

Workforce Development

Ensuring a Workforce Ready for Today & Prepared for Tomorrow



- Career Programs
- Computer Training
- Corporate Training
- ESL & High School Proficiency
- NJBIA Grant Funded Programs
- Professional Certifications
- Professional Development
- Small Business Development Center

raritanval.edu/career-training

Fall 2016 Courses

Workforce Development

Raritan Valley Community College offers innovative programming for businesses and workers to help build a strong, secure and productive workforce.



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More information

908-218-8871 | RVCCwtc@raritanval.edu

Open House join us

RVCC Main Campus • 118 Lamington Road • Branchburg

Tuesday, August 23, 4 - 6pm, RVCC West Building

- Learn about **career opportunities**
- Meet with **instructors**
- Sign up for **classes**

raritanval.edu/career-training ● 908-218-8871

Advanced Manufacturing

Have you ever held a well-made tool? You can instantly feel the weight, the balance, the rightness of a thing designed for a purpose. You too can know the satisfaction of a job well done as an Advanced Manufacturing student at RVCC. In our hands-on certificate program, you'll master the machine basics, precision, and advanced technical skills you need to become a manufacturing professional in today's growing market.



Pursue one of these industry specialties:

- Manual Mill Operator
- Engine Lathe Operator
- Manual Machinist

Or combine courses and “stack” your credentials in our step-by-step CNC Production Technician Certification Program. All graduates receive their industry recognized NIMS certification and OSHA10 card. Job placement assistance is available.

Learn More:

Joanie Coffaro ● 908-526-1200 x8639 | joanne.coffaro@rارانval.edu



Automotive Technology

America runs on four wheels, and it's speeding up. Self-driving cars, electrics, hybrids, and new innovations every year means that now is a fantastic time to become a qualified Automotive Technician. Every day “under the hood” will bring you a new surprise or

challenge, so it's no wonder US News & World Report ranked Automotive Technicians as one of the “100 Best Jobs in America.”

Our hands-on full-time program is geared toward one thing: Turning you into an Automotive Technician built for the 21st century.

Program Cost: \$12,300

Local job placement assistance is available.

Learn More:

Jason Jones ● 908-526-1200 x8507 | jason.jones@rارانval.edu

more **Career Programs** 

Environmental Control Technology (HVAC/R)

Knowledgeable HVAC/R Technicians are in high demand. Businesses are “going green.” Homeowners want to shrink their heating and cooling bills, and new technology is rapidly making any HVAC system from a few years ago just too expensive to keep. The U.S. Department of Labor expects this explosion of cost-effective HVAC systems for homes and businesses to create over 90,000 new HVAC Technician jobs by 2020.



Master the skills and design theory of today’s cutting-edge heating and refrigeration industry and launch your career as an HVAC/R Technician. Someone has to design climate controlled systems, and/or install, repair or maintain thousands of units soon. It might as well be you.

Pursue one of these two HVAC Career Tracks at RVCC:

- **1-year Certificate** (31 credits) – Residential Systems ONLY. Prepare for an entry-level technician position.
- **2-year AAS Degree** (62 credits) – Residential AND Commercial training. Prepare for any level HVAC position, including matriculation for a B.S. in HVAC Applied Engineering with Pennsylvania College of Technology.

Learn More:

Paul Flor ● 908-526-1200 x8617 | paul.flor@rارانval.edu

Fitness Specialist

Do you love exercising and enjoy sharing your enthusiasm for fitness with others? Consider a career as a Fitness Specialist. Our nine-month program, designed in partnership with the local fitness industry, will qualify you for national certification as a personal trainer. You will receive in-classroom instruction, as well as practical experience in the field. Cooperative experience, combined with 15 hours of hands-on training, will give you the experience and confidence to work with clients and launch a successful career.



Learn More:

Betty Beede ● 908-526-1200 x8626 | betty.beede@rارانval.edu

Cosmetology

Whether it's creating up-dos, asymmetrical cuts, color, perm, blow-outs, manis, pedis, or a throwback bee hive, as a Cosmetologist you are the last word in style. RVCC's salon-focused approach teaches you the skills and attitude to be successful by working with actual clients. RVCC Cosmetology Students also participate in local fashion shows, community events, and stylist competitions to keep them on the cutting edge of style trends.



The demand for qualified stylists is growing. Begin your Cosmetology career today.

Program Cost: \$13,216 (includes tuition, materials, & fees)

All graduates receive their industry recognized PBA (Professional Beauty Association) membership. Local job placement assistance and financial aid are available.

Day and night classes are available to fit your schedule.

Learn More:

Marcia H. Bird • 908-526-1200 x8618 | marcia.bird@raritanval.edu



Skin Care Specialist - Coming Fall 2016

As a growing number of women and men seek out professional treatments to reduce the effects of aging, esthetics has become a highly desirable career. In fact, the Bureau of Labor Statistics projects careers as Skincare Specialists will grow by 40% between 2012 and 2022.

Great skin care, followed by professional makeup, can change the way a client feels about his or her appearance. This program will teach you about skin care treatments, including electrotherapy, and the physiological effects of massage. You will explore the foundations of makeup to be able to offer clients a total look that is harmonious with their features and face shape. The program will prepare you to take the New Jersey State Board Esthetics licensing exam.

Program Cost: \$6,900

Learn More:

Marcia H. Bird • 908-526-1200 x8618 | marcia.bird@raritanval.edu

PROFESSIONAL CERTIFICATIONS

Fundamentals of Payroll

BU851 / CRN 50045

This course prepares you for the Fundamental Payroll Certification (FPC) examination, and is intended for the individuals who are just entering the payroll profession and supervisors and managers new to the payroll environment. The interactive, computer-based training covers the basic procedures, processes, and terminology defining the daily workload of the beginning payroll professional. This program provides an overview of the laws and regulations that affect payroll, and the practical experience is gained through the exercises that allow participants to work with actual payroll forms and calculations. Textbook included.

