

Santa Monica College Professional Development

SMC | **Extension**

SPRING 2016



Career Development and Professional Training and Certification
Hands-On Workshops and Online Courses
Ongoing Registration at commed.smc.edu

WELCOME

It is my distinct pleasure to welcome you to SMC Extension, an expansion of Santa Monica College's Community Education Program, designed to provide courses and workshops for professional development and continuing education.

For over 40 years, SMC Community Education has offered thousands of low-cost classes for personal and professional enrichment to the community. We are always expanding and reimagining our offerings, to best meet what you need or want, and SMC Extension is one result.

You can now choose classes ranging from mediation training and real estate management to QuickBooks, bartending, becoming a notary, and more! Our instructors are professionals in the field, so you can be sure to have a meaningful—and very beneficial—experience.

Take a look through this specialized schedule of classes or visit us online at commend.smc.edu for exciting choices.

Then come to Santa Monica College to learn something new, brush up on an existing skill, or best of all: find a new passion!

Regards,



Jeffery L. Shimizu
Interim Superintendent/President
Santa Monica College



Santa Monica College Extension's "Preferred Partner" Program

Join more than 200 local employers who have partnered with Santa Monica College to promote "Lifelong Learning" throughout the community. SMC Extension courses are designed for working professionals and are offered in a variety of convenient formats—evenings, weekends, online, or on-site—all designed to meet the needs of the community. We are now partnering with businesses, state agencies, and professional associations to develop and deliver a wide variety of employee learning and development programs—from one-day workshops to short-term certificate programs.

BENEFITS OF BECOMING A PREFERRED PARTNER

As a **Preferred Partner**, your employees will receive a minimum 10% discount on all SMC Extension courses and selected SMC Community Education courses. The courses being offered are in high-demand areas including Art, Photography, Crafts, Dance, Fitness & Relaxation, Business & Finance, Career Enhancement, Certificate Programs, Professional & Career Development, Business Planning, QuickBooks, and Social Media.

CUSTOMIZED & CO-BRANDED COURSE OFFERINGS

Our team is available to assist your organization with constructing customized offerings. Based on your needs, we can create course offerings that are consistent with your organization's goals for employee development. These custom offerings can be made available for a set number of employees and/or available for a set range of time. The cost of these courses can be easily processed as one single transaction that is funded by your company, or offered at a discounted rate to your employees.

APPLY TODAY!

Interested in becoming a **Preferred Partner**? We would welcome the opportunity to learn more about your organization's employee development needs. The process for becoming a **Preferred Partner** is easy. Please contact Michelle King, Director of Community Education, at 310 434-3400.

Go to commmed.smc.edu to browse the SMC Extension and Community Education offerings.



Santa Monica College Professional Development
SMC | Extension

ABOUT SMC EXTENSION

SMC Extension is a self-sustaining department within the Office of Workforce and Economic Development. As part of the Community Education Department, the SMC Extension program is not supported by the College's general fund, and operates on the revenues generated from course registration fees.

The mission of SMC Extension is to offer the broader community opportunities to participate in career-focused lifelong learning courses through a not-for-credit format. Many of the professional development training programs offer industry-recognized certificates of completion. The SMC Community Education Department maintains records of all certificates issued. However, not-for-credit courses do not earn college credit and transcripts or grades are not maintained.

Leveraging educational resources to deliver workforce training resources to the local community is the over-arching goal of the SMC Extension program.



Table of Contents

PROFESSIONAL DEVELOPMENT 4

- Business and Finance
- Career Enhancement
- Certificate Program
- Computer and Internet Courses
- Entrepreneurial Training
- Health Professions
- Counseling, Social Work, & Behavioral Therapy
- Money Management
- Notary Public/Renewal
- Real Estate

ON THE NET 18

- Bartending
- Driver Education
- Notary
- Personal Fitness Training Certificate

REGISTRATION INFORMATION 22

SMC ADMINISTRATION AND STAFF

Jeffery Shimizu, Interim Superintendent/President
 Dr. Patricia Ramos, Dean, Workforce & Economic Development
 Michelle King, Director, Career & Contract Education

SMC COMMUNITY EDUCATION STAFF

Alice Meyering; Jocelyn Winn

**Schedule prepared by
 SMC Office of Marketing**

SMC BOARD OF TRUSTEES

Dr. Louise Jaffe, Chair; Dr. Andrew Walzer, Vice Chair; Dr. Susan Aminoff; Dr. Nancy Greenstein; Dr. Margaret Quiñones-Perez; Rob Rader; Barry A. Snell; Jonathan Eady, Student Trustee; Jeffery Shimizu, Interim Superintendent/President

HOW TO REGISTER FOR CLASSES:



ONLINE

commed.smc.edu



PHONE

310-434-3400



EMAIL

CommEd@smc.edu



FAX

310-434-3409



MAIL

SMC Community Education
 1900 Pico Boulevard
 Santa Monica, CA 90405



VISIT

SMC Bundy Campus
 3171 S. Bundy Drive,
 Room 112
 Los Angeles, CA 90066
 8:30 am to 5 pm, M-F

Professional Development

Develop new skills—or expand your current ones—through SMC Extension courses. These classes are designed to help you develop the necessary workplace skills and career development plan to get a job, keep a job, or get promoted on the job!

BUSINESS AND FINANCE

Property Management 101

Do you have what it takes to manage rental property? If you are actively looking to purchase a piece of income property, or if you have suddenly become the owner of real estate, find out what you need to know about the most important aspect of rental housing management: keeping the unit occupied with paying tenants who don't destroy it or terrorize the neighbors! Learn how to prepare a property for rent, set rents and security deposits, develop a cost-effective marketing campaign, and show your rental unit to prospective tenants. Find out about techniques for good tenant selection, how to meet minimum standards required for a property to be habitable, proper insurance, how to work with contractors for maintenance, and how to deal with tenants who overstay (and don't pay). Materials fee \$15 at class.

\$129 | Angela Young
SMC Bundy Campus, Room 335
Sat 10:00a – 3:00p Mar 12 – Mar 19

PROFITABLE CAREER IN IMPORTING/EXPORTING SERIES

You're welcome to attend any or all sessions in the series. The discount rate applies only if you register to attend all four sessions.

Series Pricing: \$129/all four classes; \$39/class.

Become a Successful Entrepreneur in the Import/Export Business

Introductory Seminar: If you dream of owning your own profitable and fascinating business venture, explore the wide range of opportunities available in the import/export business. In an information-packed introductory seminar, learn about: international trade shows and fairs; how to find a profitable product and sources of products in the US and abroad; negotiating with foreign and domestic suppliers; US Customs rules and procedures; international banking procedures; shipping and insurance; and the most profitable ways to sell your products.

\$39 | Sinclair Rimmon
SMC Main Campus, Math Complex 4
Sat 10:00a – 12:00p Mar 19

Importing/Exporting

An Intensive Seminar: If you're seeking a profitable and fascinating new career, attending this hands-on, in-depth seminar is a must! Gain specific information on importing and exporting as a business or career field. This seminar will include the following topics: how to find a profitable product; sources of products in the US and abroad; international trade shows and fairs; negotiating with foreign and domestic suppliers; how to obtain free samples; US Customs and its procedures; international banking; foreign exchange; terms of payment; shipping and insurance; fundamentals of marketing in the US and internationally; and exciting tools to increase sales and profits.

\$39 | Sinclair Rimmon
SMC Main Campus, Math Complex 4
Sat 1:00p – 3:00p Mar 19

Channels of Distribution in Importing/Exporting

Channels of Distribution in Importing/Exporting: If you're looking for specific information to expand your knowledge of the importing and exporting business, you'll find it at this seminar. Topics include the most profitable ways to sell your products; profile of a successful importer and exporter; sources of international marketing information;

general international trade procedures; marketing research; channels of distribution; and more!

