

# Make Education work for **YOU!**

 UNIVERSITY OF WISCONSIN  
**Fox Valley**

*A Campus of the University of Wisconsin Colleges*

Lifelong Learning with  
Continuing Education  
Programs

**Program Listings  
through December 2011**

**What makes a successful individual?** Is it the amount of money they make... the car that they drive...or the house that they live in? The answer to this question depends on where you search and who you ask.

However, my informal search found some common themes. Successful people:

1. Embrace the love of life-long learning
2. Incorporate regular exercise, proper nutrition and getting enough rest into their daily routine
3. Include humor or laughter in their lives. In other words, they “Don’t sweat the small stuff.”
4. Surround themselves with positive people
5. Take calculated risks

So, strive to continually improve, leading to greater success. Take a calculated risk and surround yourself with positive people—join a group—take a class. Indulge your passion for learning. Enroll in a fitness class. Explore a new and different topic.

Whether you learn through experience, books, or want the interaction with others or the convenience of on-line learning, lifelong learning adds value to your life. Start by browsing through the Fall 2011 offerings catalog to see the endless possibilities. You will find offerings that enrich your personal life to effectively manage your professional life. You will see university level classes with no exams and an 80% reduction in fees.

Here are a few to get you started:

- A to Z Grant writing
- Business Communication Certificate
- Creative Writing
- Cyber Security
- Environment Ethnics
- YouTube for Business
- Video Gaming for Youth

Your needs may be as unique as you are. UW-Fox Valley Office of Continuing Education can help by providing practical solutions effectively that will save you time and money. Let UWFox show you how we make education work for you.



*“Learn from yesterday, live for today, hope for tomorrow.  
The important thing is not to stop questioning.”* Albert Einstein

*Cathy K. Paynter*

**Cathy Paynter**  
Director, Office of Continuing Education  
University of Wisconsin- Fox Valley

UWFox, in partnership with UW-Extension, provides equal opportunity under Title IX. Please advise us at the time of registration if you have special needs. State of Wisconsin General Purpose Revenue Funds are not used in the printing and distribution of this catalog.

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Indicates course is offered online

## Lecture and Fine Arts Series


This complimentary series will address numerous topics, providing a variety of educational experiences for community members of the Fox Valley Region.

<b>Date:</b> Sept. 19, 2011	<b>Venue:</b> Perry Hall (Noon)	<b>Title/Abstract:</b> <b>"The Great Duke Ellington"</b>
<b>Speakers:</b> <b>Kurt Dietrich</b> Professor of Music  <b>Barbara Baldwin DeFrees</b> Chair in the Performing Arts Ripon College		Duke Ellington was considered one of the greats of jazz from the late 1930s, relatively early in his career. Late in the twentieth century, a consensus grew that he is in fact one of the greatest of American composers, regardless of style or genre. In a brief presentation, Kurt Dietrich, author of jazz books including an Ellington work, will discuss Ellington's rich and prolific life and career, also playing recorded excerpts from his works. <b>There will also be some live Ellington jazz on trombone.</b>
		

<b>Date:</b> Oct. 17, 2011	<b>Venue:</b> Perry Hall (Noon)	<b>Title/Abstract:</b> <b>"Climate Change and Climate Variability: What is it? How do we know? Why do we care?"</b>
<b>Speaker:</b> <b>James Brey</b> Director, Education Program American Meteorological Society Professor Emeritus Geography and Geology UW-Fox Valley		Much has been written about climate change. The topic continues to engage a large part of the world's people in an ongoing discussion. The topic is complex and difficult to understand. Politicization of the issue has created additional barriers to understanding. The purpose of this talk is to explain, from a scientific perspective, what is meant by climate change and climate variability, to present and explain some of the basic observational evidence that change is occurring and to briefly discuss possible future impacts of a changing climate.
		


<b>Date:</b> Nov. 15, 2011	<b>Venue:</b> Perry Hall (7:00 pm)	<b>Title/Abstract:</b> <b>"Fishing Is(n't) Murder: The Ethics of Sportfishing"</b>
<b>Speaker:</b> <b>Gene Helfman</b> Professor Emeritus Odum School of Ecology University of Georgia		Despite reluctance, individuals engaged in sportfishing are often challenged with ethical questions regarding moral constructs of right and wrong. Dr. Helfman, Emeritus Professor, Odum School of Ecology, University of Georgia, will engage the audience in a science-based exploration of the ethical arguments and pros and cons of sport and other types of fishing. Included in those arguments, Dr. Helfman will deal with whether (or not) fish feel pain and how that issue influences our personal decisions about sportfishing.
		"A good rule of angling philosophy is not to interfere with any fisherman's ways of being happy, unless you want to be hated." Zane Grey (1919), "Tales of Fishes"

<b>Date:</b> Feb. 13, 2012	<b>Venue:</b> Baehman Theatre (Noon)	<b>Title/Abstract:</b> <b>TBD</b>
<b>Speaker:</b> <b>Selika Ducksworth-Lawton</b> Associate Professor of History UW-Eau Claire		

<b>Date:</b> March 12, 2012	<b>Venue:</b> Baehman Theatre (perhaps with local foods vendors advertising, 7:00 pm)	<b>Title/Abstract:</b> <b>“Local Foods, Local Choices”</b>  Our current food system is a fairy tale—a fairy tale with many villains, a few heroines (and heroes), lots of make-believe about how the world works, and the potential, if we make good choices, for happy endings. Join us to explore the opportunities and challenges of growing local food economies in Wisconsin. We’ll discuss the prospect for local food systems to meet our food demands and social needs, address the opportunities for food sovereignty, share the excitement and struggles of community food system organizations, and talk about our responsibility as eaters and community members to bring about sustainable food systems. This will be a dialogue between the panel members and the audience with initial comments provided by the panelist, and will grow to include the interests and experiences of the audience. The panelists will share their experiences and backgrounds as farmers, local food advocates and organizers, ecologists, and seekers of delicious food.
<b>Speakers:</b> <b>Jeremy Solin</b> Co-founder Central Rivers Farmshed Stevens Point, Wisconsin  <b>Joy Perry</b> Senior Lecturer of Biology UW-Fox Valley  <b>Erin Schneider</b> Co-owner Hilltop Community Farm		
		

<b>Date:</b> April 16, 2012	<b>Venue:</b> Perry Hall (Noon)	<b>Title/Abstract:</b> <b>“Writing, Publishing and a Little Reading”</b>  How poets make poems happen, how poems make poets happen, how those poems go out into the world on their own. Three poets of different styles, techniques and backgrounds will read briefly from their poetry and discuss (again, briefly) their understandings of the origins, audiences, and paths to publication of their work.
<b>Speakers:</b> <b>Bill Gillard</b> Assistant Professor UW-Fox Valley  <b>J.D. Whitney</b> Emeritus Professor of English UW-Marathon County  <b>Peggy Rozga</b> Professor of English UW-Waukesha		

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)

<b>Date:</b> May 7, 2012	<b>Venue:</b> Baehman Theatre (Noon)	<b>Title/Abstract:</b> <b>“The Improvisational Basis of Chopin's 2nd Concerto for Piano and Orchestra, Op. 21”</b>  The key to understanding Chopin's impact on music of today is his use of ornamental melody. Although many nineteenth century European composers used this technique to decorate their works, none more so than Chopin. No one documented the creative process, through letters and diaries, as did this Polish composer. Romantic musical ornamentations of the period are in a direct line to twentieth century improvisational keyboard jazz. The piano is an ideal instrument to study this phenomenon. Comparisons between the two centuries help to clarify the technique.
<b>Speaker:</b> <b>Tony Garton</b> Chicago Symphony Orchestra Pre-concert Lecturer		
		

## STUDY ABROAD

### Spanish Language Immersion in Mexico

**Earn up to Four Credits of Spanish (HU)**

Immerse yourself in the culture and language of Mexico in this three-week program open to Spanish learners of all levels, including beginners. You will be placed in morning classes appropriate to your level and taught in the target language. Students will live with a Mexican family. Weekends and afternoons will offer excursions to local markets, artisans, churches, museums, and other areas of interest, and you will have an opportunity to participate in cultural workshops such as cooking and salsa dancing!



