



**White  
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Community College



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## **ON-LINE HEALTH OCCUPATION COURSES**

### **Medical Transcription Editor**

Approved by the Association for Healthcare Documentation Integrity (AHDI), the Medical Transcription Editor program focuses on teaching the skills needed to work as a medical transcriptionist and medical transcription editor. Students study medical terminology, anatomy, healthcare documentation, and editing theory and technique and they develop and practice their typing and listening skills on hundreds of authentic, employer-provided dictations from a variety of specialties. In addition to one-on-one instructor support and personalized graduate support, enrollment includes ebooks, a transcription foot pedal, an AHDI membership, a subscription to an online reference library, and a voucher to take the RHDS exam. For more information and to register: <https://partner.careerstep.com/wmcc>

### **Microsoft Office 2016**

The Microsoft Office 2016 training course prepares students to earn the Microsoft Office Specialist Master certification by training them on the Microsoft Word, Excel, PowerPoint, Outlook, and Access applications. Students learn beginning and advanced concepts and complete a variety of hands-on exercises, allowing them to apply and practice the skills learned throughout the curriculum. The course's online format provides students the flexibility to study on the schedule and at the pace that fits their needs. In addition to one-on-one access to experienced instructors and a technical support team throughout the course. Includes eBooks and five quick reference cards. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Physical Therapy Aide**

The Physical Therapy Aide program is specifically designed to prepare students to pass the Certified Physical Therapy Aide Specialist (CPTAS) exam after graduation. The online curriculum includes exercises, learning games, and interactive simulations on key procedures. Students learn Microsoft Office skills, patient interaction, documentation and reimbursement, medical word building, anatomy and pathophysiology, patient preparation, physical therapy modalities, and treating physical dysfunctions. In addition to ebooks, a personal Student Advocate to help navigate the program, and one-on-one support from experienced instructors throughout the course, students receive access to personalized graduate services and a voucher to take the CPTAS exam after graduation. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Physical Therapy Office Professional**

The Physical Therapy Office Professional program is designed to train students to work as a physical therapy aide or a medical office professional. They will be prepared to earn the Certified Physical Therapy Aide Specialist (CPTAS) credential, the Certified Electronic Health Records Specialist (CEHRS) credential, and the Basic Life support (BLS) certification after graduation. The Physical Therapy Office Professional program is designed to prepare students to pass the Certified Physical Therapy Aide Specialist (CPTAS) and Certified Electronic Health



Record Specialist (CEHRS) exams. Curriculum includes patient interaction, physical therapy aid simulations, basic life support certifications, and electronic health records. Enrollment includes a voucher to take the CPTAS exam after graduation. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Pharmacy Technician 2.0 (Non ASHP)**

The Pharmacy Technician program prepares students for the Pharmacy Technician Certification Board (PTCB) Exam. The course connects students with an externship partner, so they can fulfill graduation requirements. In addition to one-on-one instructor support, students will receive a lab kit, e-books, and an exam voucher. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Pharmacy Technician 3.0 (ASHP/ACPE)**

The Pharmacy Technician program prepares students for the Pharmacy Technician Certification Board (PTCB) Exam. The course, currently pending ASHP/ACPE accreditation, connects students with an externship partner so they can fulfill graduation requirements. In addition to one-on-one instructor support, students will receive a lab kit, e-books, and an exam voucher. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Dental Assistant with Externship**

In less than 4 months, you can be prepared for a successful new career as a dental assistant! With this training program, you'll have everything you need to get a good job to better support your family and improve your financial security—including an externship so you can gain hands-on experience. Includes eBooks, simulation and materials, 120-hour externship. For more information and to register: <https://partner.careerstep.com/wmcc>

### **Dental Assistant without Externship**

In less than 4 months, you can be prepared for a successful new career as a dental assistant! With this training program, you'll have everything you need to get a good job to better support your family and improve your financial security—including an externship so you can gain hands-on experience. Includes eBooks, simulation and materials. For more information and to register: <https://partner.careerstep.com/wmcc>