\$39 | Sinclair Rimmon
SMC Main Campus, Math Complex 4
Sun 10:00a – 12:00p Mar 20

Assertive Communication to Reach Your Goals & Life Fulfillment

This is a practical seminar for communicating powerfully and effectively to achieve win-win results. Learn the delight of communicating assertively with grace and without anxiety. Find out how to express yourself clearly, explain your ideas convincingly, and motivate others to believe in you. You'll learn how to deal effectively with day-to-day situations in your job, business, or profession; how to face difficult or 'ornery' people with confidence, ease, and success; how to realize your potential and develop a more rewarding life and fulfillment; and how to expand the quality of your interpersonal relationships and the magnitude of your achievements.

\$39 | Sinclair Rimmon
SMC Main Campus, Math Complex 4
Sun 1:00p – 3:00p Mar 20

CAREER ENHANCEMENT

Dealing with Difficult and Demanding People

Never again fall victim to those who love to make life miserable for the rest of us. Learn concrete techniques for dealing with difficult people in the workplace and at home. Discover specific strategies to get adversaries to cooperate, bullies to back off, wallflowers to open up, and chronic complainers to quiet down. Find out how you can approach your job with more enjoyment, deal with coworkers and family members with greater confidence, and improve cooperation, collaboration, and compromise to create a more productive and satisfying workplace and home life.

SMC EXTENSION

\$99 | Inner Fitness
SMC Bundy Campus, Room 213
Tue 6:00p – 8:00p Mar 22 – Apr 5

Assertive Communication Skills for Women

NEW! Find out how to stand up for yourself and your ideas, and how to persuade others to see things your way—a must for every woman of today's world. Learn the techniques and strategies you need to get your point across confidently and effectively, and get the results you want. Discover how to project a credible, self-assured image, express your opinion with authority and tact, and handle conflicts and confrontation with dignity and control.

\$99 | Inner Fitness
SMC Bundy Campus, Room 213
Thu 6:00p – 8:00p Mar 31 – Apr 7

Self-Esteem: Boosting Your Emotional and Physical Health

Low self-esteem can negatively affect virtually every part of your life, including your relationships, your job, and your health. Find out how you can raise your self-esteem to a healthy level, even if you've harbored a negative self-image since childhood. The techniques you'll learn can help you boost your self-esteem by changing unhealthy thinking and behavior patterns, as well as help you recognize, challenge, and ultimately replace negative thoughts or inaccurate beliefs with more positive, realistic ones.

\$69 | Inner Fitness
SMC Bundy Campus, Room 213
Tue 6:00p – 8:00p May 3 – May 10

ON THE NET

Looking for
online classes?

See our listings on page 18

Dr. Sinclair Rimmon

RIMMON WILL HELP YOU SUCCEED IN IMPORT-EXPORT BUSINESS

In this world of globalization, great careers can be had in the import-export field. And nobody can help you launch your own successful import-export enterprise the way Dr. Sinclair Rimmon can.

Rimmon, who has been teaching Import/Export classes at SMC Community Ed and other colleges and universities throughout the West for 30 years, has been working since he was 8 years old. Indeed, his life story alone—from impoverished childhood in pre-World War II Warsaw to successful businessman—provides enough inspiration to get you started in the field. Beyond that, he has a passion to help his students succeed.

"I'm teaching because I feel a responsibility to enable young people—and some older—to become entrepreneurs," he says. "Many of them are unemployed, many of them have little money. But I want to give them the tools, I want to make it easier for them to succeed without having any money."

Many of his former students have established successful import/export businesses. Some, like Lidia, a Beverly Hills woman in her mid-30s drowning in sadness over the sudden death of her husband, found her life changed in ways she could not imagine.

After encouraging and helping Lidia start an import business, Rimmon ran into Lidia on a trip to San Francisco. She told him, "Less than a year ago I was totally lost—without my husband and no direction. Now, it is like I have a new lease on life, with my new venture, my goals. Thank you so much for everything."

Dr. Sinclair Rimmon will teach a series of classes, "Profitable Career in Importing/Exporting," in Spring 2016. Students can take any or all four of the workshops.



Import-Export Instructor Dr. Sinclair Rimmon

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Many of them are unemployed, many of them have little money. But I want to give them the tools, I want to make it easier for them to succeed without having any money.

—Dr. Sinclair Rimmon, SMC Community Education Instructor

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CERTIFICATE PROGRAM

Basic Mediation Skills Training & Certificate – Free Orientation

NEW! Come find out about mediation—an expanding area in the field of Alternative Dispute Resolution (ADR)—at a FREE orientation session that provides an overview of the various opportunities in mediation/arbitration/alternate dispute resolution and the paths to these opportunities. Both Forbes magazine and NPR have discussed the opportunities in mediation in recent years, stating that the need for mediators is growing. Don't miss this chance to find out more!

FREE | Karen Civitate
West Los Angeles College
9000 Overland Ave., Culver City
Sat 10:00a – 11:30 AM Mar 5

Basic Mediation Skills Training & Certificate

NEW! If you like the idea of helping people reach mutually agreeable (win-win) solutions, imagine getting paid to do it! More and more courts, workplaces, commercial enterprises, service providers, HOAs, and other community organizations are turning to—or even requiring—mediation to resolve disputes.

Mediation skills are so valuable they show up in job listings for everything from counselors and project and property managers, to attorneys, paralegals, administrative analysts, engineers, case managers, and more! Today, mediation can be its own career, enhance a lot of other careers, or provide a skill set that is incredibly useful at work and in life—for employers with staff, teachers with students, and even parents with children.

Our interactive and very hands-on workshop provides lectures, demonstrations, exercises, role-play, and group debriefing to give you a foundation you can leverage into a service or a career.

You will learn about the bases, costs, and benefits(!) of conflict, along with

the pros and cons of avoiding conflict, the plusses and minuses of competing and accommodating, how compromise can help or hurt, and the good and bad of collaborating. You'll also find out how to engage and build trust, phrase questions effectively, listen actively, and create positive communication, as well as how to interpret body language, control the process, and create a safe environment.

Week 1: The Basis of Conflict Explore the underlying basis of conflict. Recognize how you respond to conflict—both at home and work—as you discover your conflict style and how you interact with those of differing styles. Gain a better understanding of effective communication and listening skills, and the obstacles when these break down. Learn the art of questioning and how it is used differently during a mediation session. Examine how cultural diversity influences the process. Begin to identify the stages of mediation.

Week 2: Stages of Mediation Delve into each stage of the mediation process. Begin to understand the goals and objectives of each stage. Learn what your role is as a mediator in each of these stages.

Week 3: Role Playing Practice being a mediator through role-play exercises. Take on different roles to experience how each party feels during conflict. Continue to gain a higher level of understanding of the methods you have learned so far, and utilize these tools throughout the mediation session.

Week 4: Ethics & Opportunities What are the ethical standards for mediators? Continue role-playing to enhance your skills. Review the ethical standards for mediators and the issues they may face before, during, and after a session. Also, learn about the variety of job opportunities available not only in the mediation field, but also in jobs that incorporate mediation skills in their hiring requirements.

\$299 | Karen Civitate
West Los Angeles College
9000 Overland Ave., Culver City
Sat 9:00a – 3:30p Mar 12 – Apr 2

COMPUTER AND INTERNET COURSES

ADOBE PHOTOSHOP, ILLUSTRATOR, AND WEBSITE DESIGN SERIES

Sign up for workshops that show you how to use Photoshop and Illustrator to create and enhance your photographs and design ideas and/or to design and publish your own websites. These are hands-on classes, with each student working at an individual computer. You're welcome to attend one or more of these workshops. The discount rate applies only if you pre-register to attend two or three workshops.

Series Pricing: \$569/three classes;
\$399/two classes; \$229/class

Adobe Photoshop (Level I)

Learn to harness your imagination and create your own dreamworlds with Adobe Photoshop. Discover how to turn ordinary photographs into works of art. Gain an understanding of the basic principles of photo management for professional use. This intensive six-week workshop on the world's most popular computer graphic application covers all general categories of digital imaging for use in both print and on the Web.