**Tentative Travel Dates: January 1 – 21, 2012 (Winterim Course)**

**Contact: Tim Urbonya at 608-263-9676 or [tim.urbonya@uwc.edu](mailto:tim.urbonya@uwc.edu)**

Can't part with your couch? [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)

## London Theatre: The Classics Meet Cutting Edge

Experience the epicenter of the performing arts in this 10-day exploration of London theatre. Since the Elizabethan Period, London has been the destination to see great works produced onstage. Enjoy the Royal Shakespeare Company and tours and workshops in Stratford-Upon-Avon and The Globe Theatre. Led by UW-Waukesha theatre Professor Steve Decker, this tour features current blockbuster musicals like "Billy Elliot," standard London hits like "Blood Brothers" and "The Woman in Black." This theatre-filled study abroad includes backstage tours and hands-on workshops, tours of London's most famous sites and museums, and instructional opportunities to see the best in world theatre.

**Tentative Travel Dates: January 2 – 11, 2012 (Winterim Course)**

**Contact: Vic Passante at 262-521-5460 or [vic.passante@uwc.edu](mailto:vic.passante@uwc.edu)**

## Peru: Treasures and Antiquities (ANT 291)

Discover Peru with anthropologist Bob Birmingham. Explore the complex civilization developing in the Americas at the same time similar civilizations were rising in Egypt and Mesopotamia. You will arrive in beautiful Lima and discover the treasures of Cusco. You will also explore the Inca architecture of Machu Pichu, travel by boat to the floating island of the Uros Indians on Lake Titicaca, visit Caral, the oldest city in America and trek to the magnificent archaeological sites, monuments, and museums in the cradle of civilization for the Americas.



**Tentative Travel Dates: January 2 – 11, 2012 (Winterim Course)**

**Estimated Program Cost: \$3900**

**Contact: Vic Passante at 262-521-5460 or [vic.passante@uwc.edu](mailto:vic.passante@uwc.edu)**

## Study Abroad Scholarships

For scholarship consideration, applicants must apply before October 1, 2011. A refundable \$500 deposit is due upon application. Application materials and final payment is due by October 20, 2011. Please make checks payable to: UW Colleges.

**Submit applications to:**

Tim Urbonya

UW Colleges, Room 439

432 N. Lake St.

Madison, WI 53706

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)

## New York City Theatre Trip

You won't want to miss our 8th annual theatre trip to the Big Apple! In five adventure-filled days, you and a group of like-minded travelers will experience three outstanding Broadway performances. You'll see many of the city's most popular attractions guided by our trip leaders or you can explore the city on your own! Be a part of this year's exciting adventure in one of America's most vibrant and diverse cities. The price includes the following items:

- Coach and air transportation to Milwaukee and New York
- Three plays: two musicals and one non-musical to be determined in Feb. 2012
- Four nights at the New York Marriott Hotel, located in Times Square
- Group tours of some of New York's many "must see" attractions with Jane Marx
- Optional excursions with your trip leaders
- Plenty of free time to explore New York on your own

*Show selections and itinerary details will be available in spring 2012. There will be a pre-trip meeting to discuss the trip and to answer all of your questions.*

**Travel Dates: June 20 – 24, 2012**

**Fee:** \$1889, based on double occupancy; for single occupancy add \$600; \$100 non-refundable deposit needs to be submitted with registration.

**Group Leaders:** Susan Rabideau, Associate Professor, Theatre and Communication Arts/Theatre Director, UW-Fox Valley; Bil Stachour, our New York City navigator; and Cathy Paynter, Director, Office of Continuing Education Director, UW-Fox Valley

## China Summer Adventure for High School Students

Do you know of a high school student that is passionate about travel? Does he or she have the love of learning, especially of other cultures? If so, UW Colleges China Summer Adventure is perfect. The student will experience China and its rich culture while earning up to four fully transferable college credits.

Based in the ancient city of Taiyuan, the program begins by touring Beijing. The students will live with a Chinese family, and on weekends, they enjoy excursions to areas of interest including a remote mountain village and some of China's most ancient historical sites.

China Adventure 2012 is open to Mandarin language learners of all levels, including beginners. They spend mornings in level appropriate classes, and during afternoons they enjoy cultural workshops such as Wushu, Chinese martial arts, and Chinese watercolor painting.

**Tentative Travel Dates: July 2 – 30, 2012**

**To sign up contact: Tim Urbonya at 608-263-9676 or [tim.urbonya@uwc.edu](mailto:tim.urbonya@uwc.edu) or visit our China Program High School page at: <http://www.uwc.edu/academics/abroad/china/>**

Never stop learning. [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)

## Word Processing and Presentation Concepts

Word processing and effective presentations are critical to today's workforce. Using Microsoft Word 2007 and PowerPoint software, you will start with typical features and proceed to advanced features. This course involves extensive hands-on experience.

**Instructor:** Ahilan Sivasamy, UW-Fox Valley Professor

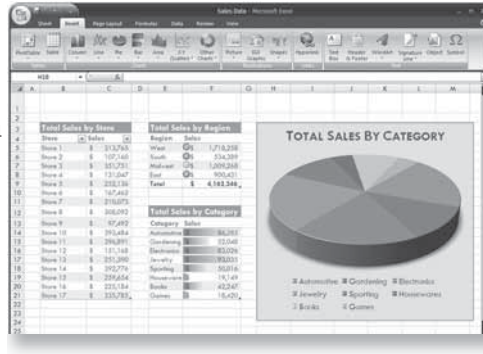
**Dates:** Tuesdays and Thursdays; September 6 – October 7

**Fee:** \$45\*; plus the cost of text book(s) Room 2819

**Time:** 1:00 – 2:15 pm

## Spreadsheet Concepts

Whether you are dealing with numbers, lists, or analyzing and managing, or sharing information, you can benefit from Excel. This course provides general instruction in the use of Microsoft Excel software. You will be provided general instruction in the use of Excel. This course involves extensive hands-on experience.



**Instructor:** Ahilan Sivasamy, UW-Fox Valley Professor

**Dates:** Tuesdays and Thursdays; October 10 – November 10

**Fee:** \$45\*; plus the cost of text book(s) Room 2819

**Time:** 1:00 – 2:15 pm

## Database Concepts

How do you handle hundreds of records where you need to have “one version of the truth” for something like a customer, a contact, or a main “thing” you need to track? What about a spreadsheet that has become too large to manipulate, therefore errors occur? Access may be the solution. Class emphasis includes creation of data files and data manipulation (editing, sorting, deleting, etc.), Report definition and generation and accessing and searching of remote databases. You will have extensive hands-on experience.

**Instructor:** Ahilan Sivasamy, UW-Fox Valley Professor

**Dates:** Tuesdays and Thursdays; November 11 – December 16

**Fee:** \$45\*; plus the cost of text book(s), \*\$119 when registering for all three at the same time Room 2819

**Time:** 1:00 – 2:15 pm

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)



## Accounting Fundamentals

Demand for accounting professionals currently exceeds supply. If you're interested in increasing your financial awareness and accountability while also gaining a marketable skill, this course is for you. You'll learn the basics of double-entry bookkeeping, while also learning how to analyze and record financial transactions, as well as prepare various financial reports at the end of the fiscal period. Accounts receivable, accounts payable, payroll procedures, sales taxes, and various common banking activities will be discussed. We'll cover all the bases, from writing checks to preparing an income statement and closing out accounts at the end of each fiscal period.

