

Think AGAIN

Fall 2021

Navigating the Uncertainty



RICHMOND
School of Professional
& Continuing Studies™



Navigating Uncertain Times

This fall, we expected to be beyond a steep rise in COVID-19 cases. We expected to offer a relatively stable schedule of in-person classes on the University of Richmond campus. We expected a level of certainty. What we've experienced, as any number of memes in circulation illustrate, is that we've not experienced what we expected. Our fall 2021 plans didn't fully anticipate the surge in the delta variant of COVID-19, and we're left, like you, working once again through the uncertainty of the pandemic.

Learning in uncertain times is a new normal. And we've responded by offering many of our programs online, so you can learn where you are and, in some cases, at your own pace. We've continued to strengthen our online offerings by working with educational partners like the Learning Resource Network (LERN), MindEdge and Ed2Go. We've worked with our boot camp partner Trilogy/2U to move our Coding, Cybersecurity, and Data Analytics Boot Camps permanently online. And we've shifted more of our traditional programming, like Language and Cultural Studies and Interior Decorating courses, online. Like you, we're adapting to learning in uncertain times.

As you survey today's employment landscape and make decisions about skills development, upskilling, and reskilling, we hope you'll consider the University of Richmond School of Professional & Continuing Studies for your professional learning needs. Whether you're seeking a professional credential like the Beer Brewer Professional Certificate to make a career move, or you're looking to earn a Data Analytics certificate to bolster your prospect for promotion, we have you covered. And when the future is uncertain — and navigating uncertainty is certainly the new normal — we'll be adapting alongside you.

Fall 2021

VISIT THINK AGAIN ONLINE

spcs.richmond.edu/ta



SPCS Beer Brewer Professional Certificate graduate to open brewery, winery and meadery in Chester

Steve Clayton, a 2019 graduate of the SPCS Beer Brewer Professional Certificate program, is opening a brewery, winery and meadery with his wife, Melissa. The establishment, Three Leg Run, will open at 4418 W. Hundred Road in Chester. According to the Three Leg Run Facebook page, the couple have set late winter 2021 as the target opening date.

Both Steve and Melissa went back to school to prepare for opening Three Leg Run. Steve completed the Beer Brewer Professional Certificate here at the University of Richmond, while Melissa graduated from Washington State's viticulture program and enrolled in Penn State's winemaking course earlier this year.

Three Leg Run will have 10 taps on its wall for beer with plans to include a few flagship beers and rotate out the remaining taps. Two or three taps will be set aside for mead, a honey-based wine. The meads will be "session meads," which have alcohol content similar to ciders.

In terms of wine, the Claytons hope to use grapes grown on their own vineyard in Appomattox but currently are a few years from having enough grapes to harvest for wine making. For now, they will be buying grapes wholesale to make their wine.

Join our contact list and learn more about the program:

spcs.richmond.edu/brewer

IS A CAREER IN BREWING on tap for you?

The craft brewing industry continues to thrive in and around Richmond and throughout the Commonwealth. The School of Professional & Continuing Studies, in collaboration with community partners around the state of Virginia, offers a professional beer brewing certificate for those interested in entering and advancing in the growing craft beer industry.

The Beer Brewer Professional Certificate program guides students through the entire craft brewing business, from procuring high quality ingredients and raw materials through the proper handling, processing, packaging and distribution of the final product.

The program highlights local, sustainable practices by partnering with regional suppliers, breweries and distributors. Through 11 course modules and 4 field experiences, students who complete the certificate program will be well prepared to enter the craft brewing industry in a variety of roles, from procurement and supply chain management to beer server to brewmaster. The first three modules focus on an introduction to brewing. Students then go on to explore brew science and the brewery process through six modules. Two modules cover brewing as a business. The four required field experiences include brew days, where students gain a hands-on understanding of working in a craft brewery. Field experiences provide practical, hands-on brewing opportunities in local craft breweries, and may provide useful contacts for networking and career advancement.

We launched the original Beer Brewer Professional Certificate in the Richmond region, where it continues to thrive. The certificate program's success among brewing partners, students and graduates in Richmond attracted the attention of brewing professionals across the state. Richmond cohorts begin each fall and spring. Through a partnership with Virginia Tech, the Beer Brewing Professional Certificate has expanded to Roanoke and Northern Virginia through the Virginia Tech Center for Organizational & Technological Advancement. Join our contact list to learn more about when the next cohorts begin in Roanoke and Northern Virginia.



LEARN THE ART AND SCIENCE OF FUNDRAISING

IOP's Fund Development Institute focuses on the fundraising cycle and building a culture of philanthropy.

Knowledge of current fundraising techniques and skills has become essential for nonprofit professionals. The Fund Development Institute is an intensive 34-hour, week-long certification program. At the conclusion of the program, you'll earn a professional certificate in Fund Development from the University of Richmond.

