

Small-Business Essentials

Spring 2023



Introduction to Marketing Skills

Learn how to expand your marketing efforts with three hours of 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

BSAD-7293-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

April 13

Th

6-9 p.m.

Mealey

\$95

LIVE Online, Zoom
York, YKLC, D101

BSAD-7295-TCSPB
BSAD-7295-YKSA

Instructor will be via Zoom.

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

April 27

Th

6-9 p.m.

Mealey

\$49

LIVE Online, Zoom
York, YKLC, D101

BSAD-7292-TCSPB
BSAD-7292-YKSA

Location Key

York, YKLC Learning Center at York, 401 N. Lincoln Ave.

Creating a Nonprofit Budget (That Grant Funders Will Love)

When nonprofits pursue grants, one of the most important documents they'll have to include with applications is their budget. But funders are looking for specific things when they review budgets and a poorly-crafted one can undermine chances for success. Discover how to structure your annual budget, what should and should not be in your budget, and how to properly allocate expenses to ensure you get "credit" for all your good work with funders.



May 11

Th

6-8:30 p.m.

Mealey

\$95

LIVE Online, Zoom
York, YKLC, D101

AREA-0161-TCSPA
AREA-0161-YKSA

Instructor will be via Zoom

How to "Prospect" for Grant Opportunities

Spring is when most foundations open their grant cycles, but finding and vetting grant opportunities (also called "prospecting") can be frustrating and time-consuming for nonprofit fundraisers. We will examine where to find grant opportunities, review two common fundraising databases, and demonstrate how to evaluate whether you're eligible for a grant and are likely to be competitive if you apply.



Keyword: Grant

May 25

Th

6-8:30 p.m.

Mealey

\$95

LIVE Online, Zoom
York, YKLC, D101

AREA-0162-TCUPA
AREA-0162-YKUA

Instructor will be via Zoom.



ed2go.com/scce

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



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.



REGISTER ONLINE

You must have an email account to register online.

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

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**. **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"/> 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. 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.

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



Southeast Community College
CONTINUING EDUCATION