Course Fee: \$790 Sat Sep 10 – Oct 29 9:00 am - 1:00 pm

Real Estate Pre-License Course

BU400 / CRN 50132

This course prepares you for an expanded career in the real estate job market. Completion of this course with a passing grade is needed to take the state examination. Concepts presented in this course are: required knowledge of real estate legal and contract issues, short sales, title research, liens, license laws and finance in today's unique job environment. Textbook available at the RVCC Bookstore.

Course fee: \$500 Sat Sep 17 - Nov 19 8:45 am - 4:45 pm

Project Management Exam Review

BU801 / CRN 50076

Master the test-taking strategies needed to pass the Project Management Examination. This program features 36 hours of training which includes an overview of the bodies of knowledge. The class is based on best practices as prescribed by the Project Management Institute (PMI). Study questions and practice final exam are provided. Textbook available at the RVCC Bookstore.

Course fee: \$1,029 Tue Sep 20 - Dec 13 6:00 pm - 9:00 pm

CPA Exam Review (ONLINE)

BU066 / CRN 50043

This comprehensive CPA Exam review is a four-part exam preparation program to become a Certified Public Accountant. The course reviews the four major areas of study: State Regulations, Auditing and Attestation, Financial Accounting and Reporting and Business Environment and Concepts.

All materials are included as well as individualized online assistance from the instructor.

Course fee: \$3,200 Call 908-218-8871 for class schedule

HIGH SCHOOL EQUIVALENCY Exam Prep

High School Equivalency Exam Prep & Review

ED505 / CRN 50046

This course offers a study skills review and classroom instruction of the subject areas needed to pass the High School Equivalency Exam. Practice exams, pre-testing and post-testing evaluations are provided. For an additional charge you may take the High School Equivalency exam at RVCC in Branchburg.

Course fee: \$240 Mon/Tues Oct 3 - Nov 29 6:30 pm - 9:00 pm

Math Prep & Review

ED506 / CRN 50134

Course fee: \$120 Tues Oct 4 - Nov 29 6:30 pm - 9:00 pm

Language Arts & Writing Prep & Review

ED507 / CRN 50135

Course fee: \$120 Mon Oct 3 - Nov 28 6:30 pm - 9:00 pm

Textbooks available at the RVCC Bookstore.

SIX SIGMA

Six Sigma presents a rigorous, focused and highly effective implementation of proven quality principles and techniques. Six Sigma aims for virtually error-free business performance while using statistics to measure the variability in the process. This Six Sigma Online training is one of the most popular and in-demand business certifications in today's job market. This series presents real life simulation exercises, practical examples and case studies. Learn information that is useful guidance for practical application needed to pass the exam. Textbook available at the RVCC Bookstore.

Green Belt (36 hours)

Course fee: \$1,200 Call 908-218-8871 for class dates.
Monthly start dates available.

BU330 / CRN 50077

Black Belt (48 hours)

Course fee: \$2,595 Call 908-218-8871 for class dates.
Monthly start dates available.

BU338 / CRN 50039

CERTIFIED MANAGEMENT ACCOUNTING

CMA Part 1: Financial Planning (Online)

This course reviews elements of financial planning for performance and control. The following concepts are presented: planning, budgeting and forecasting, performance management, cost management, internal control and professional ethics. This is a test preparation for the first part of the two-part Certified Management Accounting -Certification. All course materials are included.

Prerequisite: See (IMA) Institute of Management Accounting Website: <http://www.imanet.org>

Course fee: \$1,500 Call 908-218-8871 for class dates

BU565 / CRN 50041

CMA Part 2: Financial Decision (Online)

This course examines the strategies of financial decision making. The following concepts are presented in this course: financial statement analysis, corporate finance, decision analysis, and risk management and investment decisions. This is a test preparation for the second part of the Certified Management Accounting Certification. All course materials are included.

Prerequisite: See (IMA) Institute of Management Accounting Website: <http://www.imanet.org>

Course fee: \$1,500 Call 908-218-8871 for class dates

BU566 / CRN 50042

PROFESSIONAL DEVELOPMENT

Global Payroll

Global payroll issues are becoming increasingly important due to globalization. Companies have offices and plants all over the world. The staffing of an overseas facility can be done using three different groups of employees: Local Country Nationals, Expatriates, or Third Country Nationals. There is an increase in U.S. assignments for aliens which also has an impact on payroll in the U.S. This course provides a detailed overview of the challenges in meeting global reporting and withholding requirements for both home and host country payrolls. Topics include: Tax Equalization Policy; the Hypothetical Taxation; Totalization Agreements and the Tax Treaty Benefits. Learn to identify elements that determine the payroll requirements in the home and host countries.

All course materials are included.

Course fee: \$219

Sat

Dec 3 - Dec 10

9:00 am - 1:00 pm

BU852 / CRN 50044

COMPUTER TRAINING

Microsoft Office Basic Certification Program

CT100 / CRN 50136

Gain knowledge of everyday computer skills needed to perform workplace tasks. This course is designed to present solid computer skills in Microsoft Office. Students become proficient in MS Word and Excel.

Textbook available at the RVCC Bookstore.

