Community Education: A Message Strategy Content Analysis

A Thesis Submitted to Southern Utah University in partial fulfillment of the requirements for the degree of Master of Arts in Professional Communication

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Approval Page

We certify that we have read and viewed this project and that, in our opinion, it is satisfactory in scope and quality as a thesis for the degree of Master of Arts in Professional Communication.

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Abstract
This paper analyzes the content in direct to consumer marketing materials produced by university housed Community Education programs (CED) in 8 universities in the western United States in order to discover the message strategies and themes employed therein. The research focused on discovering the many marketing strategies utilized throughout including the use of ethos, logos and pathos; positioning; message themes; and copywriting strategies. The research showed that pathos was the main emotional appeal used in CED marketing, messaging themes included the following: Personal development/self-fulfillment, social connection, independent learning, & novelty/exclusivity, although there were specific themes, the taglines were more focused on the theme of “learning” rather than the themes previously mentioned which is an interesting finding. Positioning showed that brand attributes focused on quality of teachers and courses, while concepts focused on the development of personal wellness and fulfillment. Overall, this research functions as a grounded theory to determine the message strategies employed by CED marketers and the implications associated with these findings.

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Introduction

Community Education programs (CED) offer unique opportunities for community members to enroll in education courses for the purpose of meeting new people, engaging creatively with new hobbies or, in some cases, developing professional skills or furthering their
career endeavors. Community education programs are not mandatory by law, but are typically developed for the purpose of enriching and improving human lives. These programs have been found to create positive experiences and improve overall well-being (Sassen, Selod, & Bavaro, 2011), because of this, greater understanding as to how they are marketed to the public is necessary to help programs receive a larger and more diverse base of participants.

Because CED is such an important component of personal wellness and development as discussed above, and because there is very little extant research on CED marketing, this project will form a basis from which future research may be conducted to help marketers reach key publics and continue to get necessary CED programming information out to those who might benefit from the many course offerings and programs available. This will enrich the lives of those who are able and interested in participating. This research seeks to find the messaging strategies employed by marketers to understand current practices and tactics in order to provide a framework for future CED marketers. By understanding current practices and tactics, marketers can make a limited budget provided necessary CED programs to a wider audience.

**Literature Review**

Community Education and recreation programs are an integral part of human development and wellness. Sassen, Selod and Bavaro, 2011 found that recreation programs for elderly adults were instrumental in their feelings of “social, vocational, spiritual, physical, emotional, and intellectual well-being” (p. 70). A study conducted by Kanters, Bristol & Attarian, demonstrated that recreational activities were shown to reduce stress, depression and tension as well as enhance teamwork, communication and increased role-sharing and participation among participants (2002).
Other studies cite CED and recreational programs as enhancing the mind-body connection and the role of physical activity in enhancing brain capacity (Dustin, Furman, Bricker, Cederquist, & Schumann, 2017). These elements are beneficial to youth, young adults, adults and seniors in communities. Further benefits include better quality of life, economic value, health and wellness, social inclusion and crime reduction (NRPA, 2010). Each program is different, and social factors may have an effect on the popularity and use of facilities and may depend upon management styles, classes offered and other social differences among participants (Cohen, Sehgal, Williamson, Marsh, Golinelli, & McKenzie, 2009) but, in many cases, educational programs have been shown to be beneficial to communities.

Many communities have recreation and educational programs set up on a civic level, and cities connected to universities are in a unique position to offer recreational and educational programs that may also tap into a unique educational goldmine. Universities are well set up to assist communities in providing CED and recreational programs because many universities already have programs in place (Marchand, & Sanford, 2017). Most universities also have educational programs set up for students which may be connected to community outreach efforts.

Although there are many different ways to market CED programs, there is little in the way of real theory and best practice associated with how CED programs are marketed. It is the aim of this research to determine extant practices and apply existing theories of marketing and persuasion specifically to CED to provide the groundwork from which further research may be conducted to provide these valuable services to community members everywhere.

Consumer motivations may be affected by independent and interdependent self-construal. People with an independent self-construal (how people see themselves in relation to others) tend
to view their accomplishments by how they differentiate themselves from other people. Those with an interdependent self-construal see themselves in relation with their social roles and relationships with others. These conceptions are motivating factors in how consumers view a product or experience (Haiyang, Stamatogiannakis, & Chattopadhyay, 2015).

Independence and autonomous choices have been shown to result in higher motivation and task completion as well as higher performance (p.79). This may indicate that there will be a difference in attitude between going to school or going to college and choosing of their own free will to attend (Zhang, Jiang, & Huang, 2011). Because CED is voluntary, this independence may affect individuals’ perceptions about CED. Self-efficacy is another motivating factor for individuals to engage in continuing education. Buschor, Forrer and Maag Merki found that self-efficacy, cooperation and autonomy were important factors in continuing education (2002) these findings indicate that in many cases, people want to participate in education on their own terms.

In research conducted by Lin & Wang, along with independence, people choose to pursue higher education opportunities for several purposes including reaching goals and developing job skills, advancing in their career, as well as better fulfilling familial and community roles. Another reason might be people who are classified as highly active, “activity oriented,” view educational pursuits as an opportunity to engage socially and actively; they feel good within a group setting and enjoy the social interaction. Finally, “learning oriented” individuals typically enjoy learning for the sake of learning, they enjoy the opportunity to study and develop the best in themselves (2015). Expansion of social circles may be a driving force for many individuals to participate in a program or organization; social relationships enhance an individual's desire to participate in the exchange of knowledge and may improve the participants’ perception of his or her experience (Claffey, & Brady, 2017).
Message Strategy

Marketing is defined as the exchange process including “two or more parties, each with something to exchange and both able to carry out communications and distribution” (Kotler and Zaltman, 197, p. 4). CED programs, because of their basis on education, fit more naturally under the umbrella of a service rather than products or goods. Cutler and Javalgi found that in an analysis of advertisements, service advertisements contained emotional appeals including storytelling, metaphor or aesthetic in greater abundance than product advertising (1993).

Using advertising methods to increase the perception of a consumer’s personal involvement in the use of the service was found to be beneficial, this was accomplished by using personalized headlines to communicate with potential consumers (Cutler, & Javalgi, 1993). Using emotional appeals to market CED programs may be more beneficial than using an informational or rational approach, but that remains to be seen as both may be effective.

Positioning

Positioning of a brand “Relates to how the consumer thinks about and rates a product or service against the competition” (Blakeman, 2015, p. 43). Also according to Blakeman, marketers need to consider consumers’ perceptions of a brand or idea, they need to know who will use the product or service and consider what makes a product unique or valuable, it is also beneficial to give a brand a feeling of exclusivity (2015). A marketer needs to know what information consumers need including the brand attributes, which includes the relevant information and establishes the brand’s qualities (Samuelsen & Olsen, 2010). Along with this information, marketers develop a brand’s attributes which are its descriptive features, and its brand benefits which are the personal meaning and value that consumers assign to the product’s
attributes (Keller, Parameswaran & Jacob, 2015). These elements are commonly used when marketing products.

**Ethos, Pathos, Logos**

Persuasive strategy has long been an aspect of human communication, specifically persuasive discourse (Su-Hie, 2018). Aristotle has been credited with the elements of discourse including the characteristics of the message, the receiver and source of the message as well as the context of the message in regards to persuasion; his persuasive discourse is also known as logos, ethos and pathos (Demirdogen, 2010). Each element of the persuasive discourse is important and serves a unique purpose, with each element having the ability to be used independently or collectively.

Ethos deals primarily with the credibility or character of a speaker (Aristotle’s Rhetoric, 2011) and the “audience’s perception of the credibility of the persuader plays a key role in whether persuasion is achieved” (McCormack, 2014, p. 136). Appeals to ethos may also include an attitude of “similitude, deference, expertise, self-criticism” from the speaker and the perceived desire to succeed in building credibility for the speaker are all elements of the ethos appeal (Higgins & Walker 2012, p. 197).

Pathos, which is an appeal to emotion is particularly important when looking at consumer motivations. In their research, Ciprian-Marcel, Lacramioara, Ioana, & Maria (2004) discovered that people focus more on brand perceptions and their attitudes and feelings about how the product will “match their life” (p. 805) rather than the logical appeals put forth through marketing. Cultural or emotional messages and appeals play a role in some part in shaping of personal motivations or preferences (Blakeslee, 2004). Therefore, emotion plays a large part in consumer motivations and decisions regarding a product or a brand.
Logos, is the use of logic or reasoning, appeals to intellect and reliance on the “audience’s ability to process information in logical ways” (Demirdöğen, 2010, p.192) these elements cause the persuader to use a more informational approach. Each of these methods are used in persuasion in various ways and in various amounts dependent on the marketer and his or her goals.

**Visual Messaging**

Visual messaging and the use of visuals is a big part of marketing and advertising today. Images are used to differentiate a brand from other competitors by sharing elements that are valuable, relevant or meaningful to consumers (Carpenter, Glazer, Nakamoto, 1994). Visuals also help consumers distinguish between products as they make decisions about which product to choose and to differentiate between offerings (Jia, Shiv & Rao, 2014). Along with differentiating products, effective visuals should be simple, make distinct connections, show the product and make clear the benefits of a product or service (Smith, 2012).

**Method & Analysis**

**Research question and introduction**

Because there is limited extant research as to how CED programs are marketed, it is the aim of this study to establish some of the message strategies employed by CED programs housed in 8 universities in the Intermountain West region. These universities were carefully selected and chosen for their specific attributes which will be explained hereafter. The main focus is to create a foundation upon which further research may be added. The main aim of this research is stated as follows:

RQ 1: What are some of the message strategies and themes employed by universities in marketing their CED programs based on their websites and direct-to-consumer materials.
The methodology in answering this question is laid out in the coming sections with future implications and analysis.

**Selecting the Sample-Challenges and Opportunities**

The scope of this research began with a wide look at universities throughout the nation, to see the message strategy behind their CED marketing. Over 30 universities were contacted, in the initial process of gathering data. It became apparent that there is great inconsistency between the different community programs throughout the nation. Many universities simply don’t have CED programs, choosing in part to rely on community programs not housed on the university campus. Another challenge was the wide range of program titles and descriptions which varied greatly between universities. Each program was very diverse; they targeted different types of people and had a huge variety of course offerings. Some programs were only for professional development focused on career continuation and continuing education, some were purely recreational and some offered very little course offerings and a few only had programming geared to seniors or individuals 65 years and older.

Another challenge was in the name itself: Many universities refer to what has here been defined as “community education programs” as non-credit or not for credit courses, community education, continuing education, community engagement, professional development courses and the list goes on. This made finding schools which housed CED programs difficult and the variations were seemingly endless. Due to these factors, it was determined that a smaller sample size would be beneficial.

With this information well in hand, a decision was made to limit the sample to universities within a smaller region. Initial research revealed that every major university in Utah had some sort of CED program. The decision was made to narrow the search to schools in Utah
in the hope of a richer exploration with greater depth than breadth, focusing on a smaller region with universities which had similar course offerings thus turning the analysis into a competitive content analysis where common themes and features were analyzed. These schools were selected for the sample and one university in Nevada, UNLV was selected. UNLV was included in the sample because they are considered within the purview of regional universities and also boasted a similar program to the CED programs within the universities in Utah.

The following universities were selected for the sample:

Utah State University (USU): Located in Logan, Utah
Weber State University (WSU): Located in Ogden, Utah
University of Utah (UU): Located in Salt Lake City, Utah
Brigham Young University (BYU): Located in Provo, Utah
Utah Valley University (UVU): Located in Orem, Utah
Southern Utah University (SUU): Located in Cedar City, Utah
Dixie State University (DSU): Located in St. George, Utah
University of Nevada, Las Vegas (UNLV): Located in Las Vegas, Nevada

Once the universities were selected, direct to consumer marketing materials were acquired. Although each university markets to consumers differently, almost all had some form of direct to consumer marketing material, some electronic and some printed. Most were in the form of a seasonal catalogue or email campaign which sent out materials to their target audiences. The websites of each university were also used as an artifact which added to the content analyzed.

The wide variety of marketing and informational materials was very diverse which is to be expected due to the fact that every university varies in its size, location, budget, whether it is
public or private and a myriad of other factors which diversify the educational offerings in each state. This made data collection difficult as each university operated their CED programs and subsequently their marketing programs differently.

Some universities did all of their CED marketing in house while others relied on the marketing programs within the university as a whole. Another challenge was that each university offered different forms of marketing materials to their publics. Some universities had varying course offerings, with some offering only a few courses and others offering a wide range of diverse courses.

In spite of all of these differences, the unifying factor was that each school offered some form of formal community education and had methods of communicating their offerings to the public, each also had a website dedicated to their courses and all had some form of direct to consumer marketing material which was selected to be analyzed. To provide some continuity, the websites of each school were selected and the following artifacts were also selected to be analyzed keeping in mind that not every school offered every one of the artifacts described as follows: Course catalogs (electronic or printed), direct to consumer mass email and event brochures/posters. Once received, a content analysis was conducted to discover the types of message strategy utilized in their websites and in their direct to consumer publications.

**Content Analysis-Grounded Theory Approach**

When determining the type of analysis which would be employed, a competitive qualitative rhetorical analysis was selected. This was determined in part because of the varied nature of the artifacts. A qualitative analysis is useful because it allows researchers to look at the specific elements of a message and make inferences about the characteristics of certain messages (Keyton, 2001). The content analysis process consisted of the following steps: First the artifacts
were acquired from the universities as described above. Second, a grounded theory content analysis approach was selected for categorizing the data due to the fact that categories couldn’t be selected ahead of time, and that categories would emerge from the data gathered through the analysis. Third, the artifacts were carefully reviewed through a textual and visual analysis of the content. Fourth, the messages were coded and categorized and fifth and finally, the messages were interpreted for their significance and message strategies.

**Analysis-Guiding Principles**

Materials were analyzed from the message strategy perspective, looking specifically at message strategy (content, information, and appeal to consumer), themes, logos, ethos, pathos and their implied key publics. They were also analysed from the stylistic elements or the copywriting and appeal (words, pictures, tactics) content, brand attributes and brand concepts, looking more at the style of the text and images, taglines, call to action and visual elements. The materials were then categorized, themes emerged and were analyzed.

**Analysis-Message Strategy & Copywriting**

The main analysis of the artifacts were broken down into two main categories: message strategy and copywriting. The first is Message strategy. Message strategy for the purposes of this research consisted of the following: brand attributes vs. brand concept, the use Logos, Ethos and Pathos and the themes that emerged generally from the bulk of the research, each of the respective themes will be italicized for organizational purposes going forward. Copywriting consisted mainly of the specific word choices for impact and the use of visual messaging specifically through the analysis of the images used in the artifacts.

**Positioning**
One finding in the analysis was the positioning of the brand using brand attributes and brand benefits. When marketing CED, it makes sense to sell or advertise from a benefits perspective rather than a product attributes perspective. Attributes being a very paired down description of each course, looking specifically at the attributes of the product and service; an exchange of education for a certain cost. Rather than an attributes focus, schools in the study focused on a benefits approach, the idea of the courses rather than simply the content of the courses. CED is marketed not just as a description of the course, but conceptually as an *idea*. This is made clear through the use of the words: experience, fulfilling, love of learning, exciting, instilling and more. These words evoke feelings and ideas, rather than simply the content in each class.

Rather than an exact description of what the classes contained, almost every university had very descriptive language throughout their individual publications and the descriptions of each course which were exciting and descriptive. This provided more pathos, a feeling rather than relying purely on the logos or information of what the course contained. To show this more clearly, an excerpt from a yoga class course description offered through a university-not the CED program- is more attributes focused rather than benefits focused. This is the description of a university level general yoga course:

> This course helps to bring relaxation to the body and mind through traditional yoga postures, breathing techniques, relaxation, and meditation. This class is appropriate for beginning students. (Southern Utah University, 2019)

The description above is much more attributes focused, it describes the course from an informational perspective whereas the description of a yoga course offered through a CED course is much more benefits based:
Relax, renew, and treat yourself to an afternoon of yoga and meditation... We will start slowly and quietly, viewing the mountains and setting an intention for the practice. Our asana practice will grow from the ground to standing poses, into twists, and into refreshing inversions for all levels of practitioners, and finish on the ground again with restorative poses, relaxation and quiet seated meditation. Ahh! Three hours goes by in a flash! (University of Utah, 2019, See Appendix C)

The second example from a CED program describes yoga as more focused on self-renewal and is more experiential in nature which fits much of the positioning used throughout the rest of the course descriptions in the CED artifacts. Overall, the positioning of the CED programs follows a more brand benefits approach rather than a brand attributes approach when describing course descriptions.

*Ethos, Pathos, Logos*

A fairly clear use of Logos, Ethos and Pathos was used in the design of the artifacts. Although each appeal is present, it is clear throughout the analysis that pathos is the primary message strategy employed in the CED programming. Several different emotional strategies were used including the message strategy, copy writing and even the visual imagery denote an emotional tone. The use of pathos will be discussed in further detail shortly as will ethos and logos.

Ethos was established early on. Because all of the programs are housed on university campuses, they have natural credibility established through their connection to a well-known and established university. Credibility was also developed through the descriptions of several of the classes. A brief bio of many of the instructors was provided and words such as “world-class” and “world-renowned”, “wealth of expertise” as well as the use of “specialist” and “expert” were
applied to instructors and programs. Some universities also partnered with other credible institutions to build credibility; one example being SUU, partnering with a technical college for many of its course offerings. This clearly established credibility for the programs.

The use of pathos or emotional appeal was utilized in many different forms and as mentioned above, is the overarching rhetorical appeal in CED. This is an interesting choice of marketing and as established in the research, a very persuasive model for advertising. Consumers often make purchasing decisions from an emotional perspective and then may justify their choices later on through logic. Therefore, pathos is a powerful appeal when promoting CED programs. Pathos was used in the product positioning, in the copywriting or word choice and style as well as in the visual elements. Several of these elements will be discussed in greater detail below.

