

# CENTER FOR CONTINUING AND PROFESSIONAL EDUCATION

WILLIAM PATERSON UNIVERSITY



## Spring 2015 Catalog

Classes Begin in January

1600 Valley Road, Wayne, N.J. • 973.720.2354 • [wpunj.edu/cpe](http://wpunj.edu/cpe)



# registration policy and procedures

registration policy and procedures

## NEW ONLINE REGISTRATION POLICIES AND PROCEDURES!

### FOR YOUR CONVENIENCE, ALL REGISTRATIONS WILL BE PROCESSED ONLINE!

- Register early to guarantee your enrollment.
- Registrations are accepted until the classes are full.
- **WEB REGISTRATION:**  
<https://www.wpunj.edu/cpe>  
 If you experience difficulty registering online, please call for assistance (973) 720-2354 or (973) 720-3961.
- Be sure to include daytime and evening telephone numbers as well as your e-mail address so that we can notify you in case of program cancellation.

- You may now pay online by credit card or electronic check.
- Once your registration and payment are processed, you are automatically enrolled. No confirmation will be sent to you. Plan to attend your workshop or conference as scheduled. You will be notified if the workshop or conference is cancelled or if there is a change in schedule.

\* **In case of inclement weather, please visit [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe) to be sure the campus is open.** When the university is closed due to inclement weather, our programs will be rescheduled.

## CANCELLATION POLICY

### THREE HOUR WORKSHOPS/CONFERENCES/INSTITUTES

- Notification must be received in writing at least 5 business days prior to the workshop to receive a full refund minus a \$25 processing fee.
- If we receive less than 5 business days' notice, NO refund will be issued.
- **No refunds will be given if you do not attend the Workshop/Conference/Institute/Class**

### SEMESTER CLASSES

*(Classes that meet for 3 or more days)*

- Notification must be received in writing at least 5 business days prior to the course to receive a full refund minus a \$25 processing fee.
- If you cancel after the first class, **50% of your fee will be refunded** minus the cost of materials and a \$25 processing fee.
- No refunds will be given after the second class.

### COURSES CANCELLED BY WPU

- If a course, workshop or conference is cancelled due to inclement weather, insufficient enrollment or any other reason you will receive a full refund.

**For all refunds requests, please notify us in writing;**

**By Email:** [CPErefunds@wpunj.edu](mailto:CPErefunds@wpunj.edu)

**By Fax:** (973) 720-2298

Or call for more information regarding refunds (973) 720-2354 or (973) 720-3961.

### SUMMER YOUTH PROGRAM CANCELLATION POLICY

- Notification must be received in writing at least 5 business days prior to the course to receive a full refund minus a \$25 processing fee.
- If we receive less than 5 business days' notice, you will receive a credit towards another youth program during the current summer session less a \$25 processing fee.
- **NO refunds or credits will be given after the first day of the camp/program.**

Please send all Youth Program cancellation notifications to: [youthprograms@wpunj.edu](mailto:youthprograms@wpunj.edu)





**CONTACT INFORMATION**

Phone: (973) 720-2354  
 Fax: (973) 720-2298  
 Office Hours: 8:30 am – 5 pm  
 Monday – Friday

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 (973) 720-2461

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 Workforce Development Programs  
 (973) 720-3698

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 Registration/Student Accounts  
 (973) 720-3024

Ross Puglionisi  
 Registration/Student Accounts  
 (973) 720-3961

**SMALL BUSINESS  
 DEVELOPMENT CENTER**

Online: [www.wpunj.edu/sbdc](http://www.wpunj.edu/sbdc)  
 Phone: (973) 754-8695

Kathleen Muldoon/Regional Director  
 Sonia Musa/Project Manager

**Spring 2015 HIGHLIGHTS!**

SHRM Essentials® of HR Management..... 4  
 Basic Civil Mediation ..... 8  
 Project Management Professional Refresher..... 12  
 Influencing Skills ..... 13  
 American Government: Citizenship Prep. Program .....14  
 Technology Workshops.....22  
 IP Addressing Course..... 24

1. Online Registration Policies and Procedures ..... 1  
 2. Business and Entrepreneurship .....4-14  
     • SHRM Essentials® of HR Management .....4  
     • MBA Essentials .....5  
     • Corporate Customized Training.....6  
     • Government Contract Workshop .....7  
     • Basic Civil Mediation .....8  
     • Certificate in Leadership .....9  
     • Non-Profit Management .....10  
     • Social Media Marketing and Entrepreneurship ..... 11  
     • E-Commerce Certificate.....11  
     • Project Management .....12  
     • Global Supply Chain Management .....13  
     • Influencing Skills .....13  
     • CFP®; Personal Finance Strategies .....13  
     • American Government: Citizenship Prep. Program .....14  
 3. Small Business Development Center .....15-18  
 4. Computers, Technology and the Internet .....19-24  
     • QuickBooks® .....19  
     • Digital/Web for Business.....22  
     • Professional Graphic Design .....24  
 5. Healthcare Paraprofessionals .....25  
     • Health Info Management/EMR .....25  
     • Medical Assistant/Medical Office Administration .....25  
 6. Educators and Administrators .....26-32  
     • Academy of Music .....32

**CERTIFICATE PROGRAMS**

MBA Essentials: Foundations for Business .....5  
 Basic Civil Mediation .....8  
 Certificate in Leadership.....9  
 Non-Profit Management .....10  
 E-Commerce.....11  
 Advanced Project Management.....12  
 Web Design .....22  
 Digital Graphics.....22

**PREPARATION FOR CERTIFICATION**

Project Management (PMP) ..... 12  
 Certified Financial Planner® ..... 13  
 Global Supply Chain Management.....13  
 QuickBooks® .....19  
 Microsoft Office Specialist .....19  
 Medical Assistant .....25  
 Health Information Management/Electronic Medical Records.....25

**REGISTRATION [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)**

Please check our website for updates about classes, courses and schedules.



corporate customized training

Growing and optimizing a business means ensuring that employees have the knowledge, skills, and resources necessary to support a company’s strategic objectives. William Paterson University has a long history of assisting businesses interested in planning, designing and implementing a wide array of training programs to address critical skill sets and core competencies. As one of the most wired campuses in the state of New Jersey, the university integrates traditional learning approaches with cutting-edge instructional methods. Drawing upon the intellectual capital of our faculty and staff as well as leveraging our partnerships with business experts, the Center for Continuing and Professional Education can assist in executing a well-integrated curriculum that meets unique organizational needs. Corporate training and performance improvement are the cornerstones for creating organizational excellence. Whether you are implementing a new innovative approach or facing a major organization change, we can help you create a results-focused learning experience. As you plan for the development of your organization’s talent, our capabilities can round out the expertise of your in-house training and development of a team of professionals. We can help you to tailor programs that produce behavioral change and are sustainable over time. Our customized training

programs can be completely unique to your business or they can expand on any course listed in this catalog.

All certificates and workshops in this catalog can be offered as corporate training.

Corporate Training Available:

- Leadership and Management
- Customer Service
- Social Media and Marketing
- QuickBooks®
- Project Management
- Supply Chain Management
- MBA Essentials
- Social Entrepreneurship
- SHRM Training and Certification
- Basic Civil Mediation
- Diversity Training
- Business Mandarin
- Business Spanish
- Professional Writing
- Cisco CCNA Training
- CompTIA A+ Training
- Advanced Graphic Design

For more information, please call (973) 720-3035.

## JOB FAIR

The Center for Continuing and Professional Education schedules two Job Fairs a year for our students and graduates as well as the public.

The next Job Fair will be held:

**Thursday, January 8, 2015**  
(Snow Date January 9, 2015)  
**and August 21, 2015**

The Center for Continuing and Professional Education is committed to working with the students and graduates of our programs with finding employment. We hold two job fairs throughout the year that are open not only to our students but to all William Paterson University students and the surrounding communities. We hosted approximately 42 vendors at our last Job Fair on August 22, 2014. All vendors invited to our job fairs are actively hiring. There will be vendors from a variety of industries (insurance, healthcare, manufacturing, security, transportation, bio/sciences, etc.). As many as 400 job seekers, including seasoned professionals attended.



In addition to the vendors, three free workshops are available for everyone: “How to Apply for Government Jobs,” “Using Social Media in Your Job Search,” and “Resume Critiquing.” The next Job Fair will be held on January 8, 2015. Please check our website ([www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)) for updates and information.



**SHRM ESSENTIALS® OF HR MANAGEMENT**  
**Sharpen your HR skills to face today's HR issues**

Human resource issues impact every company in some way. That's why it's important to understand the fundamental issues surrounding HR today.

SHRM, the leading global HR professional organization, has developed the SHRM Essentials® of HR Management course, which provides an introductory overview of the human resource function. Whether you are new to HR or HR is one of many roles you fulfill at your company, this program, offered in partnership with SHRM through William Paterson University, covers the key HR topics you need to know.

Developed by leading HR experts, HR practitioners, and legal counsel, the SHRM Essentials® of HR Management course covers introductory HR topics in a condensed, easy-to-understand format. The straightforward format ensures that HR concepts can be mastered and applied to real-life situations. Along with classroom interaction with peers and the instructor, case study exercises threaded throughout the program provide opportunities to practice applying newly acquired HR skills during training prior to using them on the job.

**Build a solid foundation in HR management skills**

By covering a breadth of practical HR topics, the SHRM Essentials® of HR Management course provides the knowledge to perform daily tasks. Through this course, you will also:

- Review key pieces of federal legislation on sexual harassment, age discrimination, and the Family and Medical Leave Act (FMLA).
- Gain insights into employee recruitment and selection while avoiding legal pitfalls.
- Enhance your skills related to total compensation systems, pay increases and incentives, and employee benefits.
- Increase your knowledge of employee orientation, onboarding, professional development, and training.

**Instructor:** Taron Lee  
**Dates:** March 2, 9, 16, 23 & 30, 2015  
**Day:** Monday  
**Time:** 6 pm - 9 pm  
**Room:** G015  
**Fee:** \$595  
**Course Number:** B056

**SAVE THE DATES!**

**Strategies and Solutions for Adolescent Health**



**When:**  
 Wednesday, April 15, 2015  
 4 pm - 8:30 pm

**Where:**  
 1600 Valley Road  
 Wayne, NJ 07470  
 Auditorium

Co-sponsored with St. Clare's Health System

**9th Annual Non-Profit Management Conference**



**When:**  
 Thursday, May 21, 2015  
 9 am - 1 pm

**Where:**  
 300 Pompton Road  
 Wayne, NJ 07470  
 University Ballrooms A, B and C  
 University Commons



## MBA ESSENTIALS: FOUNDATIONS FOR BUSINESS

**B**usiness leaders acquire comprehensive finance, marketing and management knowledge and strengthen their skills in managing their companies, staff and clients with 6 courses in 36 hours of MBA Essentials. These courses are taught by leading professors from the Christos M. Cotsakos College of Business which is AACSB accredited. AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation means excellence in management education. The university's MBA is ranked by the Princeton Review as one of the leading MBA programs. Upon completion of these 6 courses, participants have the

option to test and earn 3 graduate credits as an elective in the William Paterson University MBA Program. This program is run directly at your office or branch location, making it highly convenient for your employees. Each of the following MBA Essentials programs has been approved for 6 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HRCI homepage at [www.hrci.org](http://www.hrci.org).

**MBA ESSENTIALS and all Certificate Programs can be taught on-site at your company. Call (973) 720-3035 today to learn about our Customized Training Programs.**

### ORGANIZATIONAL BEHAVIOR AND DESIGN

This course introduces the organizational setting and examines human behavior within organizations. Topics covered include: design, structure, technology and processes at the 'macro' level, and leadership, decision making, motivation and teamwork at the 'micro' level. Both theoretical underpinnings and practical applications are emphasized through class discussion, lecture and experiential exercises.

### MARKETING FUNDAMENTALS

This course will provide an overview of the fundamental elements of marketing including consumer behavior, marketing research, marketing communications, and marketing management. You will begin with an examination of the role of marketing in corporations and its contribution to innovation. You will explore various facets of the marketing function with the help of in-class exercises and discussions. The course will conclude with a discussion concentrating on marketing's contribution to strategy and sustainable business practices.

### ACCOUNTING FOR MANAGERS

This course uses the Case Method and focuses on the content, analysis, and interpretation of the financial and managerial accounting information used by managers in making business decisions. The financial accounting section includes generally accepted accounting concepts and principles for internal and external financial reporting purposes. The management

accounting section emphasizes cost behavior, cost management, and management control.

### MANAGEMENT OF TECHNOLOGY

This course examines the role of technology on economic transformation. It will take an evolutionary view of technology, explaining its role in different points of world history. You will explore the role of technology in shrinking time/space boundaries (through innovations in transportation, telecommunications, internet and supply chain management). You will examine the role of technology in six different industries: apparel, automobiles, semiconductors, agro-foods, financial services, and logistics. You will also examine the changing contours of these industries in light of theories of innovation, as well as those of political economy.

### FINANCE FOR NON-FINANCIAL MANAGERS

A most succinct description of the discipline of finance is that finance is the study of risk and return and the trade off function between the two. The field of Corporate Financial Management within this broad description of finance is concerned with maximizing corporate value by utilizing this complex trade off function. This course will provide a bird's eye view of Corporate Financial Management and its relationship with the broad field of finance as a whole. Designed for non-specialists, this subject matter, including some of the models involved, will be treated in a

simple and user-friendly manner, focusing on the managerial use of the models and approaches, rather than the complexities of the quantitative relationships. The course will cover, but may not be limited to, some of the specific areas within Corporate Financial Management, such as: Corporate Financial Management and the Capital Market, the various functions of financial Management, Measurement of Risk and Return, Applications of the above in Corporate Finance, and an Introduction to Strategic Financial Management.

### GLOBAL MANAGEMENT

This course will focus on the various issues involved in managing in a global environment today. It will concentrate on the recent changes in the infrastructure of commerce in the globalized world; the international regimes of institutions, rules, laws, treaties and other modes of governance; the new global circuits of capital; the mobility of international labor; the challenges of managing across cultures; and the emergence of new global players in the international arena.

Please call for customized training for your company:

- Organizational Behavior and Design
- Marketing Fundamentals
- Accounting for Managers
- Management of Technology
- Finance for Non-Financial Managers
- Global Management

**Fee per Program: \$450**



**CUSTOMIZED CORPORATE TRAINING**

**CUSTOMIZED TRAINING GRANTS FROM NEW JERSEY DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT**

We can provide assistance with consortium and literacy grant applications so that training may be underwritten by funding from the NJ Department of Labor and Workforce Development. New Jersey businesses of any size may join together into a consortium in order to maximize their use of the training funds and programs. Our grant writers will assist you in choosing the type of grant that will best suit your training needs. These grant funds may subsidize the cost of the classroom training expenses of existing or future training initiatives. New Jersey is committed to improving the way state government responds to the needs of New Jersey's business community. One of the top priorities of the Governor's Economic Growth Strategy is to develop the state's world-class workforce, so that New Jersey's workers can meet the skill demands that businesses require to succeed in the global economy. One of the ways to accomplish this is to provide economic assistance to New Jersey businesses through grants. Some examples of grant training courses that may be reimbursed include:

- Leadership • Supervisory Skills
- Communications Skills • Six Sigma
- ISO Training • On-the-Job Training
- Lean Manufacturing and Lean Office
- English as a Second Language
- Computer Courses, including MS Office

Join us for an informational session. Choose one of the dates below. Let us assist you with your NJDOLWD grant application. For more information please contact Colleen McGill at (973) 720-2461.

**Instructor:** Colleen McGill  
**Dates:** Jan. 8 & Aug. 21, 2015  
**Time:** 8 am - 9 am  
**Location:** 1600 Valley Road, lobby  
**Fee:** FREE

**CORPORATE TRAINING: DIVERSITY AWARENESS**

This is an activity based, fun and exciting three hour program. Understanding diversity allows us to do our jobs better, enjoy its benefits and learn how to communicate better with those from different cultural educational, social and economic backgrounds. This program doesn't teach you about other cultures, but rather opens you up to the appreciation of our differences, while celebrating the uniqueness of us all as individuals.

Please note: This course can be customized to fit your organization's needs.

