



# RISE AND SHINE

Stand tall in your organization and brighten your career prospects with Professional Education



Summer May-August 2012

# TABLE OF CONTENTS

- 4 Finance and Accounting
- 4 Human Resources Management
- 6 Leadership and Management
- 8 Nonprofit Management
- 11 Project Management
- 14 Writing and Communication
- 14 Health and Fitness
- 15 Academies and Institutes

# CHART YOUR GROWTH

When you were a child, your mother probably had a chart marking your growth from year to year. It might have been just a series of pencil marks up the side of the closet door frame, but you always felt a sense of pride when you looked at those marks reaching ever higher on the wall. When you experience growth in your career or with your organization, you get that same sense of accomplishment. However, growing in business requires more than just the passing of time. You must work daily to constantly improve your knowledge and skills—furthering your education is how to get ahead, to move forward, to grow and to shine.

Professional Education at the University of Utah provides you with dozens of classes and certificate programs that have been specifically tailored to help today's professionals maintain constant growth. Day-by-day, week-by-week, and year-by-year, you will continue to improve until you tower over the competition. Backed with the substantial resources of The University of Utah, Professional Education classes are frequently updated and refined to provide up-to-the-minute information that you can use immediately to boost your career and bring success to your organization. Our prestigious instructors are all working professionals who provide hands-on instruction and workplace-relevant projects that will illuminate your mind and help you develop the analytical skills you need to identify and solve complex business issues.

Enroll today! 801-585-1780 or visit our website [www.proed.utah.edu](http://www.proed.utah.edu)

**Financial assistance available in some cases. Contact the Professional Education office for information.**

## ALL YOU NEED TO SUCCEED

### Academies and Institutes

Professional Education will collaborate with you to design specialized programs for your industry or discipline.

### Certificate Programs

These structured programs give students an intense, comprehensive coverage of a particular field with numerous subjects to choose from. All the courses that make up the certificate programs are fully accredited and upon completion are posted on the student's official university transcript.

### Consulting Services

Professional Education allows organizations to leverage proven professional brainpower to tackle challenges or pursue new opportunities.

### Custom Training

Professional Education can modify any existing program to meet the needs of an organization. Custom training can take place at the University or onsite at the business being trained. A full range of programs beyond those listed in this catalog can be developed. Please call for more information, (801) 585-1780.

### On-Demand

If we're not currently offering a class that you're interested in taking, simply fill out the online form or call our office to let us know that you'd like to be notified when we run the class of your choice.

### Public Courses

Competitive tuition rates, expert instructors, convenient class times, accessible locations, and relevant topics - everything has been designed with the working professional in mind.

THE GREAT THING IN THE  
WORLD IS NOT  
SO MUCH  
WHERE WE STAND, AS IN WHAT  
**DIRECTION**  
WE ARE MOVING.

—OLIVER WENDELL HOLMES

## HOW TO REGISTER

1. *Online* – [www.proed.utah.edu](http://www.proed.utah.edu)
2. *By phone* – 801-585-1780

**Everyone is welcome to register for Professional Education courses.**

**CEUs/PDUs**—Classes are offered noncredit, but many qualify for CEUs/PDUs for license renewals or industry recertification. Contact your industry organization for more details.

**University of Utah Transcript**—Upon completion, all courses will be documented on your official University of Utah student transcript.  
**Employee Reimbursement**—Many employers reimburse participants for their attendance at personal and professional development courses. Ask your employer for approval. Eligible University of Utah employees and spouses receive 50% off tuition.

# DIFFERENT STROKES



LEARN SKILLS  
AND TECHNIQUES  
TO EMPOWER  
YOUR TEAM TO  
WORK TOGETHER  
TOWARD COMMON  
GOALS WITH  
OUR LEADERSHIP  
CERTIFICATE  
PROGRAM.

The courses in Professional Education's Leadership Certificate Program cut swiftly through the superfluous to teach you innovative leadership methods and effective communication skills. Dig in with courses on coaching, collaboration, and more, to determine when to make waves and when to go with the flow.



