

HOT PICKS FOR PROFESSIONAL DEVELOPMENT  
LERN Conference, 11/15/07  
Roundtable

Program	Audience	Promotion	Why Hot?
Project Management Skills Soft Cheetah (San Diego State Univ)	Industry and employer driven  Consider getting program certified through PMI	Face-to-Face- customized version On-line	Industry driven Presented as one whole course
Certified Financial Planner (CFP) Taught by Professors --Very Difficult to become certified to teach it NSU Northeastern State University	Financial Planners Insurance Agents Banking Industry	--Custom Curriculum Six Modules Credit/NonCredit --Meet and Greet Networking	High PM Know Pass Rates, can market success
PHR And SPHR Certification Prep 12 wks/1module Central Community College NE	HR Professionals Manufacturing Industry	w/local HR chapters and associations	Reasonable price
HR Essentials 2 module class/4 wks Helps move to PHR/SPHR	See above	Credit/noncredit	
Computer Certificates	Professional Brush Up Skills Skill upgrading	Non-credit Catalog	High OM Good average class size
Computer Programs		Break up into professional development series; shorter in length; higher priced	Higher return
CCI Partnership EKG Technician San Diego State Univ.  Pharmacy Tech Dental	Skill upgrading Career development for health care	Face-to-Face On-line --CCI Partnership helps with instruction procurement; marketing --Orientations, free to recruit	Sit for State Board Good average class size

--Indoor Environmental Quality  New Mexico	Companies Day Care	Partner with State/Fed Govt./DH	Customized class to open enrollment
--Spanish	Government employees		
--Computers for Spanish Speaking	Foreign Speaking Industry	Instructor to Market	Slow to start Instructor to market
--Blueprint Reading for Spanish Speaking	Foreign Speaking Industry	Engineer teaching	
--Welding for Spanish Speaking	Foreign Speaking Industry		
--Food Service/Sanitation Spanish Speaking	Foreign Speaking Industry		
--Small Business for Foreign Speaking --How to Start Your Own Business			NEW
--Accent Reduction Classes  San Diego State University	Industry driven Custom developed curriculum	Outreach to Community	Popular
Stepping Up to Manager  Whatcom Community College	Employees moving to management; Skill upgrading	10 Modules --Open enrollment catalog --Customized training offering --Divided between two terms; versus all 10 weeks one term	Growing in enrollment; Discount if they sign up for the certificate
Certificate in Ethanol Production Nebraska	Developing workforce	Basics of working in the industry	State funding assisted
Lunch and Learns Tech College Wisconsin	Professionals in from community	--Series of LEAN topics/management --Promotion strategy to increase traffic	
Conferences— Training & Development	HR Professionals	--timely topic series --two-hour	Marketing strategy to get people in and exposure to

Exchange San Diego		presentation --very interactive	offerings 40-60 people turnout
Administrative Professionals Conference  University of North Florida, CE	Office staff Admin assistants	Survey Past participants Set up breakout sessions Exhibitors Café sessions IAP Association --Marketed to all office staff area	800 people \$195
Silk Painters International Conference	Members in the art Members in the association	--Every other year 8-9 days --CE Classes in catalog w/teachers provided by association --partner on marketing	\$495 \$120/day
Homeland Security Series of Conferences		--police, fire, emergency partners	
Railway Security Conference			
Infrastructure Security/Safety Conference  Middlesex Community College, Boston			
Emergency Contingency Planning			