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*), Acrobat Reader, access to a calculator or adding machine, and a printer.

**Registration:** online at <http://www.ed2go.com/uwfox> Fee: \$99

**Classes start every month**

## Retirement Planning

Are you planning to retire someday? If you are, NOW is the time to develop a plan for building and protecting the wealth you will need to enjoy your golden years.

Learn the ingredients for a solid financial future...

- ◆ Financial Education (know *how* to build wealth)
- ◆ Life Planning (know how *much* wealth to build)
- ◆ Alignment of Lifestyle Goals with Financial Reality (know when you have *enough* wealth)
- ◆ Build your “nest-egg”, protect your assets, and create a solid foundation for the retirement lifestyle you want!

You will learn how to...

- ◆ Avoid the top 10 retirement planning mistakes
- ◆ Ask the most important questions before purchasing insurance coverage
- ◆ Know when to put-in and take-out of your employer's retirement plan
- ◆ Know what you need to have before you retire

Stop wondering about your future and start planning for it!

**Instructor:** Neelam Davison, JD, LTCP Lawyer, financial advisor, and founder of Neelam Davison Investments, LLC/Lifetime Retirement Planning

**Dates & Times:** Two Tuesdays; October 4 and 11, 6:30 – 9:30 pm, Room 1830 OR Two Thursdays; September 29 and October 6, 6:30 – 9:30 pm, Room 1346

**Fee:** \$59; includes instruction for two individuals in the same household and one course manual. Extra course manual, \$20 Room 1830 or Room 1346

Home is where the heart is! [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)

## Empowered Wealth - Managing Your Assets

We all work hard for our money, but not everyone knows how to keep the most of what we have. More important than ever, during *Empowered Wealth - Managing Your Assets*, you will...

- ◆ Learn about the stretch IRA, sector rotation, inflation and how it affects your retirement savings
- ◆ Understand the recovery of the economy and if it is sustainable
- ◆ Identify how to effectively protect your wealth and pass it on to future generations
- ◆ Understand inflation and deflation, and how to effectively protect your wealth and assets



<b>Instructor:</b> Christina Winch, B.S., CFP®, President of Winch Advisory Services, LLC, and Winch and Associates, LLC, with over 30 years of experience in the financial services industry	<b>Dates:</b> Thursdays; September 29, October 6, 13, and 20
<b>Fee:</b> \$59; includes instruction for two individuals living in the same household and one course manual. For individuals needing an additional course manual, include an additional \$10.	
<b>Time:</b> 7:00 – 9:00 pm	Room 1338

## Wills and Trusts

What does it take to ensure that your loved ones are properly provided for at death? We'll focus on the various types of estate plans, and the advantages and disadvantages of each. You'll explore...

- ◆ Irrevocable Trust
- ◆ Revocable Trust
- ◆ Irrevocable Life Insurance Trust
- ◆ Charitable Remainder Trusts

<b>Instructor:</b> Christina Winch, B.S., CFP®, President of Winch Advisory Services, LLC, and Winch and Associates, LLC, with over 30 years of experience in the financial services industry	<b>Dates:</b> Thursdays; October 27, November 3, 10, and 17
<b>Fee:</b> \$59; includes instruction for two individuals living in the same household and one course manual. For individuals needing an additional course manual, include an additional \$10.	
<b>Time:</b> 7:00 – 9:00 pm	Room 1346

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)

## Year End Financial Housekeeping

No one wants to pay more taxes than necessary, but are you receiving everything you deserve? At the end of the year are you leaving unused tax deductions on the table? Would recognizing some additional income this year make a long term difference in your retirement plan? Have you maximized your charitable contributions? Get the extra deserved tax dollars by discovering commonly overlooked deductions, charitable contributions, IRA's and Roth IRA conversions. Identify various tools that you can use in long-term financial housekeeping. Explore various topics that you should review before the year ends. Spend Saturday getting your financial house in order...while leaving your afternoon free!



<b>Instructor:</b> Chad Nehring, CFP, Vice-President and shareholder of an independent financial planning firm in Appleton, Wisconsin	<b>Date:</b> Saturday, October 15
<b>Fee:</b> \$25	<b>Time:</b> 9:00 am – Noon
Room 1346	

## WELL BEING

### Environmental Ethics

Environmental degradation, including global climate change, has become an almost overwhelming challenge. But what should your response be? What is your responsibility to that degradation? What is the role of environmental ethics in meeting this challenge? Examine the philosophical aspect to recent concepts and values structuring human attitudes towards the natural environment.

<b>Instructor:</b> Colleen Harkins, UW-Fox Valley Professor
<b>Dates:</b> Mondays and Wednesdays; September 6 – December 22
<b>Fee:</b> \$119; plus the cost of text book(s)
Room 1351
<b>Time:</b> 5:00 – 6:15 pm

Save on gas! [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)

## Choosing Wellness...Healthy Mind and Fit Body

Now is the time to get moving!

Do you want to...

- ◆ Increase your heart-health?
- ◆ Improve your lung function?
- ◆ Lose weight?
- ◆ Increase your resistance to disease?
- ◆ Be happier and more energetic?
- ◆ Have better sex?



**Then get moving and Choose Wellness!** Classes are convenient, friendly and comfortable regardless of your size, shape, age, weight, or fitness level. All classes offer...

- ◆ Warm-up and stretching
- ◆ Thirty minutes of circuit training (weights and aerobics)
- ◆ Presentations about nutrition, health facts and much, much more!

**Instructor:** Thain Jones, B.S., Biology and Physical Education, Personal Trainer, Coach, and UW-Fox Valley Office of Continuing Education Fitness Instructor for over 20 years

**Dates & Times:** Mondays and Wednesdays; September 7, 2011 – January 25, 2012; 5:00 pm; UW Fox Fitness Center, Room 1914  
Tuesdays and Thursdays; September 6, 2011 – January 26, 2012; 8:00 am or 8:45 am; UW Fox Fitness Center, Room 1914

### Payment Options:

**Option 1 – The Premium Plan** (no contract required)

**Fee:** \$179; \$153 **Early Bird Discount** (payment received before August 26, 2011)

This plan is the best value for your dollar. Additionally, this plan gives you personal consultations with the instructor and use of the fitness center any time the campus is open and no other UW Fox classes are in session.

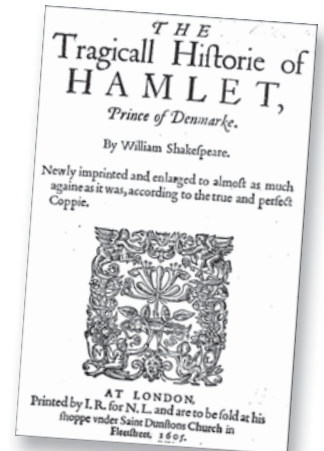
### Option 2 – Punch Card Plan

**Fee:** 10 classes, \$59/25 classes, \$125

This plan is best for those who need a more flexible schedule or for those who will not be able to attend all the classes. Individuals utilizing passes have access to the fitness center only during class times when the instructor is present to validate your pass. Passes may be shared among individuals living at the same address and expire one year after they are issued.

## An Introduction to Shakespeare

William Shakespeare was an English poet and playwright regarded by some as the greatest writer in the English language and the world's pre-eminent dramatist. Discover Shakespeare and meaning behind his works. You will explore the following plays, all in the Folger Shakespeare Library editions: Love's Labor's Lost (1594-95), Henry IV, Part I (1597-98), Henry V (1598-99), As You Like It (1599-1600), Julius Caesar (1599-1600), Hamlet (1600-01), The Merry Wives of Windsor (1600-01), Troilus and Cressida (1601-02), King Lear (1605-06), The Tempest (1611-12).