The following modules are included in the institute:

- Assessment
- Fundraising Cycle
- Fundamentals & Application
- Types of Giving

First, you'll learn to incorporate the "art of fundraising" into your organization by using the fundraising cycle as the foundation of your fundraising strategies. Then, you'll incorporate the "science of fundraising", along with the fundamentals of the culture of philanthropy into the way you work with your volunteer leaders and donors. Finally, you'll explore how to identify and build your giving constituency and set up your development team for success.



Approved provider for continuing education — Full participation in IOP courses is applicable for points in Category 1.B - Education of the CFRE International application for initial certification and/or recertification based on the number of contact hours listed for the class.



DEADLINES

- Early Regulation Fee: \$940, ends Oct 1
- Required deposit: \$125
- Balance due: October 4, 2021

DETAILS

- Format: Remote online via Zoom
- Fee: \$975, includes all materials
- Dates: Monday-Wednesday, October 11-13 & October 18-20, 2021
- Times: 10 a.m.-5 p.m. (Start at 9:30 a.m. on October 11 and end at 3 p.m. on October 20)

OUR CAREER-FOCUSED COURSE FRAMEWORK

Our online offerings are structured to better, more immediately meet the needs of Richmond's professionals. We know many in Richmond are facing uncertain employment futures, and our career-focused framework will help you explore options, build skills, and develop professional competencies to support your employment needs.

Within each Area of Study in our online Think Again catalog at spcs.richmond.edu/ta, we've developed a career-focused framework for browsing our course offerings and programs.

Career-Curious & Enrichment Programs will help you explore careers and expand your interests. Here you can find classes to help you better understand a career and explore a career path, or to enrich your existing knowledge and abilities.

Career-Level Programs will help you build professional skills toward career advancement or career switching. Here you can find classes to help you build entry-level skills or retool existing skills for a new career path.

Professional-Level Programs provide advanced learning and development for industry professionals. Here you can find programs that advance industry knowledge and build professional skills. And mid-career and senior professionals looking for advancement can see opportunities in the Professional-Level category.

We're using this career-focused framework to build out coursework within these topic-based Areas of Study. While you'll still be able to register for classes using the existing Think Again online registration system, you'll also be able to register for a wide range of classes through our online partner registration portals.

VISIT THINK AGAIN ONLINE
spcs.richmond.edu/ta

Our career-focused framework in action: Communication & Writing

To demonstrate our career-focused framework for organizing courses and programs, take a look at our **Communication & Writing** area of study.

Our Communication & Writing area of study features technical writing certificates through TechWriter-Certification along with courses and certificates from other online education partners. The combined programming of TechWriter-Certification and our online partner MindEdge provides entry-level training in general communication skills, career-level certificates in business communication, and industry-standard certifications for technical communicators.

At the **Career-Curious & Enrichment** level, we offer **Effective Public Speaking**, a self-paced online course from MindEdge that helps you develop the skills you'll need to become an outstanding and confident public speaker. The course is an essential part of honing the skill of presenting and setting the stage for the boost of confidence to help you succeed.



At the **Career Level**, we offer the MindEdge **Certificate in Business Communications**, a year-long online, self-paced program that includes five courses, each focused on specific business communication channels and methods. The certificate is approved for SHRM, HCRI, PMI, IACET and other industry group professional development credits.



And at the **Professional Level**, we offer the TechWriter-Certification **Technical Communication Industry Certification**, a 160-hour mastery-level certification for technical communicators that address technical documentation standards, visual design of documents, and industry standards that give communication artifacts a professional look and feel.



Each of our **Areas of Study** pages follows this same career-focused framework for consistency and clarity. As always, if you have questions, contact us at spcs@richmond.edu.

VISIT OUR AREA OF STUDY PAGES ONLINE
spcs.richmond.edu/professional-education/areas

BEGINNER'S GUIDE TO Cybersecurity

Cybersecurity is the practice of safeguarding systems, computers and data from digital attacks. These attacks often involve attempts to breach, modify or damage the target's computer system, resulting in interruption or downtime for services, theft of confidential or proprietary data and exposure of personal information.

Over the past several years, the occurrence of cyber crime has increased, and the cybersecurity industry has expanded in response, with spending expected to exceed \$1 trillion by this year, Cybersecurity Ventures reported.

The Jobs in Cybersecurity

With the digital economy growing at an unprecedented rate, the need for cybersecurity is growing to record highs. By 2022, the global cybersecurity workforce shortage is projected to reach upwards of 1.8 million unfilled positions, according to Global Information Security Workforce Study.

Some of today's in-demand cybersecurity jobs include cyber network defender, IT auditor, cybersecurity analyst, penetration tester, systems security analyst, secure coding specialist, vulnerability assessment analyst and digital forensics examiner.

