

workforce & economic DEVELOPMENT

Business and Professional Training Catalog



Bring your workforce up to speed, fast.

What sets us apart from other training programs?

Strategic relationships.

For years, we have been building relationships with top performers in high-growth industries. Why? Because these rapidly expanding organizations depend on us to develop the educational programs they need to produce their future employees.

Our mandate is to provide training programs that support quantifiable market growth. This, plus SMC's long and successful history of teaching and training makes us uniquely able to offer tangible benefits for your company.

We do what matters for jobs and the economy.

In answer to the calls-to-action from our nation, state, and regions, we are bridging the gaps between the skills employers need and those that workers have.

We bring educational resources, workforce training resources, and business and industry experts together. As a team, we identify and quantify skill set gaps, and then connect workers and jobseekers with the training and educational resources they need to empower their success, and to ensure a competitive advantage for economically vital industries.

"We're working with local employers to identify critical skills and incorporate them into new or existing programs."

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State-subsidized training available for qualifying companies.
Call: (310) 434-3457 Email: workforcetraining@smc.edu



People are an organization's
greatest asset.

We increase their value.

For any organization or private enterprise to succeed and prosper, its employees must be engaged, applying their skills at maximum efficacy. SMC is dedicated to bridging the gap between workplace needs and workforce abilities, offering leading edge training platforms to professional and business communities.

Our talented instructors are experts in their fields, and pioneers of training content and delivery style. Our course material covers an array of best practices, as well as industry and technological specializations that can be customized to meet your organization's objectives, for every level of your workforce.

Our programs help you:

- ▶ Assess and develop leaders
- ▶ Develop, engage and retain top talent
- ▶ Fuel your competitive advantage
- ▶ Align your employee training to industry specifications
- ▶ Improve and execute process and quality standards

For the professional interested in moving to the next career level and acquiring a competitive edge, many of our programs are offered on campus. Available through individual student registration, these courses can help you increase your proficiency, or gain new skills to improve your marketability.

BUSINESS SKILLS AND PERFORMANCE DEVELOPMENT

Whether employees are upgrading skills or retooling, our innovative programs help people excel through creative thinking, problem solving, implementing best practices, and applying real-world knowledge.

Learn the concepts that help increase productivity through intensive training courses designed to promote and improve skills in customer service, communication, project management, leadership, conflict resolution, and many other disciplines.

From managers to front-line workers, all levels of workforce can learn through course offerings designed to deliver the best Business Skills and Performance Development Training available.

PROGRAM AREAS:

Business Skills
Sales Skills Suite
Continuous Improvement
Franklin Covey™
Business Process Management
Performance Management
Leadership Academy

Business Skills

The mission of our Business Skills training program is to raise the skill levels of those who can help drive enterprise and economic growth as part of a more productive and efficient workforce. The program fulfills this charter by highlighting the path to the economic benefits and other advantages available to individuals and firms who invest in skills.

Customer Service

CLASS LENGTH: 3 DAYS

The average number of people a customer will tell about a good customer service experience is 9. The average number of people a customer will tell about a bad customer service experience is 16. It costs an estimated 40% more to sell to a new customer than to an existing one. Delivering excellent customer service is paramount to a business's long-term success.

Learning Outcomes:

- How to build and maintain a loyal customer base
- Skills for increasing customer satisfaction
- Strategies for increasing repeat business
- Strategies for decreasing staff turnover

Customer Service Boot Camp

CLASS LENGTH: 1 DAY

This course is a more compact version of our "Customer Service" offering.

The primary principles of customer service are covered with interactive exercises to put these principles into practice. Please refer to the course learning outcomes above. Students are provided with "take-aways" for quick reference in real business situations.

Customized learning solutions create successful professionals who fit the needs of a wide range of industries.

SMC partners with clients to create and deliver best-in-class talent development solutions that provide a return on the client's investment.

Project Management Fundamentals: All Levels

CLASS LENGTH: 2 DAYS

Project management is the discipline of organizing and managing a company's resources to ensure that projects are completed and/or goals are reached within a defined scope, with the highest possible quality, and within time and budget constraints.

Learning Outcomes:

- How to efficiently manage time and costs
- How to identify and handle project tasks
- Ways to implement quality measures
- Effective communication skills

Project Management for Managers and Supervisors

CLASS LENGTH: 3 DAYS

Managing others in the discipline of project management demands additional skills and insights. Project management demands effective organization and management of a company's resources to ensure that projects are completed and/or goals are reached within a defined scope, with the highest possible quality, and within time and budget constraints.

Learning Outcomes:

- Skills outlined in Project Management Fundamentals
- Characteristics of becoming a good manager
- Strategies for building and maintaining a productive team
- Using analysis tools and reports to evaluate project performance

Business Writing

CLASS LENGTH: 1-2 DAYS

This class will teach students how to create effective internal communication tools including memos, emails, and letters. And, at the employer's request, students can also receive training in writing persuasive sales proposals, ads, public announcements, and other industry related documents. Effective business writing skills are a vital ingredient of success.

Learning Outcomes:

- Skills for improving language
- Skills for improving spelling
- Basic understanding of standard punctuation and usage

Communication

CLASS LENGTH: 1-2 DAYS

Solid communication skills can give any organization a huge competitive edge. The benefits of Business Communication Training includes the ability to build rapport and communicate more effectively with clients and colleagues.