**Instructor:** Malcolm Allen, UW-Fox Valley Professor

**Dates:** Tuesdays and Thursdays; September 6 – December 22

**Fee:** \$119; plus the cost of text book(s)

Room 1838

**Time:** 10:50 am – 12:05 pm

## Creative Writing

Do you have the itch to cultivate your passion for writing? Whether you are a novice or have been dabbling in the creative writing process, here is your chance to write poetry, read and discuss poetry, get advice, and learn the importance of revision.

**Instructor:** William Gillard, UW-Fox Valley Professor

**Dates:** Tuesdays and Thursdays; September 6 – December 22

**Fee:** \$119; plus the cost of text book(s)

Room 1264

**Time:** 1:00 – 2:15 pm



## Italian

Are you curious about the Italian language, but have no previous experience? Explore Italian reading, writing, listening and speaking. You will engage in the functional use of the Italian Language through instruction and practice. Classes may include cultural studies of Italy and other Italian-speaking countries or regions and encourage one to develop a wider, active perspective on the world.



**Instructor:** Hillary Engelhart, UW-Fox Valley Professor

**Dates:** Tuesdays and Thursdays; September 6 – December 22

**Fee:** \$119; plus the cost of text book(s) Room 1352

**Time:** 4:00 – 4:50 pm

## Speed Spanish

This powerful course teaches six easy recipes you can use to glue Spanish words together into sentences. With the powerful methods taught in this course, you'll be able to engage in conversational Spanish in no time. ¡Qué Bueno!



**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*), and a computer equipped with working speakers or headphones.

**Registration:** online at <http://www.ed2go.com/uwfox> Fee: \$99

*Classes start every month*

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)



## The Keys to Effective Editing

Ask any published writer and you will hear that a good editor is not just helpful, but essential. If you aspire to be an editor, this course will teach you the fundamentals of top-notch editing for both fiction and nonfiction. If you're already working as an editor, you'll not only brush up on your skills, but will also learn about recent advances in your chosen profession. If you're a writer, you will learn essential self-editing tools to give your manuscripts the professional look that publishers like to see.

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser. Although this course will teach English grammar, punctuation, and style, you must be fluent in English and have a better-than-average spelling ability.

**Registration:** online at <http://www.ed2go.com/uwfox> Fee: \$99

*Classes start every month*



## Drawing for the Absolute Beginner

Have you always been interested in drawing, but never really knew how to get started? If so, then this is definitely the course for you! Gain a solid foundation and understanding of the basics to drawing and become the artist you've always dreamed you could be! In this course, an expert instructor will guide you through an exciting and informative exploration of drawing materials, set up procedures, lighting and rendering techniques, design and layout methods, and more.

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*), and any type of computer.

**Registration:** online at <http://www.ed2go.com/uwfox> Fee: \$99

*Classes start every month*



Over 300 classes online! [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)



## A to Z Grant Writing

*A to Z Grant Writing* is an invigorating and informative course that will equip you with the skills and tools you need to enter the exciting field of grant writing! You'll learn how to raise needed funds by discovering how and where to look for potential funders who are a good match for your organization.

You'll also learn how to network and develop true partnerships with a variety of funders, how to organize a successful grant-writing campaign, and how to put together a complete proposal package.

**Requirements:** Microsoft Word, Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Registration:** online at <http://www.ed2go.com/uwfox> **Fee:** \$99

*Classes start every month*



## Creating Cell Phone Apps for Your Business (Non-technical Course)

Cell phone apps are the latest way smart businesses are reaching their customers. It seems that nearly everyone is carrying and using a Smartphone these days. Smart organizations across the globe are investing in building cell phone apps for their businesses.

In this four-week course, we will provide you with step-by-step instructions on how non-technical users can build, deploy and market Smartphone applications across Android, iPhone and Blackberry platforms. The course is ideal for business owners and executives who want to understand how Smartphone applications can be inexpensively built, and also for technical users who want to understand how to quickly deploy smartphone applications.



**Instructors:** Dan Belhassen and Susan Hurrell

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245

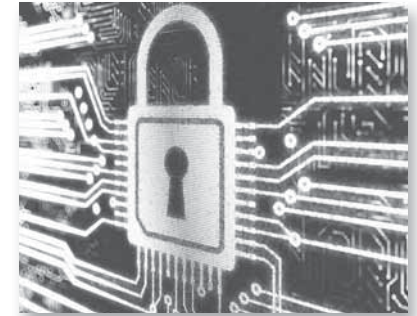
*One-month Course (ongoing)*

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)



## Cyber Security

Cyber security issues are all around us and reach nearly every part of our business and work from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the work place, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, Intrusion Detection/Prevention, basic security architecture, introductory forensics, and cyber terrorism.



At the end of this course, you will have the knowledge needed to practice safer computing and safeguard your business and work information.

**Instructor:** Ken Pfeil

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245

*One-month Course (ongoing)*



## Designing Successful Webinars

Webinars are a hot new meeting format that saves money and reaches more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more.

The technology is simple, but good webinar presentation techniques are critical. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

**Instructor:** William A. Draves

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$195

*One-month Course (ongoing)*

Do you learn better at 3 am? [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)



## Successful Survey Techniques

Your customers hold the key to your success. By getting to know your customers better, you lower costs and achieve higher results including more customer satisfaction, more returning customers.

Surveys are one of the best ways to find out what your customers want and how they want it. But, too many surveys ask the wrong people the wrong questions. Discover who to survey, what questions to ask, and the key to getting a higher response to your surveys.

This hard-hitting practical course will yield a huge ROI. Whether you need to analyze profitability, satisfaction, service, or all three, this course will generate thousands of dollars in increased sales, greater efficiency, or more effectiveness. We guarantee it (or your money back)!

Course includes a personal FREE critique of one of your surveys!

**Instructor:** William A. Draves

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$395

*One-month Course (ongoing)*



## Entrepreneur Boot Camp

Starting a business is something that all of us have thought about at one time or another. Everyone wants to be their own boss. Yet statistics show that most businesses fail within the first five years. This course provides insight into the characteristics, knowledge and skills needed to become a successful entrepreneur.

At the end of this course, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage your new business.

**Instructor:** Conrad Brian Law

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$195

**Dates:** September 6 – 30

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)



## Extraordinary Customer Service

Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. Through this course you will discover the direct relationship between service skills and career achievement. You will become skilled at being an exceptional service provider. You can help your organization and your career by translating your good service intentions into a workable plan and gain knowledge of ways to consistently deliver great service. The payoff is enormous.

**Instructor:** Nanette Sanders-Cobb

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$145

**Dates:** September 6 – 30



## Green Workplace

A greener workplace can provide substantial benefits to your organization's triple bottom line – people, planet and profits. By reducing the energy intensity of their buildings and materials demand and waste, green workplaces can save money and reduce their impact on the environment. Come discover the keys to making green workplaces a success for you and your organization. This course is suitable for those new to green workplaces or already working in a green space and interested in enhancing their knowledge of what makes it a green space. Includes a green workplace toolkit.



**Instructors:** Pepper Smith and Kelly Gearhart

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$195

**Dates:** September 6 – 30

Convenient, Affordable, Effective [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)



## Practical Math for the Workplace

For anyone interested in acquiring the skills needed to understand and perform common business activities such as payroll, banking, invoicing, and purchasing. Business owners and managers will find this course particularly beneficial in providing a clear and understandable insight into the basic mathematical skills and processes needed to perform financial tasks required in the workplace. This course provides a basic foundation for understanding the practical applications of mathematics in common workplace activities.

**Instructor:** Constance Yates

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$145; **Also Note:** students will need to buy their own textbook: Schaum's Outline-Basic Business Mathematics, Second Edition, Eugene Don, Ph.D., Joel Lerner, Ph.D., ISBN 978-0-07-161158-9.

**Dates:** September 6 – 30



## Recruiting and Retaining Gen X and Gen Y

Generation X balances work and friends and family. Generation Y, the largest generation in human history, has never known a time when there was not a World Wide Web. They each have very different work styles than the Baby Boomer generation.