**Instructor, Dates and Time:**  
 Please contact Colleen McGill at (973) 720-2461 for more information.  
**Fee:** \$600 (onsite group rate)  
**\*Fee:** Online individual rate: \$69.00

**DEMAND PLANNING AND FORECASTING PRACTICES**

Demand planning and forecasting practices are paramount for a business' strategic planning and execution, and it helps a business reach their key markets that realize targeted sales. Across any industry, a business' bottom line thrives on providing the best quality of service they possibly can through strategic planning, focused execution, and efficient operations. This course helps students learn and prepare on how best to instill fundamental demand planning and forecasting practices into their business model.

**Instructor:** Bhargav Patel  
**Days:** Online  
**Fee:** \$349 for individuals  
 \$2000 full-day corporate on-line or in-person  
**Course Number:** B086

**MEETING THE MANUFACTURING NEED FOR 3D DESIGN AND PROJECT MANAGERS**

These courses will be offered as one or two programs: 24 hours for each course (6 - 4 hour sessions for each course). Will be offered together or separately for Workforce or private students (private students will take

only AutoCAD and/or Solid Works – workforce students will take these courses with Project Management – certification examination no included in the cost of the program). A certification test is offered through SolidWorks. There are 3 certifications listed through SolidWorks site, Certified SolidWorks Associate (\$99), Certified SolidWorks I (\$99) and Certified SolidWorks Expert \$150). Certification examinations are not included in the program.

**AUTOCAD – 24 HOUR COURSE (FOR BEGINNER AUTOCAD USERS)**

This program has been designed for those who are looking to increase their drafting and design skills. The main software taught in this class is AutoCAD. Each week the class focuses on AutoCAD tools and techniques and how they are used in the Engineering and Architectural industries. Along with AutoCAD, students will learn the basic computer skills that are necessary while using CAD Software. During the program students will learn how to use the AutoCAD functions and create blocks that are needed as a Draftsperson. This class will make individuals more marketable and help displaced workers re-enter the workforce. Upon completion of the ten week program the student will receive certificates in AutoCAD Essentials and AutoCAD Intermediate. Examination fee is not included in the program.

**Dates:** Apr. 10 - May 8, 2015  
**Day:** Friday  
**Time:** 9 am - 1 pm  
**Fee:** \$499  
**Course Number:** T106A  
**Room:** G016  
**OR**

**Dates:** Apr. 11 - May 9, 2015  
**Day:** Saturday  
**Time:** 9 am - 1 pm  
**Fee:** \$499  
**Course Number:** T106B  
**Room:** G016



## CUSTOMIZED CORPORATE TRAINING

PROFESSIONAL WRITING SERIES			
Business Series	Poetry Series		Creative Writing Series
Educators Series	Literature Series	Technical Writing Series	Languages Series

### GOVERNMENT CONTRACT WORKSHOP: CONTRACTING OPPORTUNITIES FOR SMALL BUSINESS

This hands-on workshop is the next step for business owners who want to expand their marketing efforts beyond their current customer base. The Defense Procurement Technical Assistance Center will Help your firm market to government agencies, such as DoD, EPA, DOE, FAA, State of New Jersey, schools, post offices, local municipalities, as well as large businesses such as IBM, Lockheed and the casinos. How to get in the door! This course will teach you about tools such as Small Disadvantaged Business/8a, Hubzone, Service Disabled Veteran-Owned Small Business, or Minority/Women certifications that will give your business a marketing edge. You will be given step by step instructions as to how to complete the Central Contractor Registration, the only place to register to get contracts with the Government and to showcase your services to large corporations. You have to be in it to win it!

Additionally, we will review the government payment system “Wide Area Work Flow”, so you can get paid within a week of delivery.

You will receive a listing of small business specialists at various agencies and large businesses so you can avoid the “cold call”, since these individuals are tasked to assist you.

The Center will bid match you with buyers free of charge so that you will discover who is buying your goods or services, and we will assist in the review of bidding opportunities. If you know what you sell and how much, we can fill in the blanks for you with free follow-up counseling sessions, CCR and certification pod casts so that you can have instruction at home at your convenience.

**Instructor:** Dolcey E. Chaplin, Esq.

**Dates:** Friday, Mar. 6 & Thursday, June 18, 2015

**Time:** 9 am - 12 pm

**Room:** G016

**Fee:** FREE

**Course Number:** B085  
FREE Handouts

### WORKFORCE DEVELOPMENT PROGRAMS

#### COME TO OUR OPEN HOUSE

We would like to answer all of your questions and allow you to visit our facility and meet our instructors, see our classrooms and meet other students. We hold an Open House every week at the Center for Continuing and Professional Education located at 1600 Valley Road in Wayne, NJ. For directions to our location, please visit the William Paterson University website at: <http://www.wpunj.edu/directories/directions-and-map.dot>

#### OPEN HOUSE SCHEDULE

##### Computer and Business Programs

**Days:** Every Wednesday

**Time:** 4 pm - 5:15 pm

##### Healthcare Programs

**Days:** Every Wednesday

**Time:** 10 am - 12 pm

Walk-ins are welcome but we do suggest that you call to confirm your Open House visit.

#### WORKFORCE

Are you unemployed? Looking for funding for training? Call us at (973) 720-3698 for Workforce Development Grants.

#### UNEMPLOYED?

Unemployed persons and individuals may qualify for funding for the Technology Certification courses through their local County Workforce Investment Board. Tuition waivers cannot be used since these are non-credit courses. Students admitted with completed contract or intent to sponsor letter for workforce.

## PASSAIC COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

### 2015 SEMINAR SERIES SCHEDULE

**Feb. 20, 2015, 8:30 am:** “Marketing Techniques and Social Networking – How to Connect with Your Customers”

**Mar. 20, 2015, 8:30 am:** “Human Resource Best Practices and Patient Protection and Affordable Care Act (PPACA) Update”

**Apr. 17, 2015, 8:30 am:** “Expanding Housing Opportunities and Fair Housing Compliance”

**June 15, 2015, 8:30 am:** “Greening Your Company in 2015: Opportunities to Improve Cash Flow and Maximize Environmental Benefits”

**October 2015:** “How to Secure Financing for Your Company: From Fixed Assets to Lines of Credit”

Location: William Paterson University, 1600 Valley Road, Wayne, NJ, 1<sup>st</sup> Floor Auditorium



## BASIC CIVIL MEDIATION PROGRAM

This certificate is designed for those interested in pursuing careers as mediators, and for executives interested in using mediation or mediation techniques for the resolution of disputes in various settings.

Basic Civil Mediation Program is designed to teach the fundamental techniques for resolving disputes in positive,

creative ways and avoiding the necessity of expensive and divisive adversarial mechanisms for dispute resolution.

At the successful conclusion of the Basic Civil Mediation Course the student will receive a Certificate of Completion. This Certificate is awarded to students who successfully complete the basic six (6) courses.

### 101. INTRODUCTION TO MEDIATION AND ALTERNATIVE DISPUTE RESOLUTION

This course will introduce Mediation as a dispute resolution process and distinguish it from litigation and the other available dispute resolution processes. It will discuss the reasons to choose mediation rather than an alternate process, including its advantages and disadvantages in different circumstances. It will also provide the student with an overview of the legal and ethical framework for mediation, including private and court ordered mediation processes in New Jersey.

**Date:** April 7, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Fee:** \$150  
**Course Number:** B049  
**Room Number:** 4032

### 102. NEGOTIATION THEORY AND PRACTICE IN MEDIATION

The purpose of this course is to educate the mediator in recognizing and dealing with various negotiation styles and techniques. It will expose the student to negotiation powers and tactics that a skilled negotiator or mediator must recognize, react to and use as appropriate. A negotiating toolkit will be used in simulations during the program. It will provide a background for the mediator to better facilitate an effective process.

**Date:** April 14, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Fee:** \$150  
**Course Number:** B050  
**Room Number:** 4032

### 103. LEGAL AND ETHICAL ISSUES IN MEDIATION

This course will layout the legal framework in which mediation takes place. The statutes, court rules, and case law governing the mediation

process will be discussed. It will then proceed to discuss common standards set by the Rules of Professional Conduct and other sources of ethical considerations governing mediation. Among the topics to be discussed will be confidentiality, impartiality, dealing with the use of coercive and manipulation techniques and dealing with power imbalances.

**Date:** April 21, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Fee:** \$150  
**Course Number:** B051  
**Room Number:** 4032

### 104. MANAGING A MEDIATION

This course will focus on the important tasks of managing a mediation. It will concentrate on the steps from the commencement of mediation until the mediation session, including mediation agreements, the initial organization conference, communications with the attorneys and parties before the mediation session, the exchange of documents and information, and all necessary steps to assure that all participants are prepared for the mediation session.

**Date:** April 28, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Fee:** \$150  
**Course Number:** B052  
**Room Number:** 4032

### 105. CONDUCTING THE MEDIATION SESSION(S)

The focal point of this course will be the mediation session itself. It will discuss the importance and content of the opening statement, the role of the parties, the use of joint sessions and caucuses, dealing with varying negotiation tactics and strategies during the mediation, breaking down barriers to dispute resolution, the use of problem solving and educational strategies in the mediation and

getting to a successful outcome. It will end with a discussion of the mediator's role in crafting a resolution agreement.

**Date:** May 5, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Fee:** \$150  
**Course Number:** B053  
**Room Number:** 4032

### 106. MEDIATION WORKSHOP

The student will be exposed to a variety of mediation simulations with role playing. These will include simulations ranging from a simple civil small claim to a complex case involving multiple parties and public issues. Students will take roles as parties, attorneys, experts, and mediators in an attempt to put into context the information presented to this point and to qualify the student to conduct a mediation.

**Date:** May 12, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Fee:** \$150  
**Course Number:** B054  
**Room Number:** 4032

**Fee for all six courses:** \$900  
**Dates:** April 7 - May 12, 2015  
**Day:** Tuesday  
**Time:** 6 pm - 9 pm  
**Course Number:** B055  
**Room Number:** 4032

### DISPUTE RESOLUTION INSTITUTE TEACHING FACULTY:

Richard A. Herman, Director, Dispute Resolution Institute and the Mediation Project

Additional teaching faculty from practicing mediators in New Jersey will also participate.

If you are interested in taking any of these courses individually, please call Mary Ann Padula at (973) 720-3698 for dates.



## CERTIFICATE IN LEADERSHIP

Students will strengthen their communication skills, learn effective motivational drivers, become better public speakers and explore their personal strengths as a leader. This certificate is awarded to students who successfully complete 6 courses: 4 core and 2 electives.

### Core Courses:

- Effective Leadership Principles
- Strategic Planning for Leaders
- Manager as Coach
- Performance Evaluation & Feedback

### Electives:

- Communication & Work Styles
- Team Building & Productivity Strategies
- Conflict Management
- Effective Business Writing

### EFFECTIVE LEADERSHIP PRINCIPLES

This course is designed so that at its completion participants will have an identifiable leadership style that will assist them in identifying their leadership strengths and opportunities for development. We will look at how effective leadership skills can address the current issue of employee engagement. In the online component, participants will review material from thought leaders and apply principles to current case studies.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Dates:** Feb. 12 & 26, 2015

**Time:** 6 pm - 9 pm

**Room:** G015

**Fee:** \$150 (includes assessment tools)

**Course Number:** B005

### MANAGEMENT TECHNOLOGIES FOR SUPERVISORS: MANAGER AS COACH

The first step is defining the role of the manager as opposed to the role of leader. Coaching is defined as a two-way process, using ongoing feedback, to reinforce positive actions and outcomes. The focus is on developing knowledge and skills. Participants will learn these skills as well as how to counsel when coaching does not work.

**Instructor:** Taron Lee

**Date:** Monday, Feb. 16, 2015

**Time:** 6 pm - 9 pm

**Room:** 4032

**Fee:** \$100

**Course Number:** B013

### PERFORMANCE EVALUATION AND FEEDBACK

Performance evaluations provide feedback to staff members on their job effectiveness. This course covers the guidelines for providing a fair and balanced assessment and the responsibilities of the immediate supervisor. Learn how to structure an evaluation and manage performance review meetings with subordinates.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** Mar. 19, 2015

**Time:** 6 pm - 9 pm

**Room:** 1001

**Fee:** \$150

**Course Number:** B016

### STRATEGIC PLANNING FOR LEADERS: DECISIONS AND DYNAMICS

Leadership plays a critical role in any organization. Having a plan in place provides management with a process for identifying strengths and weaknesses while taking advantage of opportunities and preparing for threats. The course begins in person on Wednesday, October 9. The discussion continues with case studies online via Blackboard to delve deeper into the strategic planning process to enhance your skills.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** Apr. 1, 2015

(2 Blackboard Online Sessions)

**Time:** 6 pm - 9 pm

**Room:** TBA

**Fee:** \$150

**Course Number:** B023

### COMMUNICATION AND WORK STYLES: UNDERSTANDING BEHAVIOR

Using the Myers-Briggs Type Indicator instrument, the participant will gain an individualized overview of key characteristics and personal preferences in their communications and work styles to better leverage their strengths. Participants will have the opportunity to apply their results in real-world simulations.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** Apr. 9, 2015

**Time:** 6 pm - 9 pm

**Room:** G015

**Fee:** \$105 (includes assessment tools)

**Course Number:** B011

### CONFLICT MANAGEMENT

Conflict arises when values, perspectives and opinions are contradictory in an organization. This course addresses the impact of conflict on team morale, types of managerial actions that contribute to conflict, and specific actions that can be taken to reduce or eliminate conflict.

**Instructor:** Taron Lee

**Date:** Monday, Feb. 23, 2015

**Time:** 6 pm - 9 pm

**Room:** G015

**Fee:** \$100

**Course Number:** B024

### EFFECTIVE BUSINESS WRITING

Clear writing is powerful. This course teaches the "how-to" behind generating perfectly polished business documents, including memos, emails, reports or other business writings. You will learn tips on editing, revising, and grammatical do's and don'ts to be concise and persuasive. Participants are encouraged to bring a writing sample to class.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** Apr. 30, 2015

**Time:** 6 pm - 9 pm

**Room:** G015

**Fee:** \$100

**Course Number:** B010

### TEAM BUILDING AND MAXIMUM PRODUCTIVITY STRATEGIES

Great teams are built and they don't just happen. This workshop focuses on team charters, objectives, processes and accountability. Participants will learn to structure teams for optimal performance and set the right goals, and will understand how to foster collaboration.

**Instructor:** Taron Lee

**Date:** Monday, Feb. 9, 2015

**Time:** 6 pm - 9 pm

**Room:** G015

**Fee:** \$105 (includes assessment tools)

**Course Number:** B012



**CERTIFICATE IN NON-PROFIT MANAGEMENT**

The certificate is designed to meet the needs of the non-profit professionals who seek a broader role within their organization. Upon completion of the program, participants will have attained an overview of the various operational divisions of an organization and a focused view of themselves as a contributor. This certificate is awarded to students who successfully complete 4 core courses and 2 electives.

**Core Courses:**

- Volunteer Management
- Ethical Issues for Non-Profits
- Non-Profit Management
- Project Management Best Practices for Non-Profits

**Electives:**

- Grant Writing for Non-Profits
- Human Resource Issues for Non-Profits (credit for "Core")
- Non-Profit Marketing
- Fundraising for Non-Profits

**VOLUNTEER MANAGEMENT**

The volunteer is such an integral part of all non-profits, that a thorough understanding of how best to manage this valuable human resource is critical. Managers have a certain amount of control over employees. This is not the case with volunteers. This program will cover areas such as recruiting volunteers, putting the right volunteer with the right tasks, how to uncover volunteers skills, and many more.

**Instructor:** Robert Allen  
**Date:** Friday, Mar. 6, 2015  
**Time:** 6 pm - 9 pm  
**Fee:** \$75  
**Course Number:** B070

**PROJECT MANAGEMENT BEST PRACTICES FOR NON-PROFITS**

This course will provide participants with an understanding of project management principles to facilitate the initiation, planning, execution, monitoring, controlling and closing of projects and programs that meet specific organizational goals and objectives. Learn the nature of projects, unique, temporary endeavors constrained by resources such as time and cost, and the application of knowledge, tools and techniques to meet stakeholder expectations. Discover the nuances of managing, influencing and communicating for project success.