Learning Outcomes:

- Skills that drive greater efficiency
- Skills that promote greater creativity
- Enhanced problem solving skills, designed to increase revenues
- Skills that will result in fewer grievances and less staff turnover

Presentation Skills

CLASS LENGTH: 1-2 DAYS

Strong presentation skills are vital to success in business today. Whether doing an internal presentation or delivering a multi-million dollar sales presentation, the skills learned in this onsite course enable the student to give a powerful and confident performance.

Learning Outcomes:

- Setting objectives and planning for a successful presentation
- Skills and techniques for analyzing an audience
- Strategies for using non-verbal communication aids
- Integrating persuasion skills

Business Etiquette

CLASS LENGTH: 1 DAY

Business etiquette involves understanding a wide range of things beyond business itself, such as how to behave in social situations and business meetings, dressing appropriately, being sensitive to cultural differences, and choosing words carefully and selectively when writing emails.

Learning Outcomes:

- Creating a professional appearance
- Using appropriate methods of communication
- Skills that promote the practice of appropriate behavior in meetings
- Proper etiquette for business meals and external functions

State-funded training subsidies available for qualifying companies.

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“You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.”

— Dale Carnegie, US author (1888-1955)

Sales Skills Suite

Help your sales team gain the skills that are critical to improving sales performance and accelerating results. Through participation in courses that examine new strategies and proven tactics, your salespeople will sell with more confidence, overcome selling obstacles, and close more business in less time.

Sales Skills Suite 1: Understanding Sales — Use What Works for You

CLASS LENGTH: 1 DAY

This class transforms a salesperson into a confident, positive individual who takes pride in his/her work and product offering. He/she will approach each sales opportunity with a genuine desire to have a positive impact on the client through the product offering.

Learning Outcomes:

- A thorough examination of modern selling ideas
- An understanding of what customers require from the selling experience
- Progressive sales strategies
- Strategies for getting to know your customers

Sales Skill Suite 2: The Seven Steps of the Sale

CLASS LENGTH: 1 DAY

The “Seven Steps of the Sale” is the most common traditional structure used to describe the sales process, as well as what precedes it and follows it. This structure assumes that the sales prospect is open to discussing the product. The basic concepts have been proven over the last forty years.

Learning Outcomes:

- Examination of the greeting and establishing a relationship with the customer
- Examination of the process of qualifying needs, and developing the appropriate sales strategies
- The process of transforming interest to desire
- How to overcome objections and closing the sale

Customization of training classes is available.

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Sales Skills Suite 3: The Product Offer

CLASS LENGTH: 1 DAY

“Product Offer” or “Sales Proposition” is how the product or service is described and promoted to the customer. The product offer can be presented in varying levels of detail and depth depending on how the salesperson “reads” the customer and situation.

Learning Outcomes:

- How to refine and adapt the offer to targeted prospects
- Understanding which points to focus on, and when
- Understanding the vital parts of the selling process
- How to overcome objections and closing the sale

Sales Skills Suite 4: Consultative and Strategic Selling

CLASS LENGTH: 1 DAY

Consultative selling involves deeper questioning of the prospect about issues that extend beyond the product itself. This leads to a greater understanding of the prospect’s wider needs.

Learning Outcomes:

- Techniques for gaining a wider understanding of the customer’s needs
- How to build rapport
- Skills needed to gain the customer’s trust
- How to develop and maintain a long term relationship with customers

Sales Skills Suite 5: Cold Calling Techniques

CLASS LENGTH: 1 DAY

“Cold Calling” typically refers to the first telephone call made to a prospective customer. Cold calling can also refer to calling on a prospect face-to-face for the first time without an appointment. Cold calling is an important stage in the selling process, and the abilities and skills involved are useful in many aspects of business and work communications beyond sales activities and the selling function.

Learning Outcomes:

- The art of approaching someone
- Skills for developing a professional and meaningful proposition
- Cold calling techniques for staying focused on the initiative
- Gentle follow-up actions that work

Continuous Improvement

Continuous Improvement is an ongoing cycle of positive change and employee involvement. Managers and employees can all benefit from training in Continuous Improvement concepts and methods. With increased competition on a global scale, every organization should make Continuous Improvement training an integral part of its strategy for growth and longevity.

Time Management

CLASS LENGTH: 1 DAY

This course teaches students the fundamentals of time-management. Participants will learn how to evaluate the use of time, identify goals and set priorities, develop an overall time management plan, discuss respected time management principles, and assign a price to time.

Learning Outcomes:

- Develop time management plans by identifying goals
- Create daily plans and recognize obstacles
- Use technology to save time
- Increase productivity by controlling and managing interruptions and meetings

Attitude

CLASS LENGTH: 1 DAY

The first step in gaining control of your attitude is to understand yourself. Take a look in the mirror. Attitude determines how you act, learn, work, play, and relate to others. The right attitude can impact one's ability to meet the challenges of life and work.

Learning Outcomes:

- An examination of attitude as it impacts overall productivity
- Strategies for performing a meaningful self-assessment
- Daily exercises for developing positive and productive attributes
- Productively working with those who need an attitude adjustment

Team Building

CLASS LENGTH: 1-2 DAYS

Today's changing workplace environment demands maximum performance of workforce teams. People are a company's greatest resource. An effective team is not a stroke of luck—it's the result of its members understanding themselves, others, and how to work together to achieve goals.