### **EKG Technician**

The EKG Technician program is designed to give you the knowledge and simulations you need to earn your Certified EKG Technician certification after completion. To qualify for exam registration, learners will also need to set up a live experience with a local hospital to perform 10 EKGs on a person. The EKG Technician program is designed to prepare students with the knowledge to take the Certified EKG Technician (CET) credential after graduation. Curriculum includes interactive simulations and covers healthcare and cardiovascular foundations, reading basic patient vitals, and EKG testing and monitoring. Enrollment includes access to a Student Advocate, Instructors and Career Support. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Hemodialysis Technician**

Within the large and growing healthcare industry, hemodialysis technicians are an essential part of the clinical workforce. In addition to their primary responsibilities with dialysis treatment, they

help comfort patients both mentally and physically as they undergo this stressful procedure. Their primary duties include the following:

- Set up, monitor, and clean dialyzing equipment
- Maintain a sterile environment
- Prepare and educate the patient
- Administer dialysis treatment
- Access patient's vascular system
- Monitor and adjust medication and fluid rates
- Take vital signs

Hemodialysis technicians typically work in hospitals or clinics under the supervision of a registered nurse or physician, but some even work within their patients' homes. Most hemodialysis technicians work full-time, standard schedules, but part-time work is also available. For more information and to register: <https://partner.careerstep.com/wmcc>

### **Patient Care Technician**

With the ever-increasing demand on the healthcare industry, patient care technicians are a vital part of today's medical workforce. Under the supervision of doctors, nurses, and other medical professionals, a patient care technician (PCT) helps look after sick and injured patients. Their primary duties include the following:

- Basic patient care like bathing, feeding, and catheter care
- Acquiring, distributing, and administering patient care supplies
- Collecting laboratory specimens
- Ensuring the cleanliness of patient rooms and conducting safety checks
- Monitoring and recording changes in patient health and vital signs
- Performing EKG and phlebotomy procedures

Patient care technicians have many options available for work location and environment. Most PCTs work in a hospital, home care agency, or a nursing home, while others work in doctors' offices, clinics, or rehabilitation centers. Additional job placement opportunities can be found through specialized training, including dialysis, emergency room, and ICU specialization. For more information and to register: <https://partner.careerstep.com/wmcc>

### **Home Health Aide**

Home Health Aides work directly with individuals in their homes to provide assistance with daily living and self-care tasks. Home health aides help people who are disabled, chronically ill, or cognitively impaired. They often help older adults who need assistance. In some states, home health aides may be able to give a client medication or check the client's vital signs under the direction of a nurse or other healthcare practitioner. This course will provide a comprehensive overview of the Home Health Aide profession through the use of theoretical and practical applications. Students will learn about the medical and social needs of home health care clients, as well as the nutrition, personal care, cleaning, and infection control tasks required of Home Health Aides. Upon completion of this course, students will be fully prepared to begin working with clients in their homes. In addition, this course will provide an initial educational foundation for students preparing to take state licensing or certification exams. However, since the requirements for each state differ, students will have to conduct their own research to determine state-specific certification requirements. Depending on the state requirements, the student may need to complete additional coursework or additional licensing requirements (e.g. externship or other work experience) beyond the completion of this course. For more information and to

register: <https://partner.careerstep.com/wmcc>

### **Mental Health Technician**

Mental Health Technicians are in high demand right now! This certificate program will prepare individuals to enter this growing field with the skills and experience necessary to be a successful Mental Health Technician. This course provides a comprehensive overview of mental health care and the special needs of mental health patients. The full spectrum of mental health disorders will be discussed, along with information about the therapeutic interventions for each disorder. In addition, students will learn how external factors such as substance abuse, poverty, and culture impact a patient's willingness to seek and participate in treatment. Upon completion of this course, students will have a thorough understanding of mental health care and will be fully prepared to begin working in the field. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Nutrition and Personal Trainer**

