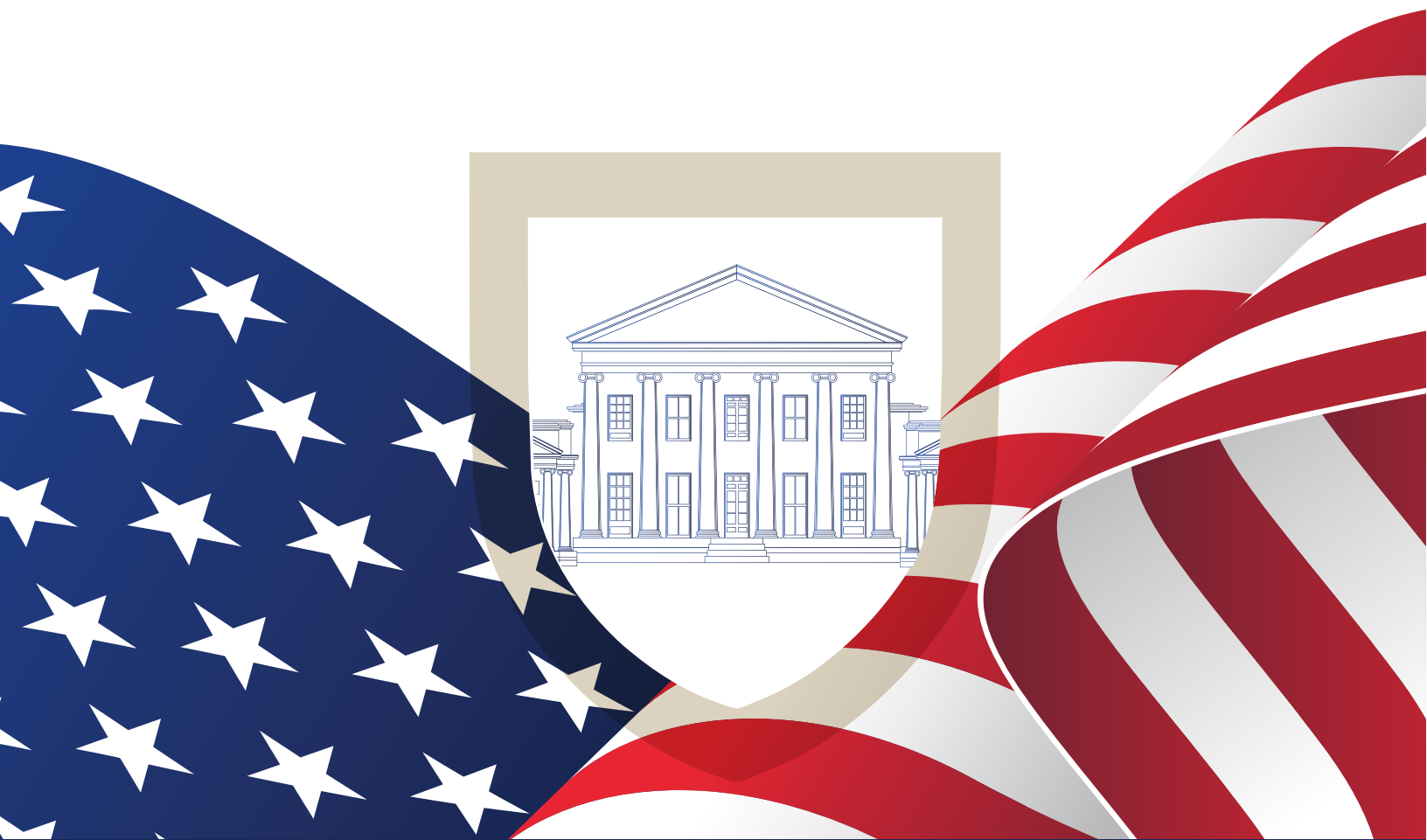


THINK AGAIN

SUMMER 2018

Our new Political Campaign Management Professional Certificate begins in August

Applications accepted starting April 10.



RICHMOND
School of Professional
& Continuing Studies™

PLUS TONS OF CLASSES IN 20 OTHER TOPIC AREAS

Letter from the Staff

If you're a regular subscriber to the Think Again brochure, you know our professional education and lifelong learning programs continually evolve, responding to the learning needs of the Richmond community.

You'll notice that our Brewing Education program had added a Professional Brewing Series, focused on providing professional education experiences for the growing Richmond craft brewing industry.