Learning Outcomes:

- The common characteristics of a high performing team
- Useful tasks for engaging and building dynamic teams
- Implementing team building as part of one's management style
- Planning, leading, and reviewing the effectiveness of team-building sessions

Professionalism in the Workplace

CLASS LENGTH: 1 DAY

Professionalism isn't just about appearance, although it is important. Nor is it just about technical skill. Professionalism is a set of internalized character strengths and values directed toward high-quality service to others through one's work.

Learning Outcomes:

- Characteristics and qualities of professionals
- Time management of professionals
- Professional etiquette
- The 4 Cs to Professional Success

Continuous improvement is powered by people, their ideas and the drive to make things better. Within organizations, we need to create havens for creativity and curiosity.

“If you build it, they will come.”

Building a successful employer-employee relationship starts with making sure your employees know that their value is not limited to the numbers on a paycheck. When you link an individual’s desire for growth and improvement with the goals of the organization as a whole, you produce quantitative results, as well as an inspired and loyal workforce.

Managing Change in the Workplace

CLASS LENGTH: 1-2 DAYS

Managing change in the workplace is a constant for all organizations. To remain relevant, a business must regularly redefine ways of operating, offering products and services, and connecting with customers and the broader community. Although inevitable, change is uncomfortable for most people.

Learning Outcomes:

- An understanding of why we resist change
- The negative effects of resisting change in the workplace
- Stages of change and how to effectively deal with each one
- Paradigm shifts and how being open to change can improve productivity

Stress Management

CLASS LENGTH: 1-2 DAYS

Employers should strive to promote a stress-free work environment, for optimal employee performance. Employers that provide employees with stress management tools benefit greatly, since workplace stress reduces productivity and increases management pressures.

Learning Outcomes:

- Understanding stress and its costs to the workplace
- Identifying stressors, both internal and external
- Diagnosing one’s own stress condition
- Understanding ways to manage stress, both personal and organizational

Creative Problem Solving and Decision Making Boot Camp

CLASS LENGTH: 2 DAYS

When solving business problems, it’s easy to skip over important steps, which means the best approach to a solution may be missed, or the problem may not be identified correctly. This powerful course takes the student through a comprehensive, creative problem-solving and decision making process that will ensure all solutions are relevant, robust, and well-considered.

Learning Outcomes:

- An examination of the six steps in the decision-making model
- An examination of programmed and non-programmed decisions
- Techniques that incorporate all conditions of certainty, uncertainty, and risk
- Techniques that promote innovation and creativity in problem solving

Values and Ethics

CLASS LENGTH: 2 DAYS

Business ethical values vary by company, and are defined largely by the behaviors and values that govern a business environment. In general, business ethical values are a set of guiding principles that encourage individuals to make decisions based on the company’s stated beliefs and attitudes.

Learning Outcomes:

- An examination of the fundamentals of ethics
- Five principles of ethical power
- Understanding ethical dilemmas
- Checklist for monitoring conduct

All classes can be customized.

FranklinCovey™

FranklinCovey™ is world-renowned for its philosophy and training in organizational best practices. Through its principle-based training and programs, it enables greatness in people and organizations everywhere, by offering proven pathways to maximum productivity and transformational leadership.

FRANKLINCOVEY™ CLASSES

- Franklin Covey Building Business Acumen™
- Franklin Covey Project Management™
- Franklin Covey Presentation Advantage™
- Franklin Covey Writing Advantage™
- Franklin Covey Meeting Advantage™

Building Business Acumen™

CLASS LENGTH: 1 DAY

The Building Business Acumen course is based on the book *What the CEO Wants You to Know* by best-selling author Ram Charan, drawing on knowledge gained from years of working with *Fortune* 100 CEOs. Imagine an organization where everyone understands what is required to run a business, where his or her job fits into the big picture, and how he or she contributes to the business.

Learning Outcomes:

- Understand the five essential elements of business and how to link initiatives to them
- How cash is generated and why it's critical
- Margins and the importance of making money and being profitable
- Learn how the price/earnings ratio is calculated and used

Meeting Advantage™

CLASS LENGTH: 1 DAY

In a business world driven by results and performance, companies have to make meetings work to their advantage. The Meeting Advantage Course teaches employees how to plan effectively by frontloading before a meeting, and focusing on productivity during the meeting.

Learning Outcomes:

- How to initiate, plan, and define a meeting's purpose
- Skills for managing and conducting productive meetings
- How to develop and use meeting ground rules
- How to use the "Meeting Advantage Planner" to plan follow-through

Course features: Running Effective Meetings Guidebook; Franklin Covey Meeting Advantage Planner; Resource CD

Presentation Advantage™

CLASS LENGTH: 1 DAY

With the Presentation Advantage™, an organization will close the presentation-competency gap across its departments and levels of management. Executives, managers, and staff alike will strengthen presentation performance, empowering them to motivate teams, close deals, and improve results.

Learning Outcomes:

- Identify the objective and determine audience needs and expectations
- How to brainstorm to fully develop concepts
- Skills for organizing main points to clearly convey the right message
- How to master non-verbal communication technique

Course features: A comprehensive guidebook; The Presentation Planner; evaluation forms for measuring effectiveness

"Quality is improved through three processes: a quality-improvement process; corrective-action process; and a customer-complaint resolution process. These processes involve everyone. Every person in the company gets the big picture."

—Stephen Covey, Founder, Franklin Covey

Project Management™

CLASS LENGTH: 1 DAY

Because projects are the means to achieving an organization’s goals, great project management is not a skill that should be left up to chance. If developed and applied effectively, skillful project management can mean the difference between mediocre and phenomenal results.