The purpose of this course is to equip the student with knowledge and understanding about the importance and health benefits of proper nutrition, exercise, fitness, and healthy living. In this course, the topics of diet, exercise, nutritional elements, supplements, disease prevention, and weight management are explored. The goal is to prepare the student to use this understanding to facilitate healthy living in others. For more information and to register:

<https://partner.careerstep.com/wmcc>

### **Substance Abuse Counseling**

Substance Abuse counseling is a growing field that requires specialized knowledge in the areas of substance abuse and counseling theories. This course will provide an introductory foundation to all aspects of drug and alcohol counseling. Students will receive a comprehensive overview of the different substances and the etiology of substance abuse. In addition, students will learn about assessment and diagnosis, treatment settings and strategies, sobriety and relapse prevention, and general substance abuse prevention education and strategies. This course will also examine issues related to working with special populations and diverse cultures. Using a variety of instructional activities, this course will help prepare students to work with individuals and families in need of substance abuse treatment and counseling. This course will provide an initial educational foundation for students preparing to take state licensing or certification exams. However, since the requirements for each state differ, students will have to conduct their own research to determine state-specific certification requirements. Depending on the state requirements, the student may need to complete additional coursework or additional licensing requirements (e.g. externship or other work experience) beyond the completion of this course. For more information and to register: <https://partner.careerstep.com/wmcc>

### **Medical Transcription**

Ready to get certified for a career that will let you work from home and set your own hours? This program is designed to help you pass the RHDS (Registered Healthcare Documentation Specialist) national certifying exam and put you on track to become a medical transcriptionist. You will learn how to accurately transcribe physicians' notes or edit speech-recognition-generated documents and prepare them for official patient medical records. If you are ready for a better work-life balance, now's the time to dive into transcription training. You can be ready to take the RHDS exam in as few as four months, but if time is on your side, you can take up to a year to complete the course. For more information and to register:

<https://partner.careerstep.com/wmcc>

## **Phlebotomy Technician**

As a Phlebotomy Technician you will be a critical member of the medical team and play a vital role at the healthcare facilities you work in. A typical day in your new life as a certified phlebotomy tech will probably include: Drawing blood from patients and donors for tests, transfusions, donations, or research. Calming people and perfecting the talent of inflicting more kindness and compassion than pain. Verifying patient and donor identity to ensure proper labeling of drawn samples. Labeling blood samples for testing and processing. Entering patient information into the facility's computer system. Assembling and maintaining medical instruments, like needles, test tubes, and vials. For more information and to register: [.https://partner.careerstep.com/wmcc](https://partner.careerstep.com/wmcc)

## **ON-LINE BUSINESS COURSES**

### **Bookkeeping Certificate**

How do you manage the finances of a business? Whether you are an entrepreneur, running a family business, or just looking to advance your career and add to your skill set, this Bookkeeping Certificate will provide you with the knowledge needed to measure, and manage, the financial health of your business. This program focuses on cash basis accounting.

No one will care more about the financial health of your business than you! It's imperative that you understand how the process works and are able to complete the accounting cycle accurately and in a timely fashion. Even if you plan to outsource your bookkeeping needs, you should still understand how the process works. No one should be clueless when it comes to the finances of their business. For more information and registration:

<http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Bookkeeping-Certificate>

### **Certificate in Accounting and Finance for Non-Financial Managers**

Every successful person in the workplace utilizes financial information to aid effective decision making. The Certificate in Accounting and Finance for Non-Financial Managers explains the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career.

First, get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

Then find out what you need to know about cash. Cash is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

Finally, acquire advanced knowledge on the financial information that drives your organization. See how business reports are assessed and analyzed. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence. For more information and registration: <http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Certificate-in-Accounting-and-Finance-for-Non-Financial-Managers>

### **Entrepreneurship Certificate**

Boost your chances of success for your new or small business and reduce your risks. Get the latest on planning your business, brainstorming business ideas and a checklist for going into business. Then learn how to create a business plan, including assessing business feasibility

and prepare the management and financial plans. Then take home a step-by-step approach to attract and keep customers, with an emphasis on customer-driven marketing decisions and building a strong brand.

