

Spring and Summer 2011

Workplace Skills

Workshops to develop your career and business talents



**Business Writing
and Editing**



**Workplace
Communication**



**Publication
and Web Design**



Continuing Studies

UNIVERSITY OF WISCONSIN-MADISON

www.dcs.wisc.edu/pda/workplace

Business Writing and Editing

www.dcs.wisc.edu/pda/writing

These workshops take place at the Pyle Center, 702 Langdon St., on the UW-Madison campus. Check-in begins at 8:30 am. The workshops meet from 9 am to 4 pm, with a lunch break at a time determined by the instructor. Check electronic bulletin board across from reception desk for room number upon arrival.



Back to Basics: Grammar, Punctuation and Writing Review

Instructor: Sharon Van Sluijs

Section 1: Wednesday, March 9, 9 am–4 pm

0.6 CEU, \$150, Program #7047

Section 2: Wednesday, June 22, 9 am–4 pm

0.6 CEU, \$150, Program #7060

Good basic writing skills can help you be more successful in your job. This workshop is a refresher of standard English conventions that if used consistently are likely to produce clear communication.

E-Mail in the Workplace: Conventions and Caveats

Instructor: Sharon Van Sluijs

Wednesday, May 4, 9 am–4 pm

0.6 CEU, \$150, Program #7062

E-mail at work is a convenient and useful tool that helps you communicate with co-workers and clients fast. But it can also foster misunderstanding and inflame emotions. In this one-day workshop we examine the strengths, weaknesses and dangers of e-mail. We analyze conventions, formal versus informal writing styles, and other guidelines you can use to harness and control this powerful tool.

Business Writing and Editing

www.dcs.wisc.edu/pda/writing

Proofreading and Copyediting

Instructor: Gerry Max

Section 1: Tuesday, March 1, 9 am–4 pm

0.6 CEU, \$150, Program #7050

Section 2: Monday, June 6, 9 am–4 pm

0.6 CEU, \$150, Program #7051

This workshop teaches you how to eliminate embarrassing mistakes and achieve a polished writing style. Learn to mark errors with proofreaders' symbols and to justify changes when working with writers. We also introduce the best reference tools for editing. Note: This is not a computer-based workshop.

Workplace Writing

Instructor: Sharon Van Sluijs

Section 1: Wednesday, March 16, 9 am–4 pm

0.6 CEU, \$150, Program #7055

Section 2: Tuesday, June 28, 9 am–4 pm

0.6 CEU, \$150, Program #7061

Learn some tips for improving your memos, manuals and reports in this one-day workshop. We focus on 10 ways to improve your writing, include a brief grammar review, and discuss how to create flow, avoid faulty arguments and bias, and win the reader's approval.

Writing Good Sentences: Editing for Clarity and Conciseness

Instructor: Gerry Max

Section 1: Wednesday, February 23, 9 am–4 pm;

and Thursday, February 24, 9 am–noon

0.9 CEU, \$200, Program #7056

Section 2: Wednesday, June 1, 9 am–4 pm;

and Thursday, June 2, 9 am–noon

0.9 CEU, \$200, Program #7057

This one-and-a-half-day workshop shows you how to write clear, efficient sentences that have good movement and flow. Find out how to create variety in sentence structure and eliminate unneeded words. Topics include dangling and misplaced modifiers, active and passive voice, editing, and punctuation.

Comments from past Workplace Skills participants:

I enjoyed the class, and found solid information that I can and will use.

I like that we did a lot of hands on exercises. Doing them really drove home the points being made.

Workplace Communication

www.dcs.wisc.edu/pda/communication

These workshops take place at the Pyle Center, 702 Langdon St., on the UW-Madison campus. Check-in begins at 8 am. The workshops meet from 8:30 am to 4:30 pm, with a lunch break at a time determined by the instructor. Check electronic bulletin board across from reception desk for room number upon arrival. **Note:** Check in for **Social Media Marketing** and **E-Commerce Marketing Management** is 8:30 am and workshops meet from 9 am to 4 pm.