\$229 | Gregory Van Zuyen
SMC Bundy Campus, Room 127
Mon 6:30p – 9:30p Feb 29 – Apr 4

Adobe Illustrator (Level I)

Master the artist inside you. Adobe Illustrator puts all the tools in your hand to render professional graphics and exciting designs for greeting cards, posters, T-shirts, and more! Learn how to use Illustrator to create company logos and colorful artwork for a variety of uses, including printing and fashion design.

\$229 | Gregory Van Zuyen
SMC Bundy Campus, Room 127
Wed 6:30p – 9:30p Mar 2 – Apr 6

Gregory Van Zuyen

THE UNEXPECTED POWER OF PHOTOSHOP

Taking a class at SMC Community Ed can be much more than a way to learn a new skill. It can launch a new career, uncover hidden talents, cultivate entrepreneurial ingenuity, and, indeed, change lives.

Take, for instance, Gregory Van Zuyen's Photoshop (and/or Adobe Illustrator and Dreamweaver) classes. Van Zuyen not only teaches a very useful skill, he tells his students, "It's very easy to be successful." And his students are shining examples of his preachings.

"What I stress to my students is a) you can have the life you want, b) you can be your own boss, and c) the secret to wealth is intellectual property," Van Zuyen says, citing as an example Charles Schultz's renowned and hugely profitable "Peanuts" comic strip series and spinoff products, films, plays and more.

"People think, 'I need a job.' I want them to think, 'I need a company,'" he adds.

Many of his students have been strongly motivated by his teachings. Here are just three examples:



© Astrae – Devin Slatas

- Devin Slatas says Van Zuyen was her biggest inspiration to start her clothing company, Astrae Apparel.

"Gregory Van Zuyen is not only a guru of design and symbology, but also the one teacher I can honestly say that brought me to where I am today," Slatas says.

"He taught me not only how to channel my creativity through means of concise graphic design, but also to dig deeper than that.

"He gave me the extra push and knowledge to present the world with a unique concept," she says. "My company Astrae Apparel is a one-of-a-kind, spiritual collection of clothing that embodies symbolic messages and artwork screen-printed onto organic garments."

- David Indacochea took all three of Van Zuyen's Adobe design courses. During a classroom discussion on creativity, Gary Hustwit's film "Objectified," a documentary on industrial design, was brought up.

As a graduate of a prestigious university with a four-year degree in engineering, Indacochea had become quickly disenchanted with the engineering profession. While graphic design appealed to him, he had little background in art history.

Because of the film, Indacochea went to Georgia Tech and the Savannah College of Art & Design and earned a graduate degree in design. Earlier this year he worked as a freelancer for a design firm in Chicago and is currently serving an internship with the prestigious Michael Graves Architecture and Design in Princeton, N.J.

- A. Moret, co-founder and editor-in-chief of the first all-digital contemporary art magazine, said that taking Van Zuyen's Photoshop and Illustrator classes "truly helped me in my approach to developing creative concepts regarding layout, graphic design and user experience." Her Santa Monica-based Installation Magazine is the first contemporary art magazine designed for the iPad, iPhone and online.

"For Greg, Photoshop and Illustrator are native languages that he can communicate through effortlessly," she says. "His depth of knowledge always amazed me, and his insight and experience were inspiring.

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Gregory Van Zuyen is not only a guru of design and symbology, but also the one teacher I can honestly say that brought me to where I am today.

—Devin Slatas, SMC Community Education Student

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Design & Publish Your Own Websites

Prerequisite: Familiarity with Adobe Photoshop. Learn everything you need to create your own website using Adobe Dreamweaver and other programs. In a class that demystifies the Internet and provides a broad base of knowledge on how to begin publishing on the web, gain a basic understanding of HTML, CSS, and formats such as Wordpress, and how to use them to design interactive webpages. Develop the skills to create simple animations, rollovers, and behavior scripts to help you better manage and profit from existing sites.

\$229 | Gregory Van Zuyen
SMC Bundy Campus, Room 127

Wed 6:30p – 9:30p Apr 20 – May 25

COMPUTER BASICS FOR THE EVERYDAY & MS WORD AND EXCEL FOR THE JOB MARKET

Sign up for **Computer, Internet and E-mail Basics for the Everyday** and **MS Word and MS Excel for Entering the Job Market** and enjoy a discount! Please look under individual class listings for course details.

Series Pricing: \$119/two classes;
\$69/class

Computer, Internet, and Email Basics for the Everyday

Attaching photos and documents to your email seems daunting? The Internet seems like an ocean of information you just can't conquer? This introductory computer workshop is ideal if you need everyday computer basics to cope in the rapidly evolving world of the Internet. Come find out about computer hardware, software, using MS Windows, various browsers for the Internet, email, and file management. Gain an overview of networks, and learn how to bookmark webpages and save files so you can find them later. You will leave the class feeling confident about performing Internet searches for jobs, information, and material items. *This is a hands-on class, with each student*

Social Media Certificate Training

Online Marketing Certified Practitioner (OMCP) Classes

Search Engine Optimization (SEO) and Web Analytics

NEW! Recommended prerequisite: Online Marketing Fundamentals: Find out how to use search engine optimization (SEO) to attract website traffic, and how to improve your ability to collect and make sense of data from multiple channels. Learn what you need to know to take on small, medium, or large SEO projects from start to finish—including on-page fundamentals, keyword research, SEO copywriting, site architecture, link building, and local search optimization strategies—and gain an in-depth understanding of KPIs, segmentation, reports, experimentation, and a lot more! OMCP® Exam Preparatory Certificate awarded upon successful completion of the course.

Open enrollment Fee \$1,699

Social Media Marketing and Web Analytics

NEW! Recommended prerequisite: Online Marketing Fundamentals Social media is evolving rapidly, and marketing on social media requires planning to make best use of your time and resources. Find out how to keep up with all the options, platforms, and trends in social media, and how to use web analytics to determine which ones are worth pursuing. Learn about the tools you need to run a successful social media campaign—including how to collect, analyze, and apply data coming at you from multiple channels—how to develop the most effective strategy to promote a particular business or marketing campaign, and much more! OMCP® Exam Preparatory Certificate awarded upon successful completion of the course.

Open enrollment Fee \$1,699

OMCP® Exam Preparatory Certificate (Additional Cost: \$395)
Exam can be purchased after you successfully complete the precertification.

Call 310-434-3410 for additional class listings and information.

SMC Community Education ONLINE

in partnership with



from personal development and interests to professional development

taking courses on your terms

Monthly start dates begin on Wednesdays

- 1/13/2016
- 2/10/2016
- 3/16/2016
- 4/13/2016
- 5/18/2016
- 6/15/2016

www.ed2go.com/smce

working at an individual computer. Bring to class a USB flash drive, along with a notebook and pen.

\$69 | Richard Utas
SMC Bundy Campus, Room 127
Sat 9:00a – 1:00p Apr 2

MSWord and MExcel for the Job Market

Gain confidence to enter or return to the job market by developing your computer skills. Learn the basics for creating MS Word documents and MS Excel spreadsheets. As you create simple Word documents and a sample resume, you will find out how to use bullets and numbering, set margins, make font changes, and set styles. Working in Excel, you will learn the basics of math functions, copy and paste functions, margins, and linking as you create a sample budget sheet. *This is a hands-on class, with each student working at an individual computer. Bring to class a USB flash drive, along with a notebook and pen.*

\$69 | Richard Utas
SMC Bundy Campus, Room 127
Sat 2:00p – 6:00p Apr 2

Basic Computer Ownership

NEW! If you're new to computers, this course is for you! Learn what you need to know about the basics of maintaining and operating your computer, including how to organize your files, install and uninstall programs, create an email account, use a word processor, and browse the internet safely and effectively. This is a hands-on class and you'll be working at an individual desktop PC computer to follow along with the instructor. Materials fee \$22 at class includes a lesson book with useful vocabulary, screen shots, and exercises.