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

<http://www.yougotclass.org/courses.cfm/Ccsnh/Entrepreneurship-Certificate>

### **The Basics of Bookkeeping**

How do you keep track of the day-to-day financial transactions of a business? Whether you are looking to advance in your career, or you are an entrepreneur, (or maybe you are a part of a family business), this course will help you if you are looking to understand the numbers. The Basics of Bookkeeping course will help you understand, and know how to record, every penny that comes into your business and every penny that goes out of your business. This course shows you how to create a chart of accounts that meet your needs. All of the money you spend, and all of the money you earn, have a place to go. How do you record them? What are debits and credits? What do the numbers mean? How do I label accounts? Even if you outsource your bookkeeping needs, you should still have a basic understand of what happens with the money earned and the money spent. No one should be blind to his or her finances! In this course you will learn where the numbers go, and why! You will learn the bookkeeping terminology as well as what it means to keep track of the numbers. At the end of the cycle, what do the numbers mean? The Basics of Bookkeeping will show you how to keep track of the numbers and why! For information and registration:

<http://www.yougotclass.org/course/index.cfm/Ccsnh/The-Basics-of-Bookkeeping>

## **ON-LINE BUSINESS COMMUNICATION COURSES**

### **Certificate in Basic Game Design**

Games are increasingly recognized as a tool that can serve many business purposes beyond entertainment. This Certificate provides you with a general introduction to what goes into the design and development of both video and analog games, with a particular focus on the use of games outside of consumer entertainment.

In the first course, you will discover resources for developing game design, identify the mechanics and verbs used in different games. You will come away with knowing the different activities that are part of game design, being able to flesh out a game idea in order to increase the chances to having a successful game design experience, and have a basic understanding of how to work with game developers.

In the second course, you will you will learn the basics of video game design process, learn about the main video game genres, and use a game development application to begin your journey of making games.

By successfully completing this Certificate in Basic Game Design, you will have taken the first steps into understanding game design, and being able to create your own games. For more information and registration: <http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Basic-Game-Design>



### **Certificate in Business Writing**

Discover the keys to successful writing for the workplace. Whether you are writing a report, memo, letter or publicity notice, business writing has some defined characteristics for success. Successful communicators in the workplace move forward, others move back. Enhance your career by improving this critical communication skill.

Begin with understanding the format, construction, and successful techniques of writing good business reports and proposals. Then improve your skills with editing and proofreading.

Finally, discover what good journalists know. Learn how to write a news story, press release or other publicity notice that zings.

Help your organization stand out with your new skills in business writing. This certificate will take you to the next level where business writing is a skill for personal and organizational success.

For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Business-Writing>

### **Certificate in Customer Service**

Customer service is now essential for business and all work organizations. With the increase of technology, human interaction with customers becomes all the more important. Whether it relates to retaining customers, serving your audience, or turning inquiries from potential customers into sales, good customer service is now one of the central factors in organizational success.

Learn to improve your customer service skills to enhance your career skill set, improve productivity, and increase your organization's success. You will also take away some extraordinary customer service techniques you won't find anywhere else. For more information and registration: <http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Customer-Service>

### **Grammar Refresher Certificate**

Good grammar does not make good writing, but good writing demands good grammar. Whether you are a student or a professional, a career changer or a job seeker, this comprehensive program will guide you through the linguistic twists and turns of English grammar and equip you to write more effectively from day one.

The first course covers the basics of grammar at the word level, including parts of speech and commonly confused words. In the second course, you will learn about grammar at the sentence level, from fragments to run-ons. In the third course, you will focus on the finer points of capitalization and punctuation, as well as advanced concepts like parallelism and agreement.

The grammar knowledge you will gain from this certificate applies to whatever kind of writing you do now or aspire to create in the future. Everything you learn will elevate your communication skills and help you polish and edit your writing. For information and registration:

<http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Grammar-Refresher-Certificate>

## ON-LINE DATA SCIENCE COURSES

### **Certificate in Data Analysis**

Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. Add a whole new skill set to your portfolio and make a big difference in the success of your organization by acquiring data analysis skills.