You'll recognize new programming like our professional certificate program in Political Campaign Management, focusing on Richmond's standing as capital of the Commonwealth and a hotbed of political campaign activity.

You'll see that programs like our Beer Brewer Professional Certificate and our UR Coding Boot Camp continue to recruit and fill cohorts, meeting the needs of Richmond's craft brewing and high-tech industries.

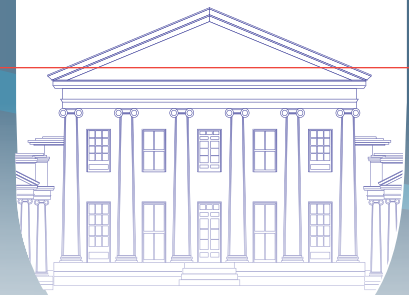
And you'll continue to register using our new online registration system.

What hasn't changed is our commitment to meeting the educational needs of Richmond's working professionals and learners of all ages. We invite you to — well, think again — about how the School of Professional & Continuing Studies can meet your professional education and lifelong learning needs.

Looking for more? Drop us a line at spcs@richmond.edu and let us know how we can meet your professional development and personal enrichment needs.

SUMMER 2018 CLASS LISTING

LOOK INSIDE this issue for a 4-page insert of the monthly schedule of classes for the months of May to August.



Applications open April 10

Political Campaign Management Professional Certificate

Earn a professional certificate in Political Campaign Management. Our newest professional education program is designed for accomplished or aspiring individuals interested in influencing the local, state, or national political landscape. From crafting a preliminary campaign plan through executing a Get Out the Vote (GOTV) operation, this intensive certificate program will teach students the essential skills required to manage all aspects of a winning political campaign.

As a nonpartisan program featuring instructors and guest speakers from both sides of the aisle, the Political Campaign Management professional certificate program will focus on ethical campaigning and producing professionals who raise the discourse of our politics. Students will gain the expertise and knowledge fundamental to campaign management, from conducting oppositions research, to building political coalitions, to creating a relevant policy platform that resonates with voters.

Certificate holders will leave the 15-week program with the skills needed to step into campaign senior staff roles, in any discipline.

Who Should Enroll?

- Political and social activists
- Aspiring political consultants
- Aspiring campaign professionals
- Aspiring politicians
- Career switchers looking to enter the political campaign field
- Campaign professionals looking to take the next step in their careers

- Campaign volunteers looking to make the switch to campaign management
- Recent college graduates looking for an additional credential

Details

- 6 modules and a group capstone project
- Dates: Tuesday and Thursdays, August 28–December 13
- Cost: \$2,995 – Special Inaugural Price
- Course instructors will include Democratic and Republican political professionals with experience working in campaigns, government, and private consulting on the local, state, and national levels.

Modules

- Module 1 – Political Behavior
- Module 2 – The Contemporary American Electoral System
- Module 3 - Campaign Management
- Module 4 – Campaign Finance and Ethics
- Module 5 – Political Communications
- Module 6 – Direct Voter Contact and the Ground Game

Apply online: spcs.richmond.edu/campaign

Professional Certifications

UR Coding Boot Camp

The next UR Coding Boot Camp, offered in partnership with Trilogy Education Services, begins July 2018. The 24-week full stack program prepares students to become web developers and is offered on a part-time basis with convenient evening and weekend sessions tailored to the needs of working adults and full-time students.

The curriculum incorporates a blend of high-demand technologies, computer science fundamentals, and career services to prepare students to succeed on job interviews. Students also build a robust portfolio of web applications to showcase their skills to potential employers. The program of study is optimized for the Richmond market, meaning students who complete UR Coding Boot Camp will be ready for local jobs. Better yet, no coding experience is required.

To start the application process to join the next boot camp, complete an inquiry form online.

codingbootcamp.richmond.edu/learn

Take your brewing knowledge to the next level

Our new Professional Brewers Series builds on skills and techniques covered in the Beer Brewer Professional Certificate. The series is designed to provide professional educational experiences for the growing Richmond craft brewing industry. Students will have the opportunity to learn specialized fields of knowledge that local brewing experts have forged through years of experience in the industry.