As far as the message strategy, there were many clear examples of this in the analysis. In many of the artifacts, an emotional appeal was utilized in the ordering of the content. Before any information on the course attributes was supplied, emotional appeals came first which caused people to become emotionally invested in the idea of the product and excited by what it offered before they encountered any logical barriers (time, cost etc.). Emotional appeals were made in many of the themes and taglines including phrases such as “you can learn anything” (UU) and “come, learn and enjoy” (SUU).

Other words such as “fun” and “enjoyable” were used regularly to cause feelings of excitement, and pleasure. Words such as “easy” and “simple” reduce fear of failure and assuage the concern of learning something new. Fear is a powerful emotion and by removing some of the concern of the unknown, “easy” and “simple” as course descriptors reduce the discomfort there. Other phrases including “inner artist” and “creative minded” appeal to the ego and reinforce the
idea that anyone can be a creator. Many other word choices entice the consumer to become committed to the idea of CED before they encounter any of the logical barriers which might keep them from engaging in the various courses.

Although pathos was the main appeal, logos or logical appeal was also used throughout the program marketing material. Once an emotional connection was made with the idea of the courses, the concerns that some might naturally feel with CED programs were handled through the use of logic. For example, some responses to CED might be that it is too expensive, time consuming or it might be difficult to learn the material. These concerns were handled by first establishing a strong feeling of interest and commitment through emotional appeals, then, the content which was purely informational was still presented clearly and neatly with a simple description of cost, location, date and time which came in most cases after the emotional content was presented. This helped to provide the information necessary to the course while simultaneously emphasizing the value of the programs through emotional appeal.

Other logical appeals included easy and clearly defined sign up processes and many encouraged potential students to call with questions or provided clear steps to sign up including SUU’s “3 easy ways to sign up” thus simplifying the process to get signed up for courses.

Overall, the flow of many of the catalogs began with an emotional appeal to establish connection to the educational offerings followed by a clear and logical path to sign up for courses. Thus Ethos, Pathos and Logos were clearly represented in many of the artifacts.

Themes

Although there were many themes throughout the different artifacts, a few main themes were identified as significant specifically through the message strategy and are supported through the use of words and taglines specifically. The main emergent themes are as follows:
Personal Development/Self-Fulfillment, Social Connection, Independent Learning, & Novelty (something new)/Exclusivity.

**Personal Development & Self Fulfillment**

For personal development and self-fulfillment, there were several messages which promoted this idea across the different artifacts. This theme was established through the use of taglines or slogans such as: “make time for you” or “you time” (SUU), “become a better you, improve yourself and relationships” (UNLV-paraphrased) and “enrich your life” (UVU). Other themes of “never stop learning” (WSU) and specifically the tagline “lifelong learning” were used throughout many of the different programs. This gives the idea that personal enrichment and learning should be developed as a lifelong process. Finally other uses of words and phrases such as “personal enrichment” or “self-improvement” were used in at least 3 of the 7 artifacts establishing this theme of developing as an individual.

**Social Connection**

The theme of social connection was not as prominent as anticipated, however it was developed through a few different uses of the idea of “connection”. This was established through advertising classes “for all ages” and many programs were developed for the family as a whole inspiring connection within the family and with others. Words and phrases including “social interaction” and “meet new people”, were used regularly in several of the publications. The idea of social connection was reinforced with many group classes being offered and many of the images used in the publications showed groups of two or more engaging in activities. This supports this theme within the artifacts.

**Independent Learning**
Independent learning was a smaller theme but it was established with phrases such as “go your own way” and emphasized the program’s unique style of teaching and the individual’s unique style of learning. Another idea included learning not because you have to, but because you want to which further demonstrates the idea of independent choice and “learn on your own terms” (UU) added to this theme. This coincides well with the research on autonomous choices and consumer perception that they can learn on their own terms, thus creating positive feelings toward CED programs.

**Novelty/Exclusivity**

The final theme of novelty or something new, and exclusivity was carried throughout almost all of the materials. This was presented mainly in the usage of the word “new” which was well represented in the materials in phrases such as “new and exciting”, “learn or learning something new”, “try new things & learn new passion”, “expand horizons” (UVU) or “it’s never too late to learn something new” (DSU) all carry the theme of a new or novel experience which is very appealing to consumers. The other theme of exclusivity was represented with the word “discover” used throughout, as well as words such as “innovative” or “unique” to describe courses and experiences. “An experience you won’t get anywhere else” (BYU) adds excitement and prestige to a program’s offerings which may arouse consumer interest in a program. The theme of exclusivity is also an important element of branding which makes this a good choice on the part of CED marketers.

Although there were other themes throughout the programs, these were some of the main themes which show an emerging pattern in some of the marketing strategies or messages employed by the various organizations. As message strategy was highly employed, copywriting also played a large role in the different artifacts examined.
Copywriting

A key component of creating specific messages includes message strategy but the second organizational tier analyzed in the artifacts was the use of copywriting, more specifically, the style used. The main elements of copywriting which were analyzed were word choice, call to action, taglines, and the use of visual imagery. Each will be examined hereafter.

Word Choice

Attention grabbing headlines are an important element in copywriting and in many cases set the tone for the content and provide insight into what will be offered, some words that are considered effective are the words: you, discover, new (Blakeman, 2015, p. 87). These words were used in several of the taglines for the universities, such as “This New Year, resolve to make time for you” (SUU), “Discover” was used by UVU and BYU and “new” was found on the cover of UU, DSU and SUU in some form as well as in several places throughout the additional artifacts’ content. These words are considered high impact or effective for attention grabbing which is a great strategy employed by many of the CED programs.

Call to Action

Another example of copywriting is in the use of the call to action. Almost all of the examples used some form of command or directive to take action with the courses a few examples include the phrase: “join now” or “join us”, “enroll today”, “now begin selecting your courses”, “come join the fun, sign up today” were all used in some form and in some cases, were used in a few different instances. Of the 7 artifacts, 6 contained one if not several calls to action in their advertising. This use of especially direct calls to action is interesting. One key finding is that when the call to action occurs, most of the organizations don’t continue the theme of personal fulfillment that has been established throughout the rest of the messaging, this is
abandoned at the time of the call to action, “come join the fun, sign up today” has a bit of the idea of fulfillment, but overall, it is much more direct rather than reinforcing the theme right up to the call to action.

**Taglines**

Taglines or slogans were discussed briefly in the message strategy section as well as within the theme section, but it is important to note that 5 of the 7 taglines dealt specifically the word learning specifically, including: “Be Wise, Keep Learning” (SUU), “It’s never too late to learn something new” (DSU), “Never Stop Learning” (WSU), “The Rewards of Learning” (UU) or “Enrich your life” (UVU) which doesn’t deal directly with learning but enrichment through learning, this is a key element of style and messaging used by a majority of the programs indicating that a strong message of learning is employed by most of the universities. This finding is also significant because although CED programs are geared toward learning, at least in the use of their taglines, however, “learning something new” isn’t a strong theme throughout the rest of the copywriting. This is significant in that the taglines in many of the artifacts don’t line up with the main emergent themes.

**Visual Imagery**

The different artifacts employed various visual elements to promote their products. They also employed varying levels of image use. WSU, for example had a visual image accompanying each of its courses while DSU used less images spread throughout their brochure and their website had very few images. The visuals were broken down into two main categories: Active pictures which had a person as the main subject of the image and showed the individuals physically doing something, the second category included still images which were typically
associated mainly with the content of the course, these might be images of a bowl of pasta, paint brushes, or a stack of books etc. which didn’t have a human subject.

Most of the visuals followed some basic frameworks that made them successful, they were simple, made connections, and showed the products which would come from or were related to the programs (Smith, 2012). As described in the literature review, simple images are typically beneficial. The active images typically had only one or two subjects and the images were focused on the subjects. This helped to keep the focus clear and on the subject of the photo.

The photos also made connections. For example, images helped the audience determine a target audience for different programs. At UNLV, their focus is geared toward young professionals. Most of the images used in their brochure and the cover art showcased young professionals working on computers, giving presentations etc. This helped to identify the target audience of their outreach program. The SUU and DSU pamphlets had images of older adults which showed that their programs, although not limited to older populations, had a certain appeal to older consumers. All of the pictures helped to evoke strong emotions, all of the subjects had expressions of enjoyment or happiness. This is a strong connection, because the audience viewing the artifacts can also feel a positive emotion based on the images presented.

Another element of visual connection is with the different activities presented throughout the artifacts, people hiking, making dumplings, learning how to take photographs, taking care of dogs, doing a craft with a child all clearly demonstrate the activity. These images help the audience make a very clear connection to exactly what will be going on in the courses.

Showing the product was managed mainly through the still photos. Most of the brochures had examples of still images, a plate of pasta, a picture of a steak for a summer grilling course, a set of paint brushes or a palette for an art class. Through modeling, the viewer sees exactly what
to expect and gets a clear picture of what will be created or used during the course. This clearly shows the product or the idea of the course in a tangible way. This effect was used unanimously throughout the artifacts. With clear and simple visuals, visuals that made an instant connection and visuals that showed the product clearly, the marketers utilized visuals effectively throughout the artifacts although some organizations used more visuals than others. Using consistent, high quality images, CED programs can have even more impact in their marketing.

**Organizational models**

The final discovery of note is with the organizations of the programs themselves. A final finding of interest was the variety of program structures. This is to be expected as each university is different based on its location, size, demographics and many other factors. Although there are variations, a few main organizational categories emerged. The seminar/conference format, with programs offering more seminar type events for large groups, smaller more community based programs geared to older adults, and the final category is programs geared more towards professional development. There is some overlap in the different types of programs, but most universities fit pretty clearly into one or two organizational models.

BYU and USU run more of a seminar type program. USU does have several courses they offer regularly but they put on shorter term programs including a Northern Utah Marriage Celebration and a few Agricultural seminars. BYU has several seminars including BYU Education week, a women’s conference, a career engagement conference and purposeful parenting conferences to name a few.

Course structured, leisure and community courses were more utilized by SUU, UVU, UU, DSU, and WSU. These featured courses designed over the spread of several weeks and were more geared toward hobbies and enrichment courses. Finally, UNLV fits mainly under the
professional development umbrella. SUU and WSU offer a high amount of professional development courses but not as many as UNLV which has designed their program as an educational outreach program designed to help individuals develop greater job and career skills.

The way that each organization is structured is significant because based on the target audience of an organization, specific marketing decisions must be made. For example, if UNLV is focused on professional development they need to be marketing more specifically to young professionals who fit into that specific cohort and therefore use effective marketing practices geared to that key public. As for other programs who offer a more general CED program and focus more on older adults (SUU, DSU) their marketing dollars and tactics should be more focused on meeting the needs of that key public. This makes this finding specifically beneficial for future marketing pursuits.

Results and Discussion

The original quest of this research was to answer the question below.

RQ 1: What are some of the message strategies and themes employed by universities in marketing their CED programs based on their websites and direct-to-consumer materials.

Key message strategies included brand positioning and selling the idea or concept of the program rather than its attributes alone. Another strategy was the use of ethos, pathos and logos as key messaging elements. Finally, four major themes emerged from the artifacts which include: Personal Development/Self-Fulfillment, Social Connection, Independent Learning, & Novelty/Exclusivity. These were the major findings associated with message strategy.

Copywriting or style included the specific word choice including the use of call to action, taglines, and visual imagery. Directive language was used throughout the artifacts with specific calls to action which also showed that in the call to action, organizations departed briefly from
their message of fulfillment in asking for consumer compliance. Taglines were employed and many of them carried the theme to never stop learning but didn’t include the main themes which emerged from the rest of the artifact content, which is an interesting inconsistency. Finally visual imagery was analyzed and found to possess images which were simple, made connections, and showed the products clearly to the consumers, all elements which have been shown as effective when selecting images for promoting services. Images also had a more brand benefits focus rather than brand attributes. A key point here is that marketing for CED has some unique themes, but overall, many of the practices for message strategy and copywriting are similar to those used generally in developing message strategy.

It is important to note that the various CED programs utilize many effective messaging strategies and there are several correlations between organizations as to how they create their messages. The use of lifelong learning which was common to several of the universities was a unique finding and shows that an emerging genre of messaging is used by several CED programs but one that may be inconsistent with their main themes throughout the rest of their marketing materials. Another significant finding was the four themes that emerged. With these themes identified, further research can be done as to how effective they are and the consumers’ perspective on this themed marketing.

With the use of word choice and visuals, there were many common words used across the artifacts which is interesting but not highly surprising as many of the words chosen are high powered words in effective copywriting. Visuals were also important and were used quite effectively, however it might be suggested that more images be used by some organizations as they can be helpful in persuasion and developing a strong style and connection to the audience.
One final finding which is of note is the organizational models of the various programs were divided into seminar/conference format, leisure or enrichment course focused and professional development focused. Overall, each university had some overlap but those are the three main groups. With this information, it is important to determine the best marketing tactics for each key public. For CED programs focused on emerging professionals, this finding is significant because it shows that CED programs can offer an affordable and in some cases non-traditional way for young people to gain experience and seek for better employment opportunities through CED programs.

With the knowledge that young professionals may have a greater interest in CED programs in the future, it is important to find marketing and advertising practices and materials which will best cater to this audience in a meaningful way. This finding will help CED programs to expand their target audience to include older adults as well as young professionals and to advertise in greater depth to these different audiences.

**Conclusion**

There is little question as to the benefit of CED programs and yet there is a lack of extant marketing research available to help communities market these important programs. This study is just the beginning in developing a foundation upon which further research may be added. Because of this there are a few limitations and several implications going forward. One of the limitations was the sample size. This is due in part to the variety of programs throughout the US and in some cases lack thereof. This sample sought for depth where a study of greater breadth may be helpful in understanding how other programs operate and advertise to their publics.

An additional next step is to determine how the current marketing strategies are received by the public. This study was an analysis of *what* is being done, not *how* it is being received. It
would be a good next step to look at how effective these tactics are in regards to public perception and participation.

Another implication is the comparison between how universities market themselves generally to the public vs. how their CED programs are marketed to determine if there is a similar budget as well as similar marketing tactics between the organizations. Many CED programs are funded independently and lack access to funding the universities in which they are housed may have access to. This comparison would be important to understand both the differences between the actual content and style of the campaigns to how they are funded and run.

A final implication would also be to analyze the social media content produced by these organizations to find what further marketing efforts they are utilizing there. Social media may be a key element here as it is a very affordable way to reach large audiences and meet their needs in an affordable and effective way.

Community education is an important opportunity for individuals to gain better employment, find a more enriching life and develop important social connections. This research functions as a foundation as to what message strategies are being employed. Further research is expected and welcomed, and may add to this foundational research in regards to CED programs.
References


Retrieved from http://www.uky.edu/AS/PoliSci/Peffley/pdf/Blakeslee%20NYT%2004%20If%20You%


**Appendices**

Appendix A

Utah State University (USU): Community Education Direct to Consumer Materials
COMMUNITY EDUCATION
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**LEAVE A MESSAGE**

**HEALTHY FAMILY FUN**

Please join us for four evenings of fun and learning for the whole family!

- Learn to make a quick, healthy, and delicious lunch and dinner of tacos.
- Make a self-sustaining garden container and plan it with broccoli and herbs.
- Explore interactive fun with kids and parents.
- Parents will learn healthy family skills in a small group setting, while the children have fun on food and cooking experiences.

**Dates**
- Wednesday: September 18th
- Wednesday: September 25th
- Wednesday: October 2nd
- Wednesday: October 9th

**Time**
- Evening

Check it out at:
- [HealthyFamilyFun@ae.ox.edu](mailto:HealthyFamilyFun@ae.ox.edu)
- [382-402-6321](tel:382-402-6321)
Appendix B

Weber State University (WSU): Community Education Direct to Consumer Materials
Appendix C

University of Utah (UU): Community Education Direct to Consumer Materials
HOW TO REGISTER

Everyone 18 & over is welcome to register for lifelong learning classes. Many classes fill quickly—avoid disappointment by registering now.

1. Online
www.lifelong.umn.edu

2. By phone
800-562-LEEL (5335)

3. In person
Monday through Friday,
9:00 AM - 5:00 PM,
145ampus Drive, Research Park.

Refund policy: Lifelong Learning will make refund 100% of course fee for classes that are dropped if you call at least two business days before the start date. No refund if you do not attend the first class meeting.

To report an accommodation for a disability, please contact the Center for Disability Services at 612-343-3520 or online at

Reasonable notice required.
COMMUNITY EDUCATION

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and apply oil paint if desired. For more information, contact
contact your local art supply store.

Blakely-Vegetararian: An Introduction

Blakely-Vegetarian is a movement that celebrates the use of plant-based ingredients in
in the kitchen. This approach not only
is environmentally friendly, but it can also
help improve your health. For more information,

Expensive Wine Mixing with Open Acricals

Explore the basics of wine mixing with open
acrylics. This session will cover a variety of
mixing techniques, including color mixing,
transparency, and texture. You will learn
how to create a balanced and harmonious
mixing palette that will allow you to
create beautiful paintings.

Fingerprinting: Finesse and Fugitive

Varying levels of sophistication are
required for fingerprinting. This session
will cover the basics of fingerprinting,
including fingerprinting techniques,
and advanced methods for creating
complex fingerprint images. You will
learn how to create realistic and
elaborate fingerprint images.

Lighting: A New Perspective

Explore the art of lighting as a
visual element in your artwork. This
session will cover the principles of
lighting, including light source,
color temperature, and
illumination. You will learn
how to use lighting to create
a dramatic and dynamic
composition.

Lucifer: The Light of Darkness

Lucifer is a unique form of
lighting that utilizes the
principles of light and
shade to create dramatic
effects. This session will
cover the basics of
Lucifer lighting, including
setup and control.