Begin with getting a basic understanding of how to analyze data in a business setting. Then learn how many of your business decisions involve comparing groups for differences. You will know the statistics behind these group differences and relationships. Finally, you will find out how to perform inquiries that will be useful to your business or organization and have the skill necessary to communicate these results through graphs and text that your fellow employees will understand. Whether your business is home based or a large company, this certificate will take you to the next level where important decision-making is concerned. For more information and registration: <http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Certificate-in-Data-Analysis>

### **Certificate in Mastering Excel**

A must-have skill to succeed in business, whether an entrepreneur or a valued employee, is the ability to create, edit and manage spreadsheets. Microsoft Excel is the most used spreadsheet tool in the world.

Begin with learning how an Excel worksheet is constructed, populated with content, and edited for delivery. Discover how various menu items, commands, settings, and processes affects the look of your Excel worksheets and workbooks. Then, increase your efficiency by learning how to organize, display and calculate your data into useful information. Identify different types of data and how data can be best visually represented or formatted, by using different data tool techniques. Finally, you'll learn a variety of Excel's most powerful features to analyze data quickly and easily. This Certificate will help you discover how to attractively visualize your data into meaningful information with confidence. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Mastering-Excel>

### **Power BI Certificate**

Gain insights into your data using business intelligence software – Power Business Intelligence. Power BI is a widely used business analytics service offered by Microsoft. Power BI Desktop is a complete data analysis and report creation tool that you install for free.

Discover the process of creating interactive reports. Integrate financial, marketing, or any other source data in your accounting system, Excel, or on the Web. Streamline the data to what is needed using Power Query. Create charts, maps, and other visuals to see your data in real time.

Delve further into Power Query to ETL (Extract, Transform and Load) your data. Build the Data Model using relationships and DAX (Data Analysis Expressions). Utilize Time Intelligence functions to view YoY or YTD reports. Add user friendly features to enhance your reports and analyze your results.

This certificate will enhance your skills in data analysis, giving you greater insight into your organization's performance and allowing you to make more informed decisions. For information and registration: <http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Power-BI>



### **SQL Certificate**

Structured Query Language (SQL) is the industry standard database programming language. It is one of the most in demand skills in occupations that require interaction with data and analyzing data. Through your knowledge of Structured Query Language, you will become more marketable in computer related career fields that pertain to database administration. Learning SQL can also lead to a job that is specific to analyzing data such as a data analyst, a quality assurance analyst, or a business analyst.

You will first learn about relational database structures, the history and uses of Structured Query Language, and how to use Structured Query Language to create a database, add records to database tables, and how to use SQL queries to extract meaningful data from database tables. You will quickly progress from creating simple SQL queries that query a single table to querying multiple tables simultaneously. You'll also learn how to alter data in a database and how to gather significant statistics from data stored in a database. Finally, you'll learn techniques that will enable you to write powerful queries that perform complicated searches and sorts on your data. This certificate will enhance your competitiveness in the field of database administration and data analyst jobs. For more information and registration:

<http://www.yougotclass.org/certificate/index.cfm/Ccsnh/SQL-Certificate>

## **ON-LINE LEADERSHIP COURSES**

### **Certificate in Leadership Development**

Especially geared for future leaders in the Gen Y generation (born 1980-1999), the certificate provides how-to practical information on advancing your leadership potential and making a difference in both the workplace and in society. Find out what it takes to become an effective leader. Discover your style of leadership. Discuss task completion, building relationships with your subordinates, becoming socially perceptive to changes in the workplace, utilizing your emotions in a positive and effective manner, and addressing challenging goals. Then learn the unspoken secrets that leaders know and the strategies they employ/exhibit in for influencing others. Leadership skills are acquired and learned. You can become a leader if you know the do's and don'ts; what to say, what not to say; what to do, what not to do. At the end of completing the three-course certificate, you will come away with a new understanding, new toolbox of leadership skills, and the information to move your leadership development into high gear. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Leadership-Development>