Get an understanding of both Gen X and Gen Y from an expert who programs and markets to Gen Y. Discover what motivates them at work, what incentives they respond to, and what messages they value. Then take home practical, how-to tips and techniques for recruiting and retaining Gen X and Gen Y workers.

**Instructor:** Heather Dimitt

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$175

**Dates:** October 3 – 28



## Technology Update with Gareth Mitchell

Join an internationally known technology reporter for a one-week online chat on the latest technology. Here's your chance to ask your questions about where technology is going, what's hot, and the latest big thing.

Your presenter will choose his three picks for the latest, next important technology. Listen to some of your presenter's latest broadcasts on them. Then engage him and other participants in a week-long online conversation and ask your questions.

Participate anytime, day or night, all week long. Don't miss this unique one-time opportunity.

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$45

**Dates:** October 17 – 21



## Twitter

Twitter is a hot social media platform these days, and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers, and discover the best ways to create relationships and network with your key constituents. You will find out the best and easiest techniques for successful interactions in the Twitterverse.



**Instructor:** Suzanne Kart

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$195

*Classes begin monthly*

## **NEW** **YouTube for Business**

Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people.

Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features.

YouTube can enhance your current marketing and communication strategy. After attending this course you will take back proven strategies and techniques for making YouTube work successfully for your organization.



**Instructor:** Jennifer Selke

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$195

*One-month Online Course*

## **Creating Web Pages**

Learn how to design, create, and post your very own site on the Internet's World Wide Web using HTML. Discover low-cost marketing techniques and search engine strategies.

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*), familiarity with the Internet, a computer of any type, a plain text editor like Notepad or TextEdit which are standard on Windows or Mac computers.

**Registration:** online at <http://www.ed2go.com/uwfox>

**Fee:** \$99

*Classes start every month*

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)

## **NEW** **Facebook for Business: Advanced Skills for Businesses & Organizations**

Find out what goes on behind the scenes on Facebook Pages and how to increase the chances that your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach. Discuss how to adapt your marketing message for the Facebook platform and how to integrate Facebook across all marketing areas. This is an advanced class and assumes you have started a Page on Facebook and have some basic knowledge of the platform.

**Instructor:** Jennifer Selke

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245

*One-month Online Course*

# Save the Date!

3<sup>rd</sup> ANNUAL  
  
 girls engineering math science

One-Day Conference for Girls in Grades 6, 7 and 8  
**Saturday, November 12, 2011**

UW Fox Valley (Midway Road in Menasha)  
 9:00 am – 3:30 pm (Keynote speaker kick-off followed by two workshops, a special luncheon, an afternoon workshop and a closing presentation.)

*Watch for more info in early September!*

- Exciting workshops! • Parents' sessions
- Chance to win a fun prize! • Special luncheon

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**Business Communication Certificate Program**

*What do most employers look for in an employee? It's the ability to communicate effectively with others.* It's the ability to communicate effectively with others. The importance of effective written and oral communication cannot be overemphasized for one specific reason: everything one does, involves communicating. Communication is needed to increase efficiency, satisfy customers, improve quality, build effective teams and create a motivating environment.

*Start now. Become a more effective communicator. Become a more valued employee.*

Enroll in one, two, or three six-week courses of your choice ... OR complete all five core courses and at least one elective to earn the Business Communication Certificate. Individuals can complete the requirements within one year. You can begin the certificate at any time.

Instructor-led online courses begin on the second Monday of their respective months and run for six weeks, offering a minimum of six lessons per course. Interactive quizzes, assignments, tutorials, and online discussion areas supplement the lessons.

All materials are available to you over the World Wide Web. Read your lessons and ask questions of your instructor at times that are most convenient to you!

**To get started you need:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser. (Note: Campus computer labs are not available for these courses.)

**2011-2012 Courses with start dates**

(always begin the second Monday of each month)

- ◆ *Creating a Motivating Environment* (Elective) .....September 12, 2011
- ◆ *Understanding and Managing Conflict* .....March 12, 2012
- ◆ *Effective Business Writing*.....February 13, 2012
- ◆ *Building and Sustaining Teamwork* (Elective).....April 9, 2012
- ◆ *Leading Others Whether or Not You're the Boss* .....October 10, 2011
- ◆ *Constructing Clear Verbal Messages* .....November 14, 2011
- ◆ *Problem Solving and Decision Making* .....January 9, 2012

**Creating a Motivating Environment (Elective): September 12, 2011**

Whether you are a team player, leader, supervisor or manager, you can have an influence in creating a motivating environment. Given the right set of conditions, tools and the right environment, all employees can become more motivated, empowered and productive. Ready for a shot of motivation, jump on board!

**To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)**

**Understanding and Managing Conflict: March 12, 2012**

Conflict is everywhere; however, when you better understand the meaning, nature and root causes of conflict and its major effects on organizations and individuals it becomes much easier to manage the conflict. You will receive feedback on your personal style of handling conflict, gain a clearer understanding of the steps for analyzing and resolving conflict and learn effective strategies for bargaining and negotiating conflict resolution for a WIN/WIN solution.

**Effective Business Writing: February 13, 2012**

Good, strong business writing is like a long, cold drink of water - refreshing! You will discover ways to generate ideas, organize them, and write more efficiently, expressing your ideas in ways that gain attention, support and respect of others.

**Building and Sustaining Teamwork (Elective): April 9, 2012**

Why teamwork? What's in it for me (WIIFM)? This course will take you beyond that and into the realm of "What's in it for the greater good?" Learn methods and techniques to strengthen your individual skills as a team player, and examine ways to build and sustain teamwork within your work environment.

**Leading Others Whether or Not You're the Boss: October 10, 2011**

What is leadership? Where does the leader's ability to influence others come from? What are the qualities that enable people to lead? And, perhaps more to the point... can anyone become a leader? Explore your definition of leadership, analyze the work of leaders around you, and engage in developing a plan for yourself that will enhance your ability to lead effectively.

**Constructing Clear Messages: November 14, 2011**

Learn key skills that will help you communicate more effectively by taking a look at the communication process and assessing your own communication skills. It's not always the words you use, but how you say them that give them true meaning!

**Problem Solving and Decision Making: January 9, 2012**

Why don't many of the "solutions" that we implement in the face of a problem work? What gets in the way of effective problem solving and decision making? See how a thoughtful and systematic process makes all the difference. Discover a model for problem solving and decision making, and identify an array of tools that you can apply to your own situations.

<p><b>Registration:</b> Visit <a href="http://www.uwmanitowoc.uwc.edu">http://www.uwmanitowoc.uwc.edu</a> and click on Continuing Education link on the left side of the screen to download a brochure with full course descriptions and instructor biographies. Register online by following the link "<i>register for courses and pay by credit card</i>". To register by phone, call Kathy Palmer at 1-800-859-8334.</p>	<p><b>Fee:</b> \$89 per course; \$475 for certificate program (\$59 discount)</p>
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*Can't part with your couch? [www.ed2go.com/uwfox](http://www.ed2go.com/uwfox)*



**Business Research Certificate**

Discover the specific knowledge needed to succeed in researching and utilizing the best and most appropriate data for decision making for your work organization. Get the skills needed to effectively communicate research results to a specific audience for maximum impact and effective decision making.

For business professionals, entrepreneurs, and anyone who needs specific information about a business, or who is in business and needs specific information about a particular topic such as market potential, competitive intelligence, standard industry practice, productivity improvement, etc. This course will give you the specific knowledge you need to succeed in your research quest.