Luminance: The Art of Light

Luminance is a form of
lighting that focuses on
the contrast between
light and dark. This
session will cover the
principles of luminance,
including light and
dark balance, and how to
use these elements to
create dramatic
compositions.

Moulin Rouge: The Nightclub

Moulin Rouge was a
famous nightclub in Paris
that was known for its
extravagant performances.
This session will cover the
history of Moulin Rouge,
including its reputation as
a center for the avant-garde
arts community.

Painting: The Language of Light

Painting is a powerful
medium for exploring the
language of light. This
session will cover the
principles of painting,
including color theory,
light and shade, and
composition. You will
learn how to use these
elements to create
powerful and
meaningful paintings.
COMMUNITY EDUCATION

MARTIAL ARTS CLASS PASS PG 18

LIVE Boxing for Self Defense: 6-week program for ages 14 and up. Learn the fundamentals of boxing and self-defense techniques. Great for building strength, agility, and confidence. Classes meet every Saturday from 10:00 AM to 12:00 PM at the Community Center. Registration required. Space is limited. Contact Mr. Smith at 555-1234 for more information.

Welding for Beginners: 6-week program for ages 14 and up. Learn the basics of welding techniques, equipment, and safety. Classes meet every Wednesday from 6:00 PM to 8:00 PM at the Technical Skills Center. Registration required. Space is limited. Contact Ms. Johnson at 555-5678 for more information.

Metalworking: 6-week program for ages 14 and up. Learn basic metalworking techniques, including sawing, filing, and sanding. Classes meet every Tuesday from 7:00 PM to 9:00 PM at the Technical Skills Center. Registration required. Space is limited. Contact Mr. Williams at 555-9012 for more information.

Introduction to Woodworking: 6-week program for ages 14 and up. Learn basic woodworking techniques, including cutting, sanding, and finishing. Classes meet every Thursday from 6:00 PM to 8:00 PM at the Technical Skills Center. Registration required. Space is limited. Contact Ms. Green at 555-2345 for more information.

The Student Journal — Exploration & Experimentation

Developing a terminal database with built-in scripts and interactive modes to input and analyze data. Skills in a "polyglot" framework: what you need, what you find useful, explore databases, and experiment with new ways of processing data including querying, converting, filtering, sorting, and more. You'll also practice critical thinking, logic, and problem-solving through real-world projects and exercises. While the focus is on building useful skills, the process of experimentation is invaluable!
COMMUNITY EDUCATION

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COMMUNITY EDUCATION

HEALTHY LIVING

Bar Method Exercise, 90 Day Pass

The Bar Method, in San Francisco, has created a program that combines strength with flexibility and balance. This program is designed for women to improve their physical fitness and overall well-being. The Bar Method focuses on using the barre, a small, portable piece of equipment, to target specific muscle groups. The program includes a variety of exercises that focus on strength, flexibility, and balance. Participation in the Bar Method program can help improve posture, increase muscle tone, and reduce stress. The 90 Day Pass is available for purchase at the Bar Method studio in San Francisco. For more information, contact the studio at 415-433-9999 or visit their website at www.barmethod.com.

Yoga Class: Pims - Centennial City Yoga

Centennial City Yoga offers a variety of yoga classes for all levels, from beginner to advanced. The class focuses on building strength, flexibility, and mindfulness through the use of props such as blocks and straps. The instructor guides the class through a series of poses, ensuring proper alignment and alignment. The class is taught in a comfortable, supportive environment, allowing students to explore their own limits.

Homemade Lotion and Body Butter

Learn to make your own natural body butter using simple ingredients such as coconut oil, beeswax, and essential oils. This class will teach you how to make a luxurious body butter that can be used on all skin types. You will learn about the benefits of each ingredient and how to customize the recipe to suit your skin needs. The class is suitable for all ages and skill levels. For more information, contact the instructor at 303-555-1234 or visit their website at www.centennialcityyoga.com.
Fertilizing the Vegetable Garden

Follow the class from 10:00 AM to 12:00 PM. The instructor for this class is Dr. Robert Smith. The class will be held in the school's greenhouse. The class will cover the basics of fertilizing the vegetable garden, including the importance of proper fertilization and the types of fertilizers that are best for your garden. The class will also cover how to apply fertilizers and when to fertilize your plants. The class will be held on a Saturday morning. For more information or to register, please contact the school at (555) 123-4567.
COMMUNITY EDUCATION

Ages: 18 and older
Location: Red River Greenway, 300 Waverly Way
Class Size: 40
Instructor: Crystal Kim

**Garden Tour for Seniors**

Join us on a guided tour of the Red River Greenway. This tour is designed for seniors and includes a visit to the garden center, where you will learn about the variety of plants and how to care for them. The tour will also include a visit to the community garden, where you can see how plants are grown and harvested. The tour will conclude with a visit to the outdoor kitchen, where you can enjoy a light refreshment. This is a fantastic opportunity to learn more about gardening and how to create a beautiful outdoor space. Please wear comfortable shoes and clothing suitable for outdoor activities.

**Residential Gardening**

Learn the fundamentals of residential gardening and how to create a beautiful outdoor space. This workshop will cover the basics of designing and maintaining a garden, including soil preparation, seed starting, and plant care. Participants will also have the opportunity to design their own garden plans and receive personalized feedback. Please bring a notebook and pencil to take notes. This workshop is open to all ages and levels of experience.

**Fruit and Vegetable Gardening**

Join us for a hands-on workshop on growing your own fruits and vegetables. Learn how to choose the right plants for your climate, how to start seeds, and how to care for your garden throughout the growing season. This workshop is ideal for those who want to start their own garden or improve their existing garden.

**Garden Tours**

Explore the beauty of the Red River Greenway with a guided tour. This tour will showcase the variety of plants and flowers in the garden, as well as the community's efforts to create a sustainable and healthy environment. Participants will also have the opportunity to participate in a volunteer activity, such as planting or watering. This tour is open to all ages and is a great way to learn more about gardening and the importance of supporting local gardens.

**Outdoor Cooking**

Learn the art of outdoor cooking with a variety of delicious recipes. This workshop will cover the basics of grilling and roasting, as well as Tips for the perfect outdoor meal. Participants will have the opportunity to practice their skills by preparing a meal under the guidance of our experienced chef. This workshop is open to all ages and is a great way to learn new recipes and techniques.

**Garden Maintenance**

Join us for a hands-on workshop on maintaining your garden. Learn how to keep your garden healthy and productive throughout the growing season. This workshop will cover the basics of watering, fertilizing, and pruning, as well as tips for dealing with common garden pests and diseases. Participants will have the opportunity to practice their skills by working on a small garden plot under the guidance of our experienced instructor. This workshop is open to all ages and is a great way to learn new techniques for maintaining your garden.
**Edible Fenses**

Once the time of fall comes with the signs of Queen Victoria, flowers have blossomed and blooms are visible. These flowers are beautiful but also serve a practical purpose. Edible fenses not only add beauty to your garden but also provide food. Here are some tips on how to create your own edible fense:

- Choose the right plants: Choose plants that are compatible with each other and provide food. Some examples include strawberries, raspberries, and blueberries.
- Incorporate pollinators: Attract bees and butterflies to help pollinate your plants.
- Use innovative planting techniques: Try using a vertical garden or a living wall to create more space for food production.

**Pruning the Orli Designing for Patrons**

The time has arrived, and we are ready. Our experts are designing areas, often requested for plant design. Our innovative designs incorporate aspects of the local environment. Great care has been taken with both functionality and beauty with a good design and plant selection. We do our best to keep the design challenges enjoyable and fun. Our design is flexible and can be tailored to your needs.

**Promotional: Late Summer and Fall Workshops**

You are invited to participate in our late summer and fall workshops. These workshops are designed to help you get ready for the fall season. You will learn about plant selection, care, and maintenance, and all the necessary materials and tools will be provided. 

WORKSHOP 1: Late Summer and Fall Workshops
- **Date:** 1st and 2nd August
- **Time:** 9:00 AM - 12:00 PM
- **Location:** The Outdoor Garden, 123 Main Street
- **Instructor:** Angela Dickerson

WORKSHOP 2: Late Summer and Fall Workshops
- **Date:** 2nd and 5th September
- **Time:** 2:00 PM - 5:00 PM
- **Location:** The Urban Garden, 456 Green Avenue
- **Instructor:** John Smith
COMMUNITY EDUCATION

Beginning Guitar
Check in at the main information desk to play private lessons during the opening times. Each lesson includes tuning, learning, and inventory checking. To enroll in the music program, please visit our enrollment website or call our music department. This is the perfect opportunity for you to start your music journey.

Location: Main Courtyard, room 100, Campus • SLC
FEES:
- $150 for 10 lessons

Austrian Didactics - Introductory Workshop
Austrian Didactics offers a range of opportunities for students to improve their teaching skills. Our workshops cover various topics, from educational theories to practical teaching methods. Whether you are a new or experienced teacher, our workshops will provide you with valuable insights and skills.

Location: Main Hall, room 200, Campus • SLC
FEES:
- $75 per workshop

POTPOURRI

Rock Music Unit
Join us for our Rock Music Unit, where you will learn about the history and evolution of rock music. Our experienced instructors will guide you through the development of rock music from its early days to the present.

Location: Main Auditorium, room 300, Campus • SLC
FEES:
- $100 per instructor

Introduction to Reddit and Slack
In this workshop, you will learn about the popular social networking platforms Reddit and Slack. You will also learn how to use these tools for communication and collaboration.

Location: Main Library, room 400, Campus • SLC
FEES:
- $50 per workshop
COMMUNITY EDUCATION

WRITER'S TOOLBOX

Read Like a Writer

An important and often overlooked part of writing is reading. Read to understand, as you write, and reading to learn what others have done. We become better writers by reading other writers. This class will help you learn the art of reading by exploring various techniques for analyzing and interpreting various types of writing. You'll learn how to approach reading, how to annotate, how to take notes, and how to analyze and interpret what you read.

LOCATION: TBD

INSTRUCTOR: Bruce Cameron

Creative Writing Bootcamp

Have you always wanted to write? Want to try your hand at writing and see where it takes you? This class is for you! We will explore various forms of creative writing, from poetry to fiction to non-fiction, and help you develop your skills in each area. You'll learn about different writing techniques, and how to use them to create engaging and thought-provoking stories.

LOCATION: TBD

INSTRUCTOR: John Smith

Creative Rejection

Explore the most frequent and popular genres, which range from murder mysteries, to historical fiction, to coming of age stories. Learn how to write compelling characters and plots that will keep your readers engaged. You'll learn how to write a compelling story, from the first few pages to the final chapter. You'll also receive feedback and advice from your peers and the instructor.

LOCATION: TBD

INSTRUCTOR: Mary Brown

Story Writing Workshop

Stories have been told through the ages. The art of storytelling is not just about creating a compelling narrative, but also about capturing the reader's attention and keeping them engaged. In this workshop, you'll learn how to create a compelling story, from the first few pages to the final chapter. You'll receive feedback and advice from your peers and the instructor.

LOCATION: TBD

INSTRUCTOR: Mary Brown

Community Education

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A Day Out
Getting motivated
Being on the floor
of all kinds. Work
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Don't see the class you're looking for? Call us at 861-585-8963 and we may be able to add it for you!

**Financial Aid Information**
- 11:00 AM - 1:00 PM
- $110.00
- 12:00 PM - 2:00 PM
- $125.00

**Outdoor Adventures**
- Participate in outdoor recreation classes offered by the Parks, Recreation, and Cultural Services Department. Choose from a variety of classes that are new and exciting. Class fees vary and include all necessary equipment and fees.

**Class and Fees**
- **Backpacking**
  - 8:30 AM - 10:30 AM
  - $65.00
- **Kayaking**
  - 10:45 AM - 12:45 PM
  - $85.00
- **Camping**
  - 1:00 PM - 3:00 PM
  - $75.00

**Contact Us**
- 504-483-3484
- outdoor@uw.edu

Additional information available on the UW-www. uw.edu/outdoor
# COMMUNITY EDUCATION

Don't miss the class you're looking for! Call us at 801-585-9965 and we may be able to add it for you!

### Aggie Information
- **Email**: Phone: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.
- **Phone**: Phone: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.

### Contact Information
- **Email**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.
- **Phone**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.

### Additional Information
- **Email**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.
- **Phone**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.

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### To register, please call 801-581-7155 or www.monestic.utah.edu

### Personal Science 106

**Description**: Introduction to scientific methods, concepts, and techniques.

**Prerequisites**: None.

**Credit Hours**: 3

**Schedule**:
- **Meeting Days**: M, W
- **Meeting Time**: 10:00 AM - 11:15 AM
- **Location**: Kinnard, Room 250, Salt Lake City Campus

**Cost**: $15.00

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### Additional Registration Information

- **Email**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.
- **Phone**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.

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### Register Online

- **Website**: www.monestic.utah.edu
- **Phone**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.
- **Email**: M: 8 a.m. to 5 p.m. M-Th: 8 a.m. to 5 p.m.
Appendix D

Brigham Young University (BYU): Community Education Direct to Consumer Materials
Special Features:

- New Directors, David and Natalia Schultz
- Learn from world renowned instructors: Damar Jaksevicius and Yuki Hanzuchi, Andri and Natalie Parmenov, David and Natalia Schultz, Max Brinza and Tatiana Belavezova, Igor and Tima Jevorov, Lee and Linda Watershed
- Dance the Cha Cha, Tango, Waltz, Rumba, Fox trot, West Coast Swing, Hustle, Quickstep, Borschka, Semba, and Nite Club Two Step.
- Enjoy classes for all levels, from beginner to advanced
- Attend inspiring lectures and demonstrations
- Participate in private lessons
- Receive a DVD with camp class instructions
- Watch an entertaining closing banquet and showcase
- Get to know others who have a similar passion for ballroom dance.

Come join us and make new friends while receiving dance instruction from the world’s top professionals.

You may be interested in other BYU Continuing Education programs:

BYU Continuing Education

37th BYU Symposium on Books for Young Readers

You’ll be blown away by our enormous children’s book offerings

Along with the opportunity for one-on-one conversations with our incredible lineup of authors and illustrators, BYU Books for Young Readers also features the following:

- 20% discount
Appendix E

Utah Valley University (UVU): Community Education Direct to Consumer Materials

Appendix F

Southern Utah University (SUU): Community Education Direct to Consumer Materials
COMMUNITY EDUCATION

MUSIC, THEATRE & DANCE

Baywater Mayor Cocktail with Club Broadway Night Safari Festival

The annual event will be held on September 15th at the city's major theater. Attendees will have the opportunity to enjoy a variety of performances, including live music, dance, and theater productions. Tickets are available online and at the box office. For more information, please visit the official website.

Food 4 Less Grilled Shakespeare Tour with Shakespearean Festival

This year's tour will feature a range of Shakespearean plays performed by renowned actors. The event will take place in various locations across the city, including parks and outdoor stages. Tickets are available online and at local theaters. For more information, please visit the official website.

PHOTOGRAPHY & VIDEO

Photography and Video Productions

Learn to take great photos and videos with our expert instructors. The workshops will cover topics such as lighting, composition, and post-processing. For more information, please visit the official website.

The STEM Experience

Learn to take great photos and videos with our expert instructors. The workshops will cover topics such as lighting, composition, and post-processing. For more information, please visit the official website.
Appendix G

Dixie State University (DSU): Located in St. George, Utah
Something New!
DIXIE STATE'S "D" GETS FULL-COLOR MAKEOVER

HAVE YOU NOTICED SOME NEW COLORS RADIATING FROM THE "D" ON THE HILL?

That's because of a recent lighting makeover giving the century-old "D" a new array of color options.

- The "D" has represented Dixie State University since 1919 and will now change color for special occasions.
- The University Clock Tower will match the colors of the "D" on special occasions.
- The "D" will glow red for DSU highlights like Homecoming, D-Week, and major athletic victories.

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Art & Photography
Business & Technology
Dance, Music, & Performing
Health, Food, & Fitness
Language & Culture
Outdoor & Recreation
Personal Enrichment
Writing
Continuing Education Certificates

WHATS NEW!

BUSINESS & TECHNOLOGY
- Power Point
- Short Term Rental Certificates
- Understanding Your Retirement

DANCE, MUSIC, & PERFORMING
- Aerobics Dance & Fun!

HEALTH, FOOD, & FITNESS
- Advanced Culinary Arts
- Cake Decorating
- Replacing your Role of Food
- Volunteers Now

LANGUAGE & CULTURE
- ESL - Beginner
- ESL - Intermediate

OUTDOOR & RECREATION
- Artwork by Allegro
- Intermediate Personal Enrichment
- Introduction to Film Design
- Recovering from Grief and Loss
Art of Photography: Adobe Photoshop Lightroom® – Intermediate
Instructor: Lujano
How you learned is about what Adobe Lightroom can do in the ability to manage and edit your collection of photographs in a way that is faster and more efficient than with other tools. This course will help you manage and enhance your photographs, using powerful tools to enhance your photos and to help you create the images you want. You will be shown how to use Adobe Lightroom to improve your photos and to create the images you want.

Digital Photography
Instructor: Network
Learn about the basics of digital photography, how to get started, and how to use the equipment. You will learn how to use the equipment, and how to create and edit your photos. You will learn how to use the equipment, and how to create and edit your photos.

Photo Restoration
Instructor: Network
Learn how to restore and enhance your digital photos. You will learn how to use Adobe Photoshop and Lightroom to create and edit your photos. You will learn how to use Adobe Photoshop and Lightroom to create and edit your photos.

Android Smartphone Basics
Instructor: Network
Learn how to use Android smartphones. You will learn how to use Android smartphones. You will learn how to use Android smartphones.