**Leadership Certificate Program classes:**  
Leading from a Position of Limited Power, pg. 5  
Teams of Trust and Collaboration, pg. 5  
Coaching as a Leadership Tool, pg. 6  
How To Write a Business Case, pg. 6

## COURSE INFORMATION

### FINANCE & ACCOUNTING

OBTAIN A **FINANCE AND ACCOUNTING CERTIFICATE.**  
FOR CERTIFICATE COURSE REQUIREMENTS,  
**VISIT PROED.UTAH.EDU.**

#### Finance for Non-Financial Managers (Full-day)

Revenue or expense budgets and financial statements are primary tools by which an organization determines, measures, and reports its financial performance. Many managers in non-financial positions are familiar with financial statements but are less familiar with how financial statements are related to budgets. This workshop will help participants increase their understanding of these tools and build an appreciation for the financial impact of their business decisions.

114-005 • T, Jul 17 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$189 + \$10 special fee  
INSTRUCTOR: Jerry L. Basford

#### Accounting & Budgeting for Non Accounting Managers

No manager can avoid dealing with budgets and finances. Gain a critical understanding of the numbers crossing your desk with this introduction to managerial and finan-

cial accounting with the accounting formula. We'll look at debits and credits, accounting terms, definitions, financial ratios, operating and capital budgets, SEC, and regulatory and industry reporting. We'll also cover creating a financial plan and budget, financial systems and accounting irregularities of the recent past, internal controls, internal and external audits, and fraud and embezzlement.

113-005 • Th, Jun 28 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$189 + \$10 special fee  
INSTRUCTOR: Royce B. Stephens

#### Professional Bookkeeper Certificate Program - Online

Understand the full-charge bookkeeping process-from beginning to end-for retail, wholesale, manufacturing, service and not-for-profit industries. Master the manual application of all accounting processes for small- to mid-sized businesses and learn how to prepare books by hand in order to prepare for subsequent computerized accounting training. To help you launch your own business, the coursework includes training in starting and building a bookkeeping practice. This is a four-module, online program(Average completion time, 60 hours).  
135-030  
FEE: \$1,699  
NOTE: Participants have one year to complete the program.

### HUMAN RESOURCES

OBTAIN THE **PROFESSIONAL WORKPLACE TRAINER CERTIFICATE.** FOR CERTIFICATE COURSE REQUIREMENTS, **VISIT PROED.UTAH.EDU.**

#### Skills for Workplace Trainers

Become an effective trainer in this highly interactive class. This program introduces training methods and techniques to help you understand how adults learn, how to facilitate discussions, what presentation skills work best, and what methods of delivery are most effective for different situations.

722-005 • Th, Jun 14 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$189 + \$10 special fee  
INSTRUCTOR: Laura L. Arellano

#### Effective Curriculum Design

Improve the quality of your organization's training with enhanced curriculum design tools and techniques. You'll learn theoretical and practical components of curriculum design including instructional design and instructional strategies. Discover how to analyze the training need, how to develop clear learning objectives, how to translate these

## COURSE INFORMATION

objectives into applicable topics, how to determine the best course structure and content for optimal learning, and how to determine the appropriate training aids and handouts. We'll also discuss the evaluation process and how to best use technology as part of the learning process.

769-005 • W, Jul 11 • 9:00 AM-5:00 PM  
 LOCATION: 5282 S 320 W Ste D110 • Murray  
 FEE: \$189 + \$10 special fee  
 INSTRUCTOR: Erik D. Hjorten

### Advanced Skills for Workplace Trainers

Learn to identify, develop, and modify your individual teaching style. We will start with the steps involved in effective training preparation and then move to advanced instructional methodologies and classroom management techniques. Learn how to adjust training to audience dynamics and handle challenging situations. From pre-assessment to post-evaluation, you will learn the components of a quality training program.

723-005 • Th, Jun 21 • 9:00 AM-5:00 PM  
 LOCATION: 5282 S 320 W Ste D110 • Murray  
 FEE: \$189 + \$10 special fee  
 INSTRUCTOR: Laura L. Arellano

See also [Coaching as a Leadership Tool](#), this page

## LEADERSHIP & MANAGEMENT

OBTAIN A **LEADERSHIP AND MANAGEMENT CERTIFICATE.**  
 FOR CERTIFICATE COURSE REQUIREMENTS,  
 VISIT [PROED.UTAH.EDU](http://PROED.UTAH.EDU).

### Leading from a Position of Limited Power

How can you lead collaborative initiatives with those above, below and beside you? How do you lead from a position of no power? Successfully leading from any position is based on collaboration and integrity. Learn how to guide your leaders and others to effectively support your team's efforts instead of impeding them. Whether you want to engage other individuals, departments or organizations in supporting your team or need to find a way to keep leaders from micro-managing, you'll leave this class with tools to use immediately.