Art of Conflict Transformation

Instructors: Kathy Germann and Vida Groman

Wednesday-Thursday, June 8-9, 8:30 am–4:30 pm

1.4 CEU, \$290, Program #7015

The art of conflict transformation is about how you can shift from an either-or way of thinking to an attitude of curiosity and openness out of which you can create win-win solutions. The goals of this two-day workshop are to help you increase your comfort in dealing with conflict and learn an effective method for responding to conflict that increases trust and communication in relationships.

E-Commerce Marketing Management

Instructor: Fredric Gluck

Wednesday, March 23, 9 am–4 pm

0.6 CEU, \$150, Program #7049

In this one-day workshop, we discuss industry best practices and examine the critical business areas that can make or break an e-commerce site. We also look at strategies for merchandising, service and product copy, analytics, the shopping experience, customer retention tools, online retail management and other issues that affect the success of an ongoing, profitable online business.

Comments from past Workplace Skills participants:

I couldn't keep up with my own "aha's." If I walk what I've learned it will lead me down a more successful life experience both personally and professionally.

I learned a lot more about how people learn and practical ways to make learning happen at work.

Workplace Communication

www.dcs.wisc.edu/pda/communication

How to Design and Teach a Successful Workshop

Instructor: *Kathy Germann*

Tuesday, June 28, 8:30 am–4:30 pm

0.7 CEU, \$150, Program #7017

Do you need to conduct a workshop but you've never had any formal training on how to do it? Have you been doing the same old workshop and are looking for ways to get your audience more involved? In this one-day workshop, you learn the basics of experiential learning theory, how to develop outcome-based learning objectives, and how to use interactive teaching methods.

Joy of Meetings: Recipes for Success

Instructors: *Kathy Germann and Denise Jess*

Thursday, May 19, 8:30 am–4:30 pm

0.7 CEU, \$175, Program #7018

Learn how to transform your meetings from food fight to culinary delights by using outcome-based agendas with multi-modal processes that use people's time well, focus energy, and support group members working in more productive and creative ways. In this one-day workshop, you also learn a tool that clarifies the gradients of an agreement and supports lasting solutions. Fee includes textbook *Facilitator's Guide to Participatory Decision-Making*.

Perceptual Thinking Patterns™: The Mind at Work

Instructors: *Vida Groman and Denise Jess*

Tuesday-Wednesday, June 28-29, 8:30 am–4:30 pm

1.4 CEU, \$290, Program #7020

The Perceptual Thinking Patterns™ (PTP) model is a concrete tool that can help you learn, process, and communicate more effectively. The PTP principles taught in this two-day workshop are easy to understand and immediately applicable to the workplace and at home. Understanding how you learn and communicate deepens your satisfaction in life by enhancing creativity, increasing self-awareness and deepening relationships.

Social Media Marketing: Introduction

Instructor: *Adrienne Machina*

Section 1: Tuesday, March 29, 9 am–4 pm

0.6 CEU, Fee \$150, Program #7052

Section 2: Thursday, June 2, 9 am–4 pm

0.6 CEU, Fee \$150, Program #7053

Social networking sites like LinkedIn, Facebook and Twitter can be a fun, effective, and affordable way to promote your organization. In this one-day workshop, learn why we can't ignore social media and how they have become a vital marketing tool. Walk away understanding how the key components of a social media marketing plan deliver results. Note: This is not a hands-on computer workshop.

Publication and Web Design

www.dcs.wisc.edu/pda/design

These workshops take place at the Computer and Media Center Classroom (second floor), H.C. White College Library, 600 N. Park St. The Computer and Media Center Classroom uses dual-boot (either Mac operating systems or Windows XP) Mac computers. No personal laptops allowed. The workshops are from 9 am to 4 pm, with a lunch break at a time determined by the instructor. Limited enrollment.



Adobe Creative Suite: Introduction

Instructor: Michael Kienitz and Ken Miller

Friday, May 13, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7040

Designed for those who need to incorporate photographs, artwork and graphics into print material, this one-day workshop introduces the core software applications of Adobe Creative Suite (CS4). Morning focuses on Photoshop and Bridges; afternoon focuses on InDesign, Illustrator, and Acrobat. Learn the full creative power of integrated key applications through hands-on exercises.

Adobe InDesign: Intermediate

Instructor: Ken Miller

Tuesday, March 22, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7041

In this class you learn how to set up and employ master sheets effectively, design with frames, and use InDesign's drawing tools. You also learn techniques for working with tables and multiple-page documents.