Day Trading, Stocks, Futures, & Forex-Beginning & Intermediate
Instructor: Network
Learn how to trade stocks, futures, and forex. You will learn how to trade stocks, futures, and forex. You will learn how to trade stocks, futures, and forex.

Scanning and Archiving Family Photos
Instructor: Network
Learn how to scan and archive family photos. You will learn how to scan and archive family photos. You will learn how to scan and archive family photos.

Watercolor with Mel – Beginning
Instructor: Network
Learn how to paint with watercolor. You will learn how to paint with watercolor. You will learn how to paint with watercolor.

Watercolor with Mel – Intermediate
Instructor: Network
Learn how to paint with watercolor at an intermediate level. You will learn how to paint with watercolor at an intermediate level. You will learn how to paint with watercolor at an intermediate level.
COMMUNITY EDUCATION

Day Trading, Stocks, Futures, & Forex-Intermediate & Advanced
Liza Haren
Per students who have already attended the beginning class or have some trading experience already. I am well-versed in the knowledge and rules needed to enter the next level.
Sessions: 1. Tues/Thurs Jan 15 – Feb 21 - 7 - 9 pm WREU 182 [S90]
2. Tues/Thurs Feb 26 – April 11 - 7 - 9 pm WREU 182 [S90] pre-class 3/5, 3/15

Home Buying and Real Estate Investing in 2019
David Boyd
What is the secret to getting the home of your dreams? Real Estate Investors. This course is designed to help you understand the process of buying a home. If you don’t understand the rules, you won’t be able to make informed decisions. We will cover how to make smart decisions about buying a home.
Sessions: 1. Tues/Thurs Jan 15– Feb 21 - 7 - 9 pm WREU 182 [S90]
2. Tues/Thurs Feb 26 – April 11 - 7 - 9 pm WREU 182 [S90] pre-class 3/5, 3/15

Reverse Mortgage Pros and Cons
David Boyd
Reverse Mortgages are not for everyone. You might think you need one, but do you really need one? Often, people find out the hard way if they choose a Reverse Mortgage before they are ready. We will discuss the potential benefits and drawbacks of Reverse Mortgages.
Sessions: 1. Tues/Thurs Jan 15– Feb 21 - 7 - 9 pm WREU 182 [S90]
2. Tues/Thurs Feb 26 – April 11 - 7 - 9 pm WREU 182 [S90] pre-class 3/5, 3/15

New Short Term Rental Certificate Course
Julie Davies
Receive a course in an online certificate program that can increase your income! This course covers the legal and regulatory aspects of short-term rentals, including the requirements for hosting short-term rentals in various jurisdictions. You will learn about the benefits and challenges of short-term rental management and how to navigate the short-term rental market.
Sessions: 1. Tues/Thurs Jan 15– Feb 21 - 7 - 9 pm WREU 182 [S90]
2. Tues/Thurs Feb 26 – April 11 - 7 - 9 pm WREU 182 [S90] pre-class 3/5, 3/15

Understanding Your Retirement
Dane Hark
Understanding your retirement can be a daunting task. This course is designed to help you understand the concept of retirement and how to plan for it. We will discuss the different types of retirement savings options and how to choose the best one for you.
Sessions: 1. Tues/Thurs Jan 15– Feb 21 - 7 - 9 pm WREU 182 [S90]
2. Tues/Thurs Feb 26 – April 11 - 7 - 9 pm WREU 182 [S90] pre-class 3/5, 3/15

Using Microsoft Word to Write Your History
Saif Bhatti
Are you interested in the art of writing your family history? This course is designed to help you learn and use the tools in Microsoft Word to create a beautifully formatted document. You will learn how to create a table of contents, add footnotes, and create hyperlinks.
Sessions: 1. Tues/Thurs Jan 15– Feb 21 - 7 - 9 pm WREU 182 [S90]
2. Tues/Thurs Feb 26 – April 11 - 7 - 9 pm WREU 182 [S90] pre-class 3/5, 3/15

Voice-Overs... Now is Your Time!
Wendy Sherman
In this class, you will learn the basics of voice-over acting. You will learn how to breathe, take breaks, and get into character. This class will cover the different aspects of voice-over acting, including voice production, recording, and post-production.
COMMUNITY EDUCATION

DANCE, MUSIC, & PERFORMING

NEW Aerial Dance Fitness & Fun!
Elaine Lee
This Aerial Dance class teaches students technical
information and creative exploration on the aerial fabric
equipment, and allows aerial beginners to gain
confidence. Students will develop an understanding of
aerial techniques with an emphasis on fluidity and
expression. Each class will develop choreography
from the students. All ages are welcome!

Wed Jan 18 - Feb 8 (6:30 - 7:30 pm) 
$88 EDDCUB (10% off)

Chin Chin Cha
Rogé Thuoton - Gailly Gaudry
Get ready to go up with this energetic, fun and
popular. This dance is a revolutionary way to
exercise your body and mind. It combines
choreography and technique and is suitable for
beginners and intermediate levels.

Fri Jan 20 - Feb 12 (6:30 - 7:30 pm) 
$110/ea

Country Line Dance
Steliana Chioc
Learn to dance in a fun and relaxed way! This dance
is perfect for beginners and intermediates.

Fri Jan 20 - Feb 12 (6:30 - 7:30 pm) 
$110/ea

How to Play Piano by Ear
Craig Caffman
Learn some of the basics of playing the piano
without reading music. This class is designed
for beginners and will cover basic
notation, chords, and simple finger
movement.

Sat Mar 5 - 4:30 pm - 6:45 pm 
$110/ea

Social Dance Nights
Would you like to get out and dance more? The
Community Education program offers Social Dance
Nights throughout the year. These events include
live music and a range of dance styles for
beginners to advanced dancers.

Fri Jan 27 - 8 pm - 10 pm 
$15/person

Swing Dance/Lindy Hop - Beginning
Red Rock Swing Dance
Swing dance is a fun and social activity that
involves dancing to music in a lively and
energetic way. This class is designed for
beginners and will cover basic
footwork, turns, and partner
positions.

Sat Mar 11 - 11 am - 1 pm 
$50/person

Swing Dance/Lindy Hop - Intermediate
Red Rock Swing Dance
Intermediate swing dance is designed for
those who have some experience with
swing dance. This class will cover
more advanced techniques and
choreography.

Sat Mar 11 - 11 am - 1 pm 
$50/person
COMMUNITY EDUCATION

Tips and Tricks to Sing Like a Star
Par Otomo
Are you passionate about music? Would you like to share your talent with others? This class will help you develop the right techniques to sing with confidence. We will cover various techniques such as breath control, posture, and diction. In the last session, students will perform in front of the class with a chance to win a prize. Join us today! Pricing for the class: $30 per person.

Dixie State University

Health, Food, & Fitness

Advanced Culinary Arts - The Science of Cooking
Amber Dangor
This course will cover the scientific principles underlying modern food preparation. Students will observe and participate in hands-on food preparation activities. This class will be both interactive and educational. Class is limited to 10 participants. Class fee: $50 per person.

Ukulele “Play the Ukulele - Hapenny List”

Class and the last night will be held at the Dixie State University. Class fee: $50 per person.

Cake Decorating 101
Jared Beagon
In this 6-week course, you will learn basic decorating skills, giving you the confidence to decorate cakes for any occasion. We'll cover the basics of frosting and piping techniques, and you will take home a decorated cake at the end of each class. Class fee: $50 per person.

Healing Power of Plant Foods
April Ashcroft
In this class, we will explore the potential health benefits of adding more plant-based foods to your diet. These foods are rich in vitamins, minerals, and antioxidants, which can help support overall health. Class fee: $50 per person.

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COMMUNITY EDUCATION

DIABLO STATE UNIVERSITY

LANGUAGE & CULTURE

American Sign Language – Level 1 Beginner
Hardy, Ceradic
American Sign Language provides students with the skills needed to communicate comfortably in a wide variety of situations. This 6-week course will include discussion on basic greetings and introductions, ASL grammatical structures, common idioms, and vocabulary. Emphasis is placed on developing proper expression and receptive skills.
Wed Jan 10 – Feb 20 (6 – 7:30 pm) B2D 105 [10]

American Sign Language – Level 2
Hardy, Ceradic
This course will help students develop receptive and expressive abilities and will allow recognition and demonstration of some nonverbal communicative features of American Sign Language (ASL). It will help students increase fluency and accuracy in interpreting and expressing. All students are expected to work within a “zone of comfort” that is suitable for them.
Session 2 Wed Feb 27 – April 10 (6 – 7:30 pm) B2D 105 [70] to 80

ARCHAEOLOGY – Ancient Native American Symbols IV – Petroglyph Stories
Kaye Whitefeather Robinson
This class is the 5th in a series of 6 archaeology classes designed to teach American Petroglyph Symbols to Native American students. In addition to our other classes on Archaeology of the Southwest, this class will focus on the most beautiful petroglyphs in the Southwestern area, and what they mean to both the Native Americans who made them and to the descendants of those people who live here today. Our classes are never based on a text, but are continually updated with information from our research. The class will be presented with a variety of new or updated media, such as PowerPoint presentations, and all classes will be taught by a REAL NATIVE AMERICAN. Kaye Whitefeather Robinson is a Native American in the Southwest, and is the perfect person to teach this course. This is REAL ARCHAEOLOGY, based on the research of KAYE WHITEFEATHER ROBINSON, and taught by REAL NATIVE AMERICANS.

English as a Second Language – Beginner
Maritza Pimental
Language is an invaluable tool for the success of individuals, families and communities. This course teaches essential English communication skills to speakers of other languages. Course options focus on a variety of skills including pronunciation, reading, writing, speaking and listening.
Session 3 Wed Nov 20 – Dec 11 (6 – 8:30 pm) 161 C III 101 [310] to 390

English as a Second Language – Intermediate
Maritza Pimental
Language is an invaluable tool for the success of individuals, families and communities. This course teaches essential English communication skills to speakers of other languages. Course options focus on a variety of skills including pronunciation, reading, writing, speaking and listening.
Session 2 Wed Mar 28 – Apr 25 (6 – 8:30 pm) 161 C III 101 [310] to 390

Spanish – Basic Level 1
Scott Lee
Language is an invaluable tool for the success of individuals, families and communities. This course is designed to teach students the basic structure of the Spanish language. Students will learn essential Spanish vocabulary, grammar and listening skills to make the learning process more enjoyable and enjoyable.
English as a Second Language – Intermediate
Marina Persson
For those who have some English skill already, or have attended a beginning ESL class before.
Session 1 Mon-Thu Jan 28 – Mar 7 | 5:30–8:30 pm | HSC 301 | $125 | 1/10 Full
Session 2 Mon-Thu Mar 8 – Apr 25 | 5:30–8:30 pm | HSC 301 | $125 | 1/10 Full

Fundamentals of Christianity
Tony Rosenberg
A non-discriminated, community religion course, with some slick to it. This two-hour course is designed for both Christians and others. It consists of the basic knowledge about Christianity one should have. What is spiritual? What is religious? What is Christ? Why do people belong to Christian churches? All you need to know about the Bible – history, development, and interpretations.
Session 1 Tuesdays Jan 15 – Feb 19 | 7 – 9:30 pm | WLD 010
Session 2 Tuesdays Feb 26 – April 13 | 7 – 9:30 pm | WLD 010
WEEK: First 3 days $20 per class $20

Italian – An Introduction
Travis Rosenberg
In this six-week course, we will go over basic and conversational Italian phrases, introductions, conversations, pronunciation, and basic grammar. The course is designed for those who are traveling to Italy, or those who want to begin studying the language to widen their knowledge of the world.

Spanish – Basic Level 1
Scott Lee
Spanish is the 2nd most commonly spoken language in the United States. Join the conversation! This course is perfect for those who need Spanish workers, are preparing to travel to Spanish speaking countries, or are trying a new Spanish speaking country! This class is designed for adults 20 and older who have little or no Spanish speaking ability. We will cover basic pronunciation, greetings, vocabulary, expressions, numbers, present, and past.
Three Tuesdays Feb 26 – Mar 19 | 6:30 – 8:30 pm | WH 410 | $75

Spanish – Basic Level 2
Scott Lee
This course will provide instruction for adults who have successfully completed Spanish Basic Level 1 and desire to continue mastering the additional six months of instruction in basic Spanish. There will be a special emphasis on developing or improving writing and朗读, as well as improving listening and comprehension ability. This course is also for adults who have not taken Level 1 but already have basic understanding of Spanish grammar and pronunciation.
Two Wednesdays April 10 & 17 | 6:30 – 8:30 pm | WH 410 | $75

Native American Plant Uses – Ancient to Current
Kaye Whiteman Robinson
Learn to plant, grow, and identify various plants. This class will provide a hands-on approach to understanding the world of plants. You will have an opportunity to learn about the cultural significance of native plants and their uses. This class is suitable for all ages and abilities.

Motorcycle BRC Safety Course
Walter Crow
The DRW Motorcycle Safety Program is a nationally recognized course designed by the Motorcycle Safety Foundation (MSF). All you need to participate is to be legal age or older. As a result, students can wear any motorcycle helmet and clothing.

Dixie State University
OUTDOOR & RECREATION

see Geology – Our Geology

see Ecology – Our Ecology

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Walter Crow
The DRW Motorcycle Safety Program is a nationally recognized course designed by the Motorcycle Safety Foundation (MSF). All you need to participate is to be legal age or older. As a result, students can wear any motorcycle helmet and clothing.

see Geology – Our Geology

see Ecology – Our Ecology
COMMUNITY EDUCATION

DIXIE STATE UNIVERSITY

OUTDOOR & RECREATION

new Geology - Our Geological Wonderland!

Rick Miller, Ph.D
Less than 5 miles from Dixie State University, we actually do live in a Geological Wonderland! Join geologist Rick Miller in this 8-week course about various features and formations in our area. From the Glaciers to Stone Canyons, and Pine Valley to Zions—discover the geologic history, landforms, and basic mineralogical concepts of our backyard earth!

P/T Fee: $22 - Apr 19 4-5 pm [RCH 151] [199] (12)

Golf - Short Game Classes

Craig Heade
The most effective way to improve your golf game is to develop your short game skills! Learn to hit more and more of your shots into the green. Mr. Heade is a Master Certified Professional who will teach you the most simple and effective drills and techniques. You may choose the class or classes you feel will best suit the needs of your game.

• Easiest Putting - Mondays @ 12pm or 2pm
• Accurate Shaping and Getting the Ball in the Green - Tuesdays @ 1pm or 2pm
• The Art of Skilled Fitting - Wednesdays @ 12pm or 2pm

Classes have a maximum of five students to ensure personalized instruction. This class is taught on course.

Motorcycle BRC Safety Course

Wahweap Course
The DSR Motorcycle Safety Program is a nationally recognized course designed by the Motorcycle Safety Foundation (MSF). All you need to participate is a valid general learner's permit or driver's license, the motorcycle and helmet are provided! Designed for beginners, this class teaches basic operation, handling, and most importantly, safety! The course requires the student to pay a $25 course fee to the MSF and complete three hours of online coursework. The student will receive an attendance certificate for completing all course requirements on the last day of class. If they are unable to attend class, they will be offered a free refresher course at the next available session. Class is 9:00 am to 4:00 pm.

Motorcycle BRC Safety Course

P/T Fee: $25 - Apr 21-27

Hunter Education - Internet Course

Doug Ross
Take the course online, and fill out the mandatory in-person portion and field day with us. We will offer an online course at the Dixie State and St. George TDA. Check our website for more information.

Hunter Education - Internet Course

P/T Fee: $25 - Apr 8, Apr 15, Apr 22, May 6, May 13, May 20, May 27, Jun 3, Jun 10

Interior Design with a Flair - Phase 2

Sharon Jolly-Rogers
After this class you'll walk away with an exciting new look for your home. In this class we will focus on Classic and Contemporary Home Décor. You’ll learn the three elements of interior design: color, texture and pattern. You’ll also learn how to mix and match, and use colors that will work together.
COMMUNITY EDUCATION

DIAMOND HEAD UNIVERSITY

PERSONAL ENRICHMENT

Artisan Soap Making Beginning
Sharon Lank

Artisan soap making is a fun and creative way to make your own soap. This class will teach you how to make soap using lye and essential oils. Learn how to mix the ingredients, pour the soap, and cure it to perfection. The finished product will be yours to keep. All materials are included. Limited space available, so sign up early!

Session 1: Thurs. Jan. 23; 4:15 - 6:45 pm | SNOW 201 | $25
Session 2: Thurs. Jan. 30; 4:15 - 6:45 pm | SNOW 201 | $25
Session 3: Thurs. Feb. 27; 4:15 - 6:45 pm | SNOW 201 | $25

Crochet Basics
Kathleen Jones

Learn the basics of crochet! This hands-on class will teach you how to crochet a simple scarf, hat, and small bag. You will learn how to count stitches, how to change colors, and how to remove mistakes. All materials included. Limited space, so register early.

Session 1: Tues. Feb. 4; 6:30 - 8:00 pm | SNOW 202 | $25
Session 2: Tues. Mar. 3; 6:30 - 8:00 pm | SNOW 202 | $25

Design with a Flair - Phase 2
Sharon Jolly-Rogers

In this class, you will learn how to add flair to your designs. We will cover techniques such as adding beads, sequins, and beads to create unique and beautiful designs. You will also learn how to use different colors and textures to create a cohesive look. All materials included. Limited space, so register early.