<b>Instructors:</b> Cathy Proffitt Boys and Mary Dereshiwsky
<b>Requirements:</b> Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <a href="http://www.adobe.com/downloads">http://www.adobe.com/downloads</a> by clicking <i>Get Adobe Flash Player</i> and <i>Get Adobe Reader</i> ).
<b>Fee:</b> \$495 for all three courses (only available as a certificate). Certificate available for successful completion.
<b>Dates:</b> Three, One-month Online Courses; September 6 – 30, October 3 – 28, and November 7 – December 2

**Individual Courses**

- ◆ *Introduction to Business Research*..... September 6 – 30
- ◆ *Business Statistics*..... October 3 – 28
- ◆ *Qualitative Business Research*..... November 7 – December 2

**Introduction to Business Research**

Business Research will provide the specific knowledge needed to succeed in researching and utilizing the best and most appropriate data for decision making. It will also provide the skills needed to effectively communicate research results to a specific audience for maximum impact and effective decision making. The course is broad based and provides a strong foundation for meeting business research needs. More advanced courses will be available after completion of this foundation course.

<b>Instructor:</b> Cathy Proffitt Boys
<b>Dates:</b> One-month Online Course; September 6 – 30

**Business Statistics**

Numbers are vitally important to all types of business decision making. From budget projections to inventory tracking, business leaders rely on numbers to help them make sound business decisions.

How can you make these numbers meaningful to you in your day-to-day planning and decision making? Learn how to apply and interpret numbers in real-world business ideas in our business statistics course.

<b>Instructor:</b> Mary Dereshiwsky
<b>Dates:</b> One-month Online Course; October 3 – 28

**Qualitative Business Research**

Words are powerful information sources for sound business decisions. As a business leader, you talk to others when you have a question or need to solve a business problem. They provide a richness of information that numbers alone cannot.

How can you effectively harness the power of words when you have a need to know something? Learn how to use qualitative methods (information in words) to make the best possible business decisions in our course.

<b>Instructor:</b> Mary Dereshiwsky
<b>Dates:</b> One-month Online Course; November 7 – December 2

**Save the plate – ah, date!**

**Saturday, October 15, 2011**

**6:00 – 8:30 pm**

For the 15th Annual  
University of Wisconsin Fox Valley

**e.a.t.s.**

**educational assistance through scholarships**

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1478 Midway Road, Menasha

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### Certificate in Online Teaching

This class is for those new to teaching online, or those already teaching online. Get the best instruction from the foremost authorities in online learning. Thousands of people have taken this fundamental yet advanced training in teaching online.



From building an online course to improving an online course, from fostering online discussion to encouraging student interaction, from traditional assessment to online tests, this program will give you both the fundamentals of teaching online, as well as the most advanced tips and techniques in the business. Your instructors are authors, speakers and consultants in online learning and teaching.

**Instructors:** Rita Marie Conrad, William A. Draves, Mary Dereshiwsky, Rena Palloff, and Keith Pratt

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$495 for all three courses including books

**Dates:** Three, one-week Online Courses; October 17 – 21, October 31 – November 4, and November 28 – December 2

*OPTIONAL- Become a Certified Online Instructor (COI): Three, one-week courses; \$795 for all three courses, including books; take the courses in any order you choose. Certified Online Instructor (COI) requires the registrant to take a 50 question exam. The registrant will have their students evaluate one of their online courses, and the Chair of the LERN Faculty Advisory Board will critique one of the registrant's online courses.*

#### Individual Courses

- ◆ *Advanced Teaching Online* ..... October 17 – 21
- ◆ *Designing Online Instruction* ..... October 31 – November 4
- ◆ *Building Online Communities in Cyberspace*... November 28 – December 2

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)

### Advanced Teaching Online

In the 21st century, half of all learning will be online. The opportunities are tremendous for teaching online. Discover how to plan, develop and teach an online course. Take home a ten step model for developing your online course. Experience one of the most advanced online classrooms for teachers. Learn how to create online audio lectures with slide shows. Find out how self quizzes enhance learning. See an animation, drop-and-drop exercise, and dynamite welcome pages. Engage in online discussion with other teachers. An instructor's book, Advanced Teaching Online, is included.

**Instructors:** William A. Draves and Mary Dereshiwsky

**Fee:** \$195; includes cost of text book

**Dates:** One Week Online Course; October 17 – 21

### Designing Online Instruction

Learn about the online instructional environment, envisioning your online course, developing a web course, phases of design and development, design guidelines, and more.

Discover the principles behind the adoption of technology innovation and the nature of the online learning environment. Then get tips for planning your online course, identifying resources and design guidelines.

Discuss the phases of design and development and models, motivating student-student interaction, and managing interaction. Get the latest information on copyright issues, assessment and evaluation.

Your instructor is co-author of the book, Faculty Guide to Moving Teaching and Learning to the Web.

**Instructor:** Rita Marie Conrad

**Fee:** \$195; includes cost of text book

**Dates:** One Week Online Course; October 31 – November 4

### Building Online Communities in Cyberspace

In the online classroom it is the relationships and interactions among people through which knowledge is primarily generated. Come learn how to do it with the foremost authorities and authors of the popular book by the same title.

Acquire a new understanding of redefining community in cyberspace. Find out the importance of a learning community. Learn about dialogue as inquiry, negotiating discussion guidelines, and intergroup and other forms of collaboration.

**Instructors:** Rena Palloff and Keith Pratt

**Fee:** \$195; includes cost of text book

**Dates:** One Week Online Course; November 28 – December 2

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### eMarketing Essentials Certificate

Come get a fundamental yet advanced introduction to eMarketing, including improving e-mail promotions, analyzing your web site traffic, doing search engine optimization, and how to successfully employ online advertising.

These courses are relevant for any type of organization, including businesses, companies, non-profits, and government agencies. No eMarketing experience or expertise is necessary. If you are already at an advanced level, your instructors are experts and can provide the latest, most advanced information and answer your toughest questions.

<b>Instructor:</b> Dan Belhassen
<b>Requirements:</b> Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <a href="http://www.adobe.com/downloads">http://www.adobe.com/downloads</a> by clicking <i>Get Adobe Flash Player</i> and <i>Get Adobe Reader</i> ).
<b>Fee:</b> \$195 each, or \$495 for eMarketing Certificate (all three courses: Improving E-mail Promotions, Boosting Your Website Traffic and Online Advertising)
<b>Dates:</b> Three, One-month Online Courses (including readings); September 6 – 30, October 3 – 28, and November 7 – December 2

#### Individual Courses

- ◆ *Improving E-mail Promotions*..... September 6 – 30
- ◆ *Boosting Your Website Traffic*..... October 3 – 28
- ◆ *Online Advertising* ..... November 7 – December 2

#### Improving E-Mail Promotions

Discover new ways to improve your e-mail promotions including when to e-mail, what to e-mail, and testing e-mail copy. Then find out how to analyze your e-mail response rates, including getting the benchmarks for open rates and click-through rates. Learn how to improve your e-mail promotions and responses with tracking and testing.

Get a basic introduction to e-mail promotions. If you are advanced, your instructor is an e-mail expert and can answer your toughest questions as well.

<b>Fee:</b> \$195; includes readings
<b>Dates:</b> One-month Online Course; September 6 – 30

#### Boosting Your Website Traffic

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.

No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

<b>Fee:</b> \$195; includes readings
<b>Dates:</b> One-month Online Course; October 3 – 28



#### Online Advertising

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.

No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.

<b>Fee:</b> \$195; includes readings
<b>Dates:</b> One-month Online Course; November 7 – December 2



## Virtual Meeting Planner Certificate

Finally, you can acquire the best professional development in virtual meeting planning. Plus, get the option of being recognized for your knowledge by becoming a Certified Virtual Meeting Planner (CVP).

Virtual meetings are distance seminars and education featuring audio, slides and video in a synchronous format. They include webinars, webcasts, video casts, two-way web cams, and other audio and video formats.