We continue to grow our professional development opportunities for the craft brewing industry of Virginia. The series features a rotating selection of classes and certifications, which vary throughout the year. Examples include:

- Distribution
- Draught system management
- Beer recipe creation/formulation
- Advanced brewing processes (like mixed fermentation and barrelling)



Looking to kick start your career in the craft brewing industry? There's still time to join the fall 2018 cohort of the next Beer Brewer Professional Certificate Program. Classes start in October.

spcs.richmond.edu/brewer



Earn your personal fitness trainer certification at UR

Our Personal Fitness Trainer certification program, in partnership with W.I.T.S., is an NCCA accredited program that can lead to the Certified Personal Trainer designation. Our 60-hour program includes 15 hours of lecture, 15 hours of practical training and a 30-hour internship.

The program covers topics including biomechanics, exercise physiology, fitness testing, equipment usage and health assessment. W.I.T.S., the instructional provider, is the only major certifying body in the country providing comprehensive practical training and internship components.



spcs.richmond.edu/fitness

Build your second-language proficiency — or add a third or fourth!

Our language programs continue to expand within and across languages. Whether you're seeking to communicate more effectively with a growing Spanish-speaking population or to get to know members of our deaf community by learning ASL, we have your language study needs covered. We can help you prepare for a proficiency examination, prepare you for an upcoming international trip or improve your language fluency with conversational practice.

We offer English for speakers of other languages (ESOL), including exam preparation for TOEFL and cultural enrichment programs developed especially for international au pairs who may be non-native English speakers. We also offer courses in global languages like Spanish, French and Italian, along with American Sign Language (ASL).



We can also provide custom language training and U.S. cultural experiences for your organization. Contact us at spcs@richmond.edu to learn more.

spcs.richmond.edu/language

Earn Personal Credentials

Learn In Class or Online

Earn professional development hours toward teacher re-licensure

This summer, we're expanding our non-degree professional development opportunities. We're offering our 3-day Dyslexia Seminar again in June, and we're adding a new 2-day seminar, Social Justice for Educators 101, in July.

Our Dyslexia Seminar for K-12 teachers includes research, insight on the challenges and strengths of dyslexics, a simulation, a demonstration of multi-sensory language instruction, and an opportunity to hear from dyslexic students.

Our new Social Justice for Educators 101 seminar for K-12 teachers examines social, political and economic inequality through the lens of institutional power, socialization and oppression.

These non-degree seminars earn hours that can be applied toward Virginia Department of Education re-licensure. Each seminar also offers a separate opportunity to earn 3 semester hours of graduate credit that includes the seminar experience as part of the broader graduate class content.

summer.richmond.edu/educators




Earn certificates online on your schedule

Through our partnership with the Learning Resource Network (LERN), we're pleased to offer a number of online certificate programs in such fields as eMarketing, Communications & Writing and Management & Administration.



Students we welcome to register for one or more classes in a certificate program individually, or to register for all courses in the certificate for a discounted rate.

All LERN certificates are issued by the University of Richmond. Online certificate classes are offered asynchronously, meaning students log on and participate as their schedule allows. Students must fully participate in online classes to earn satisfactory assessments and certificates.

If you need a flexible opportunity for professional education, consider one of our LERN certificate programs. Look for the certificate icon  throughout the list of classes to register for certificates.

spcs.richmond.edu/thinkagain

STEM

Youth Summer Academies

This summer, keep the mind sharp and explore new horizons through our new two-week Youth Academies. These unique opportunities for elementary- and middle-school students offer enrichment in partnership with Little Scholars. For 1st-4th graders, Science Extravaganza explores the world of science through discovery missions, engaging experiments, and out-of-this-world encounters. This introductory STEM-based curriculum will enhance science knowledge through a variety of age-appropriate activities. Designed for rising 5th-8th graders, Community and Leadership presents entrepreneurship, public speaking, civic involvement, and community outreach opportunities to channel a desire to have a positive impact on the world. Topics will include business basics, interviewing skills, community connections, marketing, debating, and more.