Publication and Web Design

www.dcs.wisc.edu/pda/design

Adobe InDesign: Introduction

Instructor: Ken Miller

Section 1: Tuesday, February 15, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7042

Section 2: Tuesday, March 8, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7043

Adobe InDesign is a powerful design and production program that has rapidly gained acceptance as the design industry standard. This course familiarizes you with basic InDesign techniques including how to: construct a new document, work with text and pictures, use InDesign palettes, and work with objects, libraries, layers, and more.

Adobe Photoshop: Advanced

Instructor: Michael Kienitz

Friday, March 25, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7045

This hands-on workshop focuses on advanced aspects of tools, modes, image adjustments, layer masks, separations, calibration, and process and spot color, as well as achieving predictable reproduction in a desktop prepress environment. We also cover adjustment layers, actions, and the history palette.

Adobe Photoshop: Introduction

Instructor: Michael Kienitz

Friday, February 18, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7046

This hands-on workshop introduces the basic tools for preparing an image at the desired size and quality for print and for the Web. Learn how to: enhance, tone, size, and sharpen grayscale and color photos; determine correct resolution; remove scratches and dust; composite images; add type; clone portions of one image onto another; work with layers, and optimize images and graphics for the Web.

Publication and Web Design

www.dcs.wisc.edu/pda/design

Digital Photography: Introduction

Instructor: Michael Kienitz

Friday, May 6, 9 am–4 pm

0.6 CEU, Fee \$150, Program #7048

Digital cameras let you bypass film and processing and view and store images directly on your computer. Working hands-on in this class, you explore the advantages and limitations of consumer-level (less than \$1,000) cameras and learn how to get the best results from them. Topics include size, resolution, image enhancement in the computer, and output. Bring your own digital camera.

Dreamweaver: Introduction

Instructor: Celeste Anton

Friday, April 29, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7044

Quickly learn your way around Dreamweaver, Adobe's premier Web design application, in this one-day workshop. Topics include an overview of the Dreamweaver interface, insert bar, property inspector, and panels. Create pages with formatted text, images, and links. The class also covers site-management features such as library items and templates.

Web Design Basics using Dreamweaver: Introduction

Instructor: Celeste Anton

Friday, April 8, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7054

Become familiar with Dreamweaver, Adobe's powerful Web application, while learning the best practices for Web designers. Learn Dreamweaver basics, including formatted text, using images, and creating links. We also cover planning your site, image formats, usability, and other essentials. Includes an introduction to HTML and CSS.

Instructors



Celeste Anton designs Web sites and coordinates Internet marketing efforts for University of Wisconsin–Madison Continuing Studies, small businesses, and nonprofit organizations.



Kathy Germann has facilitated trainings on a broad range of human relations issues since 1982. She has taught on three college campuses and managed two nonprofits. She brings passion and a healthy sense of humor to her work.



Fredric Gluck, a 25-year veteran of technology and the Internet, has held numerous corporate marketing and communications positions and has successfully launched e-commerce business ventures for medium and large companies. He owns a Madison based e-commerce consulting practice.



Vida Groman has worked as a teacher, consultant, and therapist for more than 30 years. She uses an eclectic approach that invites participants to learn through their bodies and minds.



Denise Jess has facilitated trainings on human relations since the mid-1980s, including teaching in a learner-centered classroom for 11 years. She is committed to creating inclusive environments where all voices are respected.



Michael Kienitz is an internationally known freelance photographer and a digital-imaging trainer and consultant, who works with publications around the country. His photographs have appeared in *Time*, *Newsweek*, *The New York Times* and *U.S. News and World Report*.



Adrienne Machina has spent more than 15 years helping businesses attract leads and convert sales through effective marketing programs and persuasive messaging. An active member of Toastmasters International, she speaks nationally on social marketing media.



Gerry Max (PhD) has taught business communication at Concordia College and persuasive writing and writing across the curriculum at Lakeland College. He writes on literature, history, and travel.



Ken Miller co-owns Miller Design and Consulting, specializing in publication design, onsite training, and video production services. He has also worked as an associate professor of graphic arts and as a video editor for Capital Newspapers.