**Instructor:** Jerry Flach  
**Date:** Tuesday, Mar. 10, 2015  
**Time:** 6 pm - 9 pm  
**Fee:** \$100  
**Course Number:** 081

**ETHICAL ISSUES FOR NON-PROFITS**

Non-profits are held to the highest standards with regards to conflict of interest, sound governance and truth in fundraising. This workshop will highlight current "hot topics" affecting charitable non-profit organizations. You will learn about the effect Sarbanes-Oxley legislation has had on nonprofits, ways that your non-profit can become more accountable,

and more.

**Instructor:** Jerry Flach  
**Date:** Tuesday, Mar. 31, 2015  
**Time:** 6 pm - 9 pm  
**Room:** 4032  
**Fee:** \$50  
**Course Number:** B020

**NON-PROFIT MANAGEMENT**

Learn to maximize results in your non-profit organization through effective management strategies. This workshop covers reducing costs and controlling resources, as well as how to select management tools to survive in an uncertain and changing environment.

**Instructor:** Robert Allen  
**Date:** Friday, Feb. 27, 2015  
**Time:** 6 pm - 9 pm  
**Room:** G015  
**Fee:** \$75  
**Course Number:** B021

**GRANT WRITING FOR NON-PROFITS**

This workshop is focused on techniques for finding and writing successful grant applications to foundations, government and corporate funders. Participants are invited to come prepared with a funding idea for class discussion.

**Instructor:** Leah Dade  
**Date:** Wednesday, May 13, 2015  
**Time:** 6 pm - 9 pm  
**Fee:** \$100  
**Course Number:** B009

**HUMAN RESOURCE ISSUES FOR NON-PROFITS**

This course will cover the most common human resource issues non-profits experience. These include wage and hours issues for non-profit employers, the art of hiring and firing, risk management in hiring, an overview of employment law and a discussion of best practices in safe hiring and employment issues. You will also design an employee handbag related to your non-profit.

**Instructor:** Taron Lee

**Date:** Apr. 20, 2015  
**Time:** 6 pm - 9 pm  
**Room:** G015  
**Fee:** \$100  
**Course Number:** B018

**NON-PROFIT MARKETING**

Most not-for-profits do not function with large-scale budgets as do any private corporations and for-profit organizations. In fact, tight budgets and restrictions on the use of income, along with the absence of dedicated communications professionals, often result in reticence for adopting new ideas and expansion into new areas. This program provides a sound understanding of the benefits of a carefully orchestrated marketing and public relations campaign grounded in a Marketing mindset. Topics include: researching and reaching your target market, comprehensive use of technology, partnering with the public, as well as with businesses in innovative, low cost/no cost 'cause' marketing campaigns, and generating positive media coverage.

**Instructor:** Robert Allen  
**Date:** Friday, Mar. 13, 2015  
**Time:** 6 pm - 9 pm  
**Room:** G015  
**Fee:** \$100  
**Course Number:** B026

**FUNDRAISING FOR NON-PROFITS**

This workshop will cover key elements of a fundraising plan for small to mid-sized nonprofit organizations including discussion of annual appeals, special events, memberships and dues, board giving, grant writing, user fees and innovative business approaches to generating income. The workshop emphasizes practical lessons for fundraising success.

**Instructor:** Taron Lee  
**Dates:** Apr. 6 & 13, 2015  
**Time:** 6 pm - 9 pm  
**Room:** 4032  
**Fee:** \$125  
**Course Number:** B008

## SOCIAL MEDIA MARKETING & ENTREPRENEURSHIP, E-COMMERCE CERTIFICATE

### SOCIAL MEDIA AND MARKETING CERTIFICATE COURSE – ONLINE

This 10 week course is designed to provide students with an insight to the background history, technology, the impact, and strategic uses of social media, as well as a basic hands-on experience with several forms of the most current social media technology. In this course, students gain a broad understanding about Web 2.0 Tools used for Social Media (ie, Facebook, Twitter, Blogs, LinkedIn, Myspace, Google+, etc.), which are all relatively inexpensive but accessible technologies that provide individuals with an instant means/online medium to create, publish, edit, and/or access information for targeted audiences; ranging from one single person, to millions of viewers. Students will also learn ways of exploring possibilities and limitations of various social media and will learn how to apply and adapt basic marketing strategies to construct and evaluate social media texts, their impact, and their practical use as a marketing tool. Basic strategic uses of social media for advertising, marketing, public relations, journalism, and civic and political participation are also explored in this course.

The following topics will be covered:

**Intro. to Blogging** (WordPress, Blogger, Wikis, YouTube, etc.) - \*\*\*\$350

**Intro. to Social Media** (Facebook, Twitter, LinkedIn, Myspace, Google+, etc.) - \*\*\*\$350

**Social Media Tools: Design & Implementation Privacy & Ethics in Social Media** - \*\*\*\$500

**Social Media Management: Monitoring & Analysis** - \*\*\*\$350

**Integrating Social Media into Marketing Strategy** - \*\*\*\$500

**Instructor:** Professor Robert Allen  
**Dates/Days/Times:** Self-Paced Online  
**Fee:** \$2,000  
**Course Number:** B089

\*These topics are offered as individual

courses at this price if you do not wish to take the entire certificate course.

To register please contact, Johanna Fulgencio, (973) 720-3035 or fulgencioj@wpunj.edu.

### FORMING A NON-PROFIT CORPORATION 501(C)(3)

Starting a non-profit organization can be a very rewarding but complex experience. The vast majority of non-profits are started by passionate, creative individuals who want to protect, restore, or enhance the wellbeing of the people in their community. The process of incorporating might seem daunting but knowing how to begin will make the start-up process more feasible and build the individual's confidence level as they move forward in bringing their mission and vision to fruition.

These workshops will provide students with the background knowledge and skills needed to effectively start up, and lead a non-profit organization. Most non-profits are 501(c)(3) corporations, meaning they are formed for religious, charitable, scientific, literary, or educational purposes, thus they are eligible for federal and state tax exemptions. Workshop participants will receive step-by-step instructions on obtaining a federal 501(c)(3) tax exemption as well as how to qualify for public charity status with the IRS.

- Know the advantages and disadvantages of forming a non-profit organization
- Know the difference between 501(c)(3) and other 501(c) organizations
- Understand the process of starting a 501(c)(3) and adhering to non-profit requirements specific to the State of New Jersey
- Set goals and define the mission and vision statements while developing a business plan
- Develop an organizational financial budget
- Utilize best practices to form a Board of Directors

- Adopt articles of incorporation, bylaws and first meeting minutes
- Complete an IRS tax-exemption application using IRS Form 1023 Includes: 2 four-hour classes, textbook, handouts and a CD with applications, forms, etc. needed for 501(c)(3) filing

**Instructor:** Rev. Clarence Bulluck

**Time:** 9:30 am - 12:30 pm

**Fee:** \$200

**Course Number:** B022

To register please contact, Johanna Fulgencio, (973) 720-3035 or fulgencioj@wpunj.edu.

### E-COMMERCE CERTIFICATE

#### Fundamentals of E-Commerce

This course provides a broad introduction to digital technologies and e-commerce concepts and helps you understand Internet business models and monetization. In this course, you will study B2B, B2C, and C2C markets with a specific focus on value creation, information privacy and security, and the legal and ethical challenges of electronic commerce.

**Instructor:** Rajiv Kashyap, PhD

**Online Start Date:** Thursday, Apr. 2, 2015

**Time:** Online Course

**Fee:** \$399

**Course Number:** P100



## PROJECT MANAGEMENT CERTIFICATION PROGRAM

### PROJECT MANAGEMENT CERTIFICATION PROGRAM

This introductory program covers the fundamental methodologies and applications of Project Management and prepares participants for the Project Management Professional (PMP) or the Certified Associate in Project Management (CAPM) exam. The course material covers the key project management topics recognized by the Project Management Institute including: thorough review of the project management bodies of knowledge, processes, and several in-depth tools/techniques to master the concepts that are covered in the PMP exam as well as the CAPM exam. The required study-aid material to pass the PMP exam and the CAPM exam is the textbook: A Guide to the Project Management Body, Fifth Edition.

The key topics for the course include the bodies of management knowledge (integration, scope, time, cost, quality, human resources, communications, risk, and procurement) and the phases of the project life cycle (initiation, planning, and execution, controlling, monitoring, and closing). The course also provides: case studies describing real world versus concept project management analogies, management organizational structures, successful versus unsuccessful leadership traits, management versus leadership distinctions, project management application templates, over 400 PMP exam prep questions, instructions on how to apply for the PMP or CAPM exam, and several tips to help you prepare for the exam, online projects and chats will be included as needed.

**Instructor:** JoAnn Kerwin and Nancy Styple

**Day:** Thursday

**Dates:** Jan. 15 - Mar. 19, 2015

**Time:** 5 pm - 10 pm  
(15 minute break included)

**Fee:** \$2,849 (textbook is included)

**Course Number:** B002L

**Room:** G015

OR

**Instructor:** Jerry Flach

**Day:** Tuesday

**Dates:** Apr. 7 - June 9, 2015

**Time:** 5 pm - 10 pm  
(15 minute break included)

**Fee:** \$2,599 (textbook is included)

**Course Number:** B002M

**Room:** G015

OR

**Instructor:** Bhargav Patel

**Days/Dates/Times:** Online

**Fee:** \$2,599 (textbook is included)

**Course Number:** B004D

Please call Mary Ann Padula for details (973) 720-3698. Also available through customized training. Please call Colleen McGill at (973) 720-2461.

### PMP REFRESHER COURSE

Be refreshed with our PMP refresher course! This class will allow you to assess the remaining areas of study toward obtaining your PMP certification. Offered in just 3 segments we will review concepts across the knowledge areas from the PMBOK 5 and apply them in practice exercises. This course is for those already familiar with the PMBOK and who have some formal PMP contact hours; this course provide you with an additional 9 contact hours. Sign up; now is the time to prepare for your PMP!

**Instructor:** Jerry Flach

**Day:** Saturday

**Dates:** Apr. 25, May 2 & 9, 2015

**Time:** 9 am -12 pm

**Fee:** \$249

**Course Number:** B002H

**Room:** G015

### ADVANCED PROJECT MANAGEMENT: INTRODUCTION TO PROGRAM MANAGEMENT COURSE

This course is designed for students that have extensive Management and/or Project Management experience, and helps students learn formal advanced-level Project Management concepts as well as formal Program Management concepts. The course is

divided into two key phases, with the first phase covering the fundamental methodologies and applications of Project Management at an accelerated rate, and a stronger focus on advanced level Project Management concepts. The second phase covering Program Management introductory concepts.

This course is offered online - Please call (973) 720-3698 - Mary Ann Padula for details.

**Instructor:** Bhargav Patel

**Days/Dates/Times:** Online

**Fee:** \$2,599 (textbook is included)

**Course Number:** B004

### MICROSOFT PROJECT CERTIFICATION WITH VISIO AND ACCESS

Microsoft Project is the industry standard tool to build project plans, and gives you practical experience applying project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. Then use Project to build project plans and track actual work against the plan. This certification is appropriate for people who plan projects with multiple phases; customize project reports and communicate project information and status. Microsoft Visio is the diagramming software used to create and develop business-oriented drawings. It uses vector graphics to create multiple types of diagrams, including process, flow charts, organizational charts and space planning.

**Instructor:** Frank Ascitutto

**Day:** Friday

**Dates:** Jan. 16 - Mar. 6, 2015

**Time:** 9 am - 2 pm

**Fee:** \$1,100 (textbook is included)

**Course Number:** T006J

**Room:** G015

**Project Management and MS Project/Visio and Access Taken together at a special rate:**

**Fee:** \$3,849

**Course Number:** B003

**Room:** G015



## SUPPLY CHAIN MANAGEMENT GLOBAL SUPPLY CHAIN CERTIFICATE

Global Supply Chain Management is the integration of the activities that procure materials and services transforming them into immediate goods and final products, and deliver them to customers. These activities include purchasing and outsourcing activities, plus many other functions that are important to the relationship with suppliers and distributors. The supply chain includes all the interactions between internal operations, marketing, sales, suppliers, manufacturers, distributors, and customers. The chain includes transportation, scheduling information, cash and credit transfers as well as ideas, designs, and material transfers. The intent of the course is to teach students techniques and methods employed by supply chain managers to plan and control the supply chain operating systems. Students will apply quantitative methods, various analytical techniques as well as utilize practical experience in order to understand how to operate, design, plan and control supply chain operations. This course utilizes a set of operations management skills and tools that students can use to enable their companies to develop a competitive advantage in commercial environments that encompass global markets and competition, electronic business (e-business), and supply chain management. Students are expected to have a solid understanding of production and operations management in order to solve complex supply chain case studies.

### About the Instructor:

Vic Ricci is the Executive Vice President for Dotcom Distribution in Edison, New Jersey. He has full P&L responsibilities for this 3<sup>rd</sup> Party Logistics Company. Vic Ricci holds a BA in Economics and an MBA in Management. He is a Senior Executive with over 24 years of progressive experience in manufacturing, retail operations, Ecommerce and distribution. This experience includes managing the supply chain of major distribution networks with significant emphasis on financial analysis, inventory accuracy and operational process mapping, leading to cost effective improvements. His academic

expertise includes General Management, Production & Operations Management, and Supply Chain Management.

**Instructor:** Vic Ricci

**Dates:** Saturday, Jan. 31 - May 9, 2015

**Time:** 9 am - 1 pm

**Fee:** \$3,500

**Course Number:** B097

Please contact Johanna Fulgencio at (973) 720-3035 for information.

## INFLUENCING SKILLS

### ENHANCING YOUR INFLUENCING SKILLS: INNOVATIONS IN SALES TECHNIQUES

This course is designed to provide the participants with the skills necessary to gain support of a product, concept or idea through the use of effective Influencing Skills. The skills gained upon the completion of the workshop are applicable in a business environment as well as in your personal life. Effective influencing is essential to gaining the desired behavior when engaging with others. The highly interactive workshop will provide opportunities to look at “real-life” situations and develop the tactics necessary to achieve desirable outcomes during interpersonal engagements. Participants will leave the workshop with a defined Action Plan to be used immediately.

**Instructor:** Ron Jones

**Dates:** Cohort begins in March

Available as Customized & Corporate Training

**Fee:** \$299

6 Sessions, Total 18 hours, Use of RBI LABS

## CERTIFIED FINANCIAL PLANNER® AND PERSONAL FINANCE

### CERTIFIED FINANCIAL PLANNER® PROGRAM

Financial planning jobs have grown and are expected to continue to grow in the upcoming years. The retirement of baby boomers, growing entitlements, longer life spans, and lower yields have created a need for CERTIFIED FINANCIAL PLANNERS® certifiants. The core personal financial courses are required by the CFP® exam – an important step in establishing

your professional credentials.

**Income Tax Analysis and Planning:** B031

**Investment Analysis/Planning:** B032

**Estate Planning:** B033

**Retirement Planning:** B034

**Insurance Analysis/Planning:** B035

**Financial Planning Capstone:** TBA

**Fee:** \$949 per course (textbooks are not included)

Please call Mary Ann Padula at (973) 720-3698 to register or for more information.

## STOCKS, BONDS, CASH...OH MY!

This course will walk you through procedures you should consider before you invest: a) risk management strategies and diversification, b) stocks, bonds, mutual funds, and ETFs, c) individually managed accounts, d) tax-deferred annuities.

**Instructor:** Lesley Weiner

**Dates:** Tuesday, Feb. 17, 2015

**Time:** 6 pm - 9 pm

**Fee:** \$99

**Course Number:** P101

## STOCKS AND THE POWER OF THE DIVIDEND

This workshop will cover key elements of understanding the stock market and provide a way to grow your money effectively on a monthly basis that can be a major supplement to social security for those golden years when you are tired of working. The strategy and methods that are shown to be proven and have been used by some great investors. The strategies shown can help you get to your goal.