spcs.richmond.edu/youth

Choosing Your Direction

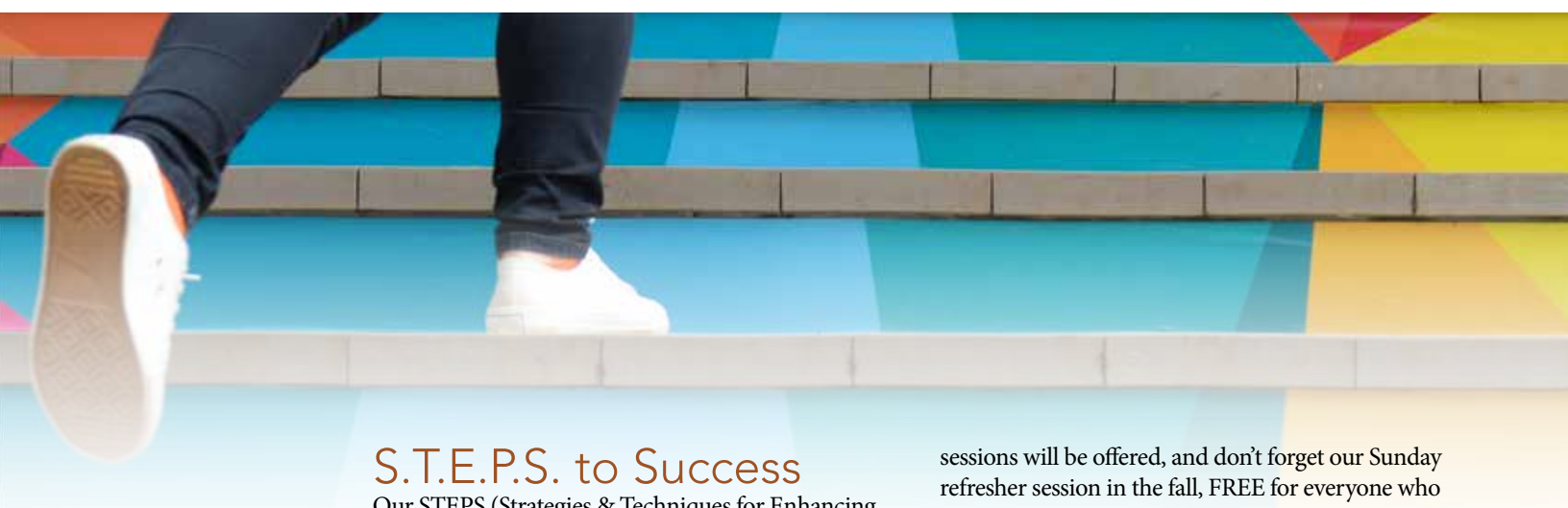
Planning what to do after high school can be daunting. This summer we'll be offering two interactive workshops to help teenagers prepare for the road ahead. Choosing a Career Path offers guidance toward determining what occupations and college majors might be right for you. Learn how your interests fit into career families, and then identify what possible occupations are related. Choosing a College can help take the anxiety out of deciding among options and trying to understand the requirements needed to get in. The process can be a fun and exciting experience if you have the tools and knowledge needed to help you narrow down your options and make a decision. Both courses are designed for rising 9th-12th grade students.



spcs.richmond.edu/noncredit >
Select College & Career Preparation

Academic & Career Prep

Special Programs Building
University of Richmond, VA 23173



College Prep

S.T.E.P.S. to Success

Our STEPS (Strategies & Techniques for Enhancing Performance and Skills) to Success program continues with special summer sessions. This August will see the first SAT offered in that month, and we have the workshops to prepare you for it.

The popular four-day SAT Prep Workshops cover Math, Reading, and the Writing/Language subject areas as well as an introduction to the Essay. Learn the essential tools for being best prepared for each of the major categories of the SAT. Tuition includes books, materials, and lunch daily.

Our specially-designed SAT Prep Focus Sessions provide intensive practice and review of the critical subject areas. Learn helpful tips for tackling the various questions, including elimination techniques and timing strategies. Both Math and Reading/Writing focus














sessions will be offered, and don't forget our Sunday refresher session in the fall, FREE for everyone who registers for a summer course.

Make the most of your summer to get ready for next fall and beyond!















spcs.richmond.edu/steps2success

SUMMER 2018 THINK AGAIN CLASS LISTING







































Some of these classes are open throughout the term so be sure to check our online schedule at spcs.richmond.edu/ta for more details.  = Online classes.