Session 1: Thurs. Feb. 27; 6:30 - 8:00 pm | SNOW 201 | $25
Session 2: Thurs. Mar. 27; 6:30 - 8:00 pm | SNOW 201 | $25

Recovering from Grief and Loss
Sunshine Mommer

Learn how to cope with the loss of a loved one. This class will teach you how to deal with the emotions that come with grief and how to move forward.限空间，所以请提前报名。

Session 1: Tues. Feb. 4; 6:30 - 8:00 pm | SNOW 202 | $25
Session 2: Tues. Mar. 3; 6:30 - 8:00 pm | SNOW 202 | $25

Academic Writing
Christy McAll, PhD

Are you a student looking to improve your grades and writing skills? This class will teach you how to write effective essays, reports, and research papers. You will learn how to organize your thoughts, how to write clearly and concisely, and how to cite sources properly.限空间，所以请提前报名。

Session 1: Jan. 18th

DIAMOND HEAD UNIVERSITY

WRITING
Taking the Mystery out of Medicare
Jannie Whitlock
Come and learn the ins and outs of Medicare. Dr. Whitlock educates, corrects misunderstandings and helps you understand how Medicare works. Supplemented with real-life stories, you'll walk away knowing Medicare is not an abstract concept.

Session 1 Tuesdays, 6:30-9:30 WEDU 133 (Single $22, Couples $30)
Session 2 Thursdays Feb 28 6:30-9:30 WEDU 133 (Single $22, Couples $30)
Session 3 Thursdays May 21 6:30-9:30 WEDU 133 (Single $22, Couples $30)

Write that Book: Take a Story from your Head to the Page
Shelley McArthur
The world of publishing a book can be a tricky one—it’s hard to even know where to start! In this course, learn to craft a traditionally published novel, understand the differences between self-publishing and traditional publishing, and how to market your work. The steps to take to get your book traditionally published and how to prepare your manuscript, and resources for self-publishing your work. You'll leave with a solid knowledge of how to publish a book in the digital age.

Session 1 Tuesdays, 6:30-9:30 WEDU 133 (Single $22, Couples $30)
Session 2 Wednesdays, 6:30-9:30 WEDU 133 (Single $22, Couples $30)
Session 3 Thursdays May 21 6:30-9:30 WEDU 133 (Single $22, Couples $30)
COMMUNITY EDUCATION

DIXIE STATE UNIVERSITY

CLASSES REQUIRING COMPUTERS

If you plan to use a DSU computer you will need to provide a 10 computer login:

- Take each 4 hours to the 10th. Contact’s Office
- Be sure to log in the \100 login in the \100 login box.
- Take your courses in the \7th floor, and login there to create your login.
- You will need to do this prior to the first day in order to participate.

If you plan to bring your own computer:

- Please note that you must have the required software installed on your computer to participate in the class.
- Electrical outlets are not always available.
- Every software available on the DSU network.

DIXIE STATE UNIVERSITY

CONTINUING EDUCATION CERTIFICATES

Career Step

DSU has partnered with Career Step to offer career-focused education to help students quickly enter the workforce. The program includes courses in healthcare administration, marketing, and management.

Computer Technician

Developed by an industry-certified instructor, this program is designed to prepare students for the CompTIA A+ certification. The program covers topics such as computer hardware, software, and network systems.

Executive Assistant with MS Office 2016

This program is designed to prepare students for entry-level administrative positions. Students will learn how to use Microsoft Office 2016 software for word processing, spreadsheets, and presentations.

Healthcare IT

This program prepares students for the Certified Medical Administrative Assistant (CMAA) certification. Students will learn how to use electronic health records, billing, and insurance coding.

Professional Medical Coding and Billing with Applied PCS

This program prepares students for the Certified Professional Coder (CPC) and Certified Medical Administrative Assistant (CMA) certifications. Students will learn how to code and bill for healthcare services.

Small online enrollment or call 435-693-7677: Continuing Education Certificate - IT.
Professional Medical Coding and Billing with Applied PCS

The Professional Medical Coding and Billing with Applied PCS program prepares students for the Certified Coding Associate (CCA) and Certified Professional Coder (CPC) certifications. Students develop a healthcare knowledge base and train on current and advanced codes. Enrollment includes books, medbooks, and a certification exam voucher. Visit continuing.education to get started.

Medical Office Manager

This program prepares students for the Certified Medical Administrative Assistant (CMAAA) and Certified Electronic Health Records Specialist (CEHRS) credentials. Topics include medical terminology, healthcare documentation, practice management, billing and coding, and more. Prerequisites: ITCS 380 or XCR 3808. Enrollment includes books and two certification exams. Visit continuing.education for more.

Medical Transcription Editor

Approved by the American Medical Association (AMA), the Medical Transcription Editor program prepares students for medical transcription and editing careers. Topics include medical documentation, bios, medical terminology, and editing theory. Enrollment includes books, a transcription test pack, and an AMEA membership. Visit continuing.education to get started.

Pharmacy Technician (ASHP/ACPE)

The Pharmacy Technician (ASHP/ACPE) program prepares students for the Pharmacy Technician Certification Board (PCTB) exam. Enrollment includes books and a certification exam voucher. Visit continuing.education for more.

Medical Administrative Assistant with EHR

The Medical Administrative Assistant with EHR program prepares students to earn the Certified Medical Administrative Assistant (CMAAA) and Certified Electronic Health Records Specialist (CEHRS) credentials. Topics include medical terminology, healthcare documentation, practice management, billing and coding, and more. Prerequisites: ITCS 380 or XCR 3808. Enrollment includes books and two certification exams. Visit continuing.education for more.
Medical Administrative Assistant with EHR

The Medical Administrative Assistant with EHR program prepares students to earn the Certified Medical Administrative Assistant (CMAA) and Certified Electronic Health Records Specialist (CEHRS) credentials. Topics studied include ICD10, CPT4, EHR software, Microsoft Office, healthcare documentation, and billing procedures. This program includes an online course and exam, which is a requirement for both certifications. For more information, visit our website or call our admissions office.

Medical Billing

The Medical Billing program helps students develop the knowledge and skills they need to work in healthcare billing. This program includes topics such as the impact of the Affordable Care Act, the role of the medical biller, and the steps involved in processing claims. For more information, visit our website or call our admissions office.
Appendix H
University of Nevada, Las Vegas (UNLV): Community Education Direct to Consumer Materials
Aries Cyrus-Sims turned a passion for helping others into a new career.

“This program has just been such a great opportunity for me and I recommend it and suggest it for anyone in the nonprofit sector.” - Aries Cyrus-Sims, UNLV Nonprofit Certificate

Aries Cyrus-Sims has a passion for helping people. Growing up in Lansing, Michigan she was always seeking out volunteer opportunities and found great support from her philanthropic-focused family. She strove to make an impact on the lives of individuals. But how could she turn that passion into a career?

In 2007 Aries moved to Las Vegas to support her local pastor and his wife as they opened a sister church. Helping people was still her focus, but she also had to support herself with careers in the retail and hospitality industries. It was not until a friend recommended she consider a nonprofit company that Aries began to combine her passions.

Range of courses:

- Aerospace & Defense
- Business Administration
- Cannabis
- Design & Technology
- English as a Second Language (ESL)
- Financial Planning
- Fine Arts, Photography & Video Production
- Food & Beverage
- Human Resources
- Interpretation & Translation
- Leadership
- Lean Six Sigma
- Legal Studies
- Marketing & Communications
- Mediation
- Microsoft Office
- Music & Performing Arts
- Nonprofit Management
- Parenting & Families
- Real Estate
- Small Business & Entrepreneurship
- Social Work
- Test Preparation & Learning

For more information, visit UNLV Continuing Education Institute of Banking Development or call 702-895-5000.
Professional Development Certificate Programs

Our professional development certificate programs, certification preparation programs, and pre-certification programs can help you make a change into a rewarding, in-demand career. We invite you to our free information sessions to learn more so you can go forward with confidence.

Aerospace & Defense
- Unmanned Aircraft Systems p. 8
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*Certificate Program Application for Multi Course Programs:

Students pursuing a DVCNY Career Education certificate program with a multi-course option, the following requirements must register their intention to complete the certificate using the online certificate application course codes in order to receive their certificate. Certificate programs not listed with an asterisk are single courses and...
Attend a Certificate Information Session

Attending an Information Session to learn more about our professional certificate programs. Instructions and program staff present on job responsibilities, employment outlook, the registration process, and financial assistance options. They are happy to answer any questions you may have. All information sessions are free of charge.

**General Information Session**

If you are not certain which program may be right for you or if there is no information session scheduled specifically for the program in which you are interested, please attend one of our general Information Sessions. General Information sessions will cover Career/Pathway, MMI, Nurse Practitioner, Organizational Leadership, and Protective Services. Special emphasis will be on options for funding your career transition or advancement. Dates for general Information sessions are available online. Go to [ced.unlv.edu/cert2019](http://ced.unlv.edu/cert2019) and search for “Information Session.”

**SUMMER ACADEMY INFORMATION SESSION**

[T]: 10:00am-11:00am  [PM]: 10:00am-11:00am  [T]: 12:00pm-1:00pm  [PM]: 12:00pm-1:00pm

**MEDICAL ASSISTANT CERTIFICATE PROGRAM INFORMATION SESSION**

[T]: 10:00am-11:00am  [PM]: 1:00pm-2:00pm  [T]: 1:00pm-2:00pm  [PM]: 12:00pm-1:00pm

**LEGAL ASSOCIATE PROFESSIONAL IN HUMAN RESOURCES (LAPHR) INFORMATION SESSION**

[T]: 10:00am-11:00am  [PM]: 12:00pm-1:00pm

**PHR/SPHR INFORMATION SESSION**

[T]: 10:00am-11:00am  [PM]: 12:00pm-1:00pm

**MEDICAL TRANSCRIPTION SPANISH CERTIFICATE PROGRAM INFORMATION SESSION**

[T]: 10:00am-11:00am  [PM]: 12:00pm-1:00pm

**PARALEGAL CERTIFICATE INFORMATION SESSION**

[T]: 10:00am-11:00am  [PM]: 12:00pm-1:00pm

**NEW for Spring 2019**

UNLV Continuing Education is committed to your learning needs and our class offerings are always evolving. Check out the New classes in the catalog listed below, or visit [ced.unlv.edu/new](http://ced.unlv.edu/new) for updates!

**Aerospace & Defense**
- Certificate in Aircraft Operations
- Bachelor of Science in Aeronautical Science

**Business Administration**
- Executive Certificate in Business Administration
- Bachelor of Science in Business Administration
- Master of Business Administration
- Master of Science in Finance

**Human Resources**
- Associate of Science in Human Resources (University Credit)

**Fine Arts, Photography & Video Production**
- Digital Photography
- Digital Video Production

**Healthcare Administration**
- Healthcare Administration

**Information Technology**
- Cybersecurity

**Healthcare Services**
- Nursing Assistant
- Certified Nursing Assistant (CNA)

**Fitness & Wellness**
- Personal Training
- Nutrition Counseling

**Food & Beverage**
- Hospitality Management

**Foreign Languages**
- American Sign Language

**Lean Six Sigma**
- Lean Six Sigma Green Belt

**Social Work**
- Bachelor of Social Work

[ced.unlv.edu/new](http://ced.unlv.edu/new)

Coming Soon: Web Development Coding Bootcamp
COMMUNITY EDUCATION

Aerospace & Defense

PROTECTIVE SERVICES PROFESSIONAL CERTIFICATE PROGRAM

The Protective Services Professional Certificate is an intensive, week-long training program designed exclusively for professionals in the field of protective services. The curriculum is divided into four comprehensive modules:

- Protective & Emergency Operations (PSEO)
- Protective Services Operations (PSO)
- Protective Services Management (PSM)
- Protective Services Administration (PSA)

Program Requirements:
To earn the Protective Services Professional Certificate, you must successfully complete the following courses:

- Protective & Emergency Operations (PSEO)
- Protective Services Operations (PSO)
- Protective Services Management (PSM)
- Protective Services Administration (PSA)

UNMANNED AIRCRAFT SYSTEMS CERTIFICATE

This certificate covers unmanned aircraft systems (UAS) technology, regulations, and operations. The program includes a comprehensive overview of UAS operations, including decision-making, regulatory compliance, and advanced topics such as remote pilot certification and unmanned aircraft system (UAS) operations.

Business Administration

EXECUTIVE CERTIFICATE IN BUSINESS ADMINISTRATION

The Executive Certificate in Business Administration is designed to provide managers, business owners, and professionals with the skills and knowledge necessary to succeed in today's competitive business environment. The program covers topics such as financial management, strategic planning, and leadership skills.

Program Requirements:

- Executive Certificate in Business Administration

UNMANNED AIRCRAFT SYSTEMS CERTIFICATE

Business Administration

EXECUTIVE CERTIFICATE IN BUSINESS ADMINISTRATION

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Program Requirements:

- Executive Certificate in Business Administration

COMMUNITY EDUCATION
EXECUTIVE CERTIFICATE IN BUSINESS ADMINISTRATION BUNDE

This certificate is designed to meet the needs of professionals who wish to enhance their business acumen. It covers key areas such as Business Administration, Business Logistics, and Account Management. This certificate is ideal for mid-career professionals looking to advance their careers.

PROGRAM REQUIREMENTS
- This certificate requires a minimum of 120 credit hours.
- Tuition fees are $12,000 per year.

ADMISSION REQUIREMENTS
- Applicants must have a bachelor’s degree from an accredited institution.
- A minimum GPA of 3.0 is required.

ENROLLMENT
- Classes are offered on a part-time basis.
- Financial aid is available to those who qualify.

For more information or to apply, please visit our website or contact us at 555-1234.
COMMUNITY EDUCATION

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and application.

These are hybrid classes. Access to the online component is available two weeks prior to in person meeting dates. The in person class will be held on Fridays from 8 a.m. to 11 a.m. There is a fee of $299 which includes the online component and the in person classes. For more information or to register, call 301 434 4650.

Register online at cod.edu/courses/cat2019


to expect more than one class in the hour, depending on the number of classes. Remember, this is an actual class, and there is a fee.


to expect more than one class in the hour, depending on the number of classes. Remember, this is an actual class, and there is a fee.
CANNABIS CLASSES

Cannabis is a quickly growing industry with incredible opportunities for employees, entrepreneurs, and investors. Online courses are offered in conjunction with The Academy of Cannabis Science. This 12-hour class will enhance your knowledge of the plant and ensure you understand the current laws and regulations in your state.

CANNABIS PROFESSIONAL

This class is for anyone in the cannabis community who wants to learn about the science, cultivation, and management of cannabis. It is designed for those who want to work in the cannabis industry and want to understand the legal and regulatory landscape.

Design & Technology: Fashion Design

FASHION DESIGN CERTIFICATE PROGRAM

This is a 12-week program designed for aspiring fashion designers. The program covers design, sewing, and fashion marketing. Students will learn the fundamentals of fashion design and develop their own unique style.

PROGRAM REQUIREMENTS:

- Basic sewing
- Creative design
- Fashion drawing
- Color theory
- Fabric selection

ELECTIVE COURSES OPTIONS:

- Fashion Business
- Fashion Technology
- Fashion Marketing
- Fashion Photography

BASICS SEWING:

Learn basic garment construction, pattern making, and sewing techniques. Students will learn how to take measurements, sew seams, and create their own apparel.
COMMUNITY EDUCATION

FASHION APPAREL CONSTRUCTION: THE LITTLE BLACK DRESS

Learn how to design and create your very own Little Black Dress using various pattern making and sewing techniques. This 2 day workshop will teach you how to use pattern making software and create your own original designs.

PATTERNS MAKING INTRODUCTION

Learn to read and interpret patterns, and understand the mathematical principles behind pattern making. This course is perfect for anyone looking to improve their sewing skills or learn a new skill.

SEWING: TECHNIQUES

This course covers basic sewing techniques such as machine sewing, hand sewing, and stitching. You will learn how to use a sewing machine safely and efficiently.

BASIC SEWING

Learn basic garment construction, pattern reading, and sewing techniques. This course is perfect for beginners and those looking to improve their sewing skills.

SWIMWEAR & LINGERIE

Learn how to design and create swimsuits and lingerie using various pattern making and sewing techniques. This course is perfect for anyone interested in creating their own swimwear and lingerie.

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Design & Technology: Print, Graphic & Web Design

PRINT & GRAPHIC DESIGN CERTIFICATE PROGRAMS

Build proficiency in the core design software tools used in the commercial printing and graphic design industry. Print Design Certificate candidates study the essential concepts of print design and the Adobe applications designers use to complete their projects. Graphic Design Certificate candidates expand their Adobe design skills and learn additional design theory and print communication concepts and techniques. The Graphic Design Certificate is available if you are choosing courses that focus on design and graphic design, or if you are responsible for promoting and developing materials in your current employment but haven't formal training and experience in graphic design. Credits may be taken individually to expand your skill set.

Our labs are equipped with Adobe PC and Apple computers (side courses). Adobe Creative Suite is included in the program. We offer sides in character design, web design, and animation. Our curriculum is designed to be flexible to meet the needs of students in the working world or those who wish to pursue a career in the graphic design field. Our graduates are in demand as designers, illustrators, and photographers.

PREREQUISITE: You must have a working knowledge of computer applications including Microsoft Office, Windows, and other software.

GRAPHIC DESIGN CERTIFICATE PROGRAM REQUIREMENTS:

- Print Design Level I
- Adobe Photoshop Level I
- Adobe Illustrator Level I
- Adobe InDesign Level I
- Adobe Acrobat Levels I & II

WEB DESIGN CLASSES

An eye-catching website where your information is up-to-date is a major asset for any business. Our Web Design course is designed to assist students in creating a professional website that is visually appealing and user-friendly. You will learn how to create websites using Adobe Dreamweaver, Adobe Photoshop, and Adobe Illustrator. This course is designed to give you the skills you need to create a website that is both functional and visually appealing.

PREREQUISITE: You must have a working knowledge of computer applications including Microsoft Office, Windows, and other software.

WEB DESIGN CERTIFICATE PROGRAM:

Students receive training in HTML, CSS, and JavaScript, and learn to design and build websites. They also learn how to create professional graphics using Adobe Photoshop and Illustrator. Students learn how to create interactive and responsive websites using Adobe Dreamweaver.