\$139 | Nick Eneboe
SMC Bundy Campus, Room 127
Mon 6:30p – 8:30p Apr 18 – May 16

Fundamentals of Microsoft Excel 2010 for the PC – Creating Spreadsheets

Prerequisite: Familiarity with Windows and the mouse. In a one-day professional course on Microsoft Excel 2010, learn how to create a professional worksheet, build formulas on a worksheet, use automatic functions on a worksheet, create professional charts, and sort and filter databases lists. Class combines hands-on experience with lectures and in-class practice exercises. *You will have your own individual computer to use during class.* Bring a USB flash drive (or memory stick; no CDs), a notebook, and a pen to class. Course guide and files of practice exercises included in registration fee. Bring a sack lunch.

\$129 | Odemaris Valdivia
SMC Bundy Campus, Room 127
Fri 9:00a – 4:00p May 13

SOCIAL MEDIA

Blogging for Fun & Profit

Find out what a blog is and where blogs are found, then learn how to create your own blog. Explore how to use blogs to share information, ideas, pictures, and videos with family, friends, organizations, and customers. Discover how to use your blog to make money through affiliate programs and other methods, and how to use your blog effectively on social media sites. Materials fee \$30 at class.

\$49 | Bob Cohen
SMC Bundy Campus, Room 213
Thu 6:30p – 9:30p Feb 25

iPhones, iPads, & I'm Lost!

Today's iPhone and iPad can do so much more than make calls and transmit text. Come explore what you really have at your fingertips! Find out how to make the most of your iPhone or iPad as you learn how to set up and use it for email, texting, Bluetooth, and WiFi networks. Pick up tips and techniques for installing apps, taking and sending terrific photos, and making your iPhone or iPad even smarter. iPhone or iPad not required for this class. Class does

not cover use of Droids. Materials fee \$30 at class.

\$49 | Bob Cohen
SMC Bundy Campus, Room 213
Thu 6:30p – 9:30p Mar 10

Secrets of Social Media & Internet Marketing

Discover tips and techniques to promote your business effectively online. Learn how to use Google AdWords and search features to drive traffic to your website. Find out how to make the most of social media sites (Facebook, Twitter, etc.) to help generate business and increase sales. Learn how to use a landing page for special promotions and offers, what makes a successful email newsletter, and more! Materials fee \$30 at class.

\$49 | Bob Cohen
SMC Bundy Campus, Room 213
Thu 6:30p – 9:30p Apr 28

ENTREPRENEURIAL TRAINING

BUSINESS PLANNING

Creating A Successful Business

Everything month 543,000 new businesses get started, with only half of them surviving at least five years. Be a survivor! This essential seminar will help you lay the groundwork for a thriving business, exploring such topics as: identifying opportunity and market size, market analysis, measuring the risk/reward ratio, protecting your ideas, and pricing your goods and services. You'll also learn about financial projections and be introduced to a variety of funding options. You'll leave this class with a working template for creating a successful business.

\$59 | Gerald Anderson
West Los Angeles College, TBA
9000 Overland Ave., Culver City
Sat 9:00a – 12:00p Mar 5 – Mar 12



SMC COMMUNITY EDUCATION Customer Service Academy

Be the Best of the Business!

Complete all 10 modules and receive a certificate from SMC Community Education, or choose the ones most suited to your needs.

Our Customer Service Academy is a 10-module course that will give you the tools you need to deliver exceptional customer service to your clients. In this cyber age, excellent customer service and satisfied customers will be the winning edge you need for your organization. Learn how to handle both internal and external customers, organize your workplace around service-oriented values, and build an effective team that increases productivity, and much more. This short series can be taken individually or together to earn a certificate of completion from Santa Monica College Community Education.

Sign up for all 10 classes for \$849 and receive a certificate.

Class fee is \$99 unless otherwise noted and will be taught by SMC Staff. Classes are held at the SMC Bundy Campus and the room location will be assigned upon registration.

Communication

Communication is a key to customer service success. To best serve both our internal and external customers, we must understand what they want, when they want it, why they want it and what their expectations are. How can we figure all of this out if we aren't good listeners and communicators? This course covers verbal and nonverbal communication as well as superior listening skills. Participants will have the opportunity to practice techniques.

Mon-Tue 12:00p – 4:00p

Feb 29 – Mar 1

Apr 18 – Apr 19

Customer Service

Explore key skills and attitudes necessary to effectively meet the customer's needs. Participants will be introduced to concepts and appropriate techniques for dealing with internal and external customers, enhancing customer satisfaction and insuring positive communication.

Wed-Thu 12:00p – 4:00p

Mar 2 – Mar 3

Apr 20 – Apr 21

Team Building

If we don't have it together with our internal customers, that often translates into poor customer service for our external customers. Working as a team can increase productivity, enhance project management, reduce business conflicts and create superior customer service. Learn the "styles" of your co-workers so you can work together better.

Mon-Tue 12:00p – 4:00p

Mar 7 – Mar 8

Apr 25 – Apr 26

Attitude

Having the right attitude has a positive impact on the workplace and our interactions with our customers. Explore how attitudes at work positively and negatively affect customer service, the organization's image, and productivity and employee retention. The best selling training video "FISH" will be featured.

Wed-Thu 12:00p – 4:00p

Mar 9 – Mar 10

Apr 27 – Apr 28

Values and Ethics

Ethical behavior affects what happened in the workplace. This course provides the opportunity to evaluate ethical behavior and what's appropriate and what's not. A 3-step checklist is introduced to help participants in recognizing ethical behavior.

Mon-Tue 12:00p – 4:00p

Mar 21 – Mar 22

May 2 – May 3

Stress Management

Did you know 1 million Americans call in sick every day because of stress related reasons? This costs organizations money—especially in lowered productivity. This course defines what stress is and how it affects both our employees and the workplace. Causes of stress are identified and dozens of stress management tips and techniques are delivered and practiced.

Wed-Thu 12:00p – 4:00p

Mar 23 – Mar 24

May 4 – May 5

Time Management

The workplace demands efficiency and productivity. The way we manage our time has an impact on our ability to get things done. Explore time management techniques at work that will help you stay in balance and be more effective in the workplace. Management tips and techniques are delivered and practiced.

Mon-Tue 12:00p – 4:00p

Mar 28 – Mar 29

May 9 – May 10

Conflict Management

Conflict gets in the way of good business. Explore the causes and impact conflict can have on customer service. Learn strategies and techniques for resolving tough issues and how to turn a difficult customer into a loyal one.

Wed-Thu 12:00p – 4:00p

Mar 30 – Mar 31

May 11 – May 12

Decision Making & Problem Solving

Many of us face a constant barrage of workplace decisions and problems to be solved. Regardless of our job responsibilities in the company, we are responsible for smart choices. Learn decision-making styles, processes and techniques and when they should be applied. Learn how to be a creative problem solver.

Mon-Tue 12:00p – 4:00p

Apr 4 – Apr 5

May 16 – May 17

Managing Change

We face constant change in the workplace. Explore our natural tendencies and the tendencies of our customers to resist change. Learn skills to adapt and accept change.

Wed-Thu 12:00p – 4:00p

Apr 6 – Apr 7

May 18 – May 19

Creating A Business Plan

Whether just getting started or already in business, developing a sound business plan is essential. It's necessary for obtaining many types of financing and helps evaluate opportunities. Discover the elements necessary to a business plan and how to go about creating one. Learn about defining market opportunities, unique selling advantages, marketing strategies, management structure, corporate culture and financial projections. You'll leave class with a working template and the knowledge needed to create your own business plan.

\$59 | Gerald Anderson

West Los Angeles College, TBA
9000 Overland Ave., Culver City

Sat 9:00a – 12:00p Mar 19 – Mar 26

Be Your Own CFO

This hands-on training is a must for any business owner. Gain financial empowerment and awareness— if not prowess—in understanding business finances and how to run a business “by the numbers.” Find out how to collect and record financial data and assess operational performance to make sound business decisions. Explore the balance sheet, profit and loss statement, statement of cash flows and cash management report. Other topics include labor estimating, pricing and job costing, variance analysis, key indicator reporting, and much more. Attendees will complete an overhead budget during class.

