ThinkAGAIN

Spring 2020

RICHMOND
School of Professional
& Continuing Studies™

COLLEGE AND CAREER READINESS AND CAREER ENHANCEMENT

Is 2020 the Year to Upskill or Reskill?

Here at the School of Professional & Continuing Studies, we've been hearing the words "upskill" and "reskill' quite regularly. To be honest, we're not entirely sure they're real words, but in higher education circles, they express a particular focus on continuing education and professional development.

Today's economy moves at the speed of the internet. The job market follows the economy, supplying labor and training for industries fueled by innovation. Learning a skill for life is no longer an option, unless that skill is the act of learning itself. Employers seek workers who are versed in traditional skills of communication, leadership, innovation and problem solving, along with the latest technologies and cutting edge skills of what are likely rapidly changing fields.

As the School of Professional & Continuing Studies, we focus squarely on continuing education and professional development. If you need to advance your skills, whether in your current field or a new industry, we have you covered. From coding boot camp to brewing education, cultural studies for au pairs to training in fundraising, we offer the programs that will help you upskill or reskill for the fast-moving labor market of today and tomorrow.

We're nearly two decades into the 21st century. Is 2020 the year you resolve to learn new skills, develop new habits, or engage new hobbies? Bring us your resolutions, and like the students and programs featured in this issue of Think Again, we'll help you achieve them.

Spring 2020
CLASS LISTING
LOOK INSIDE this issue for a 4-page insert of the monthly schedule of classes.

BEER BREWER PROFESSIONAL CERTIFICATE PROGRAM
Rest Assured in your Spider Resident 'Beer Nerd'

Beer Brewer Professional Certificate

Now accepting applications for Spring 2020

Early decision:
January 15, 2020

Standard admission:
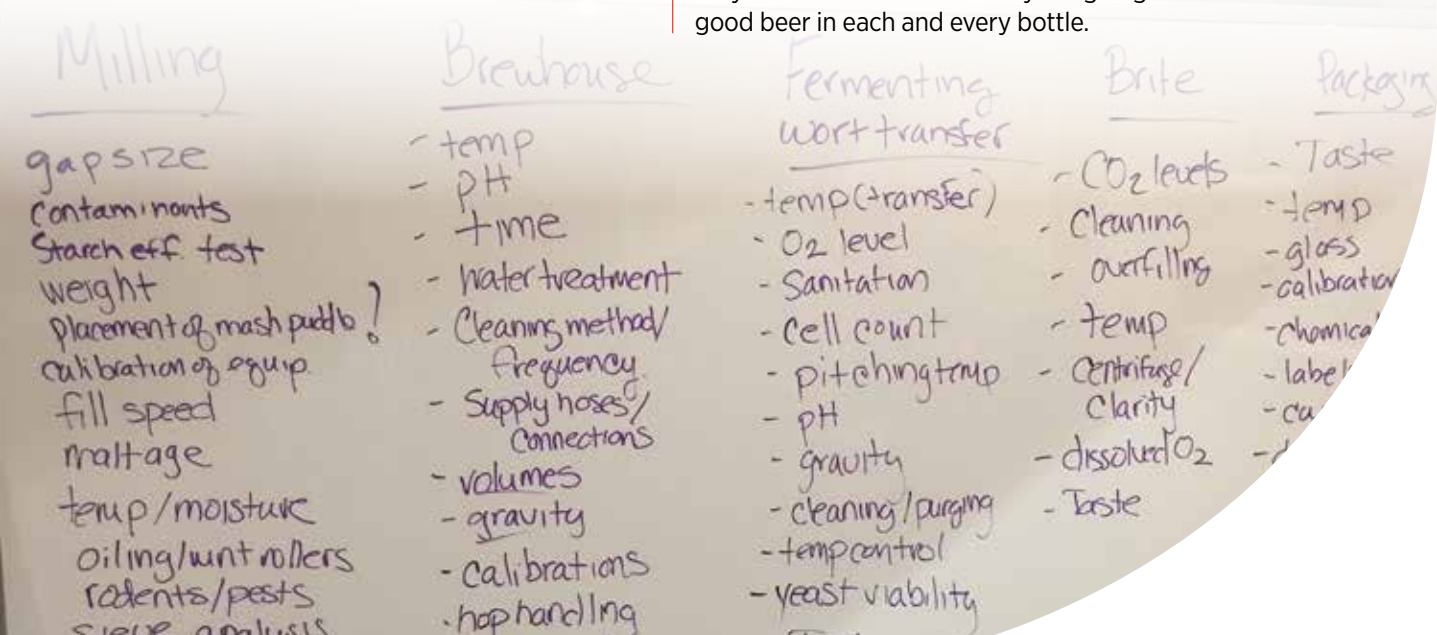March 1, 2020

Details & application:

spcs.richmond.edu/brewer

Zack Simoncelli, Quality Assurance Manager at Hardywood Brewery, started as an instructor in the Beer Brewer Professional Certificate this past spring, and has since taught two semesters. He joined SPCS on the recommendation of the preceding instructor, a coworker of Simoncelli's at Hardywood Brewery at West Creek. He discovered, as others in the UR community have learned after running into the Richmond web, that following a passion lends opportunity to others.

Simoncelli made a decision to leave a career in chemical engineering, complete with reliable employment, to work for a brewery. What made this decision more logical than it sounds was the way he translated his professional experience into a role rooted in his passion to make a simply good beer. Simoncelli teaches his class on Quality Assurance in a way that dives deep into the brewing process, from manufacturing practices and process analysis to microbiological control and sensory analysis.

Beyond monitoring the integrity of Hardywood's brewing process, Simoncelli says that he focuses on empowering all employees to maintain open lines of communication and have a general understanding of all steps in the brewing process. He also notes that his role has offered him more insight into the brewing process than he imagined. His ability to translate these unconsidered facets of his own operation benefit not only his fellow employees, but also students in the Beer Brewer Professional Certificate program.

As is the case often in classes offered at SPCS, students in Simoncelli's class should expect to remove their preconceived notions about limitations in their career paths. They can also expect a sense of empowerment in the workplace by learning the brewing *process* rather than just a *few steps* in brewing. And lastly they can rest assured that they are going to be able to make a real good beer in each and every bottle.

UR AU PAIR
Cultural Enrichment for International Au Pairs

UR Au Pair at the School of Professional & Continuing Studies is a program designed to help international au pairs fulfill their required annual educational credits while immersing themselves in the rich cultural traditions of Richmond, Virginia.

We've been designing classes specifically for au pairs from around the world for over a decade. Au pairs who study with us come from Argentina, Austria, Australia, Brazil, Colombia, the Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Mexico, Poland, South Africa, Sweden and Thailand. Our weekend immersion experiences offer rewarding sessions on the beautiful University of Richmond campus and include cultural and historical sites in the Richmond region.

UR Au Pair provides weekend immersion programs such as:

- Public Speaking & Communication

- Art & Film Exploration

- Cultural Perspectives

Au pairs regularly share their appreciation for these classes. A sampling of feedback includes:

- "In this beautiful environment, we learned a lot about Coco Chanel's incredible life. The class has been so delightful!" — *Au pair from Argentina*

- "The class was very fulfilling and taught me a lot not only about art but a lot about myself!" — *Au pair from England*

- "The teacher is very enthusiastic and committed to her work, that makes me think this is not work for her because she enjoyed it so much. It was a great class and experience." — *Au pair from Mexico*

For more information, visit **spcs.richmond.edu/noncredit/programs/aupair** or contact Senior Program Manager Mary Catherine Raymond at **mraymond@richmond.edu**.

STEPS
Strategies & Techniques for Enhancing Performance & Skills

Our STEPS to Success program provides high school students guidance and direction in the complex process of college and career selection and preparation. We offer three main areas of focus:

- PSAT, ACT, SAT Preparation (Weekend and Weeklong Summer Workshops)

- Choosing a College and Choosing a Career

- The College Edge (college application portfolio assistance)