Sharon Van Sluijs has taught grammar, writing and literature since 1990 and has worked at UW Press, UW-Madison, Washburn University (KS) and SUNY. She has written and edited for a wide range of clients through her manuscript consulting business, RX: Clarity, LLC.

General Information

Registration

Call 608-262-2451 (toll free: 800-741-7416); or fax your registration to 608-265-3163 (include payment by MasterCard, VISA, American Express, Discover or purchase order).

Fee

The fee includes instruction, materials, and a nonrefundable administrative fee of \$20. Lunch is on your own. Limited enrollment; register early.

Cancellation policy

Program—In the event of bad weather or other emergencies, call 608-263-4432 to learn whether a Continuing Studies program or class has been cancelled. Cancellation information will also be posted on the Web at www.dcs.wisc.edu; notification for day-time programs will be available by 7 am; for programs occurring after 4 pm notification will be available by 2:30 pm. If a single program is cancelled, you will be notified by phone; please include phone numbers on your registration.

Participant—If you are unable to attend or arrange for a substitute, you may obtain a refund minus the \$20 administrative fee by contacting our registration department at least three business days before the program. If you cancel three business days or less before the program, or do not attend, you are responsible for the entire fee. To cancel or arrange for a substitute, please call 608-262-2451 or 800-725-9692.

Workshop locations

Refer to applicable Workplace Skills workshop section for program locations.

Parking permits

We strongly recommend that you purchase a parking permit (\$13 per day) at least two weeks in advance from the Registration Office, 608-262-1122. Parking in downtown Madison can be difficult if you are not familiar with the city. Parking information will be sent with your registration confirmation or call them directly if you have parking questions. Permits are mailed to registrants.

Approved credits

You will receive either 0.6 or 0.7 CEU for completion of one-day workshops; 0.9 CEU for the one-and-a-half day workshop, and 1.4 CEU for two-day workshops. (See individual workshop listings.) In addition, CEUs are available for social workers, psychologists, certified counselors, and K-12 educators for all workshops upon request at the time of the workshop.

For more information, visit the following Web sites:

- www.dcs.wisc.edu/pda/writing
- www.dcs.wisc.edu/pda/communication
- www.dcs.wisc.edu/pda/design

Or contact Kathy Berigan, program coordinator, kberigan@dcs.wisc.edu, 608-263-3494, or Chris Dunleavy, program associate, cdunleavy@dcs.wisc.edu, 608-265-4267.

If you have a disability and desire accommodations, please advise us when you register. Requests are confidential. Programs offered by UW-Madison in cooperation with UW-Extension. DCS-MAC-253-1/11

Registration Form—Spring and Summer 2011 Workshops

Please register me for

Business Writing and Editing

Back to Basics: Grammar, Punctuation, Writing

- Sec 1, Wed, Mar 9; \$150 #7047
- Sec 2, Wed, Jun 22; \$150 #7060

E-mail in the Workplace: Conventions and Caveats

- Wed, May 4; \$150 #7062

Proofreading and Copyediting

- Sec 1, Tue, Mar 1; \$150 #7050
- Sec 2, Mon, Jun 6; \$150 #7051

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- Sec 2, Tue, Jun 28; \$150 #7061

Writing Good Sentences: Editing for Clarity

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- Sec 2, Wed-Thu, Jun 1-2; \$200 #7057

Workplace Communication

Art of Conflict Transformation

- Wed-Thu, Jun 8-9; \$290 #7015

E-Commerce Marketing Management

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Adobe Photoshop: Advanced

- Fri, Mar 25; \$290 #7045

Adobe Photoshop: Introduction

- Fri, Feb 18; \$290 #7046

Digital Photography: Introduction

- Fri, May 6; \$150 #7048

Dreamweaver: Introduction

- Fri, Apr 29; \$290 #7044

Web Design Basics Using Dreamweaver

- Fri, Apr 8; \$290 #7054

W-55

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Call: 608-262-2451 or 800-725-9692 (Wisconsin Relay 711)

Fax: 608-265-3163 or 800-741-7416

Online: www.dcs.wisc.edu/pda

Phone, fax or online registrations must include payments by credit card or purchase order.



Continuing Studies

UNIVERSITY OF WISCONSIN-MADISON

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