\$59 | Gerald Anderson

West Los Angeles College, TBA
9000 Overland Ave., Culver City

Sat 9:00a – 12:00p Apr 9 – Apr 16

QUICKBOOKS

QuickBooks I: Mastering the Basics for a Service-Based Business

NEW! In Part One of our two-part seminar providing basic hands-on training for managing financial information for a service-based business, learn about invoicing, receiving payments, making deposits, cash memos, cash sales, and estimates. You will have an individual

computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$50 | Miriam Aguilar

SMC Bundy Campus, Room 127

Sat 9:00a – 12:00p Mar 19

QuickBooks II: Mastering the Basics for a Service-Based Business

NEW! In Part Two of our two-part seminar providing basic hands-on training for managing financial information for a service-based business, learn how to enter and pay bills, write checks, create reports, and reconcile a bank account. Also, find out how to create a service-based company file using the step-by-step interview, and how to add/edit service items to the item list. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$50 | Miriam Aguilar

SMC Bundy Campus, Room 127

Sat 1:00p – 4:00p Mar 19

QuickBooks I: Mastering the Basics for a Product-Based Business

NEW! In Part One of our two-part seminar providing basic hands-on training for managing financial information for a product-based business, learn about invoicing, receiving payments, making deposits, cash memos, cash sales, and estimates. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$50 | Miriam Aguilar

SMC Bundy Campus, Room 127

Sat 9:00a – 12:00p May 21

QuickBooks II: Mastering the Basics for a Product-Based Business

NEW! In Part Two of our two-part seminar providing basic hands-on training for managing financial information for a product-based business, learn how to enter and pay bills, write checks, create reports, reconcile a bank account, and keep track of inventory and sales tax.

Eligible Training Provider List

STUDY ONLINE OR IN A CLASSROOM

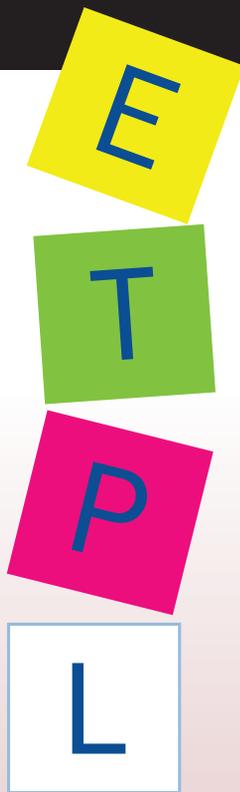
You could be eligible for State funding for career training!

Santa Monica College is a certified ETPL provider.

Let us be your destination for your employment training needs. Make a commitment to make your dream job a reality.

How to get started:

- Determine Eligibility:** Meet with a case manager at your local branch of America's Job Center—a one-stop shop for employment and training services—to find out if you qualify for training funds.
- Referral Notice:** If you qualify, your case manager will send a referral notice to SMC Community Education to confirm your course costs and start date. SMC Community Education must complete, sign, and return the referral notice to your case manager in order to go to the next step.
- Training Agreement:** America's Job Center sends a training agreement to SMC Community Education. The agreement states that America's Job Center agrees to pay for your training, and the terms for how payment will be remitted. The training agreement must be signed by SMC's Director of Community Education and returned to your local branch of America's Job Center for final signature.
- Fully Executed Training Agreement:** After America's Job Center places its final signature on the agreement, a copy is sent to SMC. The agreement confirms that you can begin training as outlined in the agreement.
- Registration in Course:** SMC Community Education will register you in your course and send you a confirmation via email.



Also, find out how to create a product-based company file using the step-by-step interview, and how to add/edit product items to the item list. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$50 | Miriam Aguilar
SMC Bundy Campus, Room 127
Sat 1:00p – 4:00p May 21

HEALTH PROFESSIONS

Phlebotomy Certification

Phlebotomy Technicians are in demand as one of the fastest growing occupations in healthcare. Launch your career as a Phlebotomy Technician, collecting blood samples from patients in a hospital, clinical laboratory, medical office, or clinic. Through lectures and hands-on training, learn what you need to know about the circulatory system, venipuncture technique and specimen collection, risk factors and complications, and quality assurance. This course provides a complete learning experience—with 42 hours of classroom instruction and a 40-hour hands-on externship—and prepares you to take the national exam to become a Certified Phlebotomy Technician. A certificate of completion is awarded upon successful completion of the course. You must be at least 18 years old or older and have a high school diploma or equivalent.

\$2,500 | Training Specialists
SMC Bundy Campus, Room 217

Sat 9:00a – 4:00p Apr 2 – May 7*

*No class on Apr 16.

ETPL Training Courses offered through SMC Community Education

Phlebotomy Certification page 12
Customer Service Academy.....pages 10–11
Online Marketing Certified Practitioner (OMCP) Certification.. page 8



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COUNSELING, SOCIAL WORK, & BEHAVIORAL THERAPY

The Creativity Workshop – Healing & Transformation Through Creative Arts (CE Credit)

Find out how to integrate visual art with writing and movement for personal growth and professional advancement. Reduce stress and increase work and personal satisfaction by exploring the arts in a supportive setting. Rejuvenate yourself and witness the profound creativity within each person participating in this workshop, including you! The expressive arts provide an active, in-depth, and vivid avenue for well-being and personal expression. The processes covered in this workshop are valuable in therapeutic settings. Learn how you—as a healing professional—can incorporate these creative tools into a therapeutic and healing practice. This workshop is designed for all levels of creative experience, and will be held at a local private studio (address will be provided at registration). **THIS WORKSHOP IS OPEN TO THE GENERAL PUBLIC.** *This workshop meets the qualifications for 18 hours of continuing education credit for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences – BBS Provider 3048. Additional cost for processing CE credits is \$35, paid directly to instructor. Materials fee \$10 at class.*

\$139 | Patrisha Thomson
Thomson Art Studio, Art Studio

Sat 10:00a – 1:00p Apr 23 – Jun 4*

*No class on May 28.

MONEY MANAGEMENT

Estate Planning

Did you know that your 'Estate' consists of everything of value—cash, clothes, cars, real estate, investment and retirement accounts, pensions, etc.—accumulated throughout your lifetime? Join us for this informative, interactive class to learn how to preserve

and manage your assets while you still can, and then transfer it to your loved ones after you pass away. This process involves weighing various personal and financial decisions and creating legal arrangements to carry out those decisions. We will discuss how to properly receive an inheritance as well as how to give one, strategies to avoid expensive delays and legal challenges and intelligent distribution of assets, charitable giving. Wills, trusts, asset protection, probate and family businesses will also be discussed. **Couples should attend together, if possible, for just \$10 more.**

\$25/\$35 | Samuel Rad
West Los Angeles College, TBA
9000 Overland Ave., Culver City

Sat 10:00a – 1:00p Mar 5

Passport to Retirement

Many adults feel that the most critical financial concern they face is whether they will be able to afford to retire some day. They fear they may outlive their money and they don't understand the basics of retirement planning and investment management. Learn about the most common roadblocks to retirement-planning success and how to avoid them. Explore how to use stocks, bonds, mutual funds, and other investments to pursue your retirement goals. Find out about proven strategies that will arm you with the information you need to make good retirement decisions. You may bring your spouse or a guest to class at no extra cost.

\$79 | Paul Heising
SMC Bundy Campus, Room 228

Wed 6:30p – 9:00p Apr 20 – May 11

Sat 9:30a – 12:00p Apr 23 – May 14

Smart Money Fundamentals

Learn how to invest intelligently and profitably to secure your financial future. Find out how to select a financial advisor, and what you need to know about annuities, bonds, gold, mutual funds, stocks, real estate, and Social Security. Pick up tax-savings ideas, and find out how to manage credit and debt, and increase FICO scores. Discover time-tested strategies to help you

make informed investment decisions, including how to figure out how much you need to put away to retire. As a bonus, an Economic Forecast 2015 will be included. You are invited to bring your spouse or a guest at no extra cost.