Learning Outcomes:

- Training that helps individuals effectively visualize, plan, implement, and close a project
- Skills and strategies for strengthening buy-in from team members and stakeholders
- Strategies for managing projects by breaking them into manageable pieces
- Learn how to recognize potential problems and issues, allowing an opportunity to course-correct

Course features: Participant Guidebook; a copy of *To Do, Doing, Done* by G. Lynne Snead and Joyce Wycoff; electronic project management forms

Writing Advantage™

CLASS LENGTH: 1 DAY

Employees often devote up to three hours each day attempting to express their thoughts and recommendations in writing. To boost business competitiveness, employees must cut through the clutter and communicate clearly, without leaving anything open to misinterpretation or misunderstanding.

Learning Outcomes:

- How to organize initial ideas around a clear purpose
- How to structure a draft based on solid writing standards
- How to refine the draft document in one comprehensive review
- How to produce a final and collaborative edit of their draft

Course features: A course guidebook; a Document Planner form that fits in the FranklinCovey Planning System™; the award-winning FranklinCovey Style Guide; a FranklinCovey Style Guide CD-ROM

Business Process Management

A solid understanding of current and future business procedures and their alignment with business objectives is crucial to the success of any business seeking to excel in today’s competitive environment. The goal of (BPM) Business Process Management is to integrate a set of concepts, methods and tools to define, and refine every aspect of efficient business operations. The increased demand for operational excellence and cost-effective compliance practices is driving the need for BPM training.

Basic Business Processing Tools

CLASS LENGTH: 1-2 DAYS

Business Process Management (BPM) is a systematic approach to making an organization’s workflow more effective, more efficient, and more capable of adapting to an ever-changing environment. The goal of BPM is to reduce human error and focus stakeholders on the requirements of their roles.

Learning Outcomes:

- Introduction to the context of BPM (Business Process Management)
- Using storyboarding to assist with unblocking Bottlenecks
- The benefits of using Queuing Models

Advanced Business Process Management (BPM)

CLASS LENGTH: 3 DAYS

Advanced Business Process Management (BPM) is a holistic management approach focused on aligning all aspects of an organization with the wants and needs of clients. It promotes business effectiveness and efficiencies while striving for innovation, flexibility, and integration with technology.

Learning Outcomes:

- Introduction and overview of BPM (Business Process Management)
- Process Modeling, Process Analysis, Process Design
- Process Performance Management and Transformation
- Business Process Management Technologies

The increased demand for operational excellence and cost-effective compliance practices is driving the need for BPM training.

“The essence of competitiveness is liberated when we make people believe that what they think and do is important — and then get out of their way while they do it.”

—Jack Welch, former CEO of GE

Performance Management

Based on a recent survey, companies have experienced benefits from performance management practices in the following areas:

- **Competitive advantage: up 63%**
- **Agility: up 56%**
- **Compliance/Governance: up 50%**
- **Budget/plan aligned with strategy: up 47%**
- **Revenue growth: up 47%**
- **Innovation: up 44%**
- **Strategic alignment: up 44%**
- **Response to market threats/risks: up 41%**
- **Resource alignment/optimization: up 38%**
- **Financial transparency: up 38%**

Performance Management and the Traditional Appraisal Process

CLASS LENGTH: 1 DAY

Performance Management is an ongoing process of communication between a supervisor and an employee that occurs throughout the year, in support of accomplishing the strategic objectives of the organization.

Learning Outcomes:

- An overview of the performance appraisal purpose and process
- Strategies for analyzing an employee's successes and failures, personal strengths and weaknesses
- Techniques for using the appraisal process to encourage employee's development
- The appraisal process as a tool for planning and managing organizational growth

Performance Management: Cutting Edge Approaches

CLASS LENGTH: 1 DAY

A company's primary human resource goal is to create a workplace where people can develop and perform to their full potential. Performance appraisals are a hot topic in management and organizations today.

Learning Outcomes:

- Learn the new approaches in “performance development planning”
- Strategies for integrating a values-based, vision-driven review process
- Techniques for helping the employee's ability to understand their true value is maximized
- Strategies to engage employees and promote personal responsibility

State funds have been set aside to subsidize training programs for qualifying companies.

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“The task of leadership is not to put greatness into humanity, but to elicit it, for the greatness is already there.”

— John Buchan

Leadership Academy

Every organization can benefit from leadership development programs. By maximizing the effectiveness of your leadership pool, your entire workforce reaps benefits, through improved morale, as well as tangible benefits that impact the organization’s bottom line.

1: Understanding Modern Leadership: Styles, Development and Skills (All Levels of Workforce)

CLASS LENGTH: 1 DAY

Explaining and understanding the nature of leadership is probably easier than practicing it. Good leadership requires deep human qualities, beyond conventional notions of authority. In the modern age, good leaders are an enabling force, helping people and organizations perform and develop.

Learning Outcomes:

- How competent and focused leadership promotes excellence
- A review and understanding of various leadership styles
- An examination of the four qualities that every good leader must possess
- Strategies for developing current and future leaders

2: Leadership Styles and Organizational Culture (Managers and Supervisors)

CLASS LENGTH: 1 DAY

From Mahatma Gandhi to Winston Churchill to Martin Luther King, there are as many leadership styles as there are leaders. Psychologists and leading business analysts have developed useful and simple ways to identify the main characteristics of highly successful leaders.