COMING SOON WEBSITE DEVELOPMENT COURSE:

This course covers the basics of website development and design. Students learn how to create interactive and responsive websites using Adobe Dreamweaver and Adobe Photoshop. This course is designed to give you the skills you need to create a website that is both functional and visually appealing.

Register online at ced.unh.edu/cad2019
COMMUNITY EDUCATION

INTRODUCTION TO CONTENT MANAGEMENT SYSTEMS

The session is designed to provide content managers who can keep a website up to date with the latest and important news. The session will cover key aspects of content management systems (CMS) such as WordPress, Joomla, Drupal, and others. Participants will learn how to upload content, edit pages, and manage the overall structure of a website. The session will also cover best practices for SEO, content creation, and social media integration.

Dr. John Lyon
10th of April
Room 101
8:30 AM - 10:00 AM

INTRODUCTION TO INTEGRATED DEVELOPMENT ENVIRONMENTS

This workshop on development tools will be held within a single integrated development environment (IDE). The IDEs will include tools for coding, testing, and debugging. The workshop will cover the following tools: Eclipse, NetBeans, and IntelliJ IDEA. Participants will learn how to set up and use these tools to build applications.

Dr. Lisa Johnson
11th of April
Room 101
8:00 AM - 10:00 AM

JAVASCRIPT

JavaScript is a widely used language that can be used to interact with the user interface of websites. This workshop will cover the basics of JavaScript, including variables, functions, loops, and arrays. Participants will learn how to create dynamic web pages and add interactive elements to their websites.

Dr. David Kim
12th of April
Room 101
3:00 PM - 5:00 PM

PRINT DESIGN CAPSTONE: FROM PREPRESS TO PRODUCTION

This capstone project will take participants through the entire process of designing and producing a print project. Participants will learn about prepress, plate making, and finishing techniques. The project will culminate in a professional print piece that participants can take home.

Dr. Sarah Miller
9th of April
Room 101
8:00 AM - 10:00 AM
**English as a Second Language (ESL) & Accent Reduction**

**ACCENT REDUCTION**

**ACCENT REDUCTION FOR INTERNATIONAL PROFESSIONALS I**

This course is designed for professionals who need to improve their English pronunciation and reduce their accent. The course will focus on the sounds and rhythms of English, with practical exercises to help participants overcome common pronunciation errors. 

**ACCENT REDUCTION FOR INTERNATIONAL PROFESSIONALS III**

This advanced course is for professionals who desire to further improve their English pronunciation and accent reduction. The course will cover more complex pronunciation patterns and provide strategies for improving pronunciation in a variety of contexts. 

**UNLV Cannon Survey Center Part of Your Research Team**

Make the Cannon Survey Center part of your research team. Our staff can provide survey administration services and data analysis to support your research objectives. Contact us at 702-895-5111 for more information.

**Print design caption:** From pre-press to production.

ENGLISH AS A SECOND LANGUAGE (ESL)
A strong command of English can help you thrive in business, academics, and everyday life. UNLV offers a variety of different English as a Second Language (ESL) courses to fit your skill level and help you progress from non-native speaker to full fluency. All courses cover the core ESL content areas: reading, writing, speaking, and listening. Classes are available in a part-time/full-time format.

Register by phone at 702-895-2394.
Financial Planning

FINANCIAL PLANNING

SOCIAL SECURITY & RETIREMENT

UNDERSTANDING FINANCIAL MARKETS

Guidelines for investments: Define your goals and objectives early to determine your investment expectations. Determine your risk tolerance and investment horizon. Review the benefits of investing in different asset classes. 

Social Security & Retirement:
- Retirement plan
- Retirement savings
- Retirement income
- Retirement insurance

Understanding Financial Markets:
- Market trends
- Market analysis
- Market forecast

David Parker, CFP®
1130 15th St. NW, Suite 550
Washington, DC 20043
Phone: 202-789-1234
Fax: 202-789-4567

Register early for the best course selection and availability.

Fine Arts, Photography & Video Production

DRAWING & PAINTING

DRAWING

Art instruction that teaches the basic techniques of traditional drawing. Students will learn to draw the human form, still life, and other subjects.

Photography

Learn the fundamentals of photography, including camera settings, lighting, and composition.

Video Production

Introduction to video production, including camera operation, editing, and post-production techniques.

David Parker, CFP®
1130 15th St. NW, Suite 550
Washington, DC 20043
Phone: 202-789-1234
Fax: 202-789-4567

Register by phone at 703-995-3394
COMMUNITY EDUCATION

FINE ARTS, PHOTOGRAPHY & VIDEO PRODUCTION

DRAWING & PAINTING

ACRYLICS I
Acrylics allow you to create works with bold, vibrant colors and expressive brushwork. You will explore different techniques and styles, focusing on figure drawing and portrait painting.

Gail Hirsch
Sat. & Sun. 1-3 (or 3-5) $65
(401) 754-3137

ACRYLICS II
Explore more advanced techniques and subject matter, allowing you to create more realistic and detailed works. This class will cover a range of subjects, from landscapes to still lifes.

Gail Hirsch
Sat. & Sun. 1-3 (or 3-5) $65
(401) 754-3137

DRAWING I

Drawing is a fundamental skill for all forms of art, but it is also an art form in its own right. This class will cover a variety of techniques, from observational drawing to expressive line work.

Gail Hirsch
Sat. & Sun. 1-3 (or 3-5) $65
(401) 754-3137

DRAWING II
Build on your drawing skills, exploring different techniques and mediums. This class will focus on developing your own unique style and creating dynamic compositions.

Gail Hirsch
Sat. & Sun. 1-3 (or 3-5) $65
(401) 754-3137

WATERCOLORS I

Learn the basics of watercolor painting, focusing on color mixing, layering, and developing a personal style. This class is perfect for beginners or those looking to expand their skills.

Gail Hirsch
Sat. & Sun. 1-3 (or 3-5) $65
(401) 754-3137

WATERCOLORS II
Expand on your watercolor skills by exploring different techniques such as wet into wet, dry brushing, and spattering. This class will also cover color theory and mixing.

Gail Hirsch
Sat. & Sun. 1-3 (or 3-5) $65
(401) 754-3137

PHOTOGRAPHY & VIDEO PRODUCTION

ADOBE PREMIERE: VIDEO EDITING I

Learn the basics of video editing using Adobe Premiere. This class is ideal for beginners or those looking to refresh their skills.

Gingnig Company
Sat. 10:30 - 3:30 $65
(401) 754-3137

ADOBE PREMIERE: VIDEO EDITING II

Deepen your skills in video editing with Adobe Premiere. You will learn advanced techniques and tips for creating professional-looking projects.

Gingnig Company
Sat. 10:30 - 3:30 $65
(401) 754-3137

ARCHITECTURAL PHOTOGRAPHY

Learn the basics of architectural photography, including lighting, composition, and post-processing techniques. This class is open to all levels, from beginners to advanced photographers.

Gingnig Company
Sat. 10:30 - 3:30 $65
(401) 754-3137

For more information or to register, please contact us at 401-754-3137 or visit our website.
CELL PHONE PHOTOGRAPHY
Capture and edit high-quality photos to share with family, friends, and the world using your smartphone or tablet. Learn tips and tricks on mobile device apps and techniques that are usually discovered over time. There are many free and paid apps for easy editing, convenience, and creativity. All you need is your smartphone and this workshop on how to use it to tell stories, connect with others, and share memories from your life. Participants will receive a smartphone to work with during the session.

DESSERT NIGHT SKY PHOTOGRAPHY
Join us for an unforgettable night photography experience in the desert. Participants will learn how to capture the beauty of the moon, stars, Milky Way, and desert landscapes. This workshop is perfect for beginners and experienced photographers alike. Learn techniques for long exposure photography and how to create stunning night images. Participants will have the opportunity to practice their skills under the guidance of our experienced instructors. The workshop will take place after dark, so please bring a sweater and warm clothing. No prior experience is necessary.

DIGITAL PHOTOGRAPHY BUNDLE
Register for this course to receive a bundle of 5 Digital Photography classes:
- Digital Photography: The Essentials
- Digital Photography: Visual Communication
- Digital Photography: Building a Photography Business
- Digital Photography: Editing
- Digital Photography: Focal Length and Filters

For more information, please visit: www.communityed.com/digitalphotography

TECHNOLOGY: COMMUNITY EDUCATION

COMMUNITY EDUCATION
COMMUNITY EDUCATION

INTRODUCTION TO LANDSCAPE PHOTOGRAPHY

To understand landscape photography, we first need to explore the elements of photographic composition. The composition is the arrangement of elements in a photograph. It is the way in which we frame the subject, how we use space, and how we direct the viewer's attention. In landscape photography, the composition is crucial because it helps us tell a story or convey a mood. By understanding the elements of composition, we can create more visually appealing images. The three main elements of composition are:

1. The rule of thirds: This is a guideline that suggests placing the subject off-center to create a more balanced and engaging image.
2. Leading lines: These are lines in the landscape that draw the viewer's eye into the image. Examples include roads, rivers, and the horizon.
3. Negative space: This is the space around the subject and is used to create balance and add depth to the image.

By understanding these elements, we can create more visually appealing images that better convey our message.

SCULPTURE & WOODWORKING

GLASS FUSION: INTRODUCTION

Workshop Title: Glass Fusion in a Weekend. This workshop is designed for beginners and will teach you the basics of glass fusion, including safety precautions, tools and equipment, and techniques. You will learn how to work with glass in a controlled environment, using a kiln to fuse the pieces together. Sessions will be held on two consecutive days, and participants will receive a certificate of completion at the end of the workshop. The workshop will take place in a modern facility equipped with all necessary materials and tools.

VENUE: Community Center
DAYS: Saturday & Sunday
TIMES: 10am to 5pm
cost: $199
Registration is open until 20th June.

GREAT NIGHT PHOTOGRAPHY: CAPTURING THE GLOW

Workshop Title: Great Night Photography - Capturing the Glow. This workshop is designed for experienced photographers and will cover advanced techniques for capturing night photography. You will learn how to use manual settings, use of flash, and night photography techniques. Sessions will be held on two consecutive days, and participants will receive a certificate of completion at the end of the workshop. The workshop will take place in a modern facility equipped with all necessary materials and tools.

VENUE: Community Center
DAYS: Saturday & Sunday
TIMES: 10am to 5pm
cost: $199
Registration is open until 20th June.

FOOD PHOTOGRAPHY

Still life photography is a genre of photography that focuses on food. It involves capturing the food in a way that highlights its texture, color, and shape. In this workshop, we will cover the basics of food photography, including composition, lighting, and post-processing. Participants will receive a certificate of completion at the end of the workshop. The workshop will take place in a modern facility equipped with all necessary materials and tools.

VENUE: Community Center
DAYS: Saturday & Sunday
TIMES: 10am to 5pm
cost: $199
Registration is open until 20th June.

VIGNETTE: Digital Photography

DIGITAL PHOTOGRAPHY: THE ESSENTIALS

Workshop Title: Digital Photography - The Essentials. This workshop is designed for beginners and will cover the basics of digital photography, including camera settings, composition, and exposure. Participants will receive a certificate of completion at the end of the workshop. The workshop will take place in a modern facility equipped with all necessary materials and tools.

VENUE: Community Center
DAYS: Saturday & Sunday
TIMES: 10am to 5pm
cost: $199
Registration is open until 20th June.
COMMUNITY EDUCATION

GLASS BLOWING INTRODUCTION

Take a moment to explore the minds of glass blower. You'll learn the techniques behind the craft and the artistry of glass blowing. This unique introduction to glass blowing will teach you the basics of the craft, including safety and technique. Students will be able to create their own glass pieces at the end of the workshop.

Barbara Novak, Glass Master

Date: April 13, 2019
Time: 10:00 AM

Register online at ced.unh.edu/cast2019

WOODWORKING II

Learn how to build your own furniture or create your own custom projects. This course will teach you the techniques and skills needed to build your own furniture. Students will also have the opportunity to customize their own projects.

Jamie O'Connor

Date: April 15, 2019
Time: 1:00 PM

Register online at ced.unh.edu/cast2019

COMMUNITY EDUCATION

Fitness & Wellness

DANCE

BALLET

Learn the basic movements and techniques of ballet. This course will teach you the fundamentals of ballet technique, including technique, discipline, and artistry.

Steffi von der Heide

Date: April 15, 2019
Time: 1:00 PM

Register online at ced.unh.edu/cast2019

HIP HOP

Learn the basic movements and techniques of hip hop. This course will teach you the fundamentals of hip hop technique, including technique, discipline, and artistry.

Steffi von der Heide

Date: April 15, 2019
Time: 1:00 PM

Register online at ced.unh.edu/cast2019

COMMUNITY EDUCATION

Register online at ced.unh.edu/cast2019

COMMUNITY EDUCATION
NASM CERTIFICATION PREPARATION PROGRAMS

Work one-on-one with clients to define their fitness and wellness goals and design customized training and nutrition plans. Personal trainers and other wellness professionals enjoy flexible hours and energetic work environments in leading gyms, corporate fitness centers, and hotels. Earn a NASM certification through the National Academy of Sports Medicine (NASM) nationwide recognized program. Pursue a specialist credential to take your training or wellness career to the next level. Course fees include textbook, access to online instruction, and the NASM certification exam. NASM exam retakes are not included in the course fee.

NASM PERSONAL FITNESS TRAINER PROGRAM

Prepare for a career as a personal trainer with a NASM-accredited National Academy of Sports Medicine certification. The course will cover topics such as human movement, exercise training, flexibility, cardiovascular training, nutrition, and more. Through hands-on experience in fitness settings and group training, you will be prepared to work with diverse clients. In addition to classroom instruction, you will be provided with resources to assist you in your career.

Upon completion, you will be prepared to take the certification exam. Students are expected to complete at least 40 hours of supervised practice and fitness-related activities within a normal class setting. Upon completion, the National Academy of Sports Medicine will issue a certification to those who meet the requirements. The certification exam is offered online. To maintain your certification status, you will be required to participate in a continuing education program.

Course fees include textbook, access to online instruction, and the NASM certification exam. NASM exam retakes are not included in the course fee.

NASM PERSONAL TRAINER PROGRAM REQUIREMENTS:

To earn the NASM Personal Trainer certification, you must successfully complete the NASM Personal Trainer Specialist program.

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SPORTS
FUNDAMENTALS OF COACHING
This course provides students with the knowledge and skills to coach sports at an entry level. Students will learn the essential principles of coaching, including techniques, strategies, and safety considerations. Students will also develop their own coaching philosophy.

Drive to Success
W: Jan 20 (10) / M: Jan 21 (10) / T: Jan 22 (10) / W: Jan 23 (10) / Th: Jan 24 (10) / F: Jan 25 (10)

GOLF FOR BEGINNERS
A fun and educational way to learn the history and rules of the game. Practice putting skills to get you ready for the course.

FITNESS & WELLNESS
Pilates
This class is designed to improve strength, flexibility, and overall health in a fun and challenging environment. Students will learn Pilates techniques and their benefits.

WELLNESS
MINDFULNESS BASED STRESS REDUCTION
This course provides an opportunity to discover yourself and escape the stress and cortisol response to your daily life. It includes mindfulness practices and helps to develop self-awareness in stress situations.

Food & Beverage
ESSENTIAL KITCHEN SKILLS
Learn to become a successful, efficient, and safe cook by mastering proper knife techniques. Obtain good practice in knife handling and

Register online at cod.uhi.edu/cat2019

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COMMUNITY EDUCATION

COOKING & BAKING CLASSES

CARIBBEAN DELIGHTS

Enjoy the rich and varied flavors of the Caribbean with its mix of African, Spanish, French, Indian, Chinese, and Indigenous influences. Such a blend lends itself to the delightful flavors that are shared in this class, where you’ll explore the colors, spices, and culinary techniques that make this cuisine unique.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

COOKING BASICS, STOCKS & SAUCES

Learn the foundations of cooking and the art of making stocks and sauces. This class is a great introduction to cooking basics for beginners or those looking to improve their culinary skills. Once you know the basics, it’s easy to expand and experiment with different recipes.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

CREATIVE SALADS

Explore the world of salads with a focus on healthy, fresh ingredients. Whether you’re looking to create a simple summer salad or a more complex, gourmet dish, you’ll learn how to make salads that are both delicious and nutritious.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

Meet WINNERS FROM TUSCANY

This class will teach you how to make delicious Tuscan dishes using fresh, locally-sourced ingredients.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

PIZZA WORSHIP

Learn the art of pizza-making from an expert chef. You’ll make great pizza at home by mastering this craft in a class that includes hands-on instruction and a variety of toppings.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

SALSA, SPREADS & DIPS

Explore the vibrant world of salsa, spreads, and dips. You’ll learn how to make flavorful, homemade salsa and dips that will elevate your meals.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

THE PERFECT STEAK

Learn the secrets to cooking the perfect steak. You’ll discover techniques and tips for achieving the perfect sear and resting time.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

SOMMELIER ACADEMY CERTIFICATE PROGRAM

The Sommellier Academy offers a comprehensive program for those interested in a career in wine and spirits. The program includes classes, seminars, and practical training to prepare you for a career in the industry.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

FISH TO PERFECTION

Learn the techniques to cook fish to perfection. You’ll explore different methods of cooking fish, including baking, grilling, and poaching, and discover how to achieve the best results.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

FLAVORS OF THAILAND

Discover the unique flavors and techniques of Thai cuisine. You’ll learn how to make traditional Thai dishes, including curries, pad Thai, and暴打流奶参.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

INDIAN COOKING CLASSES

Learn the art of Indian cooking with a variety of regional dishes. You’ll discover how to make authentic Indian dishes using traditional techniques.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150

NOT YOUR CLASSIC MACARONI & CHEESE

In this class, you’ll learn how to make a delicious and creative twist on the classic macaroni & cheese.