\$55 | Searchlight Financial
SMC Bundy Campus, Room 212

Tue 6:30p – 9:00p Apr 26

How to Maximize Your Social Security Benefits

Filing for Social Security benefits can be stressful. Failing to use the right strategy when choosing when and how to claim benefits can cost you a lot of money, and potentially put your surviving spouse at financial risk. Don't leave thousands of dollars "on the table" simply because you don't understand how to optimize your benefits. Join us for an informative and easy-to-understand seminar that explores how you can maximize your Social Security income. Gain the knowledge you need to make an educated and confident election decision. This seminar is designed to assist those who have not yet, but will soon begin receiving their Social Security retirement benefits, and those who have begun their payments within the past year.

\$49 | Searchlight Financial
SMC Bundy Campus, Room 212

Thu 6:30p – 8:30p Apr 28

NOTARY PUBLIC/ RENEWAL

Become a Notary in One Day

Start your own business, become a more valuable employee, provide customer service for your business or organization, earn additional income, or get recommissioned as a Notary Public! Sign up for this intensive one-day seminar designed to equip you with everything you need to know to become an effective Notary. Find out about the laws that all California Notaries are required to know, as well as what you need to know to pass the State exam

(required to be taken every 4 years), identify document signers, keep a journal, fill out certificates, and avoid lawsuits. Seminar includes a practice Notary Public Exam. No admittance to seminar after 8:30 a.m. and you must be on time when returning to the classroom from a break, due to State regulations. If you wish, you can register and take the State exam immediately after completing the seminar. To take the exam, you must be at least 18 years old, have NO felonies on your record, and present: (1) a check made payable to the Secretary of State in the amount of \$40 (for new applicants and renewals); (2) a current driver's license with photo, state-issued ID card, or other appropriate photo ID; (3) a 2"x2" color passport photo; and (4) two sharpened #2 pencils. PLEASE NOTE: Upon passing the exam, you are required to submit Live Scan fingerprints (details will be provided at the seminar). Cooperative Personal Services will begin exam registration takes at 4:00pm with the exam directly following. Materials fee \$35 at class.

\$99 | Carrie Christensen
SMC Bundy Campus, Room 213

Sat 8:00a – 6:00p Apr 2

Renew as a Notary in One Day!

Do you need to renew your status as a Notary? Do it the easy way! Sign up for this 3-hour, State-approved refresh course, and review all the laws, regulations, and other factors that apply to you as a Notary. If your commission has lapsed you must take a 6-hour approved course before taking the exam. Materials fee \$30 at class. PLEASE NOTE: You will be required to pass the State exam and to submit 'Live Scan' fingerprints (details will be provided at the seminar). If you wish, you can register and take the State exam immediately after completing the seminar. To take the exam, you must be at least 18 years old, have NO felonies on your record, and present: (1) a check made payable to the Secretary of State in the amount of \$40; (2) a current driver's license with photo, state-issued ID card, or other appropriate photo ID; (3) 2x2 passport color

photo; and (4) two sharpened #2 pencils. Exam registration takes place from 4:15pm to 5pm. The exam will be from 5pm to 6pm. Exam seating limited—seats will be assigned to those registered first. Materials fee \$35 at class.

\$50 | Carrie Christensen
SMC Bundy Campus, Room 213

Sat 12:30p – 6:00p Apr 2

REAL ESTATE

These courses meet the California Bureau of Real Estate (BRE) requirements for applicants for California Real Estate License examinations. To apply for and take the BRE examination, you are required to satisfactorily complete Real Estate Principles, Real Estate Practice, and one more class of your choice.

Each course consists of 45 hours of classroom instruction plus a final exam. You must complete the course AND take and pass the final exam to receive credit for the course. The final exam is given at the final class meeting, and there will be NO MAKE-UP EXAM. **To receive the BRE-sanctioned certificate of completion for the course, you must have at least 85% attendance—which means you may not miss more than 3 classes—and you must pass the final exam with a score of 70% or better.**

For all exams (including practice exams), you must bring to class two No. 2 pencils with eraser, a 100-question Scantron Form No. 882-E (available for purchase at the SMC Bookstore), and a basic 4-function calculator.

Real Estate Principles (1403-93)

This 45-hour course is required for the California Bureau of Real Estate Licensing Exam in order to work as a real estate salesperson in California; students are mandated by the California Bureau of Real Estate to have an attendance of 85% and pass the final exam with a score of 70% or better. Mandatory and nonrefundable textbook fee \$50 is not included in tuition and will be collected upon registration; textbooks will be distributed at first class meeting. For subsequent classes, you are expected to read each required chapter(s) PRIOR to the class meeting, to assist you in understanding the materials presented in class.

\$249 | John Anderson
SMC Bundy Campus, Room 428

Mon 6:30p – 9:30p Feb 22 – Jun 13*

*No class on Apr 11, May 30.

Real Estate Practice (1404-93)

This 45-hour course is a practical study of California real estate to assist licensees, property owners or managers, and others interested in the practice of real estate. This course is a requirement for a California Bureau

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SMC EXTENSION

of Real Estate Salesperson's License; students are mandated by the California Bureau of Real Estate to have an attendance of 85% and pass the final exam with a score of 70% or better. Mandatory and nonrefundable textbook fee of \$50 will be collected at the time of registration and textbooks will be distributed at first class meeting. For subsequent classes, you are expected to read each required chapter(s) PRIOR to the class meeting, to assist you in understanding the materials presented in class. You will be responsible for presenting to the class a periodical article regarding a real estate event. You will also be responsible for completing and presenting a class project that will require basic research, solicitation of public information, preparation outside of class meetings, and maintaining a notebook of all documentation for your instructor's periodic review.

\$249 | John Anderson
SMC Bundy Campus, Room 428

Wed 6:30p – 9:30p Feb 24 – Jun 8*

*No class on Apr 13.

Real Estate Finance (1405-93)

This 45-hour course for brokers, salespeople, and college students majoring in real estate is a study of lending policies and the problems and risks involved in real estate financing. The course fulfills a basic real estate course requirement for a California Real Estate License. Mandatory textbook fee of \$50 will be collected upon registration and textbook will be distributed at first class meeting. For subsequent classes, you are expected to read each required chapter(s) PRIOR to the class meeting, to assist you in understanding the materials presented in class. Materials fee \$50 at class.

\$249 | Ronald Vitale
SMC Bundy Campus, Room 428

Thu 6:30p – 9:30p Feb 25 – Jun 9*

*No class on Apr 14.

John Anderson

REAL ESTATE HAS GREAT CHALLENGES & REWARDS

John Anderson is passionate about the real estate profession and about teaching.

“Real estate is the greatest of all career challenges,” he says. “It is constantly changing, never standing still. You must learn to adapt to the surrounding economic market conditions, stay informed with new financial and legal changes, learn to deal with many different personalities, but most importantly be honest and trustworthy.”

SMC Community Ed students in his class learn the profession from a seasoned veteran. He is the founder and principal of Los Angeles-based JFA Real Estate, Inc., which he has operated since 1998. He was also Vice President of Real Estate for News America, Inc., where he was responsible for all real estate operations of News America and its subsidiaries, including Twentieth Century Fox, Fox Broadcasting Company, and the Fox Television Stations Group.

A Pacific Palisades resident, Anderson studied real estate and finance at the University of Texas at Arlington and at California State University, Northridge. John is an active licensed Real Estate Broker in the States of California, Florida and Texas.

Anderson says the highlight of his real estate career was working for his father early on.

“Although it did not last long—I was always trying to tell him how to run his business—I learned the values of trying my best, being honest at all costs, and never giving up,” he says.

Perhaps bucking the image of the Realtor as workaholic who never takes breaks, Anderson finds times for family and leisure.

“I am the proud father of five children, two sons and three daughters, from the same marriage,” he says.

