Is your nonprofit ready to pursue grant funding? Learn about types of grants, typical financial requirements to apply and the time investment to submit grants. Includes an overview of Nebraska's unique grantmaking landscape.



Keyword: Grant

Jan. 12 Th 6-9 p.m. \$95
LIVE Online, Zoom Mealey BSAD-7295-TCSFA

Introduction to Grant Writing

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



Keyword: Grant

Jan. 26 Th 6-9 p.m. \$49
LIVE Online, Zoom Mealey BSAD-7292-TCSFA

NEW! The Art of Communication

Communication is an important set of skills which impacts our personal and professional life. With texts, emails and Facebook taking over our social lives, some might find it difficult to engage in normal conversation due to lack of practice with face-to-face interactions. You will discover different communication styles, techniques, non-verbal signals, and responses to build and strengthen your communication skills.



Keyword: Communication

March 6-20 M 6-8 p.m. \$59
LIVE Online, Zoom Ord AREA-6835-TCSWA



These classes are delivered live via Zoom, not prerecorded videos. This allows you, the student, to participate from the comfort of your home. As our learning environment changes, we look forward to offering additional classes live online.

Want to take a class that is listed as "LIVE Online, Zoom" but don't have a way to view the class or are having connection issues? Contact your Learning Center to see if other options are available.

For more information, contact **Diane Houdek** at 800-828-0072, ext. 3634, or dhoudek@southeast.edu

Check out all classes offered at southeast.edu/YorkLC

Find us on Facebook at facebook.com/SCCLearningCenteratYork

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.

LET'S DO LUNCH SERIES

NEW! LDL: Starting a Small Business

Have you had an idea for a small business but aren't sure where to start? Visit with an expert and get a few tips and tricks.



Keyword: Business

Jan. 25 W Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCSFA

NEW! LDL: How to Write a Business Plan

Thinking about starting a small business but need to write a business plan?



Keyword: Business

Feb. 7 T Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCSFB

NEW! LDL: Email Marketing with Constant Contact

Looking for an easy way to get the word out about your business? Learn more about email marketing while you eat lunch!



Keyword: Email

Feb. 22 W Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCSFD

NEW! LDL: Small Business Online Marketing Strategies

Learn great marketing ideas for your small business or organization.



Keyword: Business

March 8 W Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCSFE

LDL: Learn about Canva

Create social media posts or other informational graphic images with Canva. Best of all it's free!



Keyword: Canva

March 23 Th Noon-1 p.m. \$10
LIVE Online, Zoom AREA-6665-TCSFF

These classes were designed for Ashland Economic Development Corporation members, but anyone interested can enroll.

NEW! LDL: How to Create Facebook Ads

Learn how to create, publish, purchase, and track performance of ads on Facebook.



Keyword: Facebook

Jan. 19 Th Noon-1 p.m. \$10
LIVE Online, Zoom Ord AREA-6665-TCSWA

NEW! LDL: Community Engagement & Leadership

Learn ways to lead future generations to build a better community.



Keyword: Community

Feb. 16 Th Noon-1 p.m. \$10
LIVE Online, Zoom Ord AREA-6665-TCSWB

NEW! LDL: Thinking Outside the Box: Creative Thinking in Unusual Ways

Learn strategies and techniques which will change ways of thinking about and finding creative solutions to existing or future problems.



Keyword: Thinking

March 16 Th Noon-1 p.m. \$10
LIVE Online, Zoom Ord AREA-6665-TCSWC



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**. **Print** this page 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 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"/> American Indian/Alaska Native <input type="checkbox"/> Native Hawaiian/Other Pacific Islander <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. SCC is an Equal-Opportunity co-educational college and does not discriminate based on race, color, religion, sex*, age, marital status, national origin, ethnicity, veteran status, sexual orientation, disability, or other factors prohibited by law or College policy. southeast.edu/diversity * The U.S. Department of Education's Office for Civil Rights enforces Title IX's prohibition on discrimination on the basis of sex to also include discrimination based on gender identity.