## **ON-LINE MANAGEMENT COURSES**

### **Certificate in Non-Profit Administration**

Non-profits today need to be run like a business in many respects. You have competition, a need to generate income and a surplus, and staff need to be even more productive. Get the best training on revenue generation for nonprofits, and program evaluation for nonprofits, with our Certificate in Nonprofit Administration. You will come away with the latest best information from instructors who train people in nonprofits. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Non-Profit-Administration>

### **Certificate in Project Management**

In today's business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholders for quick resolution, including project cancelation. Project management is one of the fastest paths to promotion by increasing your network through greater exposure. First, gain the skills, tools and templates to confidently develop and maintain a project. An overview of salaries, certification costs, education and experience requirements are provided. Then acquire a well-rounded knowledge of the five Project Management Processes relating to the Project Management Body of Knowledge Guide. This basic information will assist you in learning the beginnings of Project Management, whether you are interested in project management, in a project management field, or in any line of work. Finally, learn the ten Project management Knowledge Areas and their support role and relationships to the five Project Management Processes. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Project-Management>

### **Management Certificate**

Enhance your management skills through this program for supervisors, managers, and emerging leaders. Nothing creates success like a solid foundation. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness.

Then you will explore the principles of collaborative management and gain insight on how to expand your collaborative skills for success of your team or organization.

Finally, get the keys to manage different generations in your workplace. Discover what motivates each generation at work, what incentives they respond to, and what messages they value. For more information and registration:

<http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Management-Certificate>

### **Six Sigma Green Belt Certificate**

Six Sigma professionals are in strong demand by organizations around the world. On the frontlines of Six Sigma efforts are Green Belts. LERN's Green Belt training teaches participants problem-solving skills, using the DMAIC (Define, Measure, Analyze, Improve and Control) model. After completing this challenging course, Six Sigma Green Belts serve their organizations as a trained specialist able to work on Six Sigma projects that benefit the organization. Although not required, participants are strongly encouraged to have a project during the course. The instructors and mentors work closely with the class to not only teach the material, but to guide candidates as they work projects. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Six-Sigma-Green-Belt-Certificate>

### **Supervisory and Leadership Certificate**

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

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

techniques that can be applied at your job immediately. For more information and registration: <http://www.yougotclass.org/courses.cfm/Ccsnh/Supervisory-and-Leadership-Certificate>

## **ON-LINE NEW MEDIA MARKETING COURSES**

### **Digital Marketing Certificate**

Come get a fundamental yet advanced introduction to eMarketing, including improving email promotions, analyzing your web site traffic, doing search engine optimization, and how to successfully employ online advertising. Relevant for any type of organization, including businesses, companies, non-profits, and government agencies. No eMarketing experience or expertise is necessary. If you are already at an advanced level, your instructors are experts and can provide the latest most advanced information and answer your toughest questions. For more information and registration: <http://www.yougotclass.org/courses.cfm/Ccsnh/Digital-Marketing-Certificate>

### **Mastering Video Marketing Certificate**

Video marketing is the latest hot new marketing trend. Shoppers who viewed product videos were 144% more likely to add the product to their cart. Video with good SEO has a 53% higher chance of showing up on page one of Google searches. When done correctly, video can tell a story, and stories connect people. Video also leads to an emotion 'trigger' that plain text cannot do. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Mastering-Video-Marketing-Certificate>

### **Google Analytics**

If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard Google Analytics, a free online tool. You'll understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website visitors. A must for anyone serious about leveraging more success from their website. <http://www.yougotclass.org/course/index.cfm/Ccsnh/Google-Analytics>