404-005 • W, Jul 18 • 9:00 AM-5:00 PM  
 LOCATION: 5282 S 320 W Ste D110 • Murray  
 FEE: \$189 + \$10 special fee  
 INSTRUCTOR: Christine DelPrete

### Teams of Trust and Collaboration

Organizations frequently talk of teams; most organizations are designed to foster groups.

This course will examine the differences between these two concepts, and identify philosophies and actions required to create and sustain high-performing teams. Participants will do a baseline assessment of their current team's competency in specific team-success areas and develop an action plan to increase the team's effectiveness and potential. We will identify the difference between a group and a team and how an organization gets what it asks for, not necessarily what it wants. The characteristics of high-performing teams and ways the organization's structure, processes, and culture undermine team effectiveness will also be discussed. You will also learn the state of team development and the leader's role at each stage and how to develop an action plan to increase team effectiveness.

403-005 • Th, Aug 2 • 9:00 AM-5:00 PM  
 LOCATION: 5282 S 320 W Ste D110 • Murray  
 FEE: \$189 + \$10 special fee  
 INSTRUCTOR: Pamela S. Gardiol

### Coaching as a Leadership Tool

Come learn practical skills for using a coaching approach as a leader. Coaching is about empowering others through creating awareness and supporting action and accountability. Participants will learn a

coaching model that can be applied in support of performance improvement, mentoring and accountability. Participants will leave with skills that can be applied immediately with direct reports, peers and clients.

766-005 • W, Aug 8 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$189 + \$10 special fee  
INSTRUCTOR: Trigena Hailey

### **How to Write a Business Case**

Preparing and presenting proposals are skills that need to be mastered by those in organizations who need to get buy-in from others, either in the organization or not, to implement ideas and projects. This class will focus on how to develop effective proposals, written or oral, for best presenting and selling your ideas to others. For those on the receiving side of the proposal presentations, time will be spent developing criteria for evaluation of the proposals that you see and hear. Proposals can be used for creating new programs and projects or justifying existing programs. These are skills you should be in your management toolbox irrespective of where you are in the organization and in your career. Come join us and bring your proposal and business case ideas with you so we can work on them in class.

701-005 • T, Aug 14 • 9:00 AM-3:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$159 + \$10 special fee  
INSTRUCTOR: John S. Stephenson

See also **Effective Presentations**, page 11

## **NONPROFIT & FUND DEVELOPMENT**

OBTAIN A **NONPROFIT ACADEMY  
FOR EXCELLENCE** CERTIFICATE.  
FOR CERTIFICATE COURSE REQUIREMENTS,  
**VISIT [PROED.UTAH.EDU](http://PROED.UTAH.EDU).**

### **Program Evaluation & High Impact Philanthropy for Nonprofit Organizations**

Nonprofit organizations are confronting ever-greater demands to demonstrate that their programs work. In fat times, agencies have a tendency to become inefficient when revenue streams are not contingent upon measurable results, resulting in what can be termed gold poisoning. In lean times, however, it will be a survival of the fittest, both in efficiency as well as impact. One of the most perennially vexing questions in philanthropy is how to assess the impact of funding, especially where there's no obvious way of putting a price on the end product. What metrics should we measure to assess that social im-

pact is being achieved? How do we measure the return on our social investment (SROI)? This course will help you develop systems for both program evaluation and organizational effectiveness evaluation (OEE). We will study utilization-focused evaluation and outcome assessments and define the difference between activity goals and outcome goals. We will look at tools for improving OEE such as Program Outcomes, best-practice benchmarking, logic models, and charity rating services (e.g. Charitywatch, BBB, CharityNavigator, etc.). In addition, we will take on the inevitable politics of evaluations such as the Look Good Avoid Blame (LGAB), whitewashing, and Subjective Interpretation of Reality (SIR) issues and show how trust and concern for employees results in higher ownership of evaluations. We will also become familiar with leading metrics, such as Robin Hood, Acumen Fund (BACO), and a recent work commissioned by the Bill & Melinda Gates Foundation.

547-005 • W, May 16 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$189 + \$10 special fee  
INSTRUCTOR: Van C. Evans

### **Creating Your Nonprofit Fundraising Plan**

Plan your work. Work your plan! This class will help you create a personalized development plan for your organization by taking your strategic organization

# PRESS FORWARD

Bulk up your skills with Professional Education's Professional Workplace Trainer Certificate.