We also offer additional courses, including an exclusive program in partnership with CodeVA. To learn more, visit **spcs.richmond.edu/steps2success** and contact Senior Program Manager Mary Catherine Raymond at **mraymond@richmond.edu**.
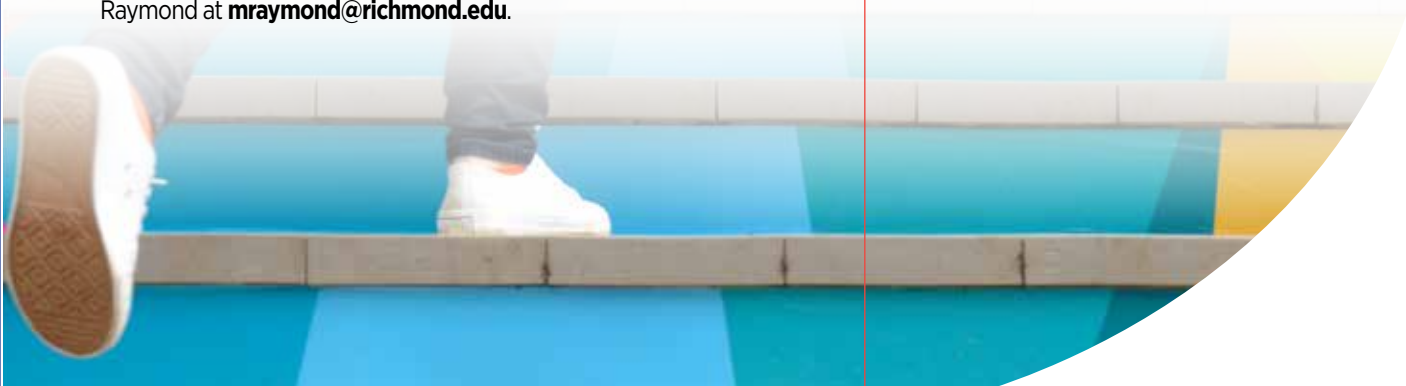
SAT Prep
- **February 29-March 1**
- **April 4-5**
- **May 16-17**

ACT Prep
- **March 22-29**

Code VA Robotics
- **February 16-April 26**

JACKSON KNOX, '12
Expresses His Passion for Politics by Running for Office

At SPCS many students go looking for opportunity, but for others opportunity comes knocking — or in the case of Jackson Knox, '12, it comes advertising.

Two years after graduating from the University of Richmond in 2012 with a BA in Philosophy, Politics, Economics & Law, Knox began working as the Outreach Coordinator for the University of Richmond Bookstore. As a UR employee, Knox was eligible for tuition remission at SPCS where he was able to earn his Political Campaign Management Professional Certificate free of charge in the fall of 2018. Knox discovered the program through an online advertisement.

The Political Campaign Management Professional Certificate consists of six modules completed over the course of a 15-week semester. Knox found the program as "very rewarding" and said his participation gave him both the knowledge and confidence to launch his own campaign for the Henrico County School Board in the Brookland District this past election season.

Although Knox lost the election, he earned 42 percent of the votes in his loss to Kristi Briggs Kinsella. He emphasizes that he is "not discouraged at all by losing." Knox explained that the campaign was successful considering the challenges he faced as a young candidate who had lived in the district for only six years. The support he received and the community connections he was able to make reflect the impact of his campaign.

Knox has reason to consider his campaign a success beyond earning over 40 percent of the vote. "It's not everyday where you can have a 29-year-old African American millennial male run for office," he said. With a nod toward to future, he added, "I hope I can serve as an example for other young people to get involved in the process and to really take the torch."

During his time at SPCS, Knox met a number of people who influenced the success of his campaign. Program coordinators and instructors Garrett Stern, Fred Asbell and George Chieffo put together and instructed the program, and Knox said without their guidance he would not have had the confidence to step onto the playing field.

Knox also met his campaign manager, Edwuan Whitehead, at SPCS. Knox referred to Whitehead and his communications director Matt Yakob as his "backbone" during the campaign.

Knox plans to continue his political career. "I'm thrilled to see what other opportunities are in store." As he reflects on his experience of running for office, he shares what he's learned. "I'm glad I didn't hesitate, and I'm glad I at least took a shot and took a risk."

Political Campaign Management

Learn more about the Political Campaign Management program at **spcs.richmond.edu/campaign**.

Learn about our Grassroots Lobbying & Advocacy Professional Certificate, ideal for those interested in organizing grassroots advocacy efforts. Visit **spcs.richmond.edu/grassroots** for more information.

HOME-BASED
Business Bootcamp

Are you a first time entrepreneur looking to learn the steps needed to take to bring your business ideas to life? Join us for our first Home-Based Business Bootcamp this spring. You'll learn the steps and skills to create and develop a home-based small business through writing your own business plan as well as learning how to market your new business.

This program offers a practical hands-on approach to developing a small home-based business. Prominent Richmond business leaders and owners will be featured as guest speakers sharing their experience and expertise. The learning environment for this course will allow students to write their business plan and practice a creative problem-solving approach toward making their business a reality.

The objective of the **Home-Based Business Bootcamp** is to help enrollees make decisions: to start a home business now, to delay starting a home business, or not to start a home business at all.