Course fee: \$656 Sat Sep 10 - Dec 10 9:00 am - 12:00 pm

Microsoft Windows Basic

CT101 / CRN 50100

This course is for anyone who has little or no experience with Windows. Topics such as using the taskbar and start menu, using the toolbars and dialog boxes and Windows Explorer are presented in the course.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Sat Sep 10 – Sep 17 9:00 am - 12:00 pm

Microsoft Word Basic

CT121 / CRN 50069

Master the most widely used word processing software in the world. Learn to create and edit documents, move and copy text, special formatting, and more.

Prerequisites: MS Windows or equivalent knowledge and keyboard proficiency.

Textbook available at the RVCC Bookstore.

Course fee: \$169 Sat Sep 24 - Oct 8 9:00 am - 12:00 pm

Microsoft Word Intermediate

CT125 / CRN 50070

Continue to master the powerful features of MS Word. Learn to add new features to create enhanced charts. Topics include: working with sections and columns; formatting tables and importing data; using styles and auto text; headers and footer and templates.

Prerequisites: MS Word Basic or equivalent experience.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Sat Oct 15 – Oct 22 9:00 am - 12:00 pm

Microsoft Word Advanced

CT127 / CRN 50082

Students learn to create documents using styles, create and enhance tables, and convert text to a table. Additional concepts presented are: using galleries, inserting captions, enhance knowledge of formatting and much more. Prerequisite: MS Word Intermediate or equivalent experience.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Fri Nov 4 9:00 am - 4:00 pm

Microsoft Excel Basic

CT205 / CRN 50071

Excel is an easy-to-use spreadsheet program. All Excel courses are taught using MOS approved courseware. Topics include: entering and editing data and creating charts; modifying a worksheet; using functions and formatting worksheets and alternative user input. Prerequisites: MS Windows or equivalent knowledge and keyboard proficiency.

Textbook available at the RVCC Bookstore.

Course fee: \$169 Sat Nov 5 - Nov 19 9:00 am - 12:00 pm

Microsoft Excel Intermediate

CT206 / CRN 50072

Master an array of MS Excel functions and formulas that will transform your spreadsheets. Explore new and exciting graphs and charts. Learn to design and organize the best possible worksheet. Generate easy editing and reduce your editing time. Resolve common printing problems and discover the power tools of Excel. Topics include: working with large worksheets; working with multiple worksheets and workbooks.

Prerequisites: MS Excel Basic or equivalent experience.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Sat Dec 3 – Dec 10 9:00 am - 12:00 pm

Microsoft Excel Advanced – Pivot Tables

CT208 / CRN 50073

In this advanced level of Excel, you will learn how to create pivot tables and turn them into beautiful reports. Learn to use power viewer to make your queries captivating. Use slicers to query your data or charts and use them in your spreadsheets outside of pivot tables.

Prerequisite: Experience using Excel is required.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Fri Dec 16 9:00 am - 4:00 pm

Microsoft PowerPoint Basics

CT151 / CRN 50074

Create powerful presentations using the new features of Microsoft Office PowerPoint. Learn with hands-on activities. Topics include building new presentations, formatting and proofing, using drawing tools, enhancing and delivering presentations using WordArt and clip art.

Prerequisite: MS Windows or equivalent knowledge and keyboard proficiency.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Fri Oct 7 9:00 am - 4:00 pm

ESL

RVCC offers basic instruction in

English as a Second Language

for individuals with little or limited knowledge of English

• Basic ESL

Course Fee: \$320 CRN 50040 Sat Sep 17 - Dec 3 9:00 am - 12:00 pm

• ESL Level 1A

Course Fee: \$320 CRN 50047 Wed & Thu Sep 7 - Oct 13 6:00 pm - 9:00 pm

• ESL Level 1B

Course Fee: \$320 CRN 50048 Wed & Thu Oct 26 - Dec 8 6:00 pm - 9:00 pm

• ESL Level 2A

Course Fee: \$320 CRN 50049 Tue & Thu Sep 20 - Oct 27 6:00 pm - 9:00 pm

• ESL Level 2B

Course Fee: \$320 CRN 50050 Tue & Thu Nov 8 - Dec 22 6:00 pm - 9:00 pm

Textbook available at the RVCC Bookstore

Each course is 36 hours

www.raritanval.edu/esl

raritanval.edu/career-training



Microsoft PowerPoint Advanced

CT816 / CRN 50099

You created slides for your presentation and now you're thinking about slide design: the background design, font styles, colors, and layouts. You want the slides to have a bit more visual pop. PowerPoint is full of features which allow you to present information in a concise and exciting format. Most presenters, however, only scratch the surface of all that is available when creating a PowerPoint presentation. This Microsoft PowerPoint course will help you create professional and captivating PowerPoint presentations by incorporating new fonts, exciting animations, self-run presentations with menus that help the viewer to navigate through the presentations, and much more.

Prerequisite: MS Windows or equivalent knowledge and keyboard proficiency.

Textbook available at the RVCC Bookstore.

Course fee: \$159 Fri Oct 14 9:00 am - 4:00 pm

Microsoft Office Project

CT147 / CRN 50075

Transform how you initiate, execute, monitor, and close projects leading to faster completion times. Learn to create and define projects, work with invested parties, set estimations, and manage multiple task calendars. Gain the knowledge and skills to build, maintain, and control focused project plans.

Textbook available at the RVCC Bookstore.

Course fee: \$256 Mon Sep 26 - Oct 17 6:00 pm - 9:00 pm

Creating Web Pages with HTML, CSS, JavaScript and JQuery

CT325 / CRN 50080

Learn the fundamentals of building web pages for desktops and mobile devices and publishing them successfully on the Internet. This course focuses on the basic skills needed to understand the code behind web pages. You will discover how HTML is used and how to structure your content for both visitors and search engine optimization (SEO). You will learn how CSS is applied for styling and mobile responsive layout. You also gain experience using tools built into your web browser for analyzing and testing web pages. You are introduced to the JavaScript programming language and how it works with dynamic user interactions such as forms through popular libraries like JQuery.