Personal Cybersecurity Tips

Regardless of your interest in becoming a cybersecurity professional, personal cybersecurity is important. Here are some ways to stay safe in cyberspace:

1. Use strong passwords. Include a mix of uppercase/lowercase letters and numbers/symbols.
2. Use a Virtual Private Network (VPN) when necessary. This will give you an added level of privacy.

3. Think before you click. Avoid downloading or clicking on unknown links in emails.
4. Update your home router. Use the most current software and secure your router with a unique password.
5. Update your devices. Ensure you are running up-to-date software and antivirus solutions.
6. Use two-factor authentication. This provides an extra layer of security to your accounts.

Wondering How to Get into Cybersecurity?

Visit bootcamps.richmond.edu/cybersecurity or contact our admissions team at (804) 616-3270 to discover how you can gain the fundamentals to work in the field.

Over the course of 24 intensive weeks, you will take a multidisciplinary approach in attaining proficiency in IT, networking and modern information security. You will also walk out with an impressive professional portfolio and the confidence you need to succeed as a cybersecurity professional.

Learn more:
spcs.richmond.edu/cyberbootcamp



DATA ANALYTICS BOOT CAMP Helps UR Alum Become a Data Analyst



Yamin Alam received an undergraduate degree in mathematics from the University of Richmond in 2018. He landed a production analyst position shortly afterward, but looking back on his college education, he

realized he hadn't taken enough courses to fully prepare himself for a business or data analyst role and wanted to change that.

Yamin came across an Instagram ad for boot camps powered by Trilogy, a 2U Inc. brand, and enrolled in the University of Richmond Data Analytics Boot Camp.

The bootcamp features an innovative teaching style with lectures lasting just 10 or 20 minutes, after which students practice new skills in class. Yamin found this hands-on approach beneficial.

For Yamin, the boot camp's comprehensive curriculum posed the perfect learning opportunity, allowing him to explore in-demand technologies such as Python, SQL, HTML/CSS, and Tableau. Although he was initially worried about finding a good work-life balance with the program and his full-time job, it turned out to be manageable.

"You're really setting yourself up for success, mastering all of the nuances and upping your technical skills," he said.

"If it weren't for the boot camp, the group project, and Demo Day, I wouldn't have left such a good impression on my current manager."

Looking back, Yamin is especially grateful for the boot camp's Demo Day where students showcase projects to peers, instructors, and potential employers.

At Demo Day, Yamin met an interested employer who invited him for an interview for a junior analyst position at RetailData and offered him the job two weeks later. COVID-19 layoffs caused Yamin to lose that job, but his previous manager called in June 2020 asking if he'd like to come back to work, and he's been there ever since.

"It's been really great," Yamin said. "If it weren't for the boot camp, the group project, and Demo Day, I wouldn't have left such a good impression on my current manager."

Beyond teaching new technologies, the boot camp helped Yamin sharpen his portfolio, website, and resume; dive headfirst into networking; and realize he had more skills to put forth than ever before. It wasn't easy, but it was worth it.

Upcoming Boot Camp Programs

- Coding Boot Camp: November 17
- Data Analytics Boot Camp: November 10
- Cybersecurity Boot Camp: October 25

Visit bootcamps.richmond.edu for details.

Data Analytics Certificate

Check out our new post-bachelor's certificate in Data Analytics, an academic credential that may meet your career development goals. Visit spcs.richmond.edu/da for details.



STEPS TO SUCCESS: College Entry Preparation

This fall, we're once again offering our SAT Prep class. SAT Prep is part of our S.T.E.P.S. to Success (Strategies & Techniques for Enhancing Performance & Skills) program, which introduces important skills, techniques and strategies to maximize success in getting ready for college and career, including test preparation, selecting college and career paths, and preparing college applications. Our programs, designed for secondary students, provide guidance and direction in the complex process of college and career selection and preparation.

Our uniquely designed SAT Prep course presents important strategies, techniques, and tips for taking the test. We will cover what to expect in the Math and English sections, while practicing many questions and reviewing the answer explanations. This is a great way to decrease test anxiety and gain valuable skills in a "no pressure" class! Students will be mailed the Princeton Review SAT Prep book prior to class.

Lessons will include topics:

- General Overview and Test Format
- Process of Elimination
- Reading Comprehension
- Writing and Language Strategies
- Punctuation
- Math Basics and Techniques



Dates/Times:

Mondays and Wednesdays, October 25 & 27
and November 1 & 3, from 6-8:30 p.m.

Mondays and Tuesdays, November 22 & 23
and November 29 & 30, 6-8:30 p.m.

Cost:

\$210

Format:

Live online via Zoom. Books will be mailed directly to students.

Learn more:

spcs.richmond.edu/testing