Category	Title	Start	Fee	
 MAY				
Arts & Design	Curb Appeal for the Home	May 5	\$149	
	Breakfast at Tiffany's: Art & Film Exploration	May 11	\$295	
Brewing Education	Barrel Works for Brewers	May 7	\$299	
	Draught Beer Systems and Quality Certificate	May 20	\$299	
College & Career Preparation	Professional & Social Etiquette	May 5	\$85	
	Revitalizing Your Resume and Improving ...	May 6	\$35	
	Personal Fitness Trainer Certification	May 13	\$749	
	S.T.E.P.S. to Success S.A.T. Prep	May 19	\$215	
	Networking, LinkedIn, and Other Job...	May 20	\$35	
Communication & Writing	LERN Certificate in Designing Webinars	May 7	\$345	
	LERN Effective Copywriting	May 7	\$195	
	LERN Photoshop for Presentations	May 7	\$195	
eMarketing	Social Media Workshop (online)	May 1	\$199	
	LERN Boosting Your Website Traffic	May 7	\$195	
	LERN Content Marketing	May 7	\$195	
	LERN Creating Cell Phone Apps for Your...	May 7	\$245	
	LERN Facebook for Business	May 7	\$245	
	Social Media Workshop	May 12	\$199	
Home-Based Business	Business Strategies for Getting More Done...	May 5	\$175	
	LERN Intermediate Data Analysis	May 7	\$195	
Languages & Cultural Studies	American Sign Language II	May 1	\$120	
	Professional & Social Etiquette	May 5	\$85	
	Breakfast at Tiffany's: Art & Film Exploration	May 11	\$295	
	English: Nuances of American English, Ya'll	May 13	\$60	
Management & Administration	LERN Project Management Processes	May 7	\$195	
Personal Wellness	Personal Fitness Trainer Certification	May 13	\$749	
	Wilderness and Remote First Aid	May 19	\$175	
Teaching & Instruction	LERN Designing Online Instruction	May 7	\$195	
Test Preparation	S.T.E.P.S. to Success S.A.T. Prep	May 19	\$215	
Youth	S.T.E.P.S. to Success S.A.T. Prep	May 19	\$215	

JUNE

Arts & Design	Photography: Summer on the James	June 18	\$250	
	Watercolor Finesse	June 19	\$245	
	Watercolor for Middle/High School ...	June 25	\$225	
Brewing Education	Mixed Fermentation Brewing	June 4	\$299	
Communication & Writing	LERN Business Writing	June 4	\$195	
	LERN Certificate in Business Writing	June 4	\$495	
	LERN Certificate in Presentation Media	June 4	\$495	
	LERN Certificate in Workplace Communication	June 4	\$595	
	LERN Conflict Management	June 4	\$245	
	LERN Infographics	June 4	\$195	
eMarketing	LERN Digital Marketing Certificate	June 4	\$495	
	LERN Google Analytics	June 4	\$195	
	LERN Improving Email Promotions	June 4	\$195	
	LERN Inbound Marketing Certificate	June 4	\$495	
	LERN Introduction to Inbound Marketing	June 4	\$195	
	LERN Introduction to Mobile Marketing	June 4	\$195	
	LERN Introduction to Social Media	June 4	\$195	
	LERN Managing Social Media Platforms...	June 4	\$495	