Prerequisites: Familiarity using the internet, understanding file systems such as Windows Explorer on Windows or Finder on Mac.

Textbook available at the RVCC Bookstore.

Course fee: \$329 Tues Oct 4 - Dec 20 6:00 pm - 9:00 pm

AutoCAD I

CT550 / CRN 50037

This course is an introduction to basic CAD (Computer-Aided Design) techniques using AutoCAD software and provides a guided, hands-on environment to learn the basics of AutoCAD. Fundamentals of drawing and editing are presented and practiced.

Textbook available at the RVCC Bookstore.

Course fee: \$219 Sat Sep 24 - Oct 22 9:00 am - 12:00 pm

AutoCAD II

CT551 / CRN 50038

Students continue the guided hands-on environment to learn the intermediate concepts of AutoCAD. Discover techniques of layering and advanced editing.

Prerequisites: AutoCAD I or equivalent knowledge and keyboard proficiency.

Textbook available at the RVCC Bookstore.

Course fee: \$219 Sat Nov 5 - Dec 3 9:00 am - 12:00 pm

SMALL BUSINESS DEVELOPMENT CENTER

ACCOUNTING AND QUICKBOOKS CERTIFICATE

Learn the basics of accounting fundamentals and apply them to QuickBooks. Take the three courses (21- hours) in sequence to earn a certificate or take each individually to acquire course-specific skills.

Accounting Fundamentals

SB211

Learn fundamental accounting procedures that complement QuickBooks for Small Businesses. Master concepts needed for bookkeeping and learn accounting terminology used to operate financial software (6 hours).

Course fee: \$129

CRN 50002	Mon/Thu	Sep 12 & 15	6:00 pm - 9:00 pm
CRN 50006	Mon/Tue	Oct 17 & 18	6:00 pm - 9:00 pm
CRN 50010	Mon/Tue	Nov 14 & 15	6:00 pm - 9:00 pm

QuickBooks for Small Businesses

SB204

Learn how QuickBooks can simplify the accounting process for a small business. Set up a business, record transactions, understand the reports generated from QuickBooks and the components of financial statements. Prerequisite: Accounting Fundamentals or a good working knowledge of accounting principles (6 hours).

Course fee: \$129

CRN 50003	Mon/Thu	Sep 19 & 22	6:00 pm - 9:00 pm
CRN 50007	Mon/Tue	Oct 24 & 25	6:00 pm - 9:00 pm
CRN 50011	Mon/Tue	Nov 21 & 22	6:00 pm - 9:00 pm

QuickBooks Accounts Receivable and Accounts Payable

SB205

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting.

Prerequisite: QuickBooks for Small Businesses and a good working knowledge of accounting principles (9 hours).

Course fee: \$169

CRN 50004	Tue/Thu/Tue	Sep 27, 29 & Oct 4	6:00 pm - 9:00 pm
CRN 50008	Tue/Thu/Tue	Nov 1, 3 & 8	6:00 pm - 9:00 pm
CRN 50012	Tue/Thu/Tue	Nov 29, Dec 1 & 6	6:00 pm - 9:00 pm

QuickBooks Model Office

SB278

Attendees will create a model office company, post a large number of accounts payable and accounts receivable transactions and reconcile their entries to the company's profit and loss report.

Prerequisite: Must have received the Accounting and QuickBooks Certificate. Seating is limited. To register, send an email to sbdc@raritanval.edu and provide us with your name, address, telephone number and desired class or call the SBDC at 908-526-1200 x8516 (6 hours).

Course fee: Free

	Tue/Thu	Oct 11 & 13	6:00 pm - 9:00 pm
	Thu/Tue	Nov 10 & 15	6:00 pm - 9:00 pm
	Tue/Thu	Dec 13 & 15	6:00 pm - 9:00 pm

For more Information about The Small Business Development Center visit our website www.sbdcrvcc.com

ENTREPRENEURIAL CERTIFICATE PROGRAM (ECP)

Jointly sponsored by the NJSBDC and New Jersey community colleges, the statewide 39-hour Entrepreneurial Certificate Program (ECP) comprises nine courses that will give you a good working knowledge of how to start up and/or successfully manage a small business.

Legal 1

SB701

Be knowledgeable about the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business risks, provide adequate protection and establish proper record keeping and controls (3 hours).

Course fee: \$59 CRN 50014 Wed Sep 14 6:00 pm - 9:00 pm

Legal 2

SB702

Attain a basic understanding of contract law, legal ownership of a business, stock, and partnership agreements (3 hours).

Course fee: \$59 CRN 50015 Wed Sep 21 6:00 pm - 9:00 pm

Mastering the Mental Side of Building a Business

SB427

Learn how to proactively handle and even benefit from the inevitable challenges and setbacks you'll face along the way building your business. Finish up with solid ways to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success (3 hours). **Registration is required.**

Course fee: FREE CRN 50016 Wed Sep 28 6:00 pm - 9:00 pm
CRN 50017 Wed Oct 26 6:00 pm - 9:00 pm

The Business Plan

SB707

Create a sound business plan to help you manage your business more effectively and/or prepare to seek financing. Chart your course and improve your chances for business success (9 hours).

Course fee: \$159 CRN 50018 Tue Oct 18, 25 & Nov 1 6:00 pm - 9:00 pm

Small Business Taxes

SB704

Learn which type of legal entity is the best structure for your company and receive information about tax responsibilities based on the entity you choose. Find out what tax deductions you are entitled to (3 hours).