“I am a minimalist wilderness fisherman and camper, loving God's nature and the great outdoors,” he adds. “In fact, I've gone fly fishing with bears in Alaska with no means of communication with civilization.”

And the rewards of teaching at Community Ed?

“I love sharing my real estate knowledge with others,” he says, “with the greatest reward being the knowledge I gain from my students at SMC.”



Real Estate Instructor John Anderson

“
Real Estate is the greatest of all career challenges. It is constantly changing, never standing still.
—John Anderson, SMC Community Education Instructor”

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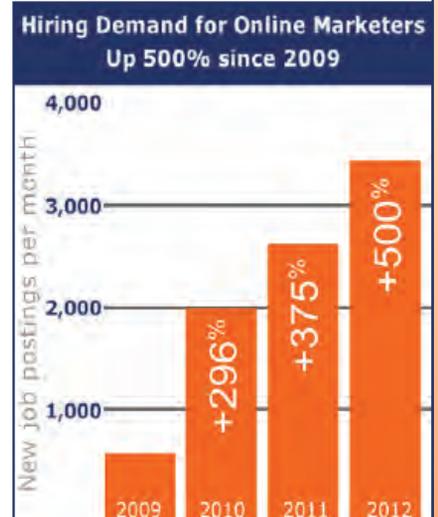
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The average salary for Internet marketing specialist jobs is \$71,000. Average Internet marketing specialist salaries can vary greatly due to company, location, industry, experience and benefits.

SimplyHired.com, August 2012



Source: wantedanalytics.com

The best Internet marketing candidates have the freedom to be much pickier with their job choices today than they have in years.

*Josh Gampel, Vice President,
OnwardSearch.com*

Average Salaries for Online Marketing Professionals

Web Conversion	\$104,000*
Pay Per Click	\$71,000*
SEO	\$74,000*
Social Media	\$71,000*
Web Analytics	\$80,000*

Source: indeed.com - March 2011

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CISCO NETWORKING ACADEMY



Get Your VIP Pass to Success!

SMC Extension is teaming up with Cisco—the worldwide leader in networking—to host the Cisco Networking Academy, with classes starting in Summer 2016.

Innovations such as social networking, cloud computing, e-commerce, web conferencing, mobility and desktop virtualization are changing the way we live, work, play, and learn. These innovations are all powered by networks, and organizations around the world are experiencing a shortage of qualified ICT candidates to design, install, and manage these networks. The Cisco Networking Academy® curriculum provides an introduction to the computer hardware and software skills needed to help meet the growing demand for entry-level ICT professionals.

Cisco Certified Network Associate (CCNA)

The CCNA certification help build the necessary foundational knowledge required for job roles such as network engineer, network specialist or network administrator.

Cisco Certified Network Professional (CCNP)

This new course provides you the needed training to manage routers and switches for a core network and edge applications as well as integrating voice, wireless and security into a network.

Cisco CCNA and CCNP

This course combines both the Cisco CCNA and CCNP certifications.

CCNA Security Certification

CCNA Security Certification meets the needs of IT professionals who are responsible for network security.

Santa Monica College Professional Development

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These courses include FREE access for 12 months to a cloud based lab platform to assist students develop the practical information technology (IT) skills necessary to succeed in high in demand IT jobs.

Questions?

Contact Michelle King,
Director of Community
Education
(310) 434-3323

On the Net

SMC Community Education offers a wide variety of courses online. These classes are especially convenient for those with work, school, or childcare commitments, physical disabilities, limited access to transportation, or other circumstances that make it difficult to participate in a traditional classroom setting. Our online business and professional courses are designed to increase your success in the business world.

BARTENDING

Bartending the Easy Way – Online

NEW! Be the bartender managers want to hire! In a self-paced online course using the Master Code of Mixology™—a branded instruction method for the beverage industry—learn to see the business from three points of view: the bartender, the customer, and the manager. Find out how to practice making cocktails and what you need to know about glassware, tools, recipes, pouring a perfect shot using the “tail,” wine and champagne service, and more! Learn about high-volume sales techniques, laws, and responsible beverage service. Also, pick up tips on job interviews and resumes, as well as how to start your own bartending service, and alternative ways to make money in the beverage industry.

Open start date Fee: \$100

DRIVER EDUCATION

Driver's Ed Online!

Prerequisite: Must be age 15½ or older. Are you a teen or adult who wants to learn how to drive? Before you get behind the wheel, sign up for this online course—approved by the California Department of Motor Vehicles (DMV)—and find out about the rules of the road and how to stay safe under a wide range of driving situations. This comprehensive course is a 100% safe, secure, and convenient way to learn safe driving and accident prevention.

A certificate of completion is awarded upon successfully completing the course and passing the exam. Open to both Windows PC and Mac users. You may start this course whenever it's convenient for you to do so. Additional details and information will be provided at registration. To register for this class, go to smc.driversedonline.com.
Open start date Fee: \$29.50

Traffic School Online!

Got a ticket? Here's a way to help you get it dismissed, stay point-free, and reduce insurance costs! Sign up for online traffic school—approved by the California Department of Motor Vehicles (DMV)—and gain a comprehensive review of the rules of the road, safe driving techniques, and how to prevent accidents. A certificate of completion is awarded upon successfully completing the course and passing the exam. Open to both Windows PC and Mac users. You may start this course whenever it's convenient for you to do so. Additional details and information will be provided at registration. Go to trafficschoolonline.com to register for this class.

Open start date Fee: \$29.97

NOTARY

Become a Notary Public Online!

Learn everything you need to know—in an online course approved by the State of California—to take the State exam and be on your way to becoming a new or recommissioned Notary Public. All materials—including our Notary Public Sourcebook, which presents practice exams after each section, sample notary scenarios and certificates, marketing solutions, and the laws and regulations that apply to notaries—are included in the course fee. A certificate of completion is awarded upon receipt of an affidavit indicating the student has read all course materials. Open to both Windows PC and Mac users. You may start this course whenever it's convenient for you to do so. Additional details and information on when and where to take the State exam will be provided at registration.

Open start date Fee: \$75

PERSONAL FITNESS TRAINING CERTIFICATE

The Personal Fitness Training Professional Certificate program—**offered as an online series of interactive courses with an optional field internship**—is designed for individuals seeking an exciting new career in the emerging field of personal training, as well as established allied health and fitness professionals from all fields—including athletic trainers, wellness consultants, and registered dietitians—seeking continuing education.

The Web-based program makes it convenient for you—regardless of where you are or the time of day—to fit the program's courses into busy work and home schedules. You can earn your certificate in as little as five months or (if necessary) as long as two years.

To qualify for the program certificate, you must enroll in the Personal Fitness Training Professional Certificate program and complete all 5 core courses. There is also an optional field internship. A certificate of completion is awarded upon successful completion of each course.

Students who have completed the core Certificate may then register for the Advanced Professional Certificate program, which requires three additional courses. The Advanced Professional Certificate is designed for students interested in furthering their education in personal training by learning how to incorporate specialized resistance training, functional movements, and nutritional guidance into programs for their clients.

The cost of any books or other materials required for a course is NOT included in the course registration fee.

Information about textbooks and course materials will be provided when you register. For more information about the program and the jobs and careers it can lead to, please send email to the program coordinator, Ken Baldwin, M.Ed (kbpft@yahoo.com). Please visit

www.efs.pageout.net for full course descriptions and an online demo. Classes are set up for open enrollment.

PROFESSIONAL CERTIFICATE PROGRAM

Introduction to Exercise Science – Level I

This **online** course helps students gain an understanding of musculoskeletal and functional anatomy and the effects of exercise placed on joint structure during exercise movements.

Open enrollment Fee: \$249

Introduction to Exercise Science – Level II

This **online** course teaches the personal trainer how the muscular, skeletal, and cardiorespiratory systems function with and without exercise conditioning.

Open enrollment Fee: \$249

Health Risk Profiles and Fitness Assessment Techniques

This **online** course teaches the personal trainer how to assess and evaluate cardio respiratory endurance, muscular testing techniques, flexibility, body-fat analysis, blood pressure, and body measurements based on ACSM guidelines.