Laurie Flaherty
T: 123-456-7890
Email: laurie.f@gmail.com
Date: 10/01/2023
Class Time: 6:00 PM
Price: $150
COMMUNITY EDUCATION

VINE TO WINE: THE FUNDAMENTALS

SUCCESSFUL WINE TASTING STUDIES HAVE FOUND THAT UNDERSTANDING THE FUNDAMENTALS OF WINE MAKING AND HOW WINES ARE PRODUCED CAN ENHANCE YOUR WINE TASTING EXPERIENCE. THE COURSE IS DESIGNED TO HELP YOU DEVELOP A STRONGER APPRECIATION FOR THE VARIETY OF WINE, INCREASE YOUR WINE KNOWLEDGE, AND ENHANCE YOUR WINE TASTING ABILITIES.

WINE & BEVERAGE CLASSES

WINE BOOTCAMP

Pack all the important basics of wine education into a fun and interactive setting! The Wine Bootcamp is designed to help you learn about the basics of wine and improve your wine knowledge. This program includes:

- **Week 1:** Introduction to Wine
  - Wine 101: The Basics
  - Wine Regions
  - Wine Styles
- **Week 2:** Exploring the World of Wine
  - Wine Tasting Techniques
  - Wine Pairing
  - Wine Storage
- **Week 3:** Advanced Wine Tasting
  - Wine Aroma and Flavour?
  - Wine and Food Pairing
  - Wine and Cheese Pairing

This program is designed for wine enthusiasts and professionals who want to take their wine knowledge to the next level. Join us for an exciting and informative journey through the world of wine. Enrollment is limited, so sign up today!
Foreign Languages

FOREIGN LANGUAGES

ADVANCED CONVERSATIONAL FRENCH

This course is intended for adults who already have a high knowledge of advanced level (A2). Focus will primarily use oral skills and pronunciation in a very broad scope of situations. Course will be taught using a combination of face-to-face interaction and written materials. Required Textbook(s): Elementary French; Intermediate (ISBN: 1-59468-402-5)

Prerequisite:
Ski: 2/26-3/2 (Tuesday) 1:30-2:30 PM $199
P/H Room 308 (110/210/410)
*Class does not meet Feb 16 & Mar 30

BEGINNING FRENCH I

For beginners who want to learn basic conversations and vocabulary skills to travel and social interaction. Pronunciation and grammar will be taught through dialogues. Beginning French I covers different situations, the bank, restaurant, at the doctor's office, at the phone, etc. Focus will be on learning key vocabulary and grammar rules. Required Textbook(s): Elementary French I (ISBN: 1-59468-401-7)

Prerequisite:
Ski: Jan 30-Apr 3 (Wednesday) 1:30-2:30 PM $199
P/H Room 421 (110/210/410)
*Class does not meet Jan 30

BEGINNING FRENCH II

This Beginning French II course continues from conversation skills and vocabulary skills for travel and social interaction. Pronunciation and grammar will be taught through dialogues. Beginning French II covers different situations, the bank, restaurant, at the doctor's office, at the phone, etc. Focus will be on learning key vocabulary and grammar rules. Required Textbook(s): Elementary French II (ISBN: 1-59468-403-3)

Prerequisite:
Ski: Jan 30-Apr 3 (Wednesday) 1:30-2:30 PM $199
P/H Room 421 (110/210/410)
*Class does not meet Jan 30

SPANISH I

A program of Spanish phrases and sentences to help with the workplace, travel, and social situations. Focus will be on learning basic grammar and vocabulary for the workplace, travel, and social situations. Required Textbook(s): Elementary Spanish (ISBN: 1-59468-392-9)

Prerequisite:
Ski: Jan 30-Apr 3 (Wednesday) 1:30-2:30 PM $199
P/H Room 421 (110/210/410)
*Class does not meet Jan 30

Health Care & Allied Professions

CERTIFIED NURSING ASSISTANT (CNA) TRAINING PROGRAM

As a Certified Nursing Assistant (CNA), you will offer patients compassion and care while assisting them with daily tasks to facilitate a faster recovery. This course will provide you with the skills needed to be a Certified Nursing Assistant (CNA) for patients. The training is 30 hours and takes five weeks to complete.

CERTIFIED NURSING ASSISTANT (CNA) TRAINING PROGRAM

As a Certified Nursing Assistant (CNA), you will offer patients compassion and care while assisting them with daily tasks to facilitate a faster recovery. This course will provide you with the skills needed to be a Certified Nursing Assistant (CNA) for patients. The training is 30 hours and takes five weeks to complete.

BEGINNING FRENCH III

The Beginning French III course continues from conversation skills and vocabulary skills for travel and social interaction. Pronunciation and grammar will be taught through dialogues. The course will cover different situations, the bank, restaurant, at the doctor's office, at the phone, etc. Focus will be on learning key vocabulary and grammar rules. Required Textbook(s): Elementary French III (ISBN: 1-59468-404-1)

Prerequisite:
Ski: Jan 30-Apr 3 (Wednesday) 1:30-2:30 PM $199
P/H Room 421 (110/210/410)
*Class does not meet Jan 30

SPANISH II

If you have been learning Spanish or want to learn an additional language, this course will cover grammatical and conversational skills. Required Textbook(s): Elementary Spanish II (ISBN: 1-59468-393-7)

Prerequisite:
Ski: Jan 30-Apr 3 (Wednesday) 1:30-2:30 PM $199
P/H Room 421 (110/210/410)
*Class does not meet Jan 30

Health Care & Allied Professions

CERTIFIED NURSING ASSISTANT (CNA) TRAINING PROGRAM

As a Certified Nursing Assistant (CNA), you will offer patients compassion and care while assisting them with daily tasks to facilitate a faster recovery. This course will provide you with the skills needed to be a Certified Nursing Assistant (CNA) for patients. The training is 30 hours and takes five weeks to complete.
Health Care & Allied Professions

CERTIFIED NURSING ASSISTANT

The Certified Nursing Assistant (CNA) is a critical member of the healthcare team. CNAs work in a variety of settings, including hospitals, nursing homes, and home health agencies. Their roles include assisting with patient care, such as helping with meals, medication administration, and personal care. CNAs must be compassionate, patient, and have strong communication skills. The program includes classroom instruction and supervised clinical experience. Graduates are eligible to take the state exam to become a certified nursing assistant.

MEDICAL ASSISTANT CERTIFICATE PROGRAM

Become a medical assistant with UML’s Medical Assistant Certificate Program. This program provides a comprehensive education in medical terminology, anatomy, physiology, medical office management, and patient communication. Graduates will be equipped with the skills necessary to provide essential support in a healthcare setting. Program includes both classroom instruction and hands-on experience in a simulated medical office environment.

MEDICAL ASSISTANT EXTENSION

This program is designed for students interested in expanding their medical assistant skills. It offers advanced training in medical coding, insurance billing, and electronic health record systems. Graduates will be prepared to work in a variety of healthcare settings, including hospital outpatient departments, doctors’ offices, and medical clinics.

For more information, visit the UML website or contact the admissions office.

CNA Requirements:
- Must have a high school diploma or GED.
- Must complete a background check and drug screening.
- Must have a physical examination and immunizations.
- Must complete the CNA course.
- Must pass the state exam to become certified.
Human Resources

PHR/SPHR Certification Preparation

Earn a Professional in Human Resources (PHR) or the Senior Professional in Human Resources (SPHR) designation to add value to your resume. It signals your knowledge and skill, and makes you more valuable to your employer. This prestigious designation is awarded by the Human Resource Certification Institute (HRCI) to those who can demonstrate their knowledge and skill in human resources. For those who are preparing for the PHR or SPHR exam, this session is designed to assist you in understanding the format of the exam, preparing for the test, and passing the exam.

Upcoming Exam Date: April 17

Register online at ced.uw.edu/cat2019
COMMUNITY EDUCATION

HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAMS

Stay up-to-date with emerging trends and regulations in human resources. Whether you are a seasoned human resource professional or you are just entering the field, UNLV has courses to expand your understanding of current relevant issues. Course offerings will feature a broad understanding of HR topics, such as including benefits, compensation, organizations, and employee development. Following, employee relations, and staff management. Coursework may be taken individually to expand your skill set.

BASIC CERTIFICATE PROGRAM REQUIREMENTS:
To earn the Basic Certificate you must complete the following required core courses and an additional 2.5 ECTS of elective courses.

- Essentials of Human Resource Management

ADVANCED CERTIFICATE PROGRAM REQUIREMENTS:
To earn the Advanced Certificate you must complete the following required core courses and successfully complete the following required core courses and an additional 2.5 ECTS of elective courses.

- Essentials of Human Resource Management

ELECTIVE COURSE DPT 0589:
Choose one of the following courses to complete the 2.5 ECTS of elective options.

- Essentials of Human Resource Management

HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM INFORMATION SESSION

Learn more about the Human Resource Management Certificate program and how it can benefit you. Meet instructors and ask questions about the structure, content, and required courses. Whether you are a seasoned HR professional or looking to enter the field, this 2.5 ECTS program is designed to help launch your career.

Gary Overton, SHRM-SCP
G.O. Overton@unlv.edu
6:30-8:00 PM
Paul Revere I 311 / 3101

ELECTIVE COURSE DPT 0595:
Choose one of the following courses to complete the 2.5 ECTS of elective options.

- Essentials of Human Resource Management

HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM INFORMATION SESSION

Learn more about the Human Resource Management Certificate program and how it can benefit you. Meet instructors and ask questions about the structure, content, and required courses. Whether you are a seasoned HR professional or looking to enter the field, this 2.5 ECTS program is designed to help launch your career.

Gary Overton, SHRM-SCP
G.O. Overton@unlv.edu
6:30-8:00 PM
Paul Revere I 311 / 3101

COMMUNITY EDUCATION

CONTACT INFORMATION:

Gary Overton, SHRM-SCP
G.O. Overton@unlv.edu
6:30-8:00 PM
Paul Revere I 311 / 3101

DEVELOPING MENTORSHIP PROGRAMS

Mentorship programs are an effective way for providing staff with professional advice and training. They can be a valuable tool for organizations to develop their future leaders. Mentorship programs can help employees gain new skills, knowledge, and experience. They can also help to create a more supportive and collaborative work environment. Effective mentorship programs should be well-planned and follow best practices. This includes setting clear goals, establishing expectations, and providing ongoing support. Mentorship programs can benefit both the mentor and mentee. By participating in a mentorship program, employees can gain valuable feedback and guidance, while mentors can develop new leaders for the organization.

ESSENTIALS OF HUMAN RESOURCE MANAGEMENT

Leaders need to understand the importance of effective recruitment, selection, and training techniques. This course will provide strategies for effectively managing human resource programs. By learning about the key concepts and practices, you will gain a better understanding of how to develop and implement effective recruitment, selection, and training programs. This course will also cover the legal requirements and best practices for managing human resource programs. You will learn about the various types of recruitment and selection methods, including advertising, job fairs, and employee referrals. You will also learn about the different types of training programs, such as on-the-job training, classroom training, and computer-based training. By the end of this course, you will have a better understanding of human resource management and be able to implement effective recruitment, selection, and training practices. Contact us to schedule the class that best fits your needs.
COMMUNITY EDUCATION

TALENT MANAGEMENT

Career Development is a core area of focus for the Community Education team. Our goal is to provide opportunities for individuals to develop their skills and knowledge in areas that align with their interests and career goals.

THE ART OF STRATEGIC THINKING

Career development, like any strategic decision-making process, requires individuals to think critically about their goals and how to achieve them. This course will cover key concepts and techniques for strategic thinking, including identifying goals, setting priorities, and evaluating options.

WORKPLACE INVESTIGATIONS

In a fast-paced work environment, workplace investigations are a crucial aspect of maintaining a safe and productive work culture. This course will cover the basics of workplace investigations, including how to conduct effective interviews and gather evidence.

LEGAL CONSEQUENCES OF CRIMINAL ACTIVITY

This course provides an overview of the legal consequences associated with criminal activity. Participants will learn about the types of criminal activity, the potential legal consequences, and how to navigate the criminal justice system.

LEGAL CONSEQUENCES OF CRIMINAL ACTIVITY II

In this advanced course, participants will delve deeper into the legal consequences of criminal activity, examining specific cases and learning about the strategies and tactics used by defense attorneys and prosecutors.

LEGAL CONSEQUENCES OF CRIMINAL ACTIVITY III

This course explores the impact of criminal activity on personal and professional lives, including the effects on relationships, employment opportunities, and financial well-being.

LEGAL CONSEQUENCES OF CRIMINAL ACTIVITY IV

In this course, participants will learn about the international implications of criminal activity, including extradition and mutual legal assistance agreements.

LEGAL CONSEQUENCES OF CRIMINAL ACTIVITY V

This course provides an overview of the legal consequences associated with criminal activity, focusing on the role of the courts and the adjudication process.
MEDICAL INTERPRETATION: SPANISH CERTIFICATE PROGRAM

The Medical Interpretation: Spanish Certificate program is designed to prepare students to become certified medical interpreters as they can perform duties in medical interpretation and translation. The classes within the Medical Interpretation: Spanish certificate program focus on the development of applied learning in a comprehensive program that prepares bilingual speakers to work as medical interpreters. The module is placed on understanding the problems and complexities of interpretation and the roles and responsibilities of a medical interpreter, use of pertinent medical terminology and its context, and the development of

INTRODUCTION TO MEDICAL INTERPRETING

Prepare a scenario to develop a case study to develop the skills that are an essential part of the job. Medical interpreting requires a thorough understanding of healthcare topics and accurate interpretation.
MEDICAL SIMULTANEOUS INTERPRETING & SIGHT TRANSLATION

In medical settings, interpretation is a crucial element for communication, especially in healthcare. This course is designed to equip you with the skills necessary to interpret accurately in real-time, using simultaneous interpretation techniques. You will learn about the different cultures and medical practices of various countries and how they influence medical interpretations. The course will also cover the ethical considerations involved in medical interpretation.

MEDICAL LANGUAGE & SPECIFIC CHARACTERS

This course focuses on the medical language used in different countries, including medical terminology and specific words used in medical contexts. You will learn how to identify and use these words in different languages, which will be beneficial in providing medical care to non-native speakers.

LEADERSHIP

ORGANIZATIONAL LEADERSHIP CERTIFICATE PROGRAM

Leadership is a vital skill for all organizations, and this certificate program is designed to help you develop the necessary skills to lead effectively. The program covers various aspects of leadership, including decision-making, team management, and conflict resolution. By the end of the program, you will have a solid understanding of how to apply leadership principles in the workplace.

PROGRAM GOALS

- To develop leadership skills in students who want to become effective leaders in their organizations.
- To provide a comprehensive understanding of leadership theories and practices.
- To equip students with the skills necessary to lead effectively in diverse environments.

TARGET AUDIENCE

--entry level managers
- mid-level managers
- top-level managers

COURSE OUTLINE

- Fundamentals of Leadership
- Leadership Theories
- Effective Communication
- Team Building
- Conflict Resolution
- Change Management
- Decision Making
- Ethics in Leadership

FUNDAMENTALS OF LEADERSHIP

The first course in the leadership certificate program focuses on the basic principles of leadership. You will learn about the different styles of leadership and how to apply them in different situations. The course will also cover the importance of effective communication and decision-making in leadership.

PERSONAL LEADERSHIP DEVELOPMENT

The second course in the leadership certificate program focuses on personal development. You will learn how to identify your leadership style and how to develop your skills to become a more effective leader. The course will also cover the importance of self-awareness and how it can help you lead more effectively.

THE LANGUAGE OF LEADERSHIP

The third course in the leadership certificate program focuses on the language of leadership. You will learn how to use language effectively to influence others and how to navigate cultural differences in leadership. The course will also cover the importance of active listening and how it can help you lead more effectively.

LEADERSHIP

COMMUNITY EDUCATION
LEGAL CLASSES

CONTRACT LAW
Gain a comprehensive understanding of Florida Law regarding contract law and the legal duties and obligations imposed on all parties. Students will be asked to examine and analyze various legal cases and discuss the principles of contract law. The class will focus on the development and analysis of legal principles in the context of contract law. Students will be expected to write and present legal briefs, research legal issues, and participate in class discussions. The course will emphasize critical thinking, legal research, and writing skills.

MICROSOFT OFFICE & ADOBE ACROBAT FOR LEGAL PROFESSIONALS
This course will cover legal writing and effective communication skills using Microsoft Office programs. Students will learn how to prepare legal documents, including contracts, letters, and memoranda. The course will also cover legal research, critical thinking, and problem-solving skills. Students will be expected to write and present legal briefs, research legal issues, and participate in class discussions. The course will emphasize critical thinking, legal research, and writing skills.

TORT LAW
Study the principles of tort law and liability, including negligence, products liability, and other torts. The class will focus on the development and analysis of legal principles in the context of tort law. Students will be expected to write and present legal briefs, research legal issues, and participate in class discussions. The course will emphasize critical thinking, legal research, and writing skills.
Marketing & Communications

COMMUNICATIONS CLASSES

COMMUNICATE WITH DIFFICULT PEOPLE WITH TACT & SKILL

Avoid types of difficult behavior and practice constructive ways to communicate that diffuse high-pressure or confrontational situations. Learn ways to help you deal with aggressive personalities, and develop types of actions, as well as anger and aggressive people. Enhanced techniques will be included for dealing with difficult people.

Reggie Buragall, Ph.D.
503-918-5500
PAM 301 • PAM 151

EDITING & PROOFREADING YOUR WORK

Make your writer more effective and efficient with a technique that can improve your overall presentation. This half-day program will focus on essential skills to improve your written material. You will learn tips and improve your own writing exercises you may use to self-edit and proofread in the style you have learned.