Course fee: \$59 CRN 50020 Wed Oct 26 6:00 pm - 9:00 pm

Small Business Recordkeeping

SB705

Learn what records you need to keep, how to do your own bookkeeping, and how to use records as a management tool. Find out processes you need to follow for tax deductions (3 hours).

Course fee: \$59 CRN 50021 Wed Nov 2 6:00 pm - 9:00 pm

Understanding Financial Statements

SB706

Learn about spreadsheets, understanding revenue and expense, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, P&L, and cash flow (3 hours).

Course fee: \$59 CRN 50022 Wed Nov 9 6:00 pm - 9:00 pm

NEW! Take the 'Rocket' Out of the Science of Selling

SB732

No one is a 'born' salesperson, yet we all live by selling something. Overcome anxiety and fear of selling to achieve your sales goals. Program includes: customer wants and relationship strategies, the 'anatomy of a sale,' how to avoid 11 selling mistakes, what it takes to get to 'earn' the sale and how to get to 'yes' faster (6 hours).

Course fee: \$119 CRN 50023 Wed Nov 9 & 16 6:00 pm - 9:00 pm

Building Your Marketing Plan

SB703

Learn about market research, strategic marketing decisions, advertising and sales, public relations, promotions, and networking. Find out about all phases of a marketing plan, how to define markets and how to implement creative, low-cost guerrilla marketing (6 hours).

Course fee: \$119 CRN 50024 Wed Dec 7 & 14 6:00 pm - 9:00 pm

INTERNET MARKETING FOR SMALL BUSINESS CERTIFICATE PROGRAM (IMCP)

Take this 9-hour program and expand your knowledge of the internet tools available for a business owner to market a small business.

Introduction to Google Analytics

SB418

Learn how to use the powerful free reporting tool Google Analytics to measure the effectiveness of your marketing efforts (3 hours).

Course fee: \$59 CRN 50025 Wed Oct 12 6:00 pm - 9:00 pm

Introduction to Google AdWords

SB403

Learn the basics of Google AdWords to: identify unique keywords and phrases that consumers are currently using to find your business (and competitors), write ads, design landing pages and set up a marketing campaign (3 hours).

Course fee: \$59 CRN 50026 Wed Oct 26 6:00 pm - 9:00 pm

Using Social Media to Promote Your Business

SB405

Learn the essential steps every small business owner should follow to introduce and manage a brand online. Evaluate how the major social networking sites (i.e., LinkedIn, Facebook, Twitter, Google+) promote business (3 hours).

Course fee: \$59 CRN 50027 Wed Nov 9 6:00 pm - 9:00 pm

WEBSITE STRATEGIES FOR SMALL BUSINESSES

Planning Your New Website

SB421

Learn the biggest mistakes to avoid when building a website and what the search engines want. Find out how to register your domain name, choose web hosting, accept payments online, and evaluate whether to do it yourself or hire a professional (3 hours).

Course fee: \$59 CRN 50028 Wed Sep 21 6:00 pm - 9:00 pm

Introduction to Search Engine Optimization

SB404

Understand how to improve website visibility in the major search engines. Participants learn SEO best practices to follow and have the opportunity to have websites critiqued during the session (3 hours).

Course fee: \$59 CRN 50029 Wed Sep 28 6:00 pm - 9:00 pm

Creating Video for Your Website

SB406

From planning to production to distribution, learn the basic skills and tools you'll need to create professional video content to promote your brand and publish it online (3 hours).

Registration is required.

Course fee: FREE CRN 50030 Wed Nov 2 6:00 pm - 9:00 pm

STRATEGIC MARKETING CERTIFICATE PROGRAM (SMCP)

Learn how to increase sales in your business and enhance your sales ability. Maximize your business sales and profitability by taking this 18-hour program.

Outside-the-Box Marketing

SB713

Gain the multiple exposures you need to gain brand recognition and trust within your target market. Design and launch the best tactics to achieve the repeat and referral business you need to achieve your goals (3 hours).

Course fee: \$59 CRN 50031 Tue Sep 27 6:00 pm - 9:00 pm

How to Network for Success

SB715

Explore the why, where, and how to network offline and online. Learn to write and deliver an attention-getting "elevator speech" that really works. Start networking immediately: bring your business cards and brochures to class (3 hours).

Course fee: \$59 CRN 50032 Wed Sep 28 6:00 pm - 9:00 pm

Your Marketing Toolbox: Get Strategic

SB708

Learn how to create brand awareness, build trust, give people reasons to buy, and validate your customers' buying decisions. Obtain repeat and referral business. Create a strategic marketing plan grounded in critical foundations that will make your marketing endeavors exciting and rewarding (9 hours).

Course fee: \$159 CRN 50033 Wed Oct 19, 26 & Nov 2 6:00 pm - 9:00 pm

NEW! Mastering Marketing Communications Skills

SB709

Effective marketing campaigns require a wide range of communications skills for today's marketing environment, sudden trends, and new technology. Maintaining excellence in written, verbal, and non-verbal communication is challenging. Program includes guidelines for websites, email, brochures, letters, and PowerPoint presentations. (3 hours).

Course fee: \$59 CRN 50034 Wed Nov 30 6:00 pm - 9:00 pm

GENERAL COURSES

Beyond Watermarks: Copyright Protection for Photographers

SB424

If you are a photographer, learn what a copyright is and how you can attain one, what types of agreements to use and tips for minimizing infringement, and what steps to take in the event of infringement (3 hours).

Course fee: \$59 CRN 50035 Thu Sep 22 6:00 pm - 9:00 pm

NEW! Lose the W.A.I.T.