Becoming a proficient workplace trainer involves a lot of heavy lifting with communication skills, relationship building, and process development. Professional Education's Workplace Trainer certificate program provides you with a comprehensive workout and allows you to flex your abilities in real-life situations. After earning your certificate, you'll understand why good things come to those who weight.



goals and crafting a fund raising strategy that will support those goals. We will discuss Marketing/ Communications, Donors, Suspects, Prospects and Friends, Tracking and Evaluating Donors, Board Responsibilities, and Volunteer Recruitment. You will receive a specific structure to work with and step-by-step guidance on creating the plan.

509-005 • T, Jun 19 • 9:00 AM-1:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$109 + \$10 special fee  
INSTRUCTOR: Phyllis B. Hockett

### **Managing Cash Flows and Internal and External Reporting**

In this course, you'll learn effective cash management techniques that will improve your organization's cash flow. The course will also cover internal and external financial reporting, methods of financial statement and ratio analysis, and how to analyze and report financial information to management and your board. In addition, we'll discuss the audit process and how to prepare for an efficient and effective audit.

525-005 • W, Jun 20 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$179 + \$10 special fee  
INSTRUCTOR: Christine B. Arthur

### **Your Nonprofit Organization and the Community**

Learn to lead your organization by looking at the outside environment and building relationships with key stakeholders that are external to the organization but critical to its long-term success. We'll discuss the role of the leader in selling the vision, raising funds, building and maintaining relationships with external stakeholders, and communicating effectively with multiple audiences (media, stakeholders, etc.). We'll explore both obvious and creative collaborations and create scenarios for creating those collaborations.

541-005 • T, Jun 26 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$179 + \$10 special fee  
INSTRUCTOR: Patricia A. Bair

### **Grant Writing**

Grantsmanship is part of a process that identifies and cultivates partnerships between your nonprofit organization and potential donors. Learn the different ways to present a compelling needs statement. Practice writing goals and objectives that create a foundation for the other major components of the proposal: the program plan, the evaluation plan, and the budget. Finally, learn how to work with the prospective funders prior to presenting your proposal.

504-005 • T, Jul 31 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$179 + \$10 special fee  
INSTRUCTOR: Tiffany Hall

### **Grant Writing II**

What is a logic model? This tool captures a program in a graphic format, clarifying activities and outcomes and communicating the anticipated results to the funder. Many federal, state, and foundation grants request applicants to submit a logic model as a part of a grant application. Building on principles from Grant Writing I, you will develop a complete logic model for your program that will support both your grant writing and grant implementation efforts.

508-005 • T, Aug 7 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$179 + \$10 special fee  
INSTRUCTOR: Tiffany Hall

### **Managing Your Federal Grants and the Single Audit**

Does your organization receive federal grants of more than \$500,000? Then you need to know the laws governing organizations that receive federal funds. We'll cover the basics of effective grant management and the requirements for single audits, yellow book audits,

and audits of state legal compliance. Learn the requirements for grant management as documented in the federal publications OMB Circular A-133, A-110, and A-122 before you get audited. This course will provide guidance for any organization that receives significant amounts of federal or other governmental funding.

527-005 • W, Aug 15 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$179 + \$10 special fee  
INSTRUCTOR: Kristy Chambers

## PROJECT MANAGEMENT

OBTAIN A **PROJECT MANAGEMENT EXCELLENCE** CERTIFICATE. FOR CERTIFICATE COURSE REQUIREMENTS, VISIT [PROED.UTAH.EDU](http://PROED.UTAH.EDU).

### Guiding Organizational Change

This three-day (in class) simulation course requires Project Managers to: (1) exercise the complete range of Project Management tools and techniques while managing a significant corporate project, and (2) develop a valuable new set of leadership skills held by a select few - guiding others through the unsettling distress of major changes to their organization. The class will develop and assess each student's ability to

guide a team through actual, real time projects with multiple, simultaneous, overlapping, organizational changes. During the course students will learn practical skills that will help them and their project team get through changes faster, with less pain, and with better outcomes. This course is an elective towards the University of Utah Advanced Project Management Certificate. It is also registered with the Project Management Institute for 24 Professional Development units (PDU), which can be applied toward maintaining other related licenses and certification. This course incorporates the Project Management Institute's Guide to the Project Management Body of Knowledge principles and is beneficial in preparation for the Project Management Professional certification.