Open enrollment Fee: \$249

Business Administration and Management Aspects for Personal Trainers

This **online** course provides the personal trainer with a solid background in developing or starting a personal training business, and covers topics such as financial management, marketing strategies, and business plan development.

Open enrollment Fee: \$249

Designing Exercise Prescriptions for Normal/Special Populations

This **online** course teaches the personal trainer how to develop an exercise prescription in relation to health implications for normal/special populations due to age, medical condition, and fitness level.

Open enrollment Fee: \$249

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Alumni Association

Optional-Field Internship in Personal Fitness Training (60 hours)

Prerequisite: Completion of 5 core courses and CPR certification. This is an optional course, and is not required for the Professional Certificate program. Students will work with professionals in the fitness and health industry at fitness facilities and health centers.
Open enrollment Fee: \$249

ADVANCED PROFESSIONAL CERTIFICATE COURSES

Nutritional Analysis and Management

This **online** course teaches basic nutrition principles and how to apply them when designing structured nutritional programs for clients in collaboration with registered dietitians and nutritionists.
Open enrollment Fee: \$249

Functional Flexibility, Core, and Balance Training

This **online** course examines principles and techniques for evaluating and implementing exercise prescriptions that include instruction in flexibility, core, and balance training.
Open enrollment Fee: \$249

The Science and Biomechanics of Resistance/Weight Training Techniques

This **online** course provides a systematic educational approach to teaching resistance/weight training movements.
Open enrollment Fee: \$249



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Program Highlights

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- Named one of the Top Workforce Development Providers for 2012 by TrainingIndustry.com.

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To Register

All major credit cards accepted. We will e-mail or send you confirmation within two days after receiving your request. If the course is full, we tell you immediately. If you don't hear from us, please call for confirmation.

 **ONLINE:** Go to commed.smc.edu
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 **BY PHONE:** (310) 434-3400
Telephone Registration Hours are 8:30 am to 4 pm Monday through Friday.
All major credit cards accepted.

 **BY EMAIL:** commed@smc.edu

 **BY FAX:** (310) 434-3409
All major credit cards accepted.

 **BY MAIL:** Use the Registration Form in this schedule. Please write a separate check for each class, payable to Santa Monica College. Mail your registration form and check(s) to SMC Community Education, 1900 Pico Blvd., Santa Monica, CA 90405. We will send you maps, lists of materials, etc.

 **IN PERSON:** The SMC Community Education office is located at the SMC Bundy Campus, 3171 S. Bundy Dr. (at Airport Ave.), Room 112, Los Angeles, CA 90066.

OFFICE HOURS: 8:30 am to 5 pm
Monday through Friday.

HOLIDAYS: Classes do not meet on March 4, 15, April 11–17, and May 29–30.

ACADEMIC CREDIT: SMC Community Education classes are not equivalent to credit classes, and cannot be used to meet prerequisites in the SMC credit program.

CLASS LOCATIONS/PARKING:

SMC Main Campus – 1900 PICO BLVD.
PERMIT/PAID PARKING – Parking on SMC's main campus requires a decal or temporary parking pass at any hour Monday through Thursday, and until noon on Friday. Public parking on SMC's main campus during those times is ONLY available in Lot 6 and costs \$10 for the entire day/evening (no in-and-out privileges). Head-in parking ONLY.
FREE PARKING – On Fridays AFTER noon (12 pm) and on the weekends, parking on

SMC's main campus is FREE and no decal is required. Head-in parking ONLY.

SMC Airport Arts Campus –
2800 AIRPORT AVE.

Parking is free, but requires a decal, available from the SMC Campus Police truck onsite. Head-in parking ONLY.

SMC Bundy Campus – 3171 S. BUNDY DR.

Parking is free, but requires a decal, available from the SMC Campus Police truck onsite. Decal is for Student Parking only – DO NOT PARK IN STAFF PARKING – YOU WILL BE TICKETED. Head-in parking ONLY.

SMC Performing Arts Center –
1310 ELEVENTH ST.

Parking is free, but requires a decal, available from the parking attendant onsite. Decal is for Student Parking only – DO NOT PARK IN STAFF PARKING – YOU WILL BE TICKETED. Head-in parking ONLY.

SMC Emeritus College – 1227 SECOND ST.

Parking is available in the City parking structure #2, located at the corner of Second St. and Wilshire Blvd. Parking is free for the first 90 minutes, \$1 for the next hour, and \$1.50 for each additional 30 minutes, up to a maximum of \$14. Evening rates after 6pm may vary. Head-in parking ONLY.

West Los Angeles College –

9000 OVERLAND AVE., CULVER CITY
Parking is available in Parking Structure and Overflow Lot 8, Lot 5 (off Freshman Dr.), and Lots A, 1, 2, and 4A near the PE Complex (PEC). Students may purchase a daily parking permit for \$2 from permit dispensing machines (use one dollar bills or quarters only) located in each parking lot. For your convenience, you may buy a semester-long WLAC parking permit for \$20 (strictly cash only, in person) from the Westside Extension Office, or \$23 online at westlac.augusoft.net (click on the "Forms & FAQs" link).

CANCELLATION POLICY: Requests for withdrawal from a class must be submitted in writing at least five business days before the start date of the class. You will receive a credit voucher applicable to future classes. A minimum service charge of \$10 will be withheld. Full refunds are granted only if a class is cancelled, discontinued, or rescheduled. Please allow 4 to 5 weeks for processing.

TRANSPORTATION, FIELD TRIPS, & EXCURSIONS: SMC Community Education does not provide transportation for any voluntary field trips or excursions to any off-campus locations. Although staff may assist in coordinating this transportation or may recommend travel routes, etc., Santa Monica College is in no way responsible and assumes no liability for any losses or injuries resulting from any non-District-sponsored transportation. If you ride with another SMC student, that student is not an agent of, or driving on behalf of, Santa Monica College. According to California Code of Regulations §55450, if you participate in a voluntary field trip or excursion, you are deemed to have held harmless the District and its officers, agents, and employees from all liability or claims which may arise out of or in connection with your participation in this activity.

SPECIAL NOTE: If you are a person with special needs, please make arrangements to bring along an aide or caregiver. Due to limited staff, SMC Community Education personnel cannot provide attendant services.

PROGRAM POLICIES

To ensure a quality and efficient program, the following policies have been adopted:

- Courses may be cancelled due to low enrollment;
- The program reserves the right to change the course schedule and/or instructors;
- Non-registered students, including spouse, parents, or child, are not permitted to audit/attend a class;
- The program has the right to remove students whose conduct is deemed disruptive.

PRIVACY POLICY: SMC Extension is committed to protecting student information and will not sell, trade, or rent student's personal information to other internal or external parties. The program may use information collected to contact students regarding course information, promotional updates, specials and/or new additions to the program offering. Student credit card information is never stored in our registration system.

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- Minimum age 18 • High School Diploma or GED
- Must speak and write English • Basic computer skills
- No adult felony convictions

*Additional eligibility requirements will apply

CLASSES HELD AT



BUNDY CAMPUS

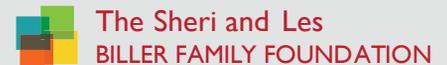
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SMC Extension – Featured Classes

SMC Extension offers professional development courses to advance your career objectives! Take a look at just a few of the courses we offer:

- **Adobe Photoshop** (page 6)
- **MSWord and MExcel for the Job Market** (page 9)
- **QuickBooks I and II** (page 11)
- **Become a Notary in One Day** (page 13)
- **Phlebotomy Certification** (page 12)
- **Personal Fitness Training Certificate – Online** (page 18)

We've also just launched a new certificate program in **Basic Mediation Skills Training**. Come find out about it at a FREE orientation program on March 5. See page 6 for details.



SMC Extension
Online Registration

commed.smc.edu

Classes fill up quickly, sign up today!