SB459

Is procrastination affecting your business? Learn how the new **W** (What and Why) **A** (Acceptance) **I** (Imagination) **T** (Take action) program can help you develop the tools to transform your business and personal goals (12 hours).

Course fee: \$229 CRN 50036 Tue/Thu Sep 27, 29, Oct 4 & 6 6:00 pm - 9:00 pm

NEW! Marketing to Millennials Demystified

SB810

Participants will explore the challenges of marketing to the millennial generation (ages 18 to 35 years). Learn what makes them tick and how to structure your marketing and sales strategies to attract this generation to your business. (3 hours).

Course Fee: \$59 CRN 50053 Thu Sep 29 6:00 pm - 9:00 pm

NEW! Establishing KPI's for Your Business

SB460

You manage what you measure, but what are the right key performance indicators (KPI) for your business? In this two session workshop, participants will learn how to identify and set specific KPI's, then will be given

an opportunity to present their KPI's to the group (3 hours).

Course Fee: \$119 CRN 50051 Mon Oct 3 & 10 6:00 pm - 9:00 pm

Intellectual Property Rights: Protect Your Work **SB423**

Find out about intellectual property protection laws available to people who create original works. Learn what might be the best and most economical ways of protecting your work and how to deal with infringement if it happens (3 hours).

Course fee: \$59 CRN 50052 Mon Oct 17 6:00 pm - 9:00 pm

NEW! NJ Marketing Expo

The NJ Marketing Expo is a unique event, bringing together experts on email marketing, content marketing, social media, and branding and website development to help you promote your business or not-for-profit organization. This educational summit features an agenda full of learning opportunities to help you take advantage of the latest tactics and proven strategies for successful digital marketing. Every session will fuel you with actionable insights and tools to help you boost your business. For information visit <http://www.njmarketingexpo.com> (8 hours).

Course fee: \$30 Thu Oct 28 8:00 am - 4:00 pm

Determining the Value of Your Work: Royalty Fees, Contracts and Agreements **SB425**

Discuss definitions of different types of royalties and examine sample royalty rates for different types of products. Learn what to specify regarding royalty rates (3 hours).

Course fee: \$59 CRN 50054 Thu Nov 3 6:00 pm - 9:00 pm

NEW! Goal Setting **SB461**

Start your new fiscal year out with the right goals for you and your employees. Learn how to make goal setting a dynamic part of your business success (3 hours).

Course fee: \$59 CRN 50055 Wed Nov 16 6:00 pm - 9:00 pm

SBDC FREE COURSES

Maximize Your Trade Show Investment **SB730**

Don't underestimate the value of trade show and event marketing – the most powerful tools in your marketing mix for uncovering and landing new business opportunities. Find out what you don't know about trade shows and how to choose your exhibit space, budget time and resources, promote your participation (before, during and after), increase booth traffic, capture the interest of those passing by (in less than 7 seconds), qualify visitors, and get the best follow-up results (3 hours).

Registration is required.

Course fee: FREE CRN 50056 Wed Sep 14 6:00 pm - 9:00 pm

NEW! Create Your Local Business Listing on Google, Bing & Yahoo **SB450**

Getting found in the search engines is critical for your business. This hands-on workshop is intended for small business owners with a location that their customer can physically go to. We will show you how to create your local business listing on Google and Bing, and discuss other opportunities.

Registration is required.

Course fee: FREE CRN 50057 Wed Sep 14 6:00 pm - 9:00 pm
CRN 50058 Wed Nov 30 6:00 pm - 9:00 pm

How to Purchase a Business or Franchise

SB435

Learn how to identify and then research a credible franchise or existing business (3 hours).

Registration is required.

Course fee: FREE	CRN 50059	Tue	Sep 20	6:00 pm - 9:00 pm
	CRN 50060	Thu	Nov 17	6:00 pm - 9:00 pm

Crowdfunding: A New Alternative to Raising Working Capital

SB731

Crowdfunding has become a great alternative for small business owners to raise working capital for their business ventures. Our workshop will help participants understand the principles associated with building successful Crowdfunding campaigns and will show you how to use Crowdfunding to finance your goals (3 hours).

Registration is required.

Course fee: FREE	CRN 50061	Mon	Sep 26	6:00pm - 9:00 pm
	CRN 50062	Mon	Nov 7	6:00pm - 9:00 pm

Mastering the Mental Side of Building a Business

SB427

Learn how to proactively handle and even benefit from the inevitable challenges and setbacks you'll face along the way building your business. Finish up with solid ways to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success (3 hours).

Registration is required.

Course fee: FREE	CRN 50016	Wed	Sep 28	6:00 pm - 9:00 pm
	CRN 50017	Wed	Oct 26	6:00 pm - 9:00 pm

Basics of Small Business Insurance

SB448

Are you a new small business owner who is operating without insurance, and needs to learn the basics of both insurance and risk management techniques... to protect your company from catastrophic loss? This seminar will explain the types of insurance coverage needed to build a basic insurance program and different ways to buy insurance or how to self-insure (3 hours).

Registration is required.

Course fee: FREE	CRN 50063	Thu	Oct 20	6:00 pm - 9:00 pm
	CRN 50064	Thu	Dec 8	6:00 pm - 9:00 pm

Building and Financing Your Business

SB202

Are you an entrepreneur who needs to learn about financing your small business? Meet the people who can assist you. The first part of this seminar explains the process of how a business owner can obtain financing via different methods and various lenders, and what resources are available to small businesses. In the second part of the seminar attendees can meet lenders and discuss issues one-on-one (3 hours).

Registration is required.