643-042 • TTh, May 22-24 • 8:00 AM-5:00 PM  
LOCATION: Layton  
FEE: \$1,250  
INSTRUCTORS: Daniel Anderson, Zigmund K. Peacock, Denis R. Petersen  
NOTE: Exact location of class to be determined.

### Project Risk Management

Risk is a profit maker or profit killer in business. This course teaches project managers how to identify risk, quantify its potential impact and create a plan to respond to the occurrence of risk events. It also pro-

vides attendees with an understanding of how to effectively manage and update their risk management plans. This course is targeted for an audience with basic and intermediate level project risk management skills. This course also offers 7 Continuing Education Units (CEUs) or 7 Professional Development Units (PDUs). Check with your industry association for approval requirements. For additional courses related to this topic, please visit the Professional Educations Certificate Programs page.

607-005 • T, Jun 12 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$249 + \$10 special fee  
INSTRUCTORS: Daniel Anderson, Zigmund K. Peacock, Denis R. Petersen

### Project Management Training Camp

This three-day (in class) project management simulation course places real project managers in real-time situations. Students find themselves working in a team-based environment using computer simulations to solve realistic problems, while practicing and applying a variety of Project Management techniques. This course provides critical, fundamental skills for Project Managers who may or may not be at a senior level, but spend the majority of their time managing projects, including those who manage large and

complex projects or multiple course equally valuable for professional development and career growth. This course is a requirement towards the University of Utah Advanced Project Management Certificate. It is also registered with the Project Management Institute for 24 Professional Development units (PDU), which can be applied toward maintaining other related licenses and certification. This course incorporates the Project Management Institute's Guide to the Project Management Body of Knowledge principles and is beneficial in preparation for the Project Management Professional Certification.

641-042 • TWTh, Jun 26-28 • 8:00 AM-5:00 PM

LOCATION: Layton

FEE: \$1,250

INSTRUCTORS: Daniel Anderson, Zigmund K. Peacock, Denis R. Petersen

NOTE: Exact location of class to be determined.

### **Fundamentals of Project Management, Full Day Class**

Project management is rapidly becoming one of the most valuable careers that crosses many industries. Get into the game by gaining an understanding of the project management field and how to be an effective project manager. You'll learn common project management terms, industry best practices, and professional instruction on how to correctly manage projects. Topics will be

covered at a high-level, but attendees will walk away with a solid understanding of end-to-end project management steps/skills and methodologies. You'll also learn the differences between the agile vs. the waterfall methods, gain an understanding of programs, projects, and portfolios, and discuss project artifacts. You'll learn about the Project Management Institute's (PMI) industry certifications, the value of project management, roles and careers, and the nine knowledge areas as defined by PMI. You'll walk away with valuable templates that you can apply immediately to your work. To gain a comprehensive understanding, we encourage you to take the Fundamentals of Project Management II course and other required courses to attain the Project Management Excellence Certificate.

613-005 • Th, Aug 16 • 9:00 AM-5:00 PM

LOCATION: 5282 S 320 W Ste D110 • Murray

FEE: \$249 + \$10 special fee

INSTRUCTOR: Jonathan Soldan

### **Project Management Fundamentals - Online**

Project Management Fundamentals teaches hands-on, immediately applicable skills for connecting team performance with customer satisfaction by leading, defining, planning, and executing projects. Participants learn and practice techniques for clearly defining success, planning for performance and performing. This On-Demand course, worth 24

Professional Development Units (PDU) provides guidelines for managing projects of any size using the following project processes: leadership vs. management, clearly defining success, planning for performance, and performing to plan. During this self-paced online course participants learn and apply fundamental project management skills and processes. During each module of the course, a participant learns specific principles of project management. Participant education is reinforced at the end of each module through module email assignments that are performed using one of the participants own projects. Finally, participants must complete the end of module quiz and score 100% before you can move on to the next module. This course incorporates some of the Project Management Institute's PM-BOK (Project Management Body of Knowledge) guidelines and is beneficial in the preparation for and maintenance of the Project Management Professional (PMP) certification.

631-030

FEE: \$349

INSTRUCTORS: Daniel Anderson, Zigmund K. Peacock, Denis R. Petersen

NOTE: This is an online class. Individuals enrolled in the online course have a year to complete the requirements.