Learning Outcomes:

- Learn which leadership style works best for managing a business team
- Understand the various leadership styles and their impact on an organization
- Learn when to use various leadership styles to maximize performance
- Skills for matching leadership styles to an organization’s immediate and long-term goals

3: Ethical Leadership and Decision Making

CLASS LENGTH: 1 DAY

Ethical principles provide the foundations for various modern concepts that broaden an individual organization’s priorities far beyond the traditional aims of profit and shareholder enrichment. Ethical and professional integrity with regard to leadership and managerial roles and decisions are crucial to the long-term credibility and stability of any organization.

Learning Outcomes:

- Understanding the three basic roles of managers
- Strategies for developing highly productive and ethically sound teams
- Skills for motivating employees toward high performance without compromising values
- Skills for managing, leading and establishing influence

We offer leadership skills from industry leaders.

“Educate the right people about the right things.”

SMC’s Business to Professional Education programs are founded on the idea that investing the right amount of time and effort in training does more than just maximize an employee’s value to an organization. It increases the effectiveness of the organization overall.

4: Leadership Management History and Theory

CLASS LENGTH: 1-2 DAYS

Leadership is a vast and important subject, full of complex ideas and terminology. The application of leadership is extremely diverse as well.

Learning Outcomes:

- Understand and improve leadership knowledge and capability
- Understand the purpose of honing leadership skills and behavior
- Understand and explain the main models, philosophies, and styles of leadership
- Explain and integrate the origin and history of leadership

5: Creating a Professional Leadership Plan and Employee Self-Evaluation

CLASS LENGTH: 1 DAY

An employee’s productivity and continuous development require his/her active participation in the performance review process, and subsequent improvements or shifts in approaches to reaching goals. Taking the time to create a “professional leadership development plan,” in conjunction with self-evaluation techniques, empowers the employee to self-manage effectively.

Learning Outcomes:

- Strategies for encouraging self-evaluation
- Strategies for promoting an effective, vision-led, and forward thinking performance review process
- How a leadership plan increases productivity, profitability and organizational longevity
- The steps to creating an organizational leadership plan

6: Conflict Management

CLASS LENGTH: 1 DAY

Every person at every level has to deal with conflict at some time in his or her working life. Depending on how conflicts are handled, they can either result in strengthened relationships and acceptable outcomes for all involved, or damaged relationships and resentment in the workplace.

Learning Outcomes:

- How to identify, anticipate, and intervene in destructive behavior that produces conflict
- Understand conflict resolution models and effective communication strategies
- Learn how to deal with difficult people
- Learn how to build better workplace relationships

We sit at roundtables with industry leaders to discuss what is relevant for today’s workforce. As a result, our training programs are truly market-driven and cutting edge.

INFORMATION TECHNOLOGY

“Information technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without talking about the other.”

—Bill Gates

Information technology (IT) is a branch of engineering dealing with the use of computers and telecommunications equipment to store, retrieve, transmit and manipulate data. The Information Technology Association of America has defined IT as “the study, design, development, application, implementation, support or management of computer-based information systems.” The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies, such as television and telephones.

PROGRAM AREAS:

Business and Organizational Computer Skills and Operating Systems
Computer Networking
Web Programming and Development

Business and Organizational Computer Skills and Operating Systems

List of Available Classes:

- Microsoft Office Applications
- LINUX
- ITIL
- Novell GroupWise
- Crystal Reports
- Microsoft Application Development
- Microsoft Operating Systems
- Microsoft Server Application

Microsoft Office Applications

Gaining or improving skills in the use and implementation of Microsoft’s complete suite of productivity and database software will help your organization save time and stay organized.

- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Outlook
- Microsoft Access
- Microsoft Visio
- Microsoft Sharepoint
- Microsoft Publisher
- Microsoft OneNote
- Microsoft Internet Explorer
- Microsoft InfoPath
- Microsoft FrontPage

We are happy to respond to your company’s unique training needs by tailoring a program that addresses your organizational goals.
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“Any fool can write code that a computer can understand. Good programmers write code that humans can understand.”

— Martin Fowler

Microsoft Application Development

Microsoft Application Development refers to the essential resource for development organizations and developers using the .NET Framework and Visual Studio family of products.

- Access VBA Programming
- Designing Messaging Solutions with Microsoft Exchange Server
- Developing Windows Applications with Microsoft Visual Studio
- Developing and Deploying Secure Microsoft .NET Web Applications
- Excel VBA Programming
- Microsoft .Net Framework
- Visual Studio: Windows Communication
- Visual Studio: Windows Presentation
- Programming with Microsoft Visual Basic .Net
- Programming with Microsoft Visual C# .Net
- Word VBA Programming
- Visual Basic Stripping

Microsoft Operating Systems

Microsoft Office Desktop Operating Systems training is completely appropriate for training Microsoft Office desktop users, business power-users or corporate support and training personnel.

- Installing, configuring and administering Windows 7
- Installing, configuring and administering Windows Vista
- Installing, configuring and administering Windows XP Professional
- Windows Vista for the Business Worker
- Planning and Managing Windows 7 Desktop Deployments and Environments
- Supporting and troubleshooting applications on a Windows Vista client

Microsoft Server Application

The data explosion is occurring at every level of business. A healthy organization must maintain maximum uptime, data availability, and a minimum level of compliance. By obtaining essential skills, business managers and IT professionals gain access to new opportunities and use their expertise to help develop deeper relationships with customers and suppliers.