C2

Category	Title	Start	Fee	
				
	LERN Mastering Video Marketing	June 4	\$395	
	LERN Mobile Marketing Certificate	June 4	\$595	
	LERN Podcasting	June 4	\$245	
	LERN Social Media for Business Certificate	June 4	\$495	
	LERN Twitter	June 4	\$195	
	LERN Video Marketing	June 4	\$245	
Home-Based Business				
	LERN 21st Century Strategies for Productivity	June 4	\$195	
	LERN Certificate in Data Analysis	June 4	\$495	
	LERN Introduction to Data Analysis	June 4	\$195	
IT, GIS & Coding				
	LERN Certificate in Basic Game Design	June 4	\$395	
	LERN Certificate in Web Design	June 4	\$595	
	LERN Introduction to 3D Printing	June 4	\$195	
	LERN Introduction to Game Design	June 4	\$245	
	LERN Introduction to Web Design	June 4	\$245	
	LERN WordPress Certificate	June 4	\$495	
Languages & Cultural Studies				
	Italian Level I	June 5	\$265	
	Italian Level II	June 6	\$265	
	Spanish Summer Session	June 6	\$65	
	The Woman That I Am: 20th Century ...	June 12	\$55	
	Watercolor Finesse	June 19	\$245	
Management & Administration				
	LERN 21st Century Strategies for Productivity	June 4	\$195	
	LERN Business Coaching Certificate	June 4	\$395	
	LERN Certificate in Customer Service	June 4	\$245	
	LERN Certificate in Leadership Development	June 4	\$395	
	LERN Certificate in Project Management	June 4	\$495	
	LERN Change Management Skills	June 4	\$195	
	LERN Introduction to Project Management	June 4	\$195	
	LERN Keys to Customer Service	June 4	\$145	
	LERN Leadership Principles	June 4	\$145	
	LERN Management Boot Camp	June 4	\$295	
	LERN Management Certificate	June 4	\$595	
	LERN Onboarding New Employees	June 4	\$195	
	LERN Productivity & Time Management Certificate	June 4	\$595	
	LERN Supervisory and Leadership Certificate	June 4	\$395	
Personal Finance				
	LERN Retire Rich: Smart Steps for 20 and 30...	June 4	\$195	
Personal Wellness				
	Child Care Fundamentals	June 9	\$75	
Sustainability & Environment				
	LERN LEED v4 Green Associate Exam Prep &...	June 4	\$695	
Teaching & Instruction				
	LERN 3D Printing for Educators Certificate	June 4	\$345	
	LERN Advanced Teaching Online	June 4	\$195	
	LERN Certificate in Online Teaching	June 4	\$495	
	LERN Certified Online Instructor Program (COI)	June 4	\$795	
	LERN Introduction to 3D Printing	June 4	\$195	
Youth				
	Child Care Fundamentals	June 9	\$75	
	Art Explorations with Young Rembrandts...	June 25	\$225	
	Bricks4Kidz / Broken Wing Enterprises Combo...	June 25	\$550	
	Drama Kids	June 25	\$525	
	Little Scholars...Amazing Adventures/Olympic	June 25	\$525	
	Little Scholars...National Treasure Hunt	June 25	\$525	
	Little Scholars...National Treasure Hunt	June 25	\$525	
	Watercolor for Middle/High School...	June 25	\$225	



























JULY

Arts & Design

Million Dollar Mermaid Art & Film Exploration	July 6	\$295
Watercolor for Middle/High School ...	July 23	\$225

College & Career Preparation

S.T.E.P.S. to Success SAT Summer Prep	July 9	\$375
Career Renovation: Making Career Transitions	July 14	\$70
S.T.E.P.S. to Success SAT Summer Prep	July 16	\$375
Revitalizing Your Resume and Improving...	July 22	\$35
Networking, LinkedIn, and Other Job Search...	July 29	\$35

Category	Title	Start	Fee	
				
Communication & Writing	S.T.E.P.S. to Success SAT Summer Prep	July 29	\$375	
	S.T.E.P.S. to Success SAT Summer Prep	July 30	\$375	
eMarketing	LERN Certificate in Designing Webinars	July 2	\$345	
	LERN Designing Successful Webinars	July 2	\$195	
	LERN Effective Copywriting	July 2	\$195	
	LERN Negotiation: Get What You Want	July 2	\$195	
	LERN Photoshop for Presentations	July 2	\$195	
	LERN Self Publishing eBooks	July 2	\$195	
Home-Based Business	LERN Boosting Your Website Traffic	July 2	\$195	
	LERN Content Marketing	July 2	\$195	
	LERN Creating Cell Phone Apps for Your Business	July 2	\$245	
	LERN Facebook for Business	July 2	\$245	
	LERN Marketing Using Social Media	July 2	\$195	
	LERN YouTube for Business	July 2	\$245	
IT, GIS & Coding	LERN Intermediate Data Analysis	July 2	\$195	
	LERN Productivity eTools	July 2	\$245	
Languages & Cultural Studies	LERN 3D Printed Science and Math	July 2	\$195	
	LERN Intermediate Video Game Design	July 2	\$245	
	LERN Intermediate Web Design	July 2	\$245	
Management & Administration	Million Dollar Mermaid Art & Film Exploration	July 6	\$295	
Personal Wellness	LERN Collaborative Management	July 2	\$245	
	LERN Developing Your Leadership Skills	July 2	\$145	
	LERN Extraordinary Customer Service	July 2	\$145	
	LERN Productivity eTools	July 2	\$245	
	LERN Project Management Processes	July 2	\$195	
Teaching & Instruction	Child Care Fundamentals - Summer Course	July 9	\$250	
	Meditation I - Mindfulness with a Purpose	July 27	\$125	
Test Preparation	LERN 3D Printed Science and Math	July 2	\$195	
	LERN Designing Online Instruction	July 2	\$195	
	Social Justice Education 101	July 17	\$250	
	Dyslexia Seminar for Educators	July 23	\$325	
Youth	S.T.E.P.S. to Success SAT Summer Prep	July 9	\$375	
	S.T.E.P.S. to Success SAT Summer Prep	July 16	\$375	
	S.T.E.P.S. to Success SAT Summer Prep	July 29	\$375	
	S.T.E.P.S. to Success SAT Summer Prep	July 30	\$375	
	Art Explorations with Young Rembrandts...	July 9	\$225	
	Bricks4Kidz / Broken Wing Enterprises Combo...	July 9	\$550	
	Child Care Fundamentals - Summer Course	July 9	\$250	
	Drama Kids	July 9	\$525	
	Little Scholars...Dino Discovery	July 9	\$525	
	Little Scholars...Writers' Lab/Public Speaking	July 9	\$525	
	Little Scholars...CSI Detectives	July 9	\$525	
	S.T.E.P.S. to Success SAT Summer Prep	July 9	\$375	
	adventURes: Summer Adventures ...	July 16	\$575	
	Little Scholars...From Garden to Spoon	July 16	\$525	
	Little Scholars ...Out of this World Mania	July 16	\$525	
	Little Scholars...Think Tank	July 16	\$525	
	S.T.E.P.S. to Success SAT Summer Prep	July 16	\$375	
	Shakespeare for Youth	July 16	\$225	
	Young Rembrandts Art and Broken Wing...	July 16	\$550	
	Bricks4Kidz / Broken Wing Enterprises...	July 23	\$550	
	Little Scholars...Comic Creations	July 23	\$525	
	Little Scholars...Green Thumb Club	July 23	\$525	
	Little Scholars...World of Wizards	July 23	\$525	
	Watercolor for Middle/High School...	July 23	\$225	
	S.T.E.P.S. to Success SAT Summer Prep	July 29	\$375	
	Art Explorations with Young Rembrandts...	July 30	\$195	
	Intro to Martial Arts	July 30	\$250	
	S.T.E.P.S. to Success SAT Summer Prep	July 30	\$375	
	Summer Academy: Community and Leadership	July 30	\$950	
	Summer Academy: Science Extravaganza	July 30	\$950	