### **Podcasting**

## **ON-LINE PERSON DEVELOPMENT COURSES**

### **BLS**

The Basic Life Support (BLS) online certification course is built on the most recent Emergency Cardiovascular Care (ECC) guidelines published by the International Liaison Committee on Resuscitation (ILCOR), which is the international body responsible for coordination of all aspects of cardiopulmonary and cerebral resuscitation worldwide. The curriculum is developed by licensed healthcare professionals experienced in emergency medicine, and it provides unlimited practice exams and free certification exam retakes. The program is nationally accredited, meets Joint Commission (JCAHO) standards, and provides 4 hours for certification

and 2 hours for renewal through PIM or CAPCE. <https://partner.careerstep.com/wmcc>

## **ON-LINE SOCIAL MEDIA FOR BUSINESS COURSES**

### **Social Media for Business Certificate**

Get in on this exciting and growing way to communicate, market and serve your customers and clients. For businesses, nonprofits, government, and other organizations. From Facebook to Twitter, blogging, YouTube, LinkedIn, and more, discover the new principles of communication that apply across all networks and how these specific social networks work and the possible uses for your organization.

Learn how social networks are used to develop a two-way communication and marketing strategy for your organization. Then find out what you can be doing, what you should be doing, and take back a plan to integrate social networks into your communication and marketing.

Whether you are new to social networks or already involved, you will come away with both an understanding of social networks and practical, how-to techniques to integrate social networks into your organization or business. Your instructors are outstanding practitioners who also speak, write, and train others on social networks. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Social-Media-for-Business-Certificate>

## **ON-LINE TECHNOLOGY SKILLS COURSES**

### **Certificate in Web Design**

Online users say a website's design is the number one criteria for deciding whether a company is credible or not, according to recent research. Understanding what it takes to produce effective web design is essential in today's market of highly saturated digital competition. First, discover the basics of web design using HTML and CSS. The No prior knowledge of HTML or web design is required. After the first course, you will have the info you need to plan and design effective web pages. Then find out how to create effective and dynamic websites/applications. Take away a functioning web application hosted on a web server that is both accessible and Search Engine Optimized. Finally, learn about responsive design process, advanced layout and design features using the Bootstrap framework. Plus explore CMS frameworks and industry standard technologies and frameworks. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Web-Design>

### **Graphic Design Software Essentials Certificate**

The Adobe software tools are the leading software for graphic design. Adobe Illustrator is the industry standard computer illustration software. Use Illustrator to draw shapes and design logos, flyers, posters, banners, business cards or any other vector graphics for print or web. Adobe InDesign is the industry standard page-layout program that works with Adobe Illustrator and Photoshop seamlessly. InDesign allows you to create simple to complex multi-page documents such as brochures, flyers, books and magazines. Use Adobe Photoshop to effectively work with selection and editing tools, layers, and masks to edit, retouch and enhance existing images or create your own composite digital artwork. Access to the Adobe software tools required. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/Graphic-Design-Software-Essentials-Certificate>

### **Coding Certificate**

Coding is becoming one of the most in-demand skills in the workplace today. As a result, coding has become a core skill that bolsters one's chances for becoming a higher value to organizations. The highest demand is for programming languages with broad applicability. Begin by getting introduced to the basics of computer programming and various programming languages. Then go to the next level and acquire all the basics of HTML and CSS. You will learn the relationship between these two industry-standard web page coding languages and the step by step process of hand coding and building web pages. Finally, discover the advanced features of CSS and learn how to use this very powerful language. For more information and registration: <http://www.yougotclass.org/courses.cfm/Ccsnh/NEW!-Coding-Certificate>

### **Mastering Computer Skills for the Workplace**

Must-have skills to succeed in the workplace include the ability to create, edit and manage presentations in MS PowerPoint, documents in MS Word, email and calendars in MS Outlook, and spreadsheets in MS Excel. Microsoft Office Suite of applications is the most used software tool in the world. Stay current with this class, as it is always up-to-date and will change as the features of MS Office change over time. Master the most common uses so that you can work faster and more efficiently and can take your computer skills from plain and drab to exciting and engaging. You will leave class with a set of skills that are a workplace requirement in today's fast paced ever-changing environment and will enable your future career success. For information and registration: <http://www.yougotclass.org/course/index.cfm/Ccsnh/Mastering-Computer-Skills-for-the-Workplace>

### **WordPress Certificate**

WordPress is the most popular content management system (CMS) for website and blog design.