- Configuring, managing and troubleshooting exchange servers
- Designing and deploying messaging solutions with Microsoft Exchange Server

- Designing, optimizing, and maintaining a database administrative solution for Microsoft
- Implementing Microsoft Live Communications
- Implementing and administering Microsoft Project Server
- Implementing Microsoft Systems Center Operations Manager
- Managing enterprise projects Using Microsoft Project Server
- Planning, deploying, and managing Microsoft Systems Center Configuration Manager
- Implementing and maintaining Microsoft SQL Server

Computer Networking

The world of IT is integrated by networks. Proactive development, improvement and protection of a company's operating system are essential. IT specialists must understand how to manage specific program server programs, and be aware of the inherent risks each program presents.

List of Available Classes:

- CISCO
- LAN / WLAN (Local Area Networks / Wireless LAN)
- WAN (Wide Area Networks)
- MAN (Metropolitan Area Networks)
- WWW

Web Programming and Development

Web Programmers must know a variety of internet technologies. Proactively managing and developing web programming skills and practices is essential to success in an increasingly competitive global economy.

List of classes:

- JAVA
- Beginning PHP and MySQL
- MySQL Fundamentals
- CGI Scripting
- Web Design with HTML
- Web Design with XML
- Web Design with DHTML
- Working with Cascading Style Sheets
- Coldfusion
- Visual Basic
- C++

ADVANCED TECHNOLOGY

“Computing is undergoing the most remarkable transformation since the invention of the PC. The innovation of the next decade is going to outstrip the innovation of the past three combined.”

— Paul Otellini, Intel Chief Executive Officer

The pace at which technology advances can be overwhelming. Updates in existing software and new applications move at lightning speed.

To maintain a competitive edge, ongoing training to support a knowledgeable and engaged workforce is imperative. Our programs address advanced computer technology education in all areas of competence, including development, implementation, ongoing operation and general support.

PROGRAM AREAS:

Graphic Design
Desktop Publishing
Network Security and Theory
Internet Publishing and Portals
Gaming Software Programs
Film and Video Production
Multi/Digital-Media and Animation
Computer-Assisted Design (CAD)
Systems Engineer (MCSA/MCSE)
Structured Query Language (SQL)

Graphic Design (Adobe Suite)

Adobe Creative Suite (CS) is a collection of graphic design, video editing, and web development applications made by Adobe Systems. The collection consists of Adobe's applications (e.g., Photoshop, Acrobat, InDesign), that are based on various technologies (e.g., PostScript, PDF, Flash).

The latest version, Adobe Creative Suite 6 (CS6), was released on May 7, 2012. Adobe Creative Suite 6 software delivers a whole new experience for digital media creation, enabling you to work lightning fast and reach audiences wherever they may be. Now, for the first time, CS applications are also available through Adobe Creative Cloud™, providing the flexibility to download and install them at any time.

List of Classes:

- Adobe: Acrobat
- Adobe: AfterEffects
- Adobe: Dreamweaver
- Adobe: Captivate
- Adobe: Flash
- Adobe: Framemaker
- Adobe: Illustrator
- Adobe: InDesign
- Adobe: Photoshop

**Training Programs provided on-site free of cost for qualifying companies.
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“The mantra of any good security engineer is: ‘Security is not a product, but a process.’ It’s more than designing strong cryptography into a system; it’s designing the entire system such that all security measures, including cryptography, work together.”

— Bruce Schneier

Desktop Publishing

Desktop publishing refers to the skill of using software to combine mixed-media elements such as text, photos, or charts into printable documents. Not only is it used to produce high-quality documents, but also for high-volume printing, as is used in book publishing. Unlike word processing applications, desktop publishing software permits users to modify multiple elements within a document via master pages.

Our instruction in various applications of desktop publishing software includes document creation programs, layout programs, image creation software, and photo manipulation programs.

List of Classes:

- Aldus Personal Press
- Adobe
- Coral Ventura
- FatPaint
- Microsoft
- PageStream
- QuarkXPress
- Scribus

Network Security and Theory

A company’s investment in a computer network security application/system is universally accepted as a prerequisite to launching and maintaining a secured business operation. Computer and network hacking and interference can cost an organization significantly in lost time and data, and sometimes stolen resources.

Our training programs, in the most cutting edge network security software programs, provide companies with the protection and the informed workforce required to operate in today’s hostile network environment. In addition, classes are available in various areas of computer theory.

List of Classes

- Advanced Network Security
- Fundamentals of Database Design
- Data Conversion
- Developing Secure Web Applications
- Object-Oriented Analysis
- Systems Analysis and Design
- TCP/IP

Other Program Areas:

List of Remaining Course Areas:

- Internet Publishing and Portals
- Gaming Software Programs
- Bio-technical Production Techniques
- Film and Video Production
- Multi/Digital-Media and Animation
- PDMWorks Jumpstart
- Computer-Assisted Design (CAD)
- Systems Engineer (MCSA/MCSE)
- Structured Query Language (SQL)
- 3DVIA Composer
- CAMWorks

MANUFACTURING

When you aim for your target, the odds of hitting it go up dramatically. Measuring the true impact of training begins with a clear understanding of your organization's goals. SMC can help you identify important milestones, and prepare your workforce to reach them.

Santa Monica College is dedicated to doing its part to help rebuild the Manufacturing sector. We offer many training opportunities designed to develop and upgrade the skills that are needed in the manufacturing field. Our courses provide students with a better understanding of the manufacturing environment's demands, through both classroom and hands-on learning.