**Instructor:** Elliot Delgado

**Dates:** Monday & Tuesday, March 23 & 24, 2015

**Time:** 6 pm - 9 pm

**Fee:** \$150.00

**Course Number:** P106

OR

**Summer 2015**

**Dates:** Wednesday & Thursday, June 10 & 11, 2015

**Time:** 10 am - 1 pm

**Fee:** \$150.00

**Course Number:** P106A

NEW



### RISK MANAGEMENT: HOW TO HANDLE LIFE EXPENSES

Topics include:

- a) life insurance foundations - term variable, whole life insurance
- b) health insurance and medicare
- c) disability income insurance
- d) long-term care insurance

**Dates:** Tuesday, Mar. 10, 2015

**Time:** 6 pm - 9 pm

**Fee:** \$99

**Course Number:** P105



### AMERICAN GOVERNMENT FOUNDATIONS OF AMERICAN GOVERNMENT

This course provides an analysis of current political systems with emphasis on the United States. Focus is given to decision making and how it is effected under different ideologies, and how individual interests become positive or negative forces for group decisions at local, national, and international levels. This course explores the structure and dynamics of American national government, providing a broad-based introduction to the ideas and institutions that shape politics in the contemporary United States.

#### Learning Outcomes:

At the end of this course, participants will:

- Understand the historical and theoretical foundations of the American system of governing and how these relate to the contemporary social, economic and business environment;
- Understand decision-making processes in American government and how these relate to a social and business environment;
- Understand the structure of the three main branches of government, the policymakers who function in these structures, as well as the systems and policy-makers of local and state governments.

**Instructor:** Ahmed Syed

**Dates:** Saturday, Mar. 28 - Apr. 18, 2015

**Time:** 9 am -1 pm

**Fee:** \$199.00

**Course Number:** P150

### HOMELAND SECURITY & EMERGENCY MANAGEMENT CERTIFICATE COURSE

Welcome to Introduction to Homeland Security /Emergency Management. This course will explore the fundamental principles of homeland security and emergency management, and will investigate the primary functions addressed by today's emergency management practitioners and those tasked with providing for our safety and security. With these principles in mind, we will investigate the dynamic role each entity plays in managing disasters and terrorist attacks on American soil.

Specifically, we will be looking at the following topics in this class:

1. The History of Emergency Management/Homeland Security
2. Hazards, Risk, and Vulnerability
3. Mitigation/Preparedness
4. Communications
5. Homeland Security
6. Response/Recovery

8. International Disaster Management
9. Terrorism
10. The Future of Emergency Management

**Instructor:** Richard Baird

**Dates:** Thursday, Apr. 2 - 30, 2015

**Time:** 6 pm - 9 pm

**Fee:** \$299.00

**Course Number:** P151

### CONFERENCES AND INSTITUTES SPRING 2015

#### 7TH ANNUAL DIVERSITY CONFERENCE "AUTHENTIC VOICES: THE NATIVE AMERICAN EXPERIENCE"

Stereotypes and inaccuracies dominate conceptions of Native Americans and obscure the reality of the Native Americans experience in both the past and present. The seventh annual WPUNJ College of Education Diversity Conference seeks to dispel myths and increase knowledge by featuring authentic voices, including a keynote speaker from the Lenape tribe, and breakout sessions that focus on educational, environmental and cultural resources aligned with the New Jersey Core Curriculum in Social Studies.

**Date:** Mar. 27, 2015

**Time:** 9 am - 12:30 pm

**Location:** Valley Road campus

**Fee:** \$35

**Conference Number:** 378



**W**HETHER YOU'RE A SMALL BUSINESS OWNER just starting out or looking for ways to expand your business, the SBDC can help. The SBDC is a partnership with the U.S. Small Business Administration, the State of New Jersey and the Paterson UEZ. The SBDC is focused on counseling and training for start-ups and established small businesses, which will support sustainable economic development. If you are already in business, seasoned consultants can confidentially analyze your business situation and help you develop tools for growth: a solid

business plan, an accurate financial analysis, and an effective marketing strategy. Counseling sessions and workshops are also conducted in Spanish. Early registration is encouraged because class size is limited and fill quickly. To register and to obtain information, please contact WPU SBDC Staff at (973) 754-8695. The University has textbooks available in English and Spanish at \$15 to accompany the classes in "Business Startup" and "Creating a Winning Business Plan".

### ARE YOU AN ENTREPRENEUR?

Are you ready to start a business? Learn what steps you need to take and what to look out for.

The business startup seminar helps you to know how to discover your personal strengths and weaknesses and to understand your business needs. This seminar provides the entrepreneur with tools, reference materials, and additional sources for information on starting a business.

**Days:** Monday

**Time:** 11 am

**Fee:** FREE

**Location:** WPU SBDC  
131 Ellison Street  
Paterson, NJ 07505

### CREATING A WINNING BUSINESS PLAN

A business plan is the key tool for all phases of a business from startup to expansion. The components of a business plan are executive summary, cover letter, organization plan, financial and supporting documents which are all necessary for obtaining SBA loans or loans from venture capitalists and angel investors. This seminar entails the preparation of a sound and detailed business plan which is necessary for managing a business more effectively.

**Day:** Tuesday

**Time:** 11 am

**Fee:** FREE

**Location:** WPU SBDC  
131 Ellison Street  
Paterson, NJ 07505

### FINANCIAL PLANNING

This workshop will provide the entrepreneur with tools, reference

materials, and additional sources for information on financial management. This financial planning workshop introduces tools and processes focused on answers to the following questions facing the entrepreneur.

- Will I be profitable?
- When will I be profitable?
- How much funding is needed and the possible sources?

**Day:** Wednesday

**Time:** 11:00 am

**Fee:** FREE

**Location:** WPU SBDC  
131 Ellison Street  
Paterson, NJ 07505

### NJSBDC WEBINARS 2015

The NJSBDC's webinar series is being offered in 2015 at very affordable rates. Company executives and their business partners can take advantage of the knowledge, tools and strategies for growth offered in these specially designed business seminars, which focus on gaining traction, creating success, and sustaining organizational performance.

Each webinar is \$25. All dates are offered at 6:00 pm and are one hour long.

**Dates:** To be announced

FOR MORE INFORMATION ON DATES, WEBINARS OFFERED, OR TO REGISTER, PLEASE VISIT [HTTP://WWW.NJSBDC.COM/WEBINARS](http://www.njsbdc.com/webinars)

- International Trade Webinars
- E-Business Webinars
- Branding Webinars
- Strategy / Operations Webinars
- Finance Webinars
- Green Sustainability Webinars

\*\*After attending a webinar, attendees with particular issues seeking help can receive pro-bono consulting with the NJSBDC instructor. Please fill out the REQUEST for counseling form at: <http://njsbdc.com>

### GET YOUR BUSINESS ONLINE

This is a hands-on workshop that will help you build your free website. You will learn how to create and publish a website for your business; get a free, easy-to-build, professional website for one year; and get a free customized domain name and hosting for one year.

**Instructor:** Reina I Valenzuela

**Dates:** Friday, Jan. 30 & Mar. 27, 2015

**Time:** 5:30 pm - 8:30 pm

**Fee:** \$10

**Location:** Cotsakos College of Business  
1600 Valley Road  
Wayne, NJ

**Room:** G16

### GROW YOUR BUSINESS ONLINE

In this workshop you will find out how to take advantage of online tools to run and promote your business. You will also learn more about Google's top tools for small businesses, including Google+, Google AdWords, Google Analytics, and Google Apps. You will discover how to get found and attract customers.

**Instructor:** Reina I Valenzuela

**Dates:** Friday, Feb. 13 & Apr. 10, 2015

**Time:** 5:30 pm - 8:30 pm

**Fee:** \$10

**Location:** Cotsakos College of Business  
1600 Valley Road  
Wayne, NJ

**Room:** G16





## SPANISH LANGUAGE CLASSES

### ¿ES USTED UN(A) EMPRENDEDOR(A)?

Este seminario patrocinado por William Paterson University SBDC, es para ayudar a todas aquellas personas que están pensando en empezar un pequeño negocio. Con duración de tres horas, este seminario será dado completamente en español para ayudar a los futuros empresarios a definir sus fortalezas y para conocer cuáles son los pasos a seguir para dar comienzo.

**Instructor:** Reina Valenzuela

**Fechas:** Todos los Jueves

**Horas:** 11 am

**Costo:** Gratis

**Lugar:** WPU SBDC

131 Ellison Street  
Paterson, NJ 07505

### COMO HACER UN PLAN DE NEGOCIOS

Este seminario te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los topicos de esta clase incluyen:

mercadeo, finanzas, diseño de organizacion; resumen ejecutivo, programas de prestamos de la SBA, y como aplicar para prestamos de negocios. Este entrenamiento en bien informativo y se impartira en español. Provehera a los asistentes conocimientos de como hacer estudios de investigacion en todas las areas de los negocios.

**Instructor:** Reina Valenzuela

**Fechas:** Todos los Viernes

**Horas:** 3 pm

**Costo:** Gratis

**Lugar:** WPU SBDC

131 Ellison Street  
Paterson, NJ 07505

### SOCIAL MEDIA PARA EL EMPRESARIO

En la era digital, el desarrollo de un plan estrategico de mercadeo es la llave al exito en la promocion de su negocio en linea. Estos talleres le van a mostrar los metodos para interactuar con su audiencia y generar interes

en su marca, productos, y servicios. Esta es una serie de seminarios y recibira un certificado de participacion al completar las sesiones.

I. Un vistazo general de las plataformas mas populares: Facebook, Twitter, LinkedIn, Google+ y Pinterest.

II. Taller para crear su pagina en Facebook y su cuenta en Twitter.

III. Desarrollo de una plan de mercadeo utilizando las redes sociales para aumentar su audiencia. Introducción a herramientas para administrar su tiempo, contenido, y comunicaciones.

**Instructor:** Reina I Valenzuela

**Fecha:** Feb. 26, 2015

**Horas:** 5:30 pm - 9:30 pm

**Costo:** \$10

**Lugar:** Cotsakos College of Business  
1600 Valley Road, Wayne, NJ

**Room:** G016

## QUICKBOOKS® INSTRUCTION

### INTRODUCTION TO QUICKBOOKS®

This short introductory course will show one how to prepare, interpret important financial reports, and create the company's books from "scratch". One is shown how to set up accounts, customers, vendors, items and jobs.

#### Covered Tasks:

- "Clean up" important customer lists
- Enter and process checks, bills and payments
- Prepare and process estimates, invoices, sales receipts, credit memos, deposits and customer statements
- Purchase and manage inventory

**Instructor:** Errol Bowen

**Day:** Thursday

**Dates:** Apr. 2 & May 7, 2015

**Time:** 6 pm - 9 pm

**Fee:** \$39

**Text:** \$25 (Additional, optional)

**Location:** Cotsakos College of Business  
1600 Valley Road, Wayne, NJ

**Room:** G016

### ACCOUNTING & QUICKBOOKS® CERTIFICATE

This certificate program offers an overview of the key concepts, tools, and techniques required to succeed in today's challenging business environment from a hands-on perspective. Offered in partnership with the New Jersey Small Business Development Center (NJSBDC) this program will cover the basics of accounting fundamentals and then apply those fundamentals to QuickBooks® to enable business owners to take better control of their business finances.

To earn a certificate in this program, the following three courses are required.

- 1) Accounting Fundamentals
- 2) QuickBooks® for Small Businesses
- 3) QuickBooks® A/R & A/P

Or take any one of the topics listed below to improve your knowledge by enhancing your skills in one area.

### ACCOUNTING FUNDAMENTALS

This course is designed to establish students with fundamental knowledge of accounting procedures and is a compliment to QuickBooks® for Small Businesses. 1 session.

**Date:** Thursday, Apr. 2, 2015

**Time:** 5:30 pm - 8:30 pm

**Location:** Wayne

Public Safety Academy, TBA

**Fee:** \$55

**Course Number:** NBS 200 S1

### QUICKBOOKS® FOR SMALL BUSINESSES

This introductory course explains how QuickBooks® can simplify the accounting process for a small business. (Participants should have knowledge of basic keyboarding.) 4 sessions.

**Dates:** Tuesday/Thursday, Apr. 7, 9, 14 & 16, 2015

**Time:** 5:30 pm - 7 pm

**Location:** Wayne

Public Safety Academy, TBA

**Fee:** \$95

**Course Number:** NBS 201 S1



## QUICKBOOKS® A/R & A/P

This intermediate course is designed to put the student in a simulated real business environment managing both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks®. Accounts Receivable transactions include creating customer and job lists, setting up item (product) lists, creating quotes, and tracking employee time. 4 sessions.

**Dates:** Tuesday/Thursday, Apr. 21, 23, 28 & 30, 2015

**Time:** 5:30 pm - 7 pm

**Location:** Wayne Public Safety Academy, TBA

**Fee:** \$95

**Course Number:** NBS 202 S1 (For more information on the Accounting & QuickBooks® Certificate program please call Denise Hicks at (973) 684-6126 or email dhicks@pccc.edu).

## SOCIAL MEDIA FOR THE ENTREPRENEUR

In the digital age, developing a marketing strategy and valuable content are the keys to success in promoting your business online. This class will show methods you use to interact with your customers and generate interest in your brand, products and services.

The content is listed below. You will receive a certificate of participation upon completion of the class:

- I. An overview of the most popular platforms: Facebook, Twitter, and LinkedIn, Google+ and Pinterest.
- II. Hands-on workshop to help you create and learn to manage your Facebook and Twitter accounts for business development purposes.
- III. Development of a Social Media Marketing plan to engage customers and increase your audience and tools to manage time, content, and communications.

**Instructor:** Reina I. Valenzuela

**Date:** Jan. 29, 2015

**Time:** 5:30 - 8:30 pm

**Fee:** \$10

**Location:** Cotsakos College of Business  
1600 Valley Road, Wayne, NJ

**Room:** G16

## INTERNATIONAL TRADE

### INTERNATIONAL TRADE MANAGEMENT SERIES

The NJSBDC International Trade Program offers practical workshops in all aspects of international business. To register call (973) 353-1927 or online at: www.njsbdc.com. You must be registered to attend.

### DEMYSTIFYING INTERNATIONAL TRADE

**How to Get Started:** Is your business ready to leap into global markets? Whether you are a buyer or seller, you must assess the risks and opportunities for your business in the global economy. This workshop on the fundamentals of international trade will cover topics for both beginning and accomplished exporters and importers.

**Instructor:** Roger S. Cohen

**Date:** Tuesday, Apr. 7, 2015

**Time:** 10 am - 1 pm

**Fee:** \$25

**Location:** Passaic County Economic Development, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512

### GETTING THE MOST FROM INTERNATIONAL REPS, AGENTS AND DISTRIBUTORS

**How to Expand Your Reach Abroad:** This workshop covers the practical aspects of how to work with agents, representatives, distributors, and other resources. One learns how to increase one's reach by working with sales professionals.

**Instructor:** Roger S. Cohen

**Date:** Wednesday, Apr. 8, 2015

**Time:** 10 am - 1 pm

**Fee:** \$25

**Location:** Passaic County Economic Development, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512

### PAYMENTS & RISKS (INTERNATIONAL TERMINOLOGY)

**Understanding the Language of International Commerce:** This workshop provides an overview of international letters of credit and commercial terms – the international

language (INCOTERMS) of how to buy, sell, deliver and get paid and transfer of risk. These are the fundamental building blocks of how to transact international business.

**Instructor:** Roger S. Cohen

**Date:** Thursday, Apr. 9, 2015

**Time:** 10 am - 1 pm

**Fee:** \$25

**Location:** Passaic County Economic Development, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512

## ECONOMIC DEVELOPMENT CONFERENCES

**Dates:** TBA

**Time:** 8:30 – 11:30 am

**Fee:** FREE

**Location:** Cotsakos College of Business  
1600 Valley Road, Wayne, NJ

**Room:** Valley Road Auditorium  
For details and to register, please call The Passaic County Department of Planning and Economic Development at (973) 569-4720.

## PRIVATE MARKETING COUNSELING FOR BUSINESS OWNERS

Are quality and service distinguished? What other features make a product or service desirable? How is the service or product marketed? What segment of the market are you targeting? As a business owner, one needs to create customer awareness, and be distinguished from all others who deal in the same marketplace. This one hour face to face counseling session will guide one through this process which can in turn increase sales volume and margins. You must be registered as a business owner to sign up for an appointment. (each appointment is for a one hour session).