Discover the various synchronous distance meeting formats available and learn about the technology of producing distance meetings. Then, get the best instructional techniques on the design and teaching of effective distance or virtual meetings. Lastly, acquire the virtual meeting planning skills involved in budgeting, pricing, and marketing virtual meetings.

<b>Instructors:</b> William A. Draves and Suzanne Kart
<b>Requirements:</b> Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <a href="http://www.adobe.com/downloads">http://www.adobe.com/downloads</a> by clicking <i>Get Adobe Flash Player</i> and <i>Get Adobe Reader</i> ).
<b>Fee:</b> \$795 for all three courses (only available as a certificate, includes certification exam to receive CVP designation)
<b>Dates:</b> Three, One-month Online Courses with certification exam for CVP designation; September 6 – 30, October 3 – 28, and November 7 – December 2

### Individual Courses

- ◆ *Virtual Meeting Technology* ..... September 6 – 30
- ◆ *Keys to Effective Design of Virtual Meetings* .... October 3 – 28
- ◆ *Managing Virtual Meetings* ..... November 7 – December 2

### Virtual Meeting Technology

Discover the various synchronous distance meeting formats available and learn about the technology of producing distance meetings. Get introduced to synchronous learning technologies. Then, learn about the technology used to produce webinars, webcasts, video streaming and webcams. Acquire the knowledge to work with vendors and get started in setting up your system. After the course, you'll know about virtual meeting technology and will be able to work with a vendor to set up your own virtual meetings.

**Dates:** One-month Online Course; September 6 – 30



### Keys to Effective Design of Virtual Meetings

Come learn how to make virtual meetings work for you and your organization. Explore the different learning formats for virtual meetings that are available. Learn how to design a virtual meeting that will work with your clients/members. Acquire the skills to train instructors on how to lead a virtual meeting. Take home the presentation techniques that best work with a virtual meeting. And be able to provide expert experience and perspective to those presenting and participating in your virtual meetings. At the end of this course, you will have the keys to the effective design and instruction of virtual meetings.

**Dates:** One-month Online Course; October 3 – 28

### Managing Virtual Meetings

Discover the keys to success in planning, researching, budgeting, pricing, and marketing virtual meetings.

You'll take home the most advanced, comprehensive practical how-to information on program planning and marketing available. Find out the best timeline for planning and marketing webinars, how to do needs assessments and surveys that actually work, how to budget your costs, how to price your webinars, and the most effective ways to promote them. Get information not available anywhere else.

**Dates:** One-month Online Course; November 7 – December 2



## Supervisory & Leadership Certificate

Your employees are your most valuable resources. Ensuring the efficiency of your team is the key to your success and is your most important responsibility. Get practical, easy to understand, and insightful methods for new and even experienced supervisors and managers.

Learn about effective delegation, performance management and writing performance reviews. Discuss the specifics of the supervisor's role and responsibilities and strategies for improving your overall effectiveness as a leader.

Take home practical information along with tips and techniques that can be applied at your job immediately.

<b>Instructor:</b> Sally Klauss
<b>Requirements:</b> Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <a href="http://www.adobe.com/downloads">http://www.adobe.com/downloads</a> by clicking <i>Get Adobe Flash Player</i> and <i>Get Adobe Reader</i> ).
<b>Fee:</b> \$395
<b>Dates:</b> One, Two-month Online Course; September 6 – October 28



## Green Buildings & Preparing for LEED Green Associate Exam

Get the knowledge to excel as a green professional in the new economy. Acquire an introduction to sustainability and how it lays the foundation for a deeper understanding of the green building process. Participants who successfully complete this course are eligible and prepared to sit for the US Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Associate exam.

For anyone who wants more than a basic understanding of sustainability and green building concepts, including those with a stake in their company's building practices, those directly involved in green building projects, and those pursuing the LEED Green Associate professional accreditation. LEED is a third-party certification program and nationally accepted benchmark for the design, construction, and operation of high performance green buildings.

<b>Requirements:</b> Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <a href="http://www.adobe.com/downloads">http://www.adobe.com/downloads</a> by clicking <i>Get Adobe Flash Player</i> and <i>Get Adobe Reader</i> ).
<b>Fee:</b> \$695
<b>Dates:</b> One, Two-month Online Course; September 6 – October 28

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)



# > Instructor-Lead Online Courses

Our instructor-lead online courses are informative, fun, convenient, and highly interactive. Our instructors are famous for their ability to create warm and supportive communities of learners. All courses run for six weeks (with a 10-day grace period at the end). Courses are project-oriented and include lessons, quizzes, hands-on assignments, discussion areas, supplementary links, and more. **You can complete any course entirely from your home or office. Any time of the day or night.**

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- 6 Weeks of Instruction

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**\$99**

## UWFox

### Intro to Algebra

Understand how algebra is relevant to almost every aspect of your daily life, and become skilled at solving a variety of algebraic problems.

### Intro to CSS and XHTML

Learn to create state-of-the-art Web sites using modern CSS and XHTML techniques.

### Designing Effective Websites

Learn powerful graphic design techniques and build Web sites that are both attractive and wickedly effective.

### Dreamweaver CS5

Learn to use Adobe Dreamweaver CS5 to design, create, and maintain user-friendly Web sites full of professional-quality Web pages.

### Certificate in End of Life Care

Earn a certificate proving you understand the needs of individuals living with debilitating, chronic, or terminal illnesses.

### Get Funny!

Learn how to use humor to speak more effectively, write better, and increase your popularity.

### Keyboarding

Learn how to touch-type or improve your existing typing skills using Keyboarding Pro 5.

### Write Your Life Story

Learn how to create and distribute an inspirational and professional autobiography for family, friends, and others.

### Introduction to PC Troubleshooting

Learn to decipher and solve almost any problem with your PC.

### Speed Spanish

Learn six easy recipes to glue Spanish words together into sentences, and you'll be engaging in conversational Spanish in no time.

### Creating Web Pages

Learn the basics of HTML so you can design, create, and post your very own site on the Web

### Medical Terminology: A Word Association Approach

Prepare for a career in the health services industry by learning medical terminology in a memorable and enjoyable fashion.

### Math Refresher

Gain confidence in your basic math skills and start using math to your advantage.

### A Writer's Guide to Descriptive Settings

Develop your eye for detail and improve your writing with vivid descriptions, memorable settings, and believable characters.

### Get Paid to Travel

Learn everything you need to start your new and exciting career as a professional tour director.

### Teaching Adult Learners

Learn powerful techniques for reaching and motivating adult learners in today's student-centered classroom.

### Going Green at the Workplace

Learn cost-effective ways to position your business as a responsible environmental leader in a world of green consumers and carbon-conscious regulators.

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## Gender in the Classroom

Discover how girls and boys learn differently. Take away ten top tips for helping girls learn more and ten top tips for helping boys learn more. Get research data not available anywhere else.

**Instructors:** Julie Coates and William A. Draves

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245; Optional credit from the University of South Dakota, \$40 additional  
*One-month Course (ongoing)*



## Online Teaching & Learning

Specifically for K-12 teachers, you will find out why and how your students learn online. Find out about all the wonderful eTools being used, from drag-and-drop games to virtual labs. Then find out how you can begin to use the web in your own teaching.

**Instructor:** William A. Draves

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245; Optional credit from the University of South Dakota, \$40 additional  
*One-month Course (ongoing)*



## Social Media & Online Tools for K-12 Teachers

Facebook, Twitter, YouTube, it seems everyone, including your students, talk about ways the Internet lets them stay in touch and see what others are doing. Since many of your students are already there, have you been curious if any of these tools might keep them engaged in your class? Do you ever wonder if there might be some time-effective ways to communicate with their parents? GoogleDocs, Adobe ConnectNow, iGoogle, Flickr, animoto, earth album, Teacher Tube, blogs, virtual labs and yes, even Facebook and Twitter can help you add dimension and interest to your class.