Continuous Improvement

Manufacturing leaders have struggled with the challenges of manual data collection and high-risk, high-expense IT projects. World-class manufacturers have found the "Informance" solution to be the most effective tool for quickly identifying both waste and performance opportunities, measuring improvements and sustaining gains. Our training programs focus on these innovative and proven techniques.

List of Classes:

- Lean Manufacturing
- Six Sigma
- EMS Implementation
- Design of Experiments (DOE)
- Failure Mode and Effects Analysis (FMEA)
- Statistical Process Cycle Times (SPC)
- Production and Inventory Management
- Integrated Resource Management
- HazMat

Please inquire regarding the customization of your organization's training program.

Call: (310) 434-3457

Email: workforcetraining@smc.edu

Manufacturing Skills

The technology infusion and high productivity that now characterize advanced manufacturing demand a smart, safe, and sustainable manufacturing workforce. Education and advanced skills are critical to a manufacturer's ability to innovate and succeed. Companies continue to report a shortage of individuals who possess the skills required for today's advanced manufacturing workplaces. Our programs prepare professionals for the challenges of today's manufacturing environment.

List of Classes:

- Manufacturing Resource Planning
Manufacturing Resource Planning (MRP) is a method for the effective planning and use of all resources of a manufacturing company. It addresses operational and financial planning, and its simulation capability can answer "what-if" questions. This is less a software function than it is a marriage of people skills, dedication to data base accuracy, and computer resources.

List of Classes in MRP:

- MRP
- ERP
- SAP
- Oracle
- CNC Programming
- Programmable Logic Controllers
- Soldering
- Blueprint Reading
- Shop Math and Geometric Dimensioning
- Surface Mount Technology: Manufacturing and Rework
- Through-Hole Technology: Rework and Repair
- Sewing
- Production Line Skills
- FDA Good Manufacturing and Lab Practices
- Batch Manufacturing
- Biotech Research and Development (Lab Skills)
- Standard Operating Procedures (SOPs)
- Risk Assessment and Hazard Analysis
- Quality Systems Requirements, Good Manufacturing Practices and Inspections

REGULATORY COMPLIANCE

We understand the complex business issues facing the regulated industries. Our goal is to help our clients every step of the way, and to add value in the process of balancing regulatory compliance requirements, with the need for profitable business operations.

Compliance in a regulatory context is a prevalent business concern. It is generally accepted that these laws exist to promote safety in the workplace and the integrity of business operations. But due to an ever-increasing number of regulations, there is a lack of understanding about what is required for a company to be in compliance. Our training program fills this gap.

PROGRAM AREAS:

ISO (International Standardization Organization)

HazMat (Hazardous Materials)

Job Safety Analysis (JSA)

Injury and Illness Prevention Programs (IIPP)

ISO (International Standardization Organization)

ISO International Standards ensure that products and services are safe, reliable, and of good quality. For business, they are strategic tools that reduce costs by minimizing waste and errors and increasing productivity. They help companies access new markets while facilitating free and fair global trade.

List of Classes:

- ISO 31000 (Risk Management)
- ISO 9000 (Quality Management)
- ISO 26000 (Social Responsibility)
- ISO 14000 (Environmental Responsibility)
- ISO 50001 (Energy Management)

HazMat (Hazardous Materials)

Millions of commodities and raw materials traverse the globe daily, to supply factories and provide customers with goods. Many products contain ingredients that are considered hazardous and require specialized handling, documents, packaging, labeling and transport arrangements in order to be utilized in production and/or shipped. U.S. and international laws require HazMat training for companies and their employees who handle these materials.

List of Classes:

- Asbestos Removal
- Hazardous Materials Handling
- Hazardous Chemical Cleaning/Handling
- Hazardous Waste Cleaning

Job Safety Analysis (JSA)

Job Safety Analysis (JSA), also known as job hazard analysis (JHA), activity hazard analysis (AHA) or risk assessment (RA), is a safety management tool in which the risks or hazards of a specific job in the workplace are identified, and then measures are implemented to eliminate or control those hazards.

Injury and Illness Prevention Programs (IIPP)

Injury and Illness Prevention Programs (IIPP) are universal interventions that can substantially reduce the number and severity of workplace injuries, and alleviate the associated financial burdens on U.S. workplaces. Many states have requirements or voluntary guidelines for workplace injury and illness prevention programs.

Inquire about state-funded training opportunities.

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VOCATIONAL/ WORKPLACE ESL

Over 25 million adults in the U.S. are considered Limited English Proficient (LEP), and immigrants are now 1 in 2 new workers. This can present serious obstacles in the workplace with regard to efficiencies, accidents, customer service, and employee advancement.

Our Workforce English as a Second Language classes prepare employees to communicate effectively at work. We help students build listening and speaking skills, increase their confidence using the English language, and set them up for success by teaching important aspects of the U.S. work environment's organization and culture. This training raises an employee's morale and loyalty while improving their job performance.

This course is "learner-centered" which means that the learner's needs, rather than grammar or functions of language, form the core of the curriculum and the instruction. The instructor designs and orders the learning process, guiding students and providing feedback so that the needs of the learner are addressed, as well as the needs of the workplace.