**Instructor:** Jim Palumbo

**Dates:** TBA

**Time:** TBA

**Fee:** \$10

**Location:** Alternate locations at:  
(E) 131 Ellison Street, Paterson  
(V) Cotsakos College of Business, 1600 Valley Road, Wayne  
**Room:** V4031 (Fourth Floor)



**GOVERNMENT PROCUREMENT OPPORTUNITIES**

Have you thought about starting your own business, but don't know where to begin? Are you running your own business, but would like more formal training in the various aspects of starting and running a business? The New Jersey Small Business Development Centers (NJSBDC) network and the New Jersey Council of County Colleges (NJCCC) have partnered to provide a seven course, 33-hour Entrepreneur Certificate Program (ECP). The ECP will give entrepreneurs and existing small business owners an opportunity to learn about all the necessary steps to successfully start a new business and expand existing operations. Attendees who successfully

complete this program will receive an official certificate issued by Passaic County Community College and the William Paterson Small Business Development Center. These courses may also be taken individually.

**SMALL BUSINESS DEVELOPMENT CENTER**  
 Online: [www.wpunj.edu/sbdc](http://www.wpunj.edu/sbdc)  
 Phone: (973) 754-8695  
 Kathleen Muldoon/Regional Director  
 Robert Hille/Assistant Director  
 Sonia Musa/Project Manager

**GOVERNMENT CONTRACT WORKSHOP FOR SMALL BUSINESS**

This hands-on workshop is the next step for business owners who want to expand their marketing efforts beyond their current customer base. The Defense Procurement Technical Assistance Center will help your firm market to government agencies, such as DoD, EPA, DOE, FAA, State of New Jersey, schools, post offices, local municipalities, as well as large businesses such as IBM, Lockheed and the casinos. How to get in the door! This course will teach you about tools such as Small Disadvantaged Business/8a, Hubzone, Service Disabled Veteran-Owned Small Business, or Minority/Women certifications that

will give your business a marketing edge. You will be given step by step instructions as to how to complete the Central Contractor Registration, the only place to register to get contracts with the Government and to showcase your services to large corporations. You have to be in it to win it! Additionally, we will review the government payment system "Wide Area Work Flow", so you can get paid within a week of delivery.

You will receive a listing of small business specialists at various agencies and large businesses so you can avoid the "cold call", since these individuals are tasked to assist you. The Center will bid match you with buyers free of charge so that you will

discover who is buying your goods or services, and we will assist in the review of bidding opportunities. If you know what you sell and how much, we can fill in the blanks for you with free follow-up counseling sessions, CCR and certification pod casts so that you can have instruction at home at your convenience.

**Instructor:** Dolcey E. Chaplin, Esq.  
**Dates:** Friday, Mar. 6 & Thursday, June 18, 2015

**Time:** 9 am - 12 pm

**Fee:** FREE

**Location:** Cotsakos College of Business  
 1600 Valley Road, Wayne, NJ

**Room:** G016

For information and registration, call (973) 720-2354.

**ENTREPRENEUR CERTIFICATE PROGRAM - Spring 2015**

This program is a partnership between Passaic County Community College and the William Paterson University Small Business Development Center. All classes meet

Monday or Wednesday evenings from 6 pm to 9 pm at the PCCC PSA (Public Safety Academy) 300 Oldham Road, Wayne, NJ.

COURSE TITLE	DATE(S)	# OF SESSIONS	FEE	COURSE #	ROOM
Marketing Strategies for Business Success	W, Feb. 4, 11	2	\$89	NBS 161 S1	TBA
Understanding Financial Statements	W, Feb. 18, 25	2	\$89	NBS 163 S1	TBA
Small Business Recordkeeping	W, Mar. 4	1	\$45	NBS 164 S1	TBA
Legal I - Startup Specifics	M, Mar. 9	1	\$45	NBS 165 S1	TBA
Legal II - Contracts	M, Mar. 23	1	\$45	NBS 166 S1	TBA
Small Business Taxes	W, Mar. 25	1	\$45	NBS 162 S1	TBA
The Business Plan	W, Apr. 1, 8, 15	3	\$134	NBS 160 S1	TBA

All seven courses must be taken to obtain the Entrepreneur Certificate, but anyone is welcome to take a course individually if desired. The courses need not be taken in sequence and credit for them may be carried over from semester to semester. For information or registration please call Denise Hicks at (973) 684-6126.



## QUICKBOOKS® & FINANCIAL PLANNING CERTIFICATION PROGRAMS

### QUICKBOOKS®/BOOKKEEPING 2014 PROGRAM

Introduction to QuickBooks/Bookkeeping 2014 is a course that covers the fundamentals with newcomers in mind. QuickBooks/Bookkeeping is a completely new way of thinking about finances. Specifically, this class addresses accounting equations, debits and credits, how to prepare and interpret important financial reports and balancing the accounting formula using QuickBooks 2014 software. It also covers balancing the accounting formula, journals, ledgers, trial balance, bookkeeping terminology, revenue, expenses, net income, debits and credits. Students will learn how to read financial statements properly and how to grab meaningful information from the balance sheet, income statement and cash flow statements. After completing this course, you will have a solid understanding of QuickBooks. By applying the concepts learned in this course you

will understand the process behind accounts payable and accounts receivable. Students will know what cash flow is and how to improve it, what profit is, how it is interpreted and what influences its growth. Learn QuickBooks/Bookkeeping now and achieve a skill that is an invaluable asset to your professional career development. The Certified User Examination is included and will be given at the completion of the program.

**Instructor:** JoAnne MacBeth  
**Dates:** Jan. 20 - Mar. 24, 2015  
**Day:** Tuesday  
**Time:** 10:30 am - 3:30 pm  
**Fee:** \$1,499  
**Course Number:** T012T  
**Room:** G016

OR

**Dates:** Feb. 10 - Apr. 14, 2015  
**Day:** Tuesday  
**Time:** 5 pm - 10 pm  
**Fee:** \$1,499  
**Course Number:** T012U  
**Room:** G016

OR

**Dates:** Apr. 21 - June 23, 2015  
**Day:** Tuesday  
**Time:** 10:30 am - 3:30 pm  
**Fee:** \$1,499  
**Course Number:** T012V  
**Room:** G016

\*Included with this course is a 140 day free trial of QuickBooks 2014 for your home computer.

### QUICKBOOKS® CERTIFIED USER EXAMINATION

(Available to the Public)

William Paterson University is an approved site for the Certiport "Certified User" of QuickBooks Examination.

**Certified User Examination Cost:** \$149

Please call Kevin Goskowski to schedule an appointment for the examination at (973) 720-2732.

## MICROSOFT OFFICE CERTIFICATION PROGRAM

Our Microsoft Office Specialist Certification program offers you more. The sequence begins with an introduction to the PC and Windows, moving from the most basic levels to cutting edge skills and new employment possibilities. Qualified candidates will achieve Microsoft Office Specialist Certification acknowledging that you have the expertise to work with Microsoft Office programs. The MOS Certification program is composed of four separate courses taught over a 15 week period. The program covers

Windows/Word, Excel, PowerPoint, and Outlook. All classes are hands-on with each student working on their own PC and all materials are provided. Also included in the price is one MOS exam fee (for qualified candidates) which is given on site at William Paterson University. Open enrollment is available at the start of each course.

MOS Certification includes:  
Word • Excel • PowerPoint • Outlook

### MOS 2013 OFFICE PROGRAM

**Instructor:** Frank Ascitto  
**Dates:** Feb. 3 - Apr. 23, 2015  
**Day:** Tuesday & Thursday  
**Time:** 5 pm - 10 pm  
**Fee:** \$2,500 (includes one certification exam)  
**Course Number:** T021O  
**Room:** G016

OR

**Dates:** Apr. 28 - July 16, 2015  
**Course Number:** T021P

### BEGINNER (ELEMENTARY) MOS 2013 OFFICE PROGRAM

Our Beginner Microsoft Office Skills program offers you more. The sequence begins with an introduction to the PC and Windows, moving more slowly from the most basic levels to cutting edge skills and new employment possibilities.

**Instructor:** Frank Ascitto  
**Dates:** Feb. 26 - May 6, 2015  
**Days:** Monday, Wednesday & Thursday  
**Time:** 10 am - 3 pm

**Fee:** \$2,800 (includes one certification exam)

**Course Number:** T030L  
**Room:** G016

NOTE: These courses may be taken individually. To register please refer to the course number and fee listed under each course.

## WINDOWS/WORD

Learn the basics of creating and editing letters and memos with Word. Enter and edit text efficiently, format text, create bulleted and numbered lists and find help when you need it. Understand the tools available to create and manage complex documents, include section breaks, add headers and footers, page numbering and table of contents. Learn to create custom letters and label with Word's Mail Merge function by maintaining address data in Word, Excel or Outlook. Word has many shortcuts and hidden features that can help increase productivity and efficiency. You will learn to work smart in Word by customizing program defaults and using productivity-enhancing tools.

**Dates:** Feb. 3 - 26, 2015

**Day:** Tuesday & Thursday

**Time:** 5 pm - 10 pm

**Fee:** \$700

**Course Number:** T001O

**Room:** G016

**OR**

**Dates:** Apr. 28 - May 21, 2015

**Course Number:** T001P

## BEGINNER WINDOWS/WORD

**Dates:** Feb. 26 - Mar. 18, 2015

**Days:** Monday, Wednesday & Thursday

**Time:** 10 am - 3 pm

**Fee:** \$800

**Course Number:** T031L

**Room:** G016

## EXCEL

This workshop teaches the basics of spreadsheets using Microsoft Excel. Whether you have been using Excel or are just beginning this is where you need to start. You will learn to: work with toolbars, understand rows, columns and cell addresses, create formulas, use multiple worksheets within a workbook, add and create charts, edit margins, link and embed objects, reference cells on other worksheets, sheets to e-mail, and much more.

**Date:** Mar. 3 - 26, 2015

**Day:** Tuesday & Thursday

**Time:** 5 pm - 10 pm

**Fee:** \$700

**Course Number:** T002O

**Room:** G016

**OR**

**Dates:** May 26 - June 18, 2015

**Course Number:** T002P

## BEGINNER EXCEL

**Dates:** Jan. 5 - 26, 2015

**Days:** Monday, Wednesday & Thursday

**Time:** 10 am - 3 pm

**Fee:** \$800

**Course Number:** T032K

**Room:** G016

**OR**

**Dates:** Mar. 19 - Apr. 8, 2015

**Course Number:** T032L

## POWERPOINT

Learn to create high quality electronic slide presentations for business, classroom or home. You will create and edit PowerPoint presentations using PowerPoint's predefined designs, layouts and templates. Customize and personalize your presentations by using text boxes, drawing tools and color schemes. Learn tips and techniques to help you to incorporate clip art, animation, picture files, charts and more into your slide show.

**Dates:** Mar. 21 - Apr. 16, 2015

**Day:** Tuesday & Thursday

**Time:** 5 pm - 10 pm

**Fee:** \$700

**Course Number:** T003O

**Room:** G016

**OR**

**Dates:** June 23 - July 9, 2015

**Course Number:** T003P

## BEGINNER POWERPOINT

**Dates:** Jan. 28 - Feb. 18, 2015

**Days:** Monday, Wednesday & Thursday

**Time:** 10 am - 3 pm

**Fee:** \$800

**Course Number:** T033K

**Room:** G016

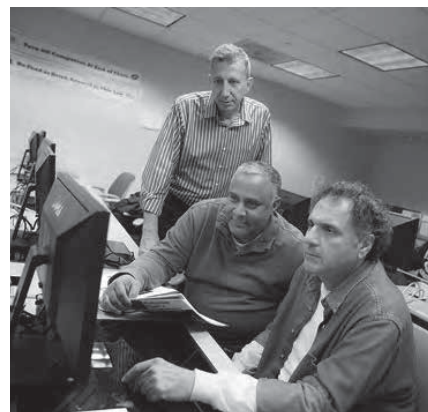
**OR**

**Dates:** Apr. 4 - 29, 2015

**Course Number:** T033L

## OUTLOOK

Become an e-mail expert. Start with e-mail basics by setting up accounts in Outlook, using Outlook folders,



sending and receiving e-mail. Expand your knowledge by maintaining an address book, creating distribution lists, using stationery, adding signatures and working with attachments. Learn to effectively manage your time by using Outlook calendaring for scheduling appointments and events.

**Date:** Apr. 21 & 23, 2015

**Day:** Tuesday & Thursday

**Time:** 5 pm - 10 pm

**Fee:** \$400

**Course Number:** T004O

**Room:** G016

**OR**

**Dates:** July 14 & 16, 2015

**Course Number:** T004P

## BEGINNER OUTLOOK

**Dates:** Feb. 19 - 25, 2015

**Days:** Monday, Wednesday & Thursday

**Time:** 10 am - 3 pm

**Fee:** \$400

**Course Number:** T034K

**Room:** G016

**OR**

**Dates:** Apr. 30 - May 6, 2015

**Days:** Monday, Wednesday & Thursday

**Time:** 10 am - 3 pm

**Fee:** \$400

**Course Number:** T034L

**Room:** G016

NOTE: These courses may be taken individually. To register please refer to the course number and fee listed under each course.



# computers, technology and the internet

## computers, technology and the internet

### MOS TESTING SITE

William Paterson University is an approved provider of the MOS examination through Certiport.

**Fee:** \$150.00 (includes one free retake)

The cost of a practice test is \$55. Please call Kevin Goskowski at (973) 720-2732 to schedule an appointment for this examination.

### ACCESS

Learn to build complete business applications with Microsoft Access. Access provides many database features for the management of information and data reporting. Learn the basic concepts of structuring data using tables, creating input forms and designing reports. And then go beyond the basics with data sharing, query building, macros, data importing and connecting Access to other Microsoft products.

#### Topics:

- Creating and managing a database
- Defining Access objects
- Building tables, forms and reports
- Creating Data relationships and data integrity
- Constructing queries and working with controls

**Prerequisite:** Previous knowledge of Microsoft Excel is required

**Dates:** Feb. 20 - Mar. 6, 2015

**Time:** 9 am - 2 pm

**Day:** Friday

**Fee:** \$349

**Course Number:** T036A

This course is also available online. Please call Mary Ann Padula at (973) 720-3698 for more information.

### MICROSOFT PROJECT

Microsoft Project is the industry standard tool to build project plans and applying project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. Then use Project to build project plans and track actual work against the plan. This course is appropriate

for people who plan projects with multiple phases; customize project reports and communicate project information and status.

**Dates:** Jan. 16 - 30, 2015

**Time:** 9 am - 2 pm

**Day:** Friday

**Fee:** \$349

**Course Number:** T036B

### MICROSOFT VISIO

Microsoft Visio is the diagramming software used to create and develop business-oriented drawings. It uses vector graphics to create multiple types of diagrams, including process, flow charts, organizational charts and space planning. Visio has unique integration features to other Microsoft office products that connect their diagrams to data sources and displays their data graphically.

**Dates:** Feb. 6 & 13, 2015

**Time:** 9 am - 2 pm

**Day:** Friday

**Fee:** \$235

**Course Number:** T036C

### SHAREPOINT

Improve the way your team collaborates and communicates online with SharePoint. Learn the basics of building a SharePoint workspace, adding site components and enabling features. This course is intended for those requiring a general introduction to SharePoint and covers SharePoint Foundation 2013.

#### Topics:

- Navigating a SharePoint Site
- The ribbon interface and customization
- Team Collaboration and Sharing
- Creating a Home page and Site Content Tree
- Creating Libraries and Workspaces
- Using Web parts to create Web Pages
- Managing site features and content syndication
- Uploading documents, version control and managing workflows
- Integrating SharePoint Services with Microsoft Office Applications

**Prerequisite:** Proficient with Windows file management and knowledge of Microsoft Office.

**Dates:** Call Mary Ann Padula at (973) 720-3698 for dates.

**Time:** 5:30 - 9:30 pm

**Day:** Tuesday

**Fee:** \$235

**Course Number:** T036D

### SKYDRIVE

SkyDrive is the Microsoft's cloud service positioned as the cornerstone of Windows 8 and Office 2013. Learn to use this free service to enable file syncing and sharing with multiple users from a PC, tablet or cell phone. SkyDrive online storage handles all Office documents, plus photos, video and music.

**Dates:** Call Mary Ann Padula at (973) 720-3698 for dates.

**Time:** 5:30 - 9:30 pm

**Day:** Tuesday

**Fee:** \$120

**Course Number:** T036E

This class is offered as a package. The payment plan including a \$50 service fee would be three installments of \$401.67.