Course fee: FREE	CRN 50065	Wed	Oct 12	12:00 pm - 3:00 pm
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Creating Video for Your Website

SB406

From planning to production to distribution, learn the basic skills and tools you'll need to create professional video content to promote your brand and publish it online (3 hours).

Registration is required.

Course fee: FREE	CRN 50030	Wed	Nov 2	6:00 pm - 9:00 pm
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NJ Division of Revenue & Taxation Small Business Tax Workshop **SB209**

The Small Business Tax Workshop is provided by the Division of Taxation at no cost to the participants. Division personnel will explain proper procedures for collecting and remitting various New Jersey taxes. A focal point of each workshop is the sales tax responsibilities of small businesses including the description of taxable and exempt sales and services. Discussions will also highlight different types of business ownership and the tax consequences of each one (5 hours).

Registration is required.

Course fee: FREE CRN 50066 Thu Nov 17 10:00 am - 3:00 pm

Doing Business with the Federal Government **SB279**

The US Federal Government is the largest buyer of goods and services in the world. Learn the types of products and services it procures and how to tell if the government is buying what your business is selling (3 hours). **Registration is required.**

Course fee: FREE CRN 50067 Thu Oct 13 9:00 am – 12:00 pm

Federal Small Business Certifications **SB280**

This seminar will discuss the federal procurement 8(a) Business Development Program, HUBZone Empowerment Contracting Program and Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB) set-aside programs (3 hours).

Registration is required.

Course fee: FREE CRN 50068 Thu Oct 13 1:00 pm - 4:00 pm



VETERANS ENTREPRENEUR CERTIFICATE PROGRAM

Are you a veteran who is interested in starting a business?

The Small Business Development Center (SBDC) is offering scholarships for free training.

Visit the SBDC website www.sbdcrvcc.com for program enrollment details.

MICROSOFT OFFICE COMPUTER TRAINING

GRANT FUNDED: No Cost to Eligible Individuals

- ❖ Must be employed at least 20 hours per week by a business in New Jersey
- ❖ Pre-registration required

FALL 2016 SCHEDULE- All classes held @ RVCC

Microsoft Word		
Basic Word	9/16/16	8:30am – 4:30pm
Intermediate Word	9/29/16	8:30am – 4:30pm
Intermediate Word	10/28/16	8:30am – 4:30pm
Basic Word	11/15/16	8:30am – 4:30pm
Intermediate Word	11/21/16	8:30am – 4:30pm
Microsoft Excel		
Basic Excel	9/13/16	8:30am – 4:30pm
Intermediate Excel	9/27/16	8:30am – 4:30pm
Advanced Excel	10/7/16	8:30am – 4:30pm
Basic Excel	10/20/16	8:30am – 4:30pm
Intermediate Excel	10/26/16	8:30am – 4:30pm
Basic Excel	11/10/16	8:30am – 4:30pm
Intermediate Excel	11/17/16	8:30am – 4:30pm
Advanced Excel	11/22/16	8:30am – 4:30pm
Microsoft PowerPoint		
Basic PowerPoint	9/22/16	8:30am – 4:30pm
Advanced PowerPoint	10/12/16	8:30am – 4:30pm
Microsoft Access		
Access	9/19/16	8:30am – 4:30pm
Access	9/30/16	8:30am – 4:30pm
Access	10/14/16	8:30am – 4:30pm

For information and registration, contact **Corinna Harrigan** at 908-526-1200 x8462 or corinna.harrigan@rارانval.edu.

This no cost program is made possible through a grant from the NJ Department of Labor and Workforce Development in partnership with the NJ Business and Industry Association (NJBIA) and the NJ Community College Consortium.



**Basic Skills
Workforce
Training Program**

Enhance Your
Workers'
Basic Skills...
Give Them the
Training They
Need to Succeed
in Your Workplace

A PARTNERSHIP OF
New Jersey Business & Industry Association
New Jersey Community College Consortium for Workforce & Economic Development
NJ Department of Labor and Workforce Development



COMMUNITY EDUCATION

Youth Programs available during school breaks

MORE INFO • REGISTER FOR CLASSES

CommunityEd@RaritanVal.edu • 908-526-1200, ext. 8404

HEALTH SCIENCE PROGRAMS

FALL 2016

Training for individuals already
in the field and those seeking
rewarding careers as
health professionals

- Certification Courses
- Phlebotomy
- Dental
- Ophthalmics
- Medical Assisting
- Online

raritanval.edu/health • 908-526-1200, ext. 8626

BUSINESS FINANCIAL PLANNING WORKSHOP

Is your company structured for maximum productivity?

Creating and running a business is hard work. Business structures are complex, and there's never enough time to step back and assess all the parts of the system. Visible problems are often symptoms of deeper, underlying issues affecting the company's performance. Even when a problem is identified, many companies lack the resources to devise and implement workable solutions. Your organization can only be successful when your company's structure is well designed and executes with efficiency. This seminar will give you insights into sustainable solutions that can be implemented for long-term effect which will affect your profitability.

This 2.5 hour seminar will be interactive with actual scenarios of problems and solutions. Participants can bring real life issues for discussion and possibly remedy.