ESL AREAS:

General Workplace ESL
Communication Expectations
Following Directions
Job-Specific Terminology
Cross-Cultural Factors
Company Organization and Culture
Upgrading and Training

General Workplace ESL

CLASS LENGTH: 2-3 DAYS

Over 25 million adults in the U.S. are considered Limited English Proficient (LEP). With 1 out of every 2 new workers being immigrants, this can present serious obstacles in the workplace with regard to efficiencies, accidents, customer service, and employee advancement.

Learning Outcomes:

- Help prepare employees to effectively communicate at work
- Help students to build listening and speaking skills
- Increase employees' confidence using the English language

General Workplace ESL Boot Camp

CLASS LENGTH: 1 DAY

This course is a condensed version of Workplace ESL. The first unit will address basic language skills for social interaction and personal identification, including lessons on introductions, social language, family, filling out forms, schedules and timelines, and expressing feelings.

Learning Outcomes:

- Employees will be able to confidently engage in workplace socialization and interaction
- Employees will be better prepared to fill out forms, schedules, and timelines

Workplace Communication Expectations

CLASS LENGTH: 1 DAY

This second unit focuses on various aspects of work. The training focuses on developing vocabulary through activities and drills with comprehension exercises.

Learning Outcomes:

- Comprehend and exhibit everyday English with confidence
- Master 5 areas of English grammar used within a workplace

Following Directions and Instructions

CLASS LENGTH: 1 DAY

Students will develop speaking, listening, writing, and reading skills, while focusing on target structures of organizational guidelines.

Learning Outcomes:

- Identify listening strategies for following directions
- Understand quality control language

Job-Specific Terminology

CLASS LENGTH: 1-2 DAYS

This class is customized according to industry standards. Employer/Company input is also taken into account. Industry curricula include, but are not limited to: Construction, Manufacturing, Warehousing/Distribution, Hospitality and Healthcare Services.

Learning Outcomes:

- Skills for identifying with one's job and role
- Practice in identifying and describing tools, equipment, and machinery

Cross-Cultural Factors

CLASS LENGTH: 1-2 DAYS

This class is customized according to organizational goals. Employees will gain a better understanding of cultural differences, and will learn skills for breaking through stereotypes and creating a more productive work environment.

Learning Outcomes:

- An overview and understanding of American cultural values and the American workplace
- How to recognize cross-cultural problems and implement appropriate problem solving strategies

Company Organization and Culture

CLASS LENGTH: 1 DAY

This class is customized according to industry goals and objectives. The course objective is to engage each employee in the pursuit of stronger working relationships that will help deliver high-value results for the organization.

Learning Outcomes:

- A better understanding of management functions
- Insight into company specific personnel policies, procedures, and evaluations

CONTEXTUAL WORKPLACE MATH



Contextualized Math

Basic Math with Workplace Contextualization

CLASS LENGTH: 1-3 DAYS

Teaching mathematics in context is an important and effective technique for improving basic mathematical skills for workers. Training involves teaching and reviewing math applications while embedding relevant workplace and real-life challenges, problems, and situations into the curriculum. This approach is learner-centered and develops new skills, knowledge, abilities, and attitudes in a meaningful way.

State-funded training
subsidies available for
qualifying companies.

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We invest in California's future by providing industry-specific education, training and services that contribute to a highly skilled and productive workforce.

SMC is here to serve you. We are the business community's college.

Santa Monica College is committed to the area's economic growth and its global competitiveness. Among the largest of California's 109 community colleges and the number one school for transfers to the UC system, SMC provides education and training in 12 career and technical education programs, in addition to offering Associate of Arts degrees in 80 fields of study. The College's fully certified faculty is dedicated to providing the education students need to succeed, advance and excel in their chosen fields.

For information regarding Employee / Workforce Training

Call: (310) 434-3457

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Website: www.SMCProTraining.com

For information regarding Professional Development and Certification

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Partial Client List

Non-Profit

American Red Cross
Service Employees International Union
The Art Institute of California, Los Angeles
Salvation Army
Santa Monica Chamber of Commerce
Los Angeles Chamber of Commerce

Real Estate

Keller Williams Realty
Maguire Properties
Mission Real Estate Group
Prudential California Realty

Financial Services

American Express
State Farm Insurance
Wells Fargo Bank
OneWest Bank

Hospitality

Best Western Hotel
Doubletree Guest Suites Santa Monica
Ambrose Hotel
Marriot
Sheraton Delfina
Comfort Inn

Education

Purdue University
American College of Medical Technology
Vatel Los Angeles

Computer Electronics / Software

Apple Inc.

Communications

Los Angeles Times
Luxury Life & Style Magazine
Striker Media Group

TV / Film / Music and Video

Bravo Sports
LATV Networks
DirecTV
WLA Music

Healthcare

Cedars-Sinai
Kaiser Permanente
UCLA Medical Center
Children's Hospital Los Angeles

Manufacturing

Heinz / Todd's
Chinese Laundry
7 For All Mankind
American Apparel
Guess Jeans
Ford
Sketchers
Adidas
Lexus Santa Monica
Bebe Clothing
Shercon Rubber
Goldberg & Solovy Foods
Gavina Coffee

Consumer Services / Retail

Whole Foods Market
Yellow Cab
Amazing LA Tours
Budget Rent A Car
ARAMARK

Municipal / Government

Santa Monica Big Blue Bus
City of Beverly Hills
California Department of Health Services
Santa Monica Housing Authority
City of Santa Monica
City of Anaheim

High-Tech / Bio-Tech

Enviomech Industry

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Orange County Transit Authority
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Long Beach Transit
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