Audrey E. Feeney, M.A.
503-918-5500

PUBLIC SPEAKING BOOTCAMP

Become a leader and speaker in any position. Opportunities to speak to those who want and need to give speeches, for personal, social, or business needs, or for career advancement, will be included. Practice skills help you to feel, relax, organize, do better, and manage anxiety. Discuss common public-speaking nervousness issues and how to overcome them.

503-918-5500
Mediation

**Mediation Certificate Program**

Skills learned in mediation training can be used in almost every aspect of life where there is interaction between two or more people. Commonly used individuals, social service providers, and government agencies increasingly turn to mediation as an expedient way to achieve mutually satisfactory agreements. Classroom training and an individual placement will prepare you to become an effective, neutral third party in a conflict.

**Programmed Incentives**

To earn the Mediation Certificate you must successfully complete the Mediation Training course.

**Mediation Training Certificate Information Session**

An introductory session on the theory and practice of Mediation Training Certificate is provided. Information sessions cover topics including basic concepts, mediation process, mediator role, ethical considerations, and conflict resolution techniques. A review of key points will be helpful for you.

**Mediation Training Certificate**

A mediating process is designed to help parties to better understand each other’s perspective and reach a mutually acceptable result. The principles of mediation are used during the interactive live scenarios to address critical mediation techniques, and

Microsoft Office & Personal Computing

**Microsof Office**

Practise up on your Microsoft Office skills. Classes currently offered are in Microsoft Office and Excel.

We can offer additional courses in Microsoft such as Office 365, Access, Advanced Excel, Outlook, Outlook, SharePoint, and Visio courses.

**Excel Essentials: Analyzing Data**

Turn raw data into a more digestible form to support your...
Music & Performing Arts

INTRODUCTION TO VOICEOVER WORKSHOP

Find out how to launch your voiceover business with a 12-year veteran voiceover training mentor shares his 25-year career and engineerng the

EXCEL ESSENTIALS: PRESENTING DATA

Learn to use Excel as a more powerful tool as you understand the basics to data presentation. In this course, you will learn to use formulas in spreadsheet analysis, create charts, and use conditional formatting to analyze your data.

EXCEL ESSENTIALS: ANALYZING DATA

Transform your data into a more digestible format to support your decision-making process. With this course, you will learn how to use Excel for analyzing data, creating charts, and creating reports.

EXCEL ESSENTIALS: WRITING FORMULAS

Learn to write formulas in Excel to automate tasks and perform calculations. This course covers how to write formulas, use functions, and create reports.

MICROSOFT OFFICE BASICS

Learn the essentials of using Microsoft Word, Excel, and PowerPoint. You will learn how to use these tools effectively and create professional documents.

COMMUNITY EDUCATION

Register by phone at 712-899-3339
COMMUNITY EDUCATION

UNLV VARSITY MEN'S GLEE CLUB
The UNLV Glee Club is aShow choir group that engages in a range of activities, including rehearsal for a variety of shows, concerts, and other events. The club provides a unique opportunity for students to develop their musical and performance skills in a supportive and collaborative environment.

UNLV WOMEN'S CHOIR
UNLV Women's Choir is an ensemble that focuses on vocal skills, particularly in the areas of choral conducting and performance. The choir practices regularly to enhance its repertoire and perform at various events and competitions.

GRANT ACADEMY CERTIFICATE PROGRAM
The Grant Academy Certificate Program is a comprehensive training program offered by the UNLV College of Business. It aims to provide students with the knowledge and skills necessary to successfully secure and manage grants. The program covers various aspects of grant writing, including proposal development, review, and management.

GRANT ACADEMY INFORMATION SESSION
Learn about the UNLV Grant Academy and how it can help you improve your grant-seeking skills. This is an opportunity to interact with the Grant Academy staff and other participants to discuss the program, learn about the process, and ask any questions you may have.

GRANT ACADEMY RUMBLE
Register online at ced.unlv.edu/c2019

BUILDING A GRANT READY ORGANIZATION
A strong and well-organized organization is necessary to effectively manage and secure grant funding. To become grant-ready, focus on enhancing your internal processes, and improving your overall organizational structure. This includes developing a strategic plan, identifying potential funding sources, and building a supportive team.

IDENTIFYING FUNDING SOURCES
To identify potential funding sources, research various organizations that align with your mission and goals. Look into federal, state, and local grant opportunities, as well as private foundations and corporate sponsors. This will help you tailor your grant proposals and increase your chances of securing funding.
COMMUNITY EDUCATION

IDENTIFYING FUNDING SOURCES

Match your project to the best funding source for you. This course is designed to improve the ability of nonprofit organizations to identify and secure grants from a wide variety of sources. You will learn how to

GRANTS MANAGEMENT

Effective grants management is critical to maximizing the impact of any grant. This course will cover the key elements of grants management, including:

- Project planning and management
- Budget development and tracking
- Reporting requirements
- Compliance and legal considerations

PROPOSAL WRITING I

Propose a grant application tailored to meet the needs of the organization. This course will cover:

- Identifying funding opportunities
- Writing a compelling grant application
- Avoiding common pitfalls

PROPOSAL WRITING II

This course will focus on developing a proposal for a grant application, including:

- Developing a budget
- Preparing a narrative
- Writing a successful proposal

NONPROFIT MANAGEMENT CERTIFICATE PROGRAM

The Nonprofit Management Certificate Program offers a comprehensive curriculum designed to help nonprofit professionals develop the skills and knowledge needed to lead successful organizations.

- Fundraising strategies
- Volunteer management
- Mission and vision development

A NONPROFIT ORGANIZATION'S ROLE & RESPONSIBILITY TO ITS AGENDA & THE COMMUNITY

This course will focus on:

- Understanding nonprofit governance and leadership
- Developing effective fundraising strategies
- Managing volunteer programs

AN INTRODUCTION TO THE NONPROFIT SECTOR

This course will cover:

- The history and role of the nonprofit sector
- The importance of nonprofit organizations to society
- The challenges faced by nonprofit organizations
Parenting & Families

PARNTERING

Parenting may be intimidating and frightening. It is important to have a strong foundation in the art of parenting and to have a positive role model to help guide you in the right direction. Our Parenting course focuses on the most important aspects of parenting, including communication, discipline, and the development of children.

COORDINATING PARENTING: SHIELDING YOUR CHILDREN FROM CONFLICT

This course is designed to help parents develop strategies to shield their children from conflict. By understanding the dynamics of conflict and learning effective communication skills, parents can help their children navigate complex situations and build healthy relationships.

COMMUNITY MANAGER PREPARATION COURSE

Learn how to manage a community successfully. This course covers topics such as community management, budgeting, and conflict resolution. You will learn how to create a community management plan, establish budgets, and manage conflicts effectively.

COMMUNITY MANAGER PREPARATION STATE EXAM REVIEW

This course is designed to help you prepare for the state exam to become a certified community manager. The course includes practice exams and review sessions to ensure you are fully prepared for the exam.

Small Business & Entrepreneurship

ENTREPRENEURSHIP CLASSES

BUSINESS ACCOUNTING

Learn the basics of small business accounting. This course covers topics such as bookkeeping, taxes, and financial statements. You will learn how to keep track of your financial data and make informed decisions.

BUSINESS FINANCE

Learn the fundamentals of business finance. This course covers topics such as cash flow, budgeting, and the importance of financial planning. You will learn how to create a financial plan and manage your business's finances effectively.

Social Work

SOCIAL WORK CEU COURSES

These courses are designed to help social workers meet their continuing education requirements. They cover topics such as social policy, mental health, and community development. You will learn how to apply social work principles in real-world situations.

ADVANCED SKILLS FOR CHILD CLINICIANS

This course is designed for child clinicians and focuses on advanced skills for working with children. You will learn how to assess and treat children with complex emotional and behavioral issues.
Test Preparation & Learning Enrichment

INSTITUTE OF READING DEVELOPMENT

READING ENRICHMENT PROGRAMS

Four readers can become good readers, and good readers can become great readers. UNIV of Guam in partnership with the Institute of Reading Development to offer reading skills programs. All programs are designed and taught by instructors from the Institute of Reading Development. Programs are offered on UNIV's campus for grade 1 through adult. For more information or to register, please call the Institute of Reading Development at 01-397-4983 or visit www.readingprogram.org.

TEST PREPARATION

Standardized test scores are a major component of your graduate school application process. If you plan to attend graduate school, live abroad, or take business school, we can help you realize your goals. With in-person and online test preparation classes for the GRE®, GMAT®, LSAT®, and ACT® in Guam’s leading test preparation program.

GRE ONLINE TEST PREPARATION

Enjoy the flexibility to learn from the comfort and convenience of your home on your own the traditional and innovative strategies that have been employed in a GRE® Prep Class. This course focuses on critical thinking and analytical reasoning, as well as other strategies that will improve your test scores. The course is delivered over 12 weeks, with one session a week and one online session a week. The course includes practice tests, quizzes, and detailed explanations for each question. The course is taught by experienced instructors with a combined total of over 1000 successful students. The course includes live online classes, practice tests, and personalized feedback.

GMAT ONLINE TEST PREPARATION

Enjoy the flexibility to learn from the comfort and convenience of your home on your own the successful GMAT® strategies that have been employed in a GMAT Prep Class. This course focuses on critical thinking and analytical reasoning, as well as other strategies that will improve your test scores. The course is delivered over 12 weeks, with one session a week and one online session a week. The course includes practice tests, quizzes, and detailed explanations for each question. The course is taught by experienced instructors with a combined total of over 1000 successful students. The course includes live online classes, practice tests, and personalized feedback.

LSAT ONLINE TEST PREPARATION

Enjoy the flexibility to learn from the comfort and convenience of your home on your own the successful LSAT® strategies that have been employed in a LSAT Prep Class. This course focuses on critical thinking and analytical reasoning, as well as other strategies that will improve your test scores. The course is delivered over 12 weeks, with one session a week and one online session a week. The course includes practice tests, quizzes, and detailed explanations for each question. The course is taught by experienced instructors with a combined total of over 1000 successful students. The course includes live online classes, practice tests, and personalized feedback.

ACT ONLINE TEST PREPARATION

Enjoy the flexibility to learn from the comfort and convenience of your home on your own the successful ACT® strategies that have been employed in an ACT Prep Class. This course focuses on critical thinking and analytical reasoning, as well as other strategies that will improve your test scores. The course is delivered over 12 weeks, with one session a week and one online session a week. The course includes practice tests, quizzes, and detailed explanations for each question. The course is taught by experienced instructors with a combined total of over 1000 successful students. The course includes live online classes, practice tests, and personalized feedback.

SAT ONLINE TEST PREPARATION

Enjoy the flexibility to learn from the comfort and convenience of your home on your own the successful SAT® strategies that have been employed in a SAT Prep Class. This course focuses on critical thinking and analytical reasoning, as well as other strategies that will improve your test scores. The course is delivered over 12 weeks, with one session a week and one online session a week. The course includes practice tests, quizzes, and detailed explanations for each question. The course is taught by experienced instructors with a combined total of over 1000 successful students. The course includes live online classes, practice tests, and personalized feedback.
LSAT ONLINE TEST PREPARATION

Prepare for the LSAT with 10 hours of stress-free instruction from UNLV’s LSAT Prep! This LSAT prep course combines the academic expertise of its in-person delivery with the convenience of an online session. You will learn strategies to tackling the complex logic games and writing analysis questions and interpreting your skills on the logic-based reasoning and reading comprehension sections of the exam. The course includes an LSAT workbook, 35 official practice tests from LSAC, and access to online resources including class recordings, pre-recorded lessons and interactive and recorded question forums, and online office hours. This course is ideal for the self-study student looking for an intensive way to improve their LSAT prep skills and maximize their scores.

Osher Lifelong Learning Institute at UNLV (OLLI at UNLV)

Don’t retire from something, retire to OLLI at UNLV.

If you have a passion for lifelong learning, the Osher Lifelong Learning Institute (OLLI) at UNLV is the perfect adult education program for you here in Southern Nevada.

Join engaging non-credit classes with no tests and no grades. Our program is very flexible and provides you with approximately 50 distinct opening classes of topics including the arts, crafts, history, current events, mathematics, science and health, and creative writing, as well as special and cultural events. A 5:00 P.M. Summer term is available as well. All OLLI classes are open to the public and are offered for the age of 45 and older.נס ושתה, אויריל גינדיס, רנלו נבדה, והם יותר.

Join or renew by phone at 702-895-3394 or online at oll.unlv.edu.

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Continuing Education: Information, Policies & Procedures

Age Requirements
The minimum age to register is 18 years old unless specified in the class description. Individuals under the age of 18 must obtain written approval from UNLV Continuing Education to register.

Class Locations
Our classes are located throughout the Las Vegas Valley. See page 61 for the locations listed.

Parking
All classes, staff, faculty, and visitors who wish to park on one of the UNLV campuses are required to obtain and display parking permits. Parking permits may be purchased at the Information Desk at the Fremont campus during regular business hours or via an app on your smartphone, Uapp. Visit the UNLV parking site for the most up-to-date information regarding permit requirements and enforcement as well as other purchasing options.

Disability Services
The university provides equal opportunity and treatment in employment, admissions, and all programs in an effort to avoid discrimination based on race, color, national origin, sex, disability. Any student who feels they may need accommodations due to a disability, temporary injury, or academic adjustments due to pregnancy is encouraged to contact the UNLV Disability Resource Center (DRC) online at http://drc.unl.edu or by phone, 702-895-6966. Current DGS students should make an appointment to discuss their accommodations with their instructors. It is best to initiate this process at least two weeks prior to the start date of your class to ensure accommodations can be arranged in a timely manner.

Registration Fees & Payment
Payment is due at the time of registration. For a list of payment options, see page 64 of the catalog or visit continedu.unlv.edu/registration-policy/documents.

For classes with deposits, you must register over the phone or in person and you must register for classes in a single transaction to secure the discounted fee.

For UH staff and students, registration fee discount information can be found at the UNLV catalog website.

Course Cancellations & Changes
In the event that a course or class is canceled or any changes to the schedule are deemed necessary, you will be notified via email or phone. If a course is canceled, the university will issue a full refund of the registration fee to each enrolled student. Under no circumstances will the amount refunded exceed the amount of the registration fee. For more information visit continedu.unlv.edu/registration-policy/cancellations.

Refunds & Dropping Or Withdrawing From Classes
Requests to drop a course or receive credits must be submitted by the deadline listed. Requests for refunds must be made in writing. Requests received after the deadline will be denied. The year-end refund policy is available at continedu.unlv.edu/registration-policy/refunds.

Wait Lists
Once a class fills up, you may choose to join the wait list. If a spot on the wait list becomes available or if we have enough people on the wait list to open a new section, you will be contacted. For additional information see continedu.unlv.edu/registration-policy/wait-list.

Certificate Programs
Students enrolling in a certificate program are responsible for researching and selecting a complete certificate program as well as submitting all necessary forms. Visit our website for our certificate program guidelines and details about all of our certificate programs.

Certificate Program Application
Students admitted in pursuing a certificate program will need to register for classes in a certificate program application course. See page 12 for additional information.

Books & Supplies
Details will be listed in the course listing at books and class specific supplies for additional information.

Registration Payment
Students registering in a certificate program are required to pay a non-refundable registration payment. Email the course listing to be included in the registration payment.

Attendance Policy
Attendance is required for all Continuing Education classes. Please discuss attendance with your instructor regarding your attendance and responsibility if you wish to miss a class. For more information please visit continedu.unlv.edu/registration-policy/attendance.

Student Code of Conduct
UNLV Continuing Education reserves the right to deny any student whose conduct is detrimental to the student and to the community. Participation in Continuing Education courses is subject to the policies set forth by the UNLV Student Code of Conduct, which is available online at continedu.unlv.edu/studentconduct. A student who violates the student code of conduct is subject to a referral.
Certificate Programs
Students enrolling in a certificate program are responsible for reviewing and selecting all certificate program requirements, as well as submitting all necessary forms. Visit our website for more information regarding your options and responsibilities if you must miss a class. For more information, please visit continuinged.unlv.edu/registration-policies/attendance.

UNLV Continuing Education’s standardsis available online at ced.unlv.edu/studentconduct. A student who is dismissed due to disciplinary action or behavioral expectations is not entitled to a refund.

Copyright Policy
All faculty members, by the terms of their university employment, will adhere to the copyright and fair use requirements. You are individually and solely responsible for the content of your work and for any fees. The university will neither provide nor defend against claims for copyright infringement or plagiarism. Any student instances of copyright and fair use disputes will follow the UNLV campus policies and procedures. Questions about copyright issues should be directed to the library or the university’s copyright office. Review UNLV copyright policies at ced.unlv.edu/policies/copyright.

UNLV Paradise Campus Information Desk Hours:
We are open Monday through Friday from 8am-5pm. We are closed on weekends and holidays. Please visit the UNLV campus maps at www.unlv.edu/maps for updates to this schedule.

Location Legend
Ham Fine Arts (HF)
Paradise Campus (PC)
Pavl McBeever Physical Education (MPE)
Weight Hall, Executive MBA (WME)
Shadow Lane Campus (SLC)
Clark County Neighborhood Services Center, 333 S. 3rd St., Ste. 600, Las Vegas, NV 89101
Demolition Class 2750 Highland Dr., Unit A, Las Vegas, NV 89119 (702) 416-2306
Ferguson Enterprises 475 S. Grand Canyon Dr., Las Vegas, NV 89147 (702) 305-2200, before 7pm
Las Vegas Golf Center 3750 S. Las Vegas Blvd., Las Vegas, NV 89193 (702) 697-9500
The Voice Actors Studio 5011 S. Las Vegas Blvd., Ste. 600, Las Vegas, NV 89119 (702) 539-9316
Total Wine & More - Town Square 3250 E. Flamingo Rd., Ste. 760, Las Vegas, NV 89119 (702) 643-4000
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Invest in your staff for transformational impact. Companies who invest in high-quality, targeted training are rewarded with increased productivity, higher profitability, and improved employee retention.

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