**📄 Project Risk Management - Online**

Project Risk Management is vital to the success or failure of a project. Risks, or unknowns, can have a significant positive or negative impact on a project. During this online course project managers learn how to identify risk, quantify its impact and respond to the occurrence of risk events. This On-Demand course, worth 12 Professional Development Units (PDU) provides participants the critical skills to: prepare a risk management plan, identify risks to your project, quantify the effect of risks to your project objectives, plan your risk response, and monitor and control risks. During this self-paced online course participants learn the vital steps of risk management. At the end of each learning module, your learning is reinforced through the use of email assignments and a quiz. A participant can move to the next module when the quiz has been answered 100% correct.

632-030

FEE: \$249

INSTRUCTORS: Daniel Anderson, Zigmund K. Peacock, Denis R. Petersen

NOTE: This is an online class. Individuals enrolled in the online course have a year to complete the requirements.

**PMP Exam Preparation**

The Project Management Professional (PMP) certification is an internationally acclaimed professional credential which will open many doors for those who obtain it. This course is a thirty-six hour, 4.5 day training seminar based upon project management principles approved by the Project Management Institute (PMI). This course fulfills the PMI training prerequisite outlined in the PMP exam application. Students attending this course will be instructed in important project management principles, along with techniques for preparing the application and passing the certification exam required to earn this credential. This course will be taught by PMI Registered Education Providers who hold the PMP certification and have attained at least a master's degree from an accredited institution Please note: this class provides you with an additional tool in your arsenal of study vehicles. It should augment and not replace other forms of study. This course provides Continuing Education Units (CEU) and Professional Development Units (PDU). Check with your industry association for approval requirements.

610-005 • MTWThF, Jun 18-22 • 9:00 AM-5:00 PM

LOCATION: 5282 S 320 W Ste D110 • Murray

FEE: \$1,299 + \$125 special fee

INSTRUCTORS: Daniel Anderson, Zigmund K.

Peacock, Denis R. Petersen

NOTE: Friday's class is only half-day. To ensure we have materials for all students, please register for this class three business days prior to the start of the class. PMBOK book included with course materials.

**WRITING & COMMUNICATION**

OBTAIN AN **EFFECTIVE COMMUNICATION** CERTIFICATE.  
FOR CERTIFICATE COURSE REQUIREMENTS,  
VISIT [PROED.UTAH.EDU](http://PROED.UTAH.EDU).

**Effective Presentations**

At all levels of management, in all types of organizations, individuals are expected to make effective presentations. Learn valuable planning strategies, preparation guidelines, and delivery techniques to become a more dynamic and persuasive presenter. You'll have an opportunity to practice presentations coupled with individualized coaching on both your content and your delivery. We'll also discuss co-presenting, handling Question and using PowerPoint.

720-005 • Th, Jul 19 • 9:00 AM-5:00 PM

LOCATION: 5282 S 320 W Ste D110 • Murray

FEE: \$189 + \$10 special fee

INSTRUCTOR: Laura L. Arellano

### **Writing Compelling and Persuasive Copy**

Getting your message across in a concise, impactful and scannable way can be challenging. Whether you are trying to sell, persuade, educate or entertain, join us as we find fresh ways to express your message. We'll work on developing copy writers use for advertising, marketing, web and other media. Come to class with a four-word billboard promoting yourself.

709-005 • Th, Aug 9 • 9:00 AM-5:00 PM  
LOCATION: 5282 S 320 W Ste D110 • Murray  
FEE: \$189 + \$10 special fee  
INSTRUCTOR: Matt George, Micquelle Corry

See also **Skills for Workplace Trainers**, page 4  
**Advanced Skills for Workplace Trainers**, page 5  
**How to Write Business Case**, page 6

## **HEALTH & FITNESS**

### **Nutrition for Optimal Health, Wellness, and Sports Certificate**

This online Professional Certificate has been designed to meet the growing for of those in the health field and the general public who want to learn about developing individualized nutritional programs for clients, patients, or for personal improvement.

This comprehensive web-based certificate program provides an in-depth examination of contemporary nutritional topics.

- meal plan analysis
- functional food implementation
- public nutrition
- sports nutrition
- vitamin supplementation
- weight management

Note: These are online classes. Once the student logs into the course web site, they will have eight weeks to complete the course.

FEE: \$299 per course  
911-030 Nutrition and You: Functional Foods  
912-030 Weight Management and Nutrition in the  
913-030 Introduction to Sports Nutrition and Performance  
914-030 Public Nutrition and Wellness Education

### **Personal Fitness Training (PFT) Certificate**

The Online Professional Personal Fitness Certificate is designed to supply essential educational pathways and career opportunities to those seeking to start a career in the emerging fitness/health industry.