This seminar will be led by James Ventantonio, Esq. and Andrew Borkin. Mr. Ventantonio's experience includes: recent Interim President, Raritan Valley Community College, the law Department at AT&T and running his own mid-sized Law practice handling Corporate and Business Law matters. He is currently Executive Vice President and Business Leader, Strategic Advancement Management Consulting. Mr. Borkin is the President of Strategic Advancement Management Consulting and has held various management positions including Vice President, Manufacturing and Administration at Heraus Amersil, which manufactured Quartz for the Fiber Optics and Semiconductor industries. Combined they both bring a varied in-depth set of experience that they will share with you. **Registration is required.**

Course fee: FREE CRN 50133

Wed

Oct. 26

4:00 pm – 6:30 pm

CERTIFIED BOOKKEEPING ONLINE

CRN 50137

This course prepares you to successfully sit for the certified bookkeeping exam that is administered by the American Institute of Professional Bookkeepers. Becoming a certified bookkeeper increases your chances of finding a new position or earning a significant promotion. The course fee includes a set of six books and the exam fees. The books included are the following:

Mastering Adjusting Entries

Mastering Correction of Accounting Errors

Mastering Payroll

Mastering Depreciation

Mastering Inventory

Mastering Internal Controls and Fraud Prevention

In addition, students will have three months of unlimited access to Lynda.com where you can view various prerecorded video-based courses to further enhance your skills and increase your marketability.

Course Fee: \$1,650

Call 908-218-8871 for class schedule

UNIFORM CONSTRUCTION CODE EDUCATION PROGRAM 2016-2017

The community colleges listed below are offering a regional schedule of classes for Uniform Construction Code training:

- **Brookdale Community College**
- **Mercer County College**
- **Middlesex County College**
- **Union County College**

These classes are for those general contractors that are looking to advance their careers and become New Jersey State Inspectors for local municipalities. The New Jersey State Department of Community Affairs offers a 75% tuition reimbursement for qualified applicants. The courses focus on technical needs for contractors, estimators, architects, engineers, and Government Officials, as they relate to the design, construction and maintenance of building structures.

For an up-to-date and complete list of the courses offered state wide see the DCA Website at: http://www.state.nj.us/dca/divisions/codes/forms/pdf_licensing/ucc_c_grid.pdf

College	Building			Electrical		Fire	
	RCS	ICS	HHS	ICS	HHS	ICS	HHS
Brookdale (Monmouth) 732-224-2813 www.brookdalecc.edu/construction		10/18/16	4/4/17	11/9/16	3/22/17		
Mercer 609-570-3311 www.mccc.edu	10/4/16 Hybrid	1/17/17 Hybrid	3/28/17 Hybrid	9/26/16	1/23/17		
Middlesex 732-906-2556 www.middlesexcc.edu	9/19/16 2/6/17	9/20/16 2/21/17	10/3/16				10/1/16 Hybrid
Union 908-709-7600 www.ucc.edu	10/24/16	3/20/17		2/7/17	10/11/16		
College	Plumbing		Elevator	Administrative			
	ICS	HHS	HHS	SO	CO	TA	
Brookdale (Monmouth) 732-224-2813 www.brookdalecc.edu/construction	1/3/17	11/1/16		11/3/16			
Mercer 609-570-3311 www.mccc.edu					3/27/17	11/7/16	
Middlesex 732-906-2556 www.middlesexcc.edu	10/17/16	4/3/17		1/31/17	10/3/16	9/24/16 2/4/17	
Union 908-709-7600 www.ucc.edu				9/24/16	4/25/17		

* May be offered in a hybrid format with online instruction and limited in-person class meetings.

CORPORATE TRAINING

The Customized Training Program offers top-quality training that can be tailored to meet your specific company needs. By strengthening your workforce, increasing managerial effectiveness, enhancing performance and improving profitability, RVCC will help position your company for long-term success.



While the areas of training are limitless, we provide the following areas of training:

- Leadership Training
- Project Management
- Computer Technology
- LEED Green Training
- Communication
- Writing & Presentation Skills
- English as a Second Language
- Accent Reduction

Classes may be delivered at your site or at our campus location.

We have the experience and resources to help put together an optimal training plan defined by your company's goals, needs, and budget.

For more information:

raritanval.edu/customized

908-218-8871 (select Option 5)

Registration Instructions

COURSE SCHEDULES AND INFORMATION AVAILABLE ONLINE

This brochure is a partial listing of Workforce Development courses.

The full schedule can be found at: raritanval.edu/career-training

- Select desired areas to view listings. (Take note of the 5-digit CRN, you will need this information in order to register.)

TO REGISTER ONLINE

Select Your Courses:

- Select "Register for Classes" link.
- Go to "Click here to register now" link.
- Enter the desired five-digit CRN(s) which can be found in the course description or use the Advanced Search to view course options.
- Use the Schedule Builder screen to list desired courses. To add a course to the Schedule Builder screen, bring your cursor to the course information displayed on the left side of the screen and click and drag to the Schedule Builder.
- Click "Register" (at bottom right corner) when you have completed selecting your course(s).

Complete Registration:

Have your credit card information available. RVCC accepts Visa, Mastercard and Discover, but does not accept American Express.

- After completing your Schedule Builder, click the Student Sign-in screen.
- When your account information displays, select "Proceed to Payment" and complete the information.

REGISTER IN PERSON or BY MAIL

- In Person - at Raritan Valley Community College, Enrollment Services, 118 Lamington Road, Branchburg, NJ 08876-1265
- Mail Your Registration and Check to: Raritan Valley Community College, P.O. Box 3300, Somerville, NJ 08876-1265.

PAYMENT IS REQUIRED AT THE TIME OF REGISTRATION.

Download the registration form:

raritanval.edu/career-training/register-for-classes

QUESTIONS? Call: 908-218-8871, select Option 1.

Raritan Valley Community College

Workforce Development

Ensuring a Workforce Ready for Today & Prepared for Tomorrow



f a l l
2016

Open House

Tues., Aug. 23, 4-6 pm, RVCC West Building

RVCC Main Campus • 118 Lamington Road • Branchburg



OPPORTUNITY IN EVERY MOMENT

118 Lamington Road, Branchburg, NJ 08876

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