Topics include the major financial, legal, marketing, time management, and planning fundamentals of small business entrepreneurship taught over four modules:

• Legal Components to Starting a Business

• Financial Planning for Success

• Marketing Basics for Small Business

• Time Management & Entrepreneur Mindset

Each module contains two sessions. The first session includes essential concepts, practical application of those concepts, and activities to engage learners with the topic. The second session features guest speakers from the Richmond business community with entrepreneurial successes. Students will develop segments of a business plan in each session and present their completed plans in the final session.

Classroom learning will be augmented by certain brief assignments prior to classes including relevant reading, writing, or viewing.

Registration opens January 2020.

IOP CERTIFICATE EARNER KATIE MOORE
Uses Continuing Education to Give Back

Katie Moore is a graduate of the Grant Writing Institute at the Institute on Philanthropy (IOP), a program of SPCS. Through her continued studies, Moore gained professional knowledge of philanthropic giving and became the Major Gifts & Campaign Manager at United Methodist Family Services (UMFS) where she works to secure gifts of $5,000 or more.

UMFS is a nonprofit agency that helps high-risk children and families. The organization provides foster care and adoption, residential treatment, special education and community-based programs and services.

In an interview, Moore explained that she has always been involved in fundraising. She began her work at UMFS in 2012 as the Development Manager — her first venture into the professional world of fundraising — and continued to become the Major Gifts & Campaign Manager in 2016. During this time, Moore decided to enroll in the Grant Writing & Management Certificate program at IOP.

She decided to continue her education because she recognized a skills gap. "I knew that I needed that foundation and structure so that I could be the best worker that I possibly could be in fundraising," she explained.

The Institute on Philanthropy offers courses that are well-suited to people from a variety of backgrounds in fundraising, from those just entering the profession to more seasoned professionals. IOP instructors are experienced in the field, giving them insight into the real world challenges their students will face. In this way, IOP instructors are better able to teach their students how to implement the best practices at their own organizations.

These program attributes gave Moore the knowledge to grow and succeed in her position at UMFS. She shared her appreciation for the program during her interview.

"There is huge potential in your career development and in your professional development," she stated, addressing fellow fundraising seeking continuing education. "This institute is going to help you be able to succeed and to be able to grow and learn on a variety of different topics that are going to help you be successful at your job," she concluded.

Upcoming IOP Institutes

IOP-AFP CFRE Refresher Class:
February 27-28, 2020

Grant Writing Institute:
May 4-8, 2020

Planned Giving:
Spring 2020 TBA

Fund Development:
Summer 2020 TBA

Strategic Communications:
Summer 2020 TBA

Learn more:
spcs.richmond.edu/iop

UNIVERSITY OF RICHMOND

Institute on Philanthropy

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Special Programs Building
490 Westhampton Way
University of Richmond, VA 23173

CODING BOOT CAMP
Student's Skills Bolstered beyond Zeros & Ones

For John Blackwell, the rigors of a career in the hospitality industry were getting old. He was tired of working nights and weekends. He felt there was no more room for professional growth. And to top things off, he had just proposed to his girlfriend and was eager to start what he calls an "adult life." When his future mother-in-law sent him a link to an article about UR Coding Boot Camp, he took it as a sign and signed up.

"I felt like this was exactly what I needed to start a career in a new field," he said.

From the moment he stepped foot in the classroom, Blackwell dove headfirst into the coursework. After spending several years working as a banquet manager at an elite social club, it was exciting to be doing something totally different.

What he loved most was the way the lessons built on one another, making him feel a real sense of progress.

"You spend so much of the boot camp learning how to further yourself," Blackwell said. "You're not just coding, you're becoming more independent and self-reliant."

The Trilogy career services team also helped him become more confident when applying for jobs. They gave him the tools he needed to tune up his resume and track applications, which was handy considering it had been a while since his last job hunt.

Blackwell found the opportunity with his current position on a public Slack channel; a tool he discovered through the boot camp. He maximized his opportunity with the interview, and started his brand new software engineering job in July of last year.

And just three months after graduating, to keep his life-changing experiences rolling, he got married. "The wedding was a huge success, and I love my new job," he said. "Now, my wife and I can actually spend time together. It was a lot of work, but it was all worth it."

Learn More about UR Boot Camps

Web Coding:
spcs.richmond.edu/ codingbootcamp

Data Analytics:
spcs.richmond.edu/ databootcamp

Cybersecurity:
spcs.richmond.edu/ cyberbootcamp