- medically-based fitness facilities
- community wellness programs

- personal training studios
- physical therapy clinics
- corporate fitness centers
- private and commercial health clubs

Note: These are online courses. Once the student logs into the course web site, they will have eight weeks to complete the course

FEE: \$299 per course  
916-030 Introduction to Exercise Science - Level I (Anatomy and Kinesiology)  
917-030 Introduction to Exercise Science - Level II (Exercise Physiology)  
918-030 Health Risk Profiles and Fitness Assessment Techniques  
919-030 Business Administration and Management Aspects for Personal Trainers  
920-030 Designing Exercise Prescriptions for Normal/Special Populations

### **Advanced Personal Trainer Certificate**

FEE: \$299 per course  
922-030 Nutritional Analysis and Management  
923-030 Functional Flexibility, Core, and Balance Training  
924-030 The Science and Biomechanics of Resistance/Weight Training Techniques  
FEE: \$299 per course

## ACADEMIES & INSTITUTES

### Utah Municipal Clerks Institute

The Utah Municipal Clerks Institute is a five day, intensive, professional education program recognized by the International Institute of Municipal Clerks. It is designed to meet educational requirements for the Certified Municipal Clerk Program. Stay on top of ever-changing regulations and discuss best practices and current issues and opportunities within your field with expert instructors and your clerk peers. Bring back valuable tools and techniques to improve the efficiencies and effectiveness of your city. This is a program no clerk should miss to stay current, relevant, and within the law.

821-007 • MTWThF, Jul 30-Aug 3 • 8:30 AM-5:00 PM  
 LOCATION: 9875 S 240 W • Sandy  
 FEE: \$335 + \$15 special fee  
 NOTE: This years academy will start at 8:30AM each day and end at 5:00PM Monday - Thursday and 2:30PM on Friday.

821-071 • MT, Jul 30-31 • 8:30 AM-5:00 PM  
 LOCATION: 9875 S 240 W • Sandy  
 FEE: \$135 + \$15 special fee  
 NOTE: Friday classes will end at 2:30pm. This section is for attendance to only two days of the Academy. Please call the Professional Education

office at 801. 585.1780 to specify which days you will be attending.

### Utah Municipal Clerks Academy

The Utah Municipal Clerks Institute is a five day, intensive, professional education program recognized by the International Institute of Municipal Clerks. It is designed to meet educational requirements for the Certified Municipal Clerk Program. Stay on top of ever-changing regulations and discuss best practices and current issues and opportunities within your field with expert instructors and your clerk peers. Bring back valuable tools and techniques to improve the efficiencies and effectiveness of your city. This is a program no clerk should miss to stay current, relevant, and within the law.

820-007 • WThF, Aug 1-3 • 8:30 AM-5:00 PM  
 LOCATION: 9875 S 240 W • Sandy  
 FEE: \$235 + \$15 special fee  
 NOTE: This years academy will start at 8:30AM each day and end at 5:00PM Wednesday & Thursday and 2:30PM on Friday.


820-071 • W, Aug 1 • 8:30 AM-5:00 PM  
 LOCATION: 9875 S 240 W • Sandy  
 FEE: \$85 + \$15 special fee  
 NOTE: This section is for attendance to one day only of the Academy. Please call the Professional Education office at 801.585.1780 to specify which day you will be attending.

### Master Municipal Clerks Professional Development Day

The Utah Municipal Clerks Academy and Institute is pleased to offer a new program targeted to seasoned MMC recipients. Each year we will offer a one-day professional education program that focuses on the development of a specific skill area designed to keep you abreast of industry best practices. In addition, you will have an opportunity to engage in a lively discussion with your peers about a variety of specific clerk issues.

825-007 • Th, Aug 2 • 8:30 AM-5:00 PM  
 LOCATION: 9875 S 240 W • Sandy  
 FEE: \$75 + \$15 special fee

### Upcoming Academies and Institutes:

 Public Safety Leadership Certificate Program  
 The Nonprofit Academy for Excellence:  
 \* Certificate Program (Fall 2012 applications due Aug 24!)  
 \*The Nonprofit Academy for Excellence: The Leadership Forum for the Engaged ED  
 Public Treasurer's Academy

## PROFESSIONAL CERTIFICATES

### Professional Certificates

Take your training a step further and add an accredited University of Utah professional certificate to your resume. A professionally recognized certificate that includes focused, goal-oriented training provided by industry experts, can lead to increased job opportunities, a raise in pay and improved professional worth and overall satisfaction.