**Instructor:** Heather Dimitt

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245; Optional credit from the University of South Dakota, \$40 additional  
*One-month Course (ongoing)*



## Generational Learning Styles for K-12 Teachers

Your students learn differently than you do. Come find out how to help your students learn more. Then, discover something new about yourself. Come away with our top 20 generational techniques for helping your students learn.

**Instructor:** Kassia Dellabough

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245; Optional credit from the University of South Dakota, \$40 additional  
*One-month Course (ongoing)*



## Students with Aspergers

Today, every school in America has students who have been diagnosed with Asperger's Syndrome—a neurological disorder on the autism spectrum. The effects of this disorder vary widely, but it is important for every teacher to understand how to recognize behaviors that may indicate Asperger's Syndrome. In this course, you will take away strategies for working effectively with Asperger's students. And, you will find out how to work effectively with parents to create the most positive learning environments for children and teens with Asperger's Syndrome.

While designed for K-12 teachers, it is also relevant for counselors, faculty in higher education, parents, and anyone else interested in understanding this important issue.

**Instructor:** Julie Coates

**Requirements:** Internet access, e-mail, the Microsoft Internet Explorer or Mozilla Firefox Web browser, and the Adobe Flash and PDF plug-ins (two free and simple downloads you obtain at <http://www.adobe.com/downloads> by clicking *Get Adobe Flash Player* and *Get Adobe Reader*).

**Fee:** \$245; Optional credit from the University of South Dakota, \$40 additional  
*One-month Course (ongoing)*

## YOUTH ONLINE COURSES



### Video Gaming

Many people play video games, but here is your chance to design and modify your own exciting arcade-style video games. This online class is appropriate for ages 10 and older and IS instructor facilitated.

During the seven-week class you'll learn how to:

- Control characters, objects and outcomes in your game
- Increase the difficulty level and add more features
- Design your own version of PacMan and several others
- Explore graphic design and graphic animation topics

**Instructor:** Robert Mayo, B.S. in Arts and Sciences and serves as All About Learning's lead instructor and curriculum developer

**Requirements:** Fast Internet connection such as DSL or Cable modem. Your computer must meet the minimum system requirements as detailed at <http://www.michiganlearning.com> This class is for individuals 10 and older.

**Fee:** \$105

**Dates:** A new session starts the first Monday of every month. This class is seven weeks in length.

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)



## Elementary Engineering using LEGO's

LEGO's are popular with everyone. Now take them to a new level and go beyond just playing with them. Build with them – we mean really BUILD with them. Using basic principles of Engineering, with this online course you'll think of LEGO® in a whole new light. Once registered for this course, you will be sent a LEGO® kit with over 1,000 very advanced technic LEGO® pieces. When you receive the kit in the mail, you are ready to take the class, and when the class is over you keep the kit!

The class consists of:

- Learning about gears, levers, wheels and axles
- Discovering the principals behind simple machines
- Exploring various engineering theories
- Experimenting with six very complex exercises



**Requirements:** This class is for the serious builder ages 8 and older.

**Fee:** \$159

**Dates:** A new session starts the first Monday of every month



## Introduction to Alice 2.0 Programming

Learn how to write three-dimensional animation and game programs while learning object-oriented programming principles at the same time. If you're a novice programmer who wants to master programming concepts like decisions, loops, methods, and arrays, this course is for you! While building fun, interactive worlds (including a flight simulator), you'll also learn more advanced programming concepts like arrays and event-driven programming. When you're finished, you'll be able to apply these concepts to other programming languages, like Java, C++, C#, or Visual Basic.

- Learn about the 3-D Alice world and practice placing objects in it
- Learn how to move, turn and rotate objects in three-dimensional space
- Learn about quad view windows, how to move multiple objects and how to animate parts of objects to create more-realistic object movements
- Change the look of your objects and add sound to give your Alice world's multimedia appeal
- Explore interesting object properties that can make programming much easier
- Organize program codes making them easier to write

**Instructor:** Mike Orsega, M.A., has more than five years of online teaching ranging from basic computer literacy to advanced programming languages, including online courses in Alice and C# programming

**Requirements:** Alice v2.0 is a free download at <http://www.alice.org> You will need Internet access and an e-mail account. Appropriate for individuals 12 and older.

**Registration:** online at <http://www.ed2go.com/uwfox> - type in *Alice* in the search box or use one of the four ways found on the registration page

**Fee:** \$99

**Dates:** Classes start the second or third Wednesday of each month

## 4 Easy Ways to get a Seat in the Courses you want:

### ① Phone-In



Register by phone using a Master Card or Visa. Just call 920-832-2636.

### ② Online



Register online 24/7 by going to [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted) and clicking online registration.

### ③ Mail-In



Complete the registration form (or a copy of one) and send it along with the registration fee to the address found on the form. If the course

is scheduled to meet within 5 days please use the "Phone-in" or "Walk-in" options.

### ④ Walk-In



Register in person by coming to the Office of Continuing Education at the UWFV campus, Room 1714.

*Pre-registration is required for all classes. Registrations, along with course fees, are due in the Office of Continuing Education **five working days** prior to the start of class. Some classes offer Early Bird Discounts and/or multiple class discounts. Check course descriptions for specifics.*



### Easy Payment Options

1. Cash
  2. Visa or Master Card
  3. Check\* or Money Order\*
  4. Company Purchase Order\*
- \* Payable to UW-Fox Valley

Continuing Education Office: 920-832-2636

### Class Cancellations Due to Weather:

Weather can be unpredictable. Classes will be held unless UWFox classes are cancelled. Campus closings will be announced on local TV and radio stations. Use good judgment when deciding whether to travel.

### Refund and Attendance Policies

If we cancel or change a class: Continuing Education at UW-Fox Valley is self-supporting. Costs associated with presenting non-credit programs are covered by student registration fees.

If we don't have sufficient enrollment to cover our costs within 3 working days of the class start date, we may cancel the class. We'll make every effort to notify you of changes or cancellations. In the event of a cancellation or change by us, we'll provide the student with a 100% refund or transfer to an equivalent class.

If you withdraw from a class or transfer to another class:

100% refund for all withdrawals or transfers made three or more business days (Monday - Friday) before the first day of class.

80% refund for all withdrawals or transfers made one or two business days (Monday - Friday) before the first day of class.

0% refund for all withdrawals or transfers made the day class begins or anytime following.

To register online go to: [www.uwfox.uwc.edu/conted](http://www.uwfox.uwc.edu/conted)

## Registration Form

Name \_\_\_\_\_

Phone/s (H) \_\_\_\_\_ (C) \_\_\_\_\_

May we contact you at work (W) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Course \_\_\_\_\_ Fee \_\_\_\_\_

Course \_\_\_\_\_ Fee \_\_\_\_\_

Course \_\_\_\_\_ Fee \_\_\_\_\_

Credit Card Number \_\_\_\_\_

MC  Visa Exp. Date \_\_\_\_\_

3-digit cc Security Code: \_\_\_\_\_  
(on back of your card)

Signature \_\_\_\_\_

If paying by check, please make check payable to UW-Fox Valley, and mail to:

**UW-Fox Valley**  
**Office of Continuing Education**  
**1478 Midway Road**  
**Menasha, WI 54952**

Gender  Male  Female Year Born \_\_\_\_\_

Age  Under 18  18-34  35-49  50-64  65+

### Ethnic Background

- Black (not of Hispanic origin)
- Hispanic/Latino
- Asian or Pacific Islander
- White (Other)
- American Indian or Alaskan Native

### Occupation

- Agriculture, Forestry
- Educational Services
- Engineering, Architecture
- Finance, Real Estate
- Health Services
- Manufacturing
- Protective Services
- Public Administration
- Retail Trade
- Social, Recreation, Religious
- Transportation, Communication
- Wholesale Utilities
- Other

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