Category

Title

Start

Fee



AUGUST

Arts & Design

Maud Lewis Art & Film Exploration	August 3	\$295
Watercolor for Middle/High School...	August 6	\$225

College & Career Preparation

Choosing a Career Path	August 4	\$60
S.T.E.P.S. to Success SAT Summer Prep	August 6	\$375
Choosing a College	August 11	\$35

Communication & Writing

LERN Graphic Design for Visual Presentations	August 6	\$195	
LERN Managing & Marketing Webinars	August 6	\$195	
LERN Using Personality Profiles for Better...	August 6	\$295	
LERN Writing News and Press Releases	August 6	\$195	

eMarketing

LERN Advanced Inbound Marketing	August 6	\$195	
LERN Advanced Mobile Marketing	August 6	\$245	
LERN Integrating Social Media In Your...	August 6	\$195	
LERN LinkedIn for Business	August 6	\$195	
LERN Online Advertising	August 6	\$195	

Home-Based Business

LERN Advanced Data Analysis	August 6	\$195	
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IT, GIS & Coding

LERN Advanced Web Design	August 6	\$245	
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Languages & Cultural Studies

Music of the Sixties: A Historical Tour...	August 1	\$125
Maud Lewis Art & Film Exploration	August 3	\$295

Management & Administration

LERN Developing Your Professional Career	August 6	\$145	
LERN Managing Generations in the Workplace	August 6	\$175	
LERN Managing Productivity	August 6	\$245	
LERN Project Management Knowledge Areas	August 6	\$195	

Personal Wellness

First Aid and AED: Infant, Child, Adult	August 4	\$75	
LERN Stress Management	August 6	\$145	

Teaching & Instruction

LERN Fostering Online Discussion	August 6	\$195	
LERN The Flipped Classroom	August 6	\$195	

Test Preparation

S.T.E.P.S. to Success SAT Summer Prep	August 6	\$375
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Youth

Choosing a Career Path	August 4	\$60
Art Explorations with Young Rembrandts...	August 6	\$225
Bricks4Kidz - Brick City Engineers/Remote...	August 6	\$525
Championship Chess and Broken Wing...	August 6	\$550
Championship Chess for Youth	August 6	\$225
S.T.E.P.S. to Success SAT Summer Prep	August 6	\$375
Watercolor for Middle/High School ...	August 6	\$225
Choosing a College	August 11	\$35