### Administration Certificate

Enhance your expertise in internal organizational processes in order to build your career and improve the bottom-line.

### Advanced Human Resources Management Certificate

Created to meet the evolving needs of the seasoned Human Resources professional.

### Advanced Project Management Certificate

Take your project management skills to the next level with this sophisticated, simulation training program.

### Finance & Accounting Certificate

Understand the basics of money with a good foundation in the basics of accounting and finance.

### Human Resources Management Certificate

Designed to teach and refine the skills one needs to manage human resource operations effectively.

### Leadership & Management Certificate

Learn everything you need to know about getting the most out of your employees, and how to lead them to success.

### Mastering the Business of Technology Certificate

Address the business challenges confronting managers and technology professionals in high-tech organizations.

### Professional Bookkeeper Certificate Program

Learn to master the manual application of all accounting processes for small- to mid-sized businesses and learn how to prepare books by hand in order to prepare for subsequent computerized accounting training. To help you launch your own business, the coursework includes training in starting and building a bookkeeping practice.

### Effective Communication Certificate

Develop the writing and verbal skills that are essential for effective communication.

### Nonprofit Academy for Excellence Certificate

The Academy inspires excellence in nonprofit management and governance. With five certificate choices, select a certificate that's right for you.

### Personal Fitness Trainer Certificate

Provides everything you need to implement a unique medically-based fitness model.

### Personal Nutrition, Health, and Wellness Certificate

Take an in-depth examination of contemporary nutritional topics for different ages and populations.

### Professional Workplace Trainer Certificate

This program provides a solid foundation of skills needed to be an effective presenter and trainer.

### Project Management Excellence Certificate

Learn tools and techniques for effective and agile project management.

### Project Management Professional (PMP)

Project Management Professional (PMP) certification exam preparation.

### Student-Directed Study Certificates

Design your own certificate program and increase the specific skills and knowledge needed to benefit your career. Call us at 801-585-1780 to discuss your options.

### 4Educators

Our Independent Study courses have helped educators nationwide achieve their professional development, teaching endorsement and lifelong learning goals.

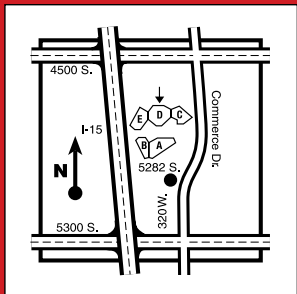
### Real Estate

Our Utah Division of Real Estate approved classes provide flexible growth opportunities to today's busy realtor, allowing you to enroll and learn when you want, where you want. Even better, they also meet Utah's LIVE instruction standards.

### Technology Education Certificate Programs

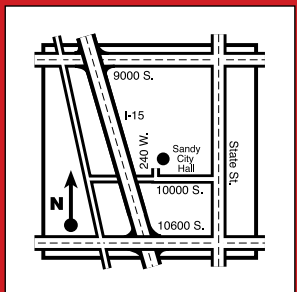
[continue.utah.edu/edtech/certificates](http://continue.utah.edu/edtech/certificates)

## U OF U OFF CAMPUS LOCATIONS/DIRECTIONS



**Murray/Cedar Park**  
**(801-266-5341)**  
5282 South 320 West,  
Building D, Suite 110  
Time from exit: 2 minutes

Exit I-15 at 5300 South. Head east to Commerce Drive (the Frontage Road); then turn north. At 320 West, turn west into the Cedar Park Complex. Murray U of U is at the north end of the complex.



**Sandy**  
**(801-561-8638)**  
9875 South 240 West  
Time from exit: 5 minutes

Exit I-15 at 90th South. Head east. Make a right onto the frontage road. Continue for about one mile; the Sandy U of U is on the left, just north of the Sandy City Hall.



### **Annex, Salt Lake City**

1901 East South Campus Drive

From Foothill Blvd. turn north on Mario Capecchi Drive (1750 E, formerly Wasatch Dr.) The Annex Building is at the intersection of Mario Capecchi Drive and South Campus Drive.



Professional Education  
1901 E. South Campus Dr. Rm 2179  
Salt Lake City, Utah 84112-9359

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