During the first week you will learn or refresh your knowledge of all the initial steps and the required elements for having a website. Then find out how to build a simple WordPress website or blog. Topics include introduction to CMS, WordPress installation and setup, page and content creation, administration, themes (selection, purchase, installation and setup), working with widgets and plugins, and more.

Finally, acquire advanced knowledge about WordPress options and features. You will learn how to modify WordPress web pages by hand-coding, learn about simple yet effective search engine optimization (SEO) techniques that improve your website ranking, and much more.

After successfully completing the WordPress Certificate you will know how to build a WordPress website or blog, customize your WordPress site by hand-coding HTML, CSS, and PHP, know necessary regular WordPress maintenance, create WordPress website backup, and know how to apply SEO techniques in WordPress. For more information and registration:

<http://www.yougotclass.org/courses.cfm/Ccsnh/WordPress-Certificate>

## **ON-LINE TRAINING AND EDUCATION COURSES**

### **Certificate in Online Teaching**

For those new to teaching online, or those already teaching online. Get the best instruction from the foremost authorities in online learning. Thousands of people have taken this fundamental yet advanced training in teaching online. From building an online course to improving an online

course, from fostering online discussion to encouraging student interaction, from traditional assessment to online tests, the program will give you both the fundamentals of teaching online, as well as the most advanced tips and techniques in the business. Your instructors are authors, speakers and consultants in online learning and teaching. For more information and registration: <http://www.yougotclass.org/courses.cfm/Ccsnh/Certificate-in-Online-Teaching>

### **Certificate in Teaching Adults**

This is your invitation to teach others in-person and join in one of the more important functions in life - passing on knowledge and skills to others. It is both an opportunity and a responsibility. Whether you want to teach others or currently teach others, in any setting, either formally or informally, this course is for you. We will give you both the fundamental and advanced information to improve your teaching. Your lead instructor is author of How to Teach Adults, the best-selling book on the subject. The eBook version is included in the course. For more information and registration: <http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Certificate-in-Teaching-Adults>

### **Certificate in Learning Styles**

New research and information are coming out frequently now about how your learners - and you - learn. Here is what we know. In the last century, you taught everyone equally by teaching them the same. But we know we each learn differently. So, in this century, you teach everyone equally by teaching them differently.

In this Certificate in Learning Styles, you get the most advanced information about the three most important and most prevalent characteristics you experience with your participants: generation, gender, and the autism spectrum.

Your instructors are some of the foremost authorities in the world on these subjects. They write, and speak around North America, on learning styles. For more information and registration: <http://www.yougotclass.org/certificate/index.cfm/Ccsnh/Certificate-in-Learning-Styles>

### **Introduction to Geographic Information Systems**

This course is an introduction to the field of GIS: the development and structure of a GIS system and sources of digital data. It utilizes lectures, labs, and projects. It stresses the learning of ESRI ArcMap software.

Hybrid remote synchronous Tuesday class 5 pm to 6:30 pm.

Materials needed: 10 GB USB or larger, a notebook.

Software: ESRI's ArcMap 10.7 and ArcGIS Pro 2.4 (free 1 year license with download information provided by the instructor). To register <https://whitemountainscc.coursestorm.com/>

### **Geographic Information Systems Applications**

This course builds upon the fundamentals presented in the Introduction to GIS course, students will be involved in GIS applications using a hands-on approach. Students will learn advanced ESRI ArcMap skills. (Prerequisite: GIS112W)

Hybrid remote synchronous Tuesday class 3:30 pm to 5:00 pm

Software: ESRI's ArcMap 10.7 and ArcGIS Pro 2.4 (free 1 year license with download information provided by the instructor). To register <https://whitemountainscc.coursestorm.com/>