Call Mary Ann Padula, (973) 720-3698 for dates

**Time:** 5:30 - 9:30 pm

**Day:** Tuesday

**Fee:** \$1155

**Course Number:** T036





## DIGITAL/WEB DESIGN AND TECHNOLOGY FOR BUSINESS

William Paterson's Digital/Web Design and Technology for Business Certification Program focuses on teaching students how to plan, design, develop and implement corporate and professional websites. Students cover all the fundamental elements of web design using the latest versions of the most in-demand software programs in the web design industry today - Dreamweaver, Photoshop and Flash. Learn to structure your webpage content and layout with Dreamweaver, manipulate web images using Photoshop, and enhance your pages with Flash animation.

Course projects include creating complete multi-page websites for both business and personal use and securing domain. Open enrollment is available at the start of each session.

Digital/Web Design and Technology for Business Certification includes:

- Dreamweaver
- Flash
- Photoshop
- Illustrator
- InDesign/Publisher

**Instructor:** Frank Ascitto

### DREAMWEAVER (3 weeks)

Learn the latest techniques for effective web development with Dreamweaver. The course covers the basic web authoring skills of defining a website, page layout, working with text and images, adding links, modifying page properties, webhosting, domain names, and managing your site on a web server. The advanced topics of HTML5, CSS3, JavaScript, search engine optimization, enhancing your pages with embedded animation, audio and video files are also included.

**Dates:** Jan. 21 - Feb. 9, 2015

**Days:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$510

**Course Number:** T008M

**Room:** G016

**OR**

**Dates:** Apr. 20 - May 6, 2015

**Course Number:** T008N

### FLASH (2 weeks)

Make your website come alive with Flash animation. Learn the core techniques of drawing, shapes, color, motion tweening, and creating Flash movie symbols. You will also learn to make your Flash content more engaging by importing sound, video and adding dynamic content using Action Script. Examples of class project work include: dynamic web page ads, an animated talking kiosk, and building a personal online portfolio.

**Dates:** Feb. 11 - 23, 2015

**Days:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$340

**Course Number:** T010M

**Room:** G016

**OR**

**Dates:** May 11 - 20, 2015

**Course Number:** T010N

### PHOTOSHOP (3 weeks)

Learn the fundamentals of this digital image manipulation software application. Strengthen your business communication skills by creating graphics for print and a variety of digital media. You will learn Photoshop tools and options, design composite images, make photo corrections, control layers, apply transparency, masking, type, blend modes, filters, and optimize images to match the right media.

**Dates:** Feb. 25 & Mar. 16, 2015

**Days:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$510

**Course Number:** T009M

**Room:** G016

**OR**

**Dates:** May 25 - June 10, 2015

**Course Number:** T009N

### ILLUSTRATOR CS6 (2 weeks)

Illustrator artwork appears everywhere and its power and complexity can be mastered by learning a few key concepts. Training begins with learning basic vector drawing, coloring, and editing; it then advances to transparency, type, advanced path tools, special effects and much more.

**Dates:** Mar. 18 - 30, 2015

**Days:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$340

**Course Number:** T037C

**Room:** G016

**OR**

**Dates:** June 15 - June 24, 2015

**Course Number:** T037N

### INDESIGN/PUBLISHER 2013 (2 weeks)

Learn to design powerful page layouts for both print and digital media. Students explore the fundamentals of InDesign/Publisher. You will start with

the basics of setting up documents, working with text and type styles. After mastering these skills, you will then learn to enhance your pages by placing images, managing color, using transparency, applying formatting, defining styles and outputting files.

**Dates:** Apr. 1 - 13, 2015

**Days:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$340

**Course Number:** T038C

**Room:** G016

**OR**

**Dates:** June 24 - July 8, 2015

**Course Number:** T038N

### DIGITAL/WEB FOR BUSINESS

**Dates:** Jan. 21 - Apr. 13, 2015

**Days:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$1,999

**Course Number:** T041D

**Room:** G016

**OR**

**Dates:** Apr. 20 - July 8, 2015

**Course Number:** T041N

### GRAPHIC DESIGN CERTIFICATE

This course will provide an opportunity for students to work with and learn the industry-standard Adobe Creative Suite 6 software products Photoshop, Illustrator and InDesign. After learning the basics of these products, you will create business related artwork and apply your designs on projects typically found in the graphic design field.

**Dates:** Feb. 2 - Mar. 18, 2015

**Day:** Monday & Wednesday

**Time:** 5 pm - 10 pm

**Fee:** \$1,000

**Course Number:** T015J

**Room:** G016

**OR**

**Dates:** Apr. 27 - June 15, 2015

**Course Number:** T015K



# computers, technology and the internet

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## PERSONAL BRANDING – USING SOCIAL MEDIA IN YOUR JOB SEARCH

Enhance your job search by learning to turn yourself into a professional digital advertisement. This workshop will show you how to establish your professional branding on the three major social media websites – LinkedIn, Facebook and Twitter. We begin with an assessment of your strengths, creation of a personal brand and then show you how to leverage your job search by establishing your personal branding online. With the right digital tools, you will learn to compete in the new talent marketplace by establishing your social network profiles and building relationships.

**Instructor:** Frank Ascitutto  
**Date:** Mar. 13, 2015  
**Day:** Friday  
**Time:** 6 pm - 9 pm  
**Fee:** \$149  
**Course Number:** T016

## INTRODUCTION TO THE IPAD

No pre-requisites, please bring your own iPad. This workshop explores the basics of using the Apple iPad. Participants will learn about the unique features of the iPad and how to use a variety of applications.

### Topics include:

- Setting up the iPad, adjusting settings and user accessibility
- Overview of the iPad including the device buttons, switches and status icons
- Controlling the iPad with the multi-touch function and scrolling finger dynamics
- Using the onscreen keyboard and editing features
- Going online with Safari and E-mail
- Using the iPad's built-in apps and downloading apps
- Use the iPad to read eBooks
- Taking, editing and sharing photos

**Instructor:** Frank Ascitutto  
**Dates:** Mar. 20, 2015  
**Day:** Friday  
**Time:** 6 pm - 9 pm  
**Fee:** \$149  
**Course Number:** T017

## FRIDAY TECHNOLOGY WORKSHOPS

These Friday Workshops offer training on special topics from the Microsoft Office family of computer programs. They are designed to provide tips and techniques to advance your skills with practical hands-on examples.

- Excel PivotTables, PivotCharts and Macros
- Word and Excel Forms
- Creative PowerPoint
- Microsoft Publisher Primer

## EXCEL PIVOTTABLES, PIVOTCHARTS AND MACROS

PivotTables help facilitate your analysis and presentation of the information. They enable you to quickly change how information is organized and are a valuable aid in decision making. This is especially true in the management of large amounts of data by applying filters, summarizing and outlining. Macros are a productivity aid by allowing you to automate routine functions. You will learn to record Macros, save them in a global library and create macro-enabled workbooks.

**Date:** Mar. 13, 2015  
**Fee:** \$149  
**Time:** 9 am -1 pm  
**Course Number:** T017A

## WORD AND EXCEL FORMS

Forms are more structured documents designed to collect specific information in particular formats. Workshop examples include expense reports, invoices, order forms, and registration forms. Students will learn to design forms in both Word and Excel with multiple control fields and properties, combo box lists, locking/unlocking and adding help features.

**Date:** Mar. 20, 2015  
**Fee:** \$149  
**Time:** 9 am - 1 pm  
**Course Number:** T017B

## CREATIVE POWERPOINT

Learn new ways to use and think about PowerPoint. We cover everything but presentations. This

workshop covers creative ways to use the most versatile program in the Microsoft Office suite. Learn to use PowerPoint as a drawing tool, picture editor and video editor. Create composite pictures, add special effects, merge multiple videos into one, create original artwork and more.

**Date:** Mar. 27, 2015  
**Fee:** \$149  
**Time:** 9 am - 1 pm  
**Course Number:** T017C

## MICROSOFT PUBLISHER PRIMER

This workshop covers the basics and essentials of using Publisher. Learn to create professional looking newsletters, brochures, business cards, postcards, and flyers, for print, email, and the web. You will learn to create a publication from scratch or use one of the hundreds of templates available in Publisher. In addition, the difference and advantages of using Publisher compared to Word are explored.

**Date:** Apr. 3, 2015  
**Fee:** \$149  
**Time:** 9 am - 1 pm  
**Course Number:** T017D

## MEDIA EDITING

Learn to manage and edit pictures, music and video with 3 of the best free programs available online - GIMP, Audacity and Microsoft Movie Maker. GIMP has simple but powerful tools for photo retouching and image composition. Audacity is a multi-track audio editor for music, voice narration and the creation of custom phone ringtones. With Microsoft Movie Maker, you will learn to fine tune, edit and stitch together multiple movie sequences with professional transitions and effects. The fundamental features of these programs are covered along with information for you to download, install and get started on your own personal PC or laptop.

**Date:** Apr. 10, 2015  
**Fee:** \$149  
**Time:** 9 am - 1 pm  
**Course Number:** T017E





## PROGRAMMABLE LOGIC CONTROLLERS CERTIFICATE COURSE – ONLINE

The Programmable Logic Controllers program will provide the basic technical skills and knowledge necessary to work with electrical control systems typically found in an industrial environment. The program investigates the operation of various control systems including both discrete and analog control devices. Emphasis is placed on the use and programming of PLCs in a complex industrial control system. This highly innovative distance education program combines state-of-the-art PLC simulation with interactive multimedia curriculum. The program content is delivered on CD-ROM and is supported through the Virtual Campus which provides online testing, technical and tutorial support. Technical and tutorial support is provided via e-mail and telephone. The program is designed to allow students to complete all aspects of the program and receive a PLC Technician certificate while studying at home using a highly interactive learning package. The learning materials consist of a CD-ROM with 19 modules containing:

- Text
- Audio
- Animations
- Computer-Based Testing
- PLC simulation software

**Date:** Self-Paced Online  
**Fee:** \$1,800  
**Course Number:** S006

## IP ADDRESSING COURSE

IP Addressing requires more time than other topics in the CCENT subjects because the concepts of binary and decimal conversions, and sub-netting are often difficult for students to master. Encourage students to practice conversions until they are comfortable with the process without using calculators. By doing the conversions manually, students will learn how bits can be manipulated to produce the binary equivalent of a decimal value. No calculators are permitted during CCENT, CCNA or any Cisco certification exams. Compare and manipulate bits to create unique custom subnets. Repeated classroom examples, explanations and practice with the material are needed to solidify these concepts. IP Addressing is a key function of network layer protocols

that enables data communication between hosts, regardless of whether the hosts are on the same network or on different networks. Both Internet Protocol version 4 (IPv4) and Internet Protocol version 6 (IPv6) provide hierarchical addressing for packets that carry data. Designing, implementing and managing an effective IP addressing plan ensures that networks can operate effectively and efficiently. This IP Address Class examines in detail the structure of IP addresses and their application to the construction and testing of IP networks and sub-networks.

**Dates:** Saturday, Feb. 14 - 28, 2015  
**Time:** 10 am - 4 pm  
**Fee:** \$2,500  
**Course Number:** S004

## SOLIDWORKS – 24 HOUR COURSE (FOR BEGINNER SOLIDWORKS USERS AND EXPERIENCED AUTOCAD USERS)

SolidWorks Essentials is the foundation on which you can build your modeling skills. It covers the base concepts and conventions on which the rest of our SolidWorks classes are based. (If you need to create drawings of your designs, SolidWorks Drawings will show you how to make complete design documentation. Examination fee is not included in the program.)

**Dates:** Saturday, Feb. 21 - Mar. 28, 2015  
**Time:** 9 am - 1 pm  
**Fee:** \$499  
**Course Number:** T107A  
**Room:** G016  
**OR**

**Dates:** Saturday, Apr. 4 - May 9, 2015  
**Time:** 9 am - 1 pm  
**Fee:** \$499  
**Course Number:** T107B  
**Room:** G016

**NEW**

## PROFESSIONAL GRAPHIC DESIGN Portfolio Management

(should be taken as the last class in the program)

A strong professional portfolio plays an essential role in gaining acceptance for continuing education in the arts or for any design positions. The course guide students in improving their current student portfolio pieces, developing new ones, and presenting their work, and themselves in a compelling way.

**Dates:** Thursday, Mar. 20 & 27, Apr. 3 - 24 & May 1 & 8, 2015  
**Fee:** \$499  
**Course Number:** P120

## Brand Identity & Logo Design

This course will explore methods for designing effective logos and creating marketing materials. Students will develop an understanding of critical relationship between product, environment, communication, and logo design.

**Dates:** Thursday, Feb. 6 - 27 & Mar. 6 & 13, 2015

**Fee:** \$299  
**Course Number:** P121

## Design Entrepreneur (ONLINE)

This course is specifically designed for those who want to become design entrepreneurs. It will offer an insight into the essential attributes of an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business.

**Dates:** Cohort begins March 4, 2015  
**Fee:** \$299  
**Course Number:** P122

## Color Harmony (ONLINE)

This course will help students to understand and use of color. Students will develop a working color vocabulary through a series of projects illustrating the seven color contrasts.

**Dates:** Cohort begins March 7, 2015  
**Fee:** \$299.00  
**Course Number:** P123

## Typography

As an introduction to the art of visual communication, typography is the most basic element of communication. The history of typographic forms, principles of composition, and the expressive potential of type will be explored through reading, research, exercises, and design production.

**Dates:** Friday, Feb. 7 - 28, Mar. 7 & 14, 2015  
**Fee:** \$299.00  
**Course Number:** P124

## 2D Principles

This course introduces the concept of visual design – visual elements, principles of design, and creative process. Composition issues and strategies valid in all areas of visual design are explored through examples, exercises and critiques.

**Dates:** Friday, Apr. 9 - 25, May 2 & 9, 2015  
**Fee:** \$299.00  
**Course Number:** P125

**Instructor:** Heroika Muljadi  
**Time:** 6 pm - 9 pm



## CERTIFICATE PROGRAMS FOR HEALTHCARE PROFESSIONALS/PARAPROFESSIONALS

### ICD10 - REIMBURSEMENT SPECIALIST CERTIFICATION PROGRAM (ON-LINE OR IN-PERSON)

120 hours

CD-10 Certified Reimbursement Specialist program teaches the upgraded coding system that must be implemented by 10/1/15. This system of diagnostic and procedural medical coding is required to be used in all hospitals, doctor's offices and insurance firms. The new system represents a radical change from the current system. This program offers you the complete and comprehensive training required to accurately apply your knowledge of the system when implementing the program in a healthcare setting. Detailed training is taught by our in-person or on-line instructor which includes, using the coding manuals, understanding coding guidelines, applying the ICD-10 coding steps and more. Quizzes and examinations for diagnoses and procedures will be administered during this training.

Modules will include: \*The structure of the ICD Code \*The ICD-10-CM coding manual \*The ICD-10-CM Draft Conventions and Sections of the Official Coding Guidelines

\*Diagnostic statements from medical records and the difference between main and modifying terms and sub terms \*Identifying and applying the required code diagnoses and procedures using the ICD-10-CM and ICD-10-PCS coding manuals \*Applying specific guidelines and proper codes from ICD-10-CM

\*Describing the layout and guidelines of the ICD-10-PCS \*Identifying the characters that make up an ICD-10-PCS code and each character's purpose \*Understanding terminology used in the layout and structure of the ICD-10-PCS codebook \*Defining tables and how they are used when creating an ICD-10-PCS code \*Identifying the sections and uses of the ICD-10-PCS \*Understanding related root operations and applying the general and root operation-specific guidelines for the

ICD-10-PCS Certification through the American Medical Billing Association is provided upon successful completion of the program examination.

**Instructor:** Yolanda Evgeniou

**Dates:** Call Mary Ann Padula at (973) 720-3698 for dates.

**Day:** Saturday

**Time:** 8 am – 4 pm

**Fee:** \$3,000

**Course Number:** H006

### ICD-10 CERTIFIED REIMBURSEMENT SPECIALIST CERTIFICATION PROGRAM WITH MICROSOFT OFFICE CERTIFICATION (WORD AND OUTLOOK)

300 hours

Our Microsoft Application specialist Certification program offers you more. The sequence begins with an introduction to the PC and Windows moving from the most basic levels to cutting edge skills and new employment possibilities.

