

Board of Trustees Agenda Item

Board Meeting Date: August 2, 2010

Title of Item:

Foothill & De Anza Colleges Impact – Community Education Short Courses

Background and Analysis:

Board approval is requested for the following Foothill-De Anza College Short Courses for the Fall 2010 Quarter.

Recommendation: (specify if information only)

Submitted by:	Brian Murphy – President, De Anza College
Additional contact names:	Caron Blinick – Dean, Community Education (x8280)
Is backup provided?	Yes

Foothill-De Anza Colleges
Office of Community & Continuing Education

Community Education **Impact**

Short Courses for Board Approval
Fall 2010

Prepared for
The Foothill-De Anza College District
Board of Trustees

Proposed Short Courses: Fall 2010

Painting From Your Heart: The Joy of Watercolor

Learn to paint rich, colorful, personal paintings from your heart. This is an easy learning experience where you will let your creativity flow. You will learn and enjoy the experience of painting from your heart in watercolor in a relaxed, safe environment for creative expression. You will practice:

- Connecting with your imagination
- Painting deliberately
- Seeing color in a new way
- 18 exciting new painting techniques
- Painting from your heart

Beginners and experienced watercolor painters will benefit from this class.

Robert Dvorak (*previously Board approved*)

Get to the Top of Google!

Search Engine Optimization Techniques

Need to get your website noticed? In this informative class, two online entrepreneurs reveal the EXACT steps they use to get websites to the top of Google, Yahoo and Bing. You will learn how to get hundreds - maybe even thousands - of visitors to your website for absolutely free! If you have a website (or are interested in creating one) this class will save you months of headaches and thousands of dollars on advertising. Enroll today and start getting free traffic for years to come!

Adam Costa (*previously Board approved*)

Building Your eBay Business

If you have some experience selling on eBay and want to build an eBay business, this course is for you. You'll take what you already know about eBay and develop your business strategy. Topics include:

- Advanced selling topics such as eBay Stores
- Creating professional-looking listings
- Marketing yourself
- Resolving customer issues

- eBay sales reporting tools

Nancy Nelson (*previously Board approved*)

Blogging for Profit

This course will look at blogging strategy:

- Three different models for using a blog to make money
- Setting realistic expectations for how much money you can make (don't quit the day job just yet)
- Setting realistic expectations for how soon your blog will take off
- How to get things for free by blogging
- How to use your blog to build your reputation
- How to work with PR firms

And we will also look at blogging mechanics:

- How to pick a topic for blogging using your passion
- Search engine optimization
- How to get a domain name for your blog
- How to setup and maintain a blog using WordPress
- How to personalize your blog using templates and plugins
- How to get advertising for your blog
- How to sell products using affiliate links

Chris Christensen (*Chris left his day job in January 2010 to focus on consulting, podcasting and blogging including his popular Amateur Traveler podcast / blog. He was the Executive Vice President of Engineering and Operations for a company in Silicon Valley (LiveWorld) that runs online communities for companies like eBay, Marriott, American Express, Campbells, Kimberly Clark, A&E, and Mini Cooper.*)

Become a Cruise Ship Lecturer

Learn how to become a featured speaker on the glamorous cruise ships sailing the world.

Engaging lecturers are rewarded with free trips to exotic locales. Your life experiences can be developed into enrichment presentations.

Destination speakers able to convey the secrets of cities worldwide help passengers realize their dreams on their cruises. There is a process that must be followed and this course will set you on the path to success.

Rick Deutsch (previously Board approved)

Retail Loss Prevention Management

The objective of the program is to develop a thorough understanding and measures of prevention of merchandise shrinkage in a retail environment and to protect retail assets. At the conclusion of the program, the students will be able to demonstrate a competency in retail employee safety, operational security, alarm system administration, the administration of customer pilferage prevention, anti-theft measures, robbery prevention techniques and the prevention of employee generated merchandise shrinkage. Intensive program includes textbook, internship and career placement assistance.

Retail Loss Prevention Management program would span four weeks and cover the following:

WEEK ONE

- Orientation to Retail Management and Operations
- Security and Systems Technology
- Theft and Robbery Prevention
- Fraud Prevention and Technology

WEEK TWO

- Retail Store On-Site Management and Operations
- Retail Store On-Site Involvement in Security and Systems Technology

WEEK THREE

- Retail Store On-Site Involvement in Theft and Robbery Prevention
- Retail Store On-Site Involvement Fraud Prevention and Technology

WEEK FOUR

- Assist in Career Placement in a Retail Corporation

Don Havens (Mr. Havens is a faculty member in the Department of Marketing at the College of Business at San Jose State University. He holds an M.B.A. and a Bachelor of Science in Accounting. He has been on faculty since 1981 and has taught retail management and other marketing and management courses at San Jose State University. Mr. Havens has also taught at numerous community colleges and universities in

California, Idaho, Oregon and Washington. He has been visiting professor at universities in Germany, Austria, Czech Republic, Portugal and Great Britain. Mr. Havens served as an advisor and executive in numerous industries including retail, finance and manufacturing.)

Overcome Cultural Barriers to Success

Acculturating in the world of American business is a challenging process. If you find yourself struggling to influence others or be heard, this is the course for you. Specifically, this course will help you to:

- Build relationships by moving away from transactional communication
- Use collaborative language to increase influence and teamwork
- Actively engage in meetings and presentations to be "heard"
- Learn techniques to help listeners "perceive" you are speaking slowly even if you are not
- Become aware of your own cultural preferences and evaluate how best to strategically approach a situation in a way that aligns you with the company's or the individual's culture
- Give feedback and manage crucial conversations

Rebecca Linquist (previously Board approved)

Celebrating Champagne

With the holidays fast approaching, come explore the rich history of this popular sparkling wine. How is champagne made? What types of grapes are used? Why is it the drink of celebrations? By the end of this two-session class, you will know how to taste, analyze and pair champagne for any occasion.

Philippe Glaize (previously Board approved)

The Flavors of Spain

Celebrate the vibrant and lively cuisine of Spain at