Qualified candidates will achieve Microsoft Office Specialist Certification that acknowledges you have the expertise to work with Microsoft office programs.

Employers report increased competence and productivity from Microsoft Certified employees.

**Instructor:** Yolanda Evgeniou & Frank Ascitutto

**Dates:** Feb. 7 - May 2, 2015

**Days:** Saturday (Microsoft Office - Thursday 5 pm - 10 pm, Feb. 12 - Apr. 30, 2015)

**Time:** 8 am - 4 pm

**Fee:** \$4,000

**Course Number:** H008

### MEDICAL ASSISTANT/ MULTI-SKILLED HEALTHCARE PROFESSIONAL/PCT

This course encompasses topics such as Interpersonal Relationships, Legal Aspects of Allied Health, The Language of Medicine, Clinical Office Procedures, Anatomy and Physiology, Aseptic Medical techniques and Laboratory Specimen Collections, First Aid & CPR, Pharmacology and Hematology, Electro cardiology (EKG) Medical Data Entry & Billing and Phlebotomy Techniques. It is a 600

hour program that includes a mandatory 160 hour externship. Students will take the American Registry of Medical Assistants examination upon completion of the program.

**Instructor:** Yolanda Evgeniou

**Dates:** Feb. 1 - June 17, 2015

**Days & Times:** Monday, Tuesday &

Wednesday: 8 am -

1 pm, Thursday &

Friday: 8 am - 3:30 pm

(Please note: Fridays - off campus externship)

**Fee:** \$4,800\*

**Course Number:** H005G

\*(Includes books, materials, and ARMA fees, payment plan available)

\* (Additional fees: \$75 is required for the CPR certifications, \$19.95 for Stethoscope, \$29.95 for malpractice insurance and \$30 for blood pressure machine)

### MEDICAL OFFICE ADMINISTRATION

The medical career field is one of the most fast paced and demanding areas of employment today. Students in this six month 300 hour program will learn to manage medical and clinical offices. They will learn to do everything from keeping financial records and managing public relations to planning for surgery for the physician. Topics included in the program are: technology, medical records, medical billing, malpractice issues, physician management, patient satisfaction, marketing, labor law, medical terminology and OSHA, CLIA and HIPAA. A certification of completion from WPU and certification as a medical reimbursement specialist from AMBA upon passing the examination. This course is offered online or in-person.

**Dates:** Feb. 5 - March 6, 2015

**Days:** Thursday, Friday, Saturday

**Time:** 8:30 am - 2:30 pm (Thu, Fri) & 9 am - 5 pm (Sat)

**Fee:** \$4,000

**Course Number:** H007

**Room:** 4032

William Paterson University is committed to providing quality programs to enhance teacher development and continuing education. Our goal is to engage the education community in an ongoing dialog about effective teaching practices that will enable all students to reach their full potential as learners. We are an approved provider of professional development for the State of New Jersey. Participants in our programs receive Professional Development credits.

Our Heller Institute for Teaching, Learning and Leadership

faculty is available to tailor professional development for your school or district and can assist with assessment-related research and curriculum development. Additionally, any workshop described in this catalog can be delivered during one of your district's in-service days.

For more information about professional development opportunities, please visit our website: [http://www.wpunj.edu/coe/Heller Institute/](http://www.wpunj.edu/coe/Heller%20Institute/) or Contact Nancy Norris-Bauer at (973) 720-3131 or [norrisn@wpunj.edu](mailto:norrisn@wpunj.edu).

## SPRING 2015 WORKSHOPS

### FULL DAY THEMED WORKSHOPS

**Full Day Workshops \$99.00**

*(You may register for half-day for \$50.00)*

#### Theme For The Day: HIT LANGUAGE ARTS OUT OF THE PARCC

##### AM WORKSHOP: PARCC/READING

**Grades: 3 through 10**

Teachers will appreciate the practical, hands-on, user friendly strategies and materials for PARCC reading and writing success in this workshop. The reading and writing ideas will generate both great scores and student motivation, and follow the format used on the PARCC assessment. Common core standards will be discussed and PARCC philosophy and LA challenges will be faced head-on with meaningful activities that will keep students growing ever stronger in their LA skills.

**Presenter:** Ernest Ciardi, Professor in Residence, WPUNJ

**Date:** Feb. 11, 2015

**Time:** 9 am - 12 pm

**Course Number:** E242

##### PM WORKSHOP: PARCC/READING

**Grades: 3 through 10**

The afternoon session will be a follow-up to the morning workshop. The afternoon is devoted to actually working on PARCC-like items and writing PARCC-like questions to develop a proficiency that can be used the next day in the classrooms to prepare students for the assessment.

**Presenter:** Ernest Ciardi, Professor in Residence, WPUNJ

**Date:** Feb. 11, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E244

#### Theme For The Day: A WALK IN THE PARCC WITH A FOCUS ON MATH

##### AM WORKSHOP: CREATING ONLINE MATHEMATICS ASSESSMENTS USING PARCC PRACTICE TEST QUESTIONS

**Grades: Mathematics Teachers Grades 3-8, Algebra 1, Algebra 2, and Geometry**

Learn to create an online test using Google forms. Participants must have a Google account and teach in a school district where students have Google apps for education accounts. Participants will analyze the PARCC practice test questions and create their own questions for an assessment using the style of the practice test.

**Presenters:** Alisa Shupak and Denise Post, Professors in Residence, WPUNJ.

**Date:** Feb. 12, 2015

**Time:** 9 am - 12 pm

**Course Number:** E284

##### PM WORKSHOP: END OF COURSE ASSESSMENT

**Grades: Middle School & High School**

In the spring of 2015, approximately 22 states will be giving the End of Year tests in Algebra I, Algebra II and Geometry. Students and teachers will be preparing for the testing of the common core. In this workshop, teachers will receive the latest

information about preparing students for the PARCC tests. Best Practices, appropriate websites, and sample materials, will be presented during the workshop. Teachers will gain a better understanding of the tests, be more prepared to instruct their students and leave with more insight of the Common Core in Mathematics.

**Presenter:** Gerald Reynolds, Professor, Department of Mathematics, WPUNJ.

**Date:** Feb. 12, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E286

#### Theme For The Day: ENGAGING ALL STUDENTS

##### AM WORKSHOP: HOW TO TEACH ADHD STUDENTS

**Grades: All Grades**

Teachers will understand the biochemical piece of ADHD and effective strategies to reach these students. By designing lessons with the ADHD student in mind, all children will benefit for it will move us from left-brained teaching to the creative, right-brained world. In doing so, critical and creative thinking will be enhanced.

**Presenter:** Linda Banach, Professor in Residence, WPUNJ

**Date:** Feb. 10, 2015

**Time:** 9 am - 12 pm

**Course Number:** E235



### PM WORKSHOP: DIFFERENTIATION: HOW TO REACH ALL OF OUR STUDENTS

#### Grades: All Grades

The term “differentiation” is over-used. Somehow it has become synonymous with the idea that it is more work. In essence, it is just good teaching. It is a willingness to adjust a lesson design according to the readiness, interests and learning profiles of the students. Through the use of a simple graphic organizer, teachers will be empowered with the means to adjust the delivery of content, the activities to formatively assess comprehension, and to ultimately craft final summative assessments to determine higher order thinking.

**Presenter:** Linda Banach, Professor  
in Residence, WPUNJ

**Date:** Feb. 10, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E238

### Theme For The Day: STEAM – YOU CAN’T BE SMART WITHOUT ART

### AM WORKSHOP: SCIENCE CAN MOVE

#### Grades: All Grade Levels

Science and the Natural World come to life through an exciting and

dynamic creative movement experience. Participants will explore the elements of dance and use their learning to create short dances based on classroom topics. Topics can include the water cycle, solar system, ecosystems and habitats or the life cycle of the butterfly. This STEAM workshop is designed to help teachers engage students in the practice of critical thinking, creative problem solving and cooperative sharing of ideas in an environment that values each members’ contribution to the creative process.

**Presenter:** Laura Marchese, Young  
Audiences, NJ

**Date:** Feb. 2, 2015

**Time:** 9 am - 12 pm

**Course Number:** E290

### PM WORKSHOP: POETRY MEETS PERCUSSION

#### Grades: All Grade Levels

Creating music and poetry is a powerful tool to understand math and science while also sparking creativity. By working with a professional musician and poet, participants will learn how to combine the artistic disciplines of percussion and poetry to explore the scientific process. Participants will work together to

test musical properties, as well as create, analyze, and describe sound arrangements. Learning will be used as inspiration for creating and performing poems, and playing, composing, and performing percussion music. Participants will have an opportunity to explore world percussion, found objects, and homemade instruments. Participants will be guided to transform learning to develop STEAM experiences that address learning objectives for their students.

**Presenters:** Josh Robinson and  
Jacob Winterstein, Young  
Audiences, NJ

**Date:** Feb. 2, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E318

On-site Professional  
Development available  
for groups of teachers.

Please contact Nancy  
Norris-Bauer at  
norrin@wpunj.edu  
for more information.



## SPRING 2015 WORKSHOPS HALF-DAY WORKSHOPS Half-Day Workshops \$45.00

### FEBRUARY

#### POSITIVE CLASSROOM MANAGEMENT

##### Grades: All Grades

Learn the 4 types of behavior and the effective strategies to develop a democratic classroom community. This workshop will empower teachers with the ability to establish a command of their classrooms by understanding what students are seeking based on their own emotional barometer.

**Presenter:** Linda Banach, WPUNJ  
Professor in Residence

**Date:** Feb. 5, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E239

#### PARCC STRATEGIES FOR EMPOWERING LEARNERS

##### Grades: 3 through 8

The use of new teacher and student accountability measures has focused attention on learner outcomes. The PARCC Assessment requires teachers to increase academic rigor, strengthen their questioning skills and design activities that will cultivate higher order thinking skills in our students. This workshop will take a look at the PARCC and identify strategies that will help learners to be successful. Examples from both math and language arts will be used.

**Presenter:** Jean Modig, Professor in  
Residence, WPUNJ

**Date:** Feb. 9, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E320

#### CO-TEACHING: AN EFFECTIVE TOOL FOR DIFFERENTIATION

##### Grades: All Grades

In this workshop, the six Co-Teaching Models will be presented, along with specific examples of each model and how they provide better differentiation for children. Research will be shared showing significantly higher reading and math scores through Co-Teaching. Also, the presenters will

role-play various Co-teaching scenarios involving a cooperating teacher and student teacher and a regular education teacher and special education teacher. Participants will complete a learning style preference inventory which will help them understand each other's personality styles and preferences, active listening tools, and conflict resolution tips. Additionally, all participants will leave the workshop with a variety of formative assessment tools and aligned differentiated activities that can be utilized with the six Co-Teaching models.

**Presenters:** Dr. Elizabeth Brown, and  
Dr. Peter Griswold,  
Professors of Education,  
WPUNJ

**Date:** Feb. 23, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E297

#### HARNESSING BRAIN POWER THROUGH INCREASED STUDENT ENGAGEMENT

##### For Teachers of all levels

Inspired by Marcia Tate's, *20 Instructional Strategies That Really Work*, this workshop will explore the ways to create a brain-friendly classroom that nourishes students' visual and kinesthetic sensibilities. Participants will learn techniques to establish a climate for learning that actively engages students to deliver instruction that sticks, and to manage student behavior.

**Presenter:** Jean Modig, Professor in  
Residence, WPUNJ

**Date:** Feb. 25, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E296

#### REDUCE STRESS AND ESCAPE POWER STRUGGLES

##### Grades: All Grades

To successfully work with behavior we first have to understand it. In this workshop we will examine: (1) Social and emotional causes of behavior including victimization; (2) Therapeutic strategies, consequences, and the power of bystanders and school

culture; (3) Resiliency training; (4) Ethnic and cultural pride and indifference; and (5) Address the bully, the victim, the withdrawn student, the school culture and behavior issues using role plays. We will also examine causes of stress and power struggles in the classroom and everyday life.

**Presenter:** Michael Paternoster, M.A.  
Counseling, Director of  
Special Services for  
18 years

**Date:** Feb. 26, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E321

### MARCH

#### SMART BOARD INTERMEDIATE

##### Grades: All Grades

Learn how to use SMART Notebook software to deliver engaging activities to your students. We will cover the floating toolbar, digital ink layer, notebook toolbar, side tabs and dive into the gallery. Create activities you can use the next day with your students. Explore new ways to engage your students. Learn how to deliver activities that will keep your students inspired and challenged!

**Presenter:** Chris Graber, Adjunct  
Professor, WPUNJ

**Date:** Mar. 3, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E066

#### GOT ESL STUDENTS? GET STRATEGIES!

##### Grades: K through 12

Students with limited English proficiency pose a unique challenge for today's educators. This workshop will offer strategies and modifications that the content area specialist can use to facilitate the academic learning and cultural acclimation of speakers of languages other than English.

**Presenter:** Jean Modig, Professor in  
Residence, WPUNJ

**Date:** Mar. 10, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E323



## FRAMEWORKS THAT WORK FOR LANGUAGE ARTS: THE DAILY FIVE

**Grades: Primary Grades**

Having enough time in the day to work with small groups and individual students can be a challenge. Join us to explore the basis of The Daily 5 in order to help develop independence in young learners. This workshop will introduce you to the structures used in The Daily 5 throughout the day that support independent learners. We will help you develop, create, and kick-off, a design for using The Daily 5 in a primary classroom.

**Presenters:** Yvonne Mortello, Sussex County Teacher of the Year and Sheila Sosis, Professor in Residence, WPUNJ

**Date:** Mar. 11, 2015

**Time:** 9 am - 12 pm

**Course Number:** E324

## PEER COACHING

**Grades: All Grades**

One's colleagues are his or her most valuable resources. Learn how peer coaching techniques can enhance the assessment and methodological choices you choose. Additionally, learn how peer coaching will strengthen the level of collegial dialogue between you and your peers. This workshop will provide you with hands-on activities to enhance your ability to share and learn new teaching strategies, co-plan with colleagues, and conduct effective talk-walks.

**Presenter:** Dr. Elizabeth Brown, Professor of Education, WPUNJ

**Date:** Mar. 12, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E325

## SMART BOARD ADVANCED

**Grades: All Grades**

This course builds on the skills you gained from SMART board Intermediate. Learn how to use SMART Notebook collaborative learning software strategically to build more attractive, clear, organized lessons. During this session, you'll build a SMART Notebook lesson to use in your classroom or improve one that you bring with you.

**Presenter:** Chris Graber, Adjunct Professor, WPUNJ

**Date:** Mar. 18, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E322

## HOW TO ADJUST TEACHING STYLES ACCORDING TO STUDENT'S LEARNING STYLES: IT'S ALL ABOUT PERSONALITY

**Grades: All Grades**

Personality research dates back to Hippocrates and it was further developed through Carl Jung and Meyers-Briggs. By understanding your own personality type, teachers will gain insight into their teaching styles. The secret to good teaching is the ability to understand the student's personas and a willingness to adjust accordingly.

**Presenter:** Linda Banach, Professor in Residence, WPUNJ

**Date:** Feb. 24, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E326

## BRUSH UP ON SPANISH BASICS!

**Grades: K through 12 Educators knowing little or no Spanish**

Did you ever wish you could communicate better with the Spanish speakers in your class or their parents? If so, this workshop is for you! The presenters will introduce simple words and phrases accompanied by a plethora of fun and engaging practice activities. Participants will learn with props, games and videos of Spanish in action. They will be equipped with online resources to be able to continue practicing the language at home. Little previous knowledge of Spanish is required to pick up the basics. Everyone is welcome regardless of how much or how little Spanish they know.

**Presenters:** Jean Modig, Professor in Residence, WPUNJ and Luz Alvarez, Professional Development School Teacher, WPUNJ

**Date:** Mar. 24, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E122

## BILINGUALISM AND THE ARTS

**Grades: Bilingual Teachers and Special Education Teachers whose classrooms include bilingual learners in various programs**

This workshop will focus on exploring bilingual and culturally sensitive books through dramatizations, using children's book illustrations as a tool for teacher inquiry. Children's books that offer authentic voices in text and pictures provide scaffolding for deep understanding, greater reader fluency, new vocabulary, and opportunities for activating the creative imagination of all students.

**Presenter:** Dr. Laura Fattal, Professor of Education, WPUNJ

**Date:** Mar. 25, 2015

**Time:** 4 pm - 7 pm

**Course Number:** E327

## JUST RIGHT, NOW WHAT?

**Grades: 3 through 5**

**For classroom teachers, literacy coaches and curriculum coordinators**

Please join us to explore the reading workshop model using resources from the Mondo Bookshop Program. This structured approach provides teacher with support as they implement regular routines of modeled, shared, and small/whole group instruction. Learn how to facilitate lessons that promote close reading of texts including opportunities for text dependent questions.

**Presenters:** Mary Ann Pasuit and Sheila Sosis, Literacy Consultant, WPUNJ Professors in Residence

**Date:** Mar. 31, 2015

**Time:** 1 pm - 4 pm

**Course Number:** E316

## • IT'S ALL ABOUT THE KIDS!

### CHILDREN'S HEALTH ISSUES WORKSHOPS WINDOWS/WORD

William Paterson University's Continuing and Professional Education and St. Joseph's Healthcare System will sponsor a series of workshops designed for teachers, school nurses, guidance counselors and other educational professionals.

### MANAGING MEDICAL EMERGENCIES IN SCHOOL

School medical emergencies can involve students, adults, staff, or family members. They can occur with students who are injured on the playground, in gym or during sports, as well as with youngsters with asthma, diabetes, cardiac conditions or food allergies. Dr. Feingold will discuss the increase in school medical emergencies, describe the leading emergencies that occur and provide guidelines for management until EMS arrives. He will stress the importance of preparing for medical emergencies before they occur, outline the responsibilities of all school personnel and summarize how to prepare for a variety of medical emergencies.

**Presenter:** David Feingold, MD,  
Chief of Pediatric  
Emergency Medicine St.  
Joseph's Children's Hospital

**Date:** Tuesday, Mar. 10, 2015

**Time:** 4 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E328

### REDUCING RISK FOR SPORTS INJURIES

More than 1.35 million children were treated for a sports-related injury in hospital emergency departments across the country. These figures do not include youngsters who are treated by their pediatrician, in urgent care or sports medicine centers. The presenters will discuss the most common sports injuries in children and adolescents, discuss the features of a safe sports program and describe steps to reduce the risk

of injuries in school sports. They will summarize guidelines for the evaluation and treatment of sports injuries and stress the importance of following recommendations for adequate recovery and rehabilitation.

**Presenters:** Susan Ginart, RN, MS,  
APN-C, Department of  
Pediatric Neurology, St.  
Joseph's Children's  
Hospital and Steven  
Vivino, PT, DPT,  
Department of Physical  
Medicine and Rehabilitation  
St. Joseph's Regional  
Medical Center

**Date:** Tuesday, Mar. 24, 2015

**Time:** 4 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E329

### EQ VS. IQ II

Requested by educators who attended the Fall 2014 seminar *Promoting Emotional Intelligence In Children*, this session will include a brief summary of the definition and components of emotional intelligence. Ms. Weis will engage the participants in a series of interactive activities designed to build awareness of the concept of building character vs. the pursuit of achievement in fostering the development of emotional intelligence in children. Participants will also experience the principles of active listening and develop a new appreciation for problem-solving strategies. Each activity will include a discussion of how to modify the activities for the classroom, guidance or nurses' office and the school community.

**Presenter:** Fern Weis, CEC, Parent  
Coach and Educator, Your  
Family Matters

**Date:** Tuesday, Apr. 14, 2015

**Time:** 4 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E304

### ASK THE DOCTOR!

It's your turn! Bring your questions and concerns related to youngsters' healthy development and well-being to our panel of pediatricians. The doctors will address your concerns. They will also share their experiences and suggest strategies for welcoming and engaging children and families from other countries and cultures who have recently moved to New Jersey. This presentation offers an opportunity to engage in a lively discussion with young physicians and educational colleagues about a wide range of children's physical and emotional health issues.

*This seminar, offered for the fourth year, is one of our most popular presentations.*

**Presenters:** Dennis Kuo, MD,  
Director of Pediatric  
Residency Program  
Dr. Kuo will be joined by  
three physicians in  
training in the  
Children's Hospital

**Date:** Tuesday, Apr. 21, 2015

**Time:** 4 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E276



## HOLISTIC APPROACHES TO GOOD HEALTH: A NEW PERSPECTIVE ON WELL-BEING

Holistic health incorporates the whole person - body, mind, spirit and emotion. Dr. McClure will define holistic health and summarize its history and origins. She will discuss the importance of self-reflection and self-care in fostering optimal health and well-being and guide participants in conducting a self-assessment, using six areas of human potential. Finally, she will lead participants in developing their own self-care plan.

*Our gift to you: Seminar participants will qualify to win a Holistic Health Basket.*

**Presenter:** Diane McClure, DNP, CPNP, CCRN, AHN-BC, CCAP, Neonatal Advanced Practice Nurse, Caritas Coach, St. Joseph's Regional Medical Center

**Date:** Tuesday, May 5, 2015

**Time:** 4 pm - 5:30 pm

**Fee:** Waived

**Course Number:** E329

These workshops will be held at the Valley Road campus of William Paterson University, 1600 Valley Road in Wayne, NJ. You must register on line in advance for the sessions you wish to attend.

For registration assistance, please call Rosemarie Zimmerer at (973) 720-3709 Or visit us at [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)

Click on the "register now" in the upper right corner.



## • INTRODUCTION TO TEACHING

### 24 HOUR PRE-ENTRY SEMINAR FOR P-3

This 24-hour seminar is approved by NJ Department of Education for meeting the requirements for the 24-hour pre-training requirement for a CE for P-3 (Preschool to Grade 3). Students who successfully complete this 24-hour seminar will receive a Certificate of Completion at the end of the course.

This post-baccalaureate seminar serves as an introduction to the teaching profession for participants who are exploring the possibility of becoming a teacher and/or who are seeking a P-3 Certificate of Eligibility (CE). Students who participate and complete the 24 hours and successfully complete all assignments will receive a Certificate of Completion from WPU. Completion of a 24-hour pre-training program is required to receive a P-3 CE from the New Jersey State Department of Education. This course has been designed to incorporate the four topics delineated in N.J.A.C. 6A: 9-8.1(a) 5, i.e., classroom management, lesson planning, introduction to New Jersey's Core Curriculum Content Standards P-3 (which would include the Preschool Teaching and Learning Standards), and authentic child assessment.

The seminar requires two 3 hour guided observations of an approved setting. Those participants who would like to complete the observations prior to meeting can do so by emailing Nicole Walsh, [walshn5wpunj.edu](mailto:walshn5wpunj.edu) for details. Those participants who complete seminar requirements prior to the last session on Sunday will receive their certificate on the 25<sup>th</sup> of January, 2015.

**Presenter:** Nicole Walsh

**Dates & Times:** Jan. 23, 5 pm - 9 pm

Jan. 24, 9 am - 4 pm

Jan. 25, 9 pm - 5 pm

**Fee:** \$50 registration, \$200 course fee

**Total to be charged:** \$250

**Course Number:** E021

## 24 HOUR PRE-SERVICE INTRODUCTION TO TEACHING

The 24 Hour Pre-service Introduction to the Teaching Profession Program provides an introduction and orientation to those exploring the possibility of becoming a teacher or interested in an alternate route to teaching certification program by obtaining an Elementary or Secondary Certificate of Eligibility (CE). The program is designed to provide a framework of ways to explore what works in schools, improve student achievement, develop a vocabulary for the profession, become familiar with the New Jersey Professional Standards for Teachers and the New Jersey Core Curriculum Standards and how to coordinate these standards with lessons. Participants in the program are required to complete twenty (20) hours of a seminar which includes the following themes: Overview of the Teaching Profession, Classroom Management, Lesson Planning, Best Practices in Learning Strategies and Literacy Instruction, The Many Faces of Diversity, Technology: Productivity and Professional Practice, Home-School Connection, and Finding a Teaching Position. Participants must complete four hours (4) of classroom observation at the grade level and/or in the content area applicable for the desired certification.

**Presenter:** Darlene Rankin

**Dates & Times:** Jan. 23 - 25, 2015

5 pm - 10 pm

Apr. 10 -12, 2015

8 am - 5 pm

June 12 - 14, 2015

8 am - 5 pm

**Fee:** \$50 registration fee,

\$200 course fee

**Total to be charged:** \$250

**Course Number:** E026





**NEW**

**YOUTH PROGRAMS:  
WP SATURDAY UNIVERSITY**

William Paterson University is proud to launch weekend educational programs for middle and high school students. We are pleased to offer some of our most popular enrichment courses.

**TEST PREPARATION**

**MIDDLE SCHOOL PARCC BOOT CAMP:  
PREPARING STUDENTS FOR PART 1  
PERFORMANCE TASKS**

**Dates:** Feb. 21 & 28, 2015  
**Time:** 9 am - 12:30 pm  
**Fee:** \$155  
**Course Number:** Y101

**HIGH SCHOOL PARCC BOOT CAMP:  
PREPARING STUDENTS FOR PART 1  
PERFORMANCE TASKS**

**Dates:** Feb. 21 & 28, 2015  
**Time:** 9 am - 12:30 pm  
**Fee:** \$155  
**Course Number:** Y102

**MIDDLE SCHOOL PARCC BOOT CAMP:  
PREPARING STUDENTS FOR THE  
PART 2 END OF THE YEAR  
ASSESSMENT**

**Dates:** Apr. 18 & 25, 2015

**Time:** 9 am - 12:30 pm  
**Fee:** \$155  
**Course Number:** Y103

**HIGH SCHOOL PARCC BOOT CAMP:  
PREPARING STUDENTS FOR THE  
PART 2 END OF THE YEAR  
ASSESSMENT**

**Dates:** Apr. 18 & 25, 2015  
**Time:** 9 am - 12:30 pm  
**Fee:** \$155  
**Course Number:** Y104

**MIDDLE SCHOOL ENRICHMENT  
COURSES**

**COMPUTER FUNDAMENTALS**

**Date:** Saturdays, Feb. 28 -  
Mar. 28, 2015  
**Time:** 9 am - 12 pm  
**Fee:** \$225  
**Course Number:** Y109

**GRADES 5-8: SUCCESSFUL READERS  
AND WRITERS COURSE**

**Dates:** Saturdays, Apr. 11 -  
May 9, 2015  
**Time:** 9 am - 12 pm  
**Fee:** \$225  
**Course Number:** Y105

**RASPBERRY PI**

**Dates:** Saturdays, Apr. 11 -  
May 9, 2015

**Time:** 9 am - 12 pm  
**Fee:** \$225  
**Course Number:** Y106

**C++**

**Dates:** Saturdays, Apr. 11 -  
May 9, 2015  
**Time:** 9 am - 12 pm  
**Fee:** \$225  
**Course Number:** Y107

**DRAWING**

**Dates:** Saturdays, Apr. 11 -  
May 9, 2015  
**Time:** 9 am - 12 pm  
**Fee:** \$225  
**Course Number:** Y108



**WILLIAM PATERSON  
ACADEMY OF MUSIC**

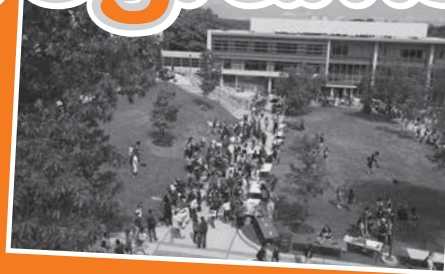
Introducing Group and Private Music Lessons  
for all Ages and Levels!

The College of the Arts and Communication Music Department and the Center for Continuing and Professional Education at William Paterson University are pleased to announce the Spring 2015 William Paterson Academy of Music (WPAM), a pre-college and adult music program offering classes and private lessons taught by faculty and graduate students.

William Paterson Academy of Music is scheduled to run from February through May 2015 and classes will be offered on Thursday and Friday afternoons and Saturdays.

WILLIAM PATERSON UNIVERSITY

# Summer '15 Youth Programs



## Enrichment Programs for Middle School Students

With more than fifteen exciting programs to choose from, middle school students can be immersed in a unique university experience from June 29 to August 7, 2015.

### Art

Cartooning Fundamentals and Techniques  
Drawing  
Fashion Design Sewing  
Web Design

### Math & Technology

C++  
Game Design  
"Gee, I'm a Tree" (Geometry)

### Communication

Acting and Auditioning  
Digital Movie Making

### English and Languages

Short Stories – Creative Writing Camp  
Reading Programs for Elementary  
and Middle School Students

### Social Science

Global Social Problems  
Crime Science Investigation (CSI)

### Music

Start the Music:  
A Creative Musical Experience for Young Musicians  
*(Note: Students must be entering Grade 6-8 in September 2014)*  
Rock Band Experience

### Science

An Inventor's Workshop  
CSI Forensics  
Robotics

**Will. Power.**  
**wpunj.edu**

### Summer Life on Campus

June 29 – August 7 • 8:00 a.m. – 6:00 p.m.

Enjoy a unique summer day camp on the William Paterson campus at Wayne N.J. Summer Life on Campus is open to students entering grades 6th to 9th in September 2014. Lunch, camp T-shirt and class materials are included! A typical week includes: enrichment/academic workshops, swimming, indoor and outdoor activities using the University facilities, weekly field trips and fun galore!

### Daily Sample Schedule – Monday Through Friday Field Trips each week (exception 4<sup>th</sup> July week)

8:00 – 9:00 a.m.	Student Drop Off
9:00 – 9:30 a.m.	News and Notes – Group Meeting to Discuss Daily Activities
9:30 – 11:45 a.m.	Recreational Sports and Activities
12:00 – 1:15 p.m.	Lunch and "Hang Time"
1:30 – 3:30 p.m.	Enrichment Workshop With Weekly Theme
3:30 – 5:15 p.m.	Recreational/Sports Activities and Supervised Down Time
5:15 – 6:00 p.m.	Student Pick/Up

**10% Discount available for early registrations.**

Programs for high school students are also available. New programs are added daily.  
For updated information on ALL summer offerings, visit the website, [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)

973.720.2436 • E-mail: [youthprograms@wpunj.edu](mailto:youthprograms@wpunj.edu) • [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)

WILLIAM PATERSON UNIVERSITY

# Summer '15 Youth Programs



Our greatest strength is helping you find yours.

**Will. Power.**  
**wpunj.edu**

## Pre-College Programs for High School Students

Immerse yourself in a unique university summer experience from **June 29-August 7, 2015.**

You can choose from more than **forty** exciting programs, and stay in our residence halls or commute.

**Pre-College Programs include:**

### Science and Math

- Applied Mathematics with Real-Life Applications
- Mobile App Development
- Virtual World
- Computer Forensics: Maintaining System Security
- Using Microcontrollers: The First Step of Robotic Systems
- Earth Exploration from High Mountain
- Exploration of Biomedical Fields
- Computer Game Design and Programming
- Aquatic Plant and Microbial Ecology
- Current Trends in Physics
- Future Nurses

### Music

- 21st Annual Jazz Workshop
- Guitar in Classical, Jazz, and Rock
- Rock Band Experience
- Classical Music Workshop

### Arts

- Drawing and Painting with Portfolio Review
- Digital Photography
- Web Design
- Flash Animation
- Photoshop and Illustrator

### Communication

- Acting and Video Production
- Radio Disc Jockey (DJ) and Broadcasting
- Script Writing for Stage and Screen
- The Art of Film Making

### Education

- Future Teachers Academy
- SAT Math and Verbal Preparation
- Gear-up for College

### Business

- Wealth Management Camp
- Fundamentals of Effective Business Practices

### English and Languages

- Fact and Fiction Writing Styles
- Novel Writing
- Academic Writing for College

### Humanities and Social Sciences

- Active Leadership: Public Speaking and Debate
- Pre-Law: Anatomy of a Case
- Anthropology and Exploration of Cultures

Programs for middle school students are also available. New programs are added daily.  
For updated information on ALL summer offerings, visit the website, [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)

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**CENTER FOR CONTINUING AND  
PROFESSIONAL EDUCATION**

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WILLIAM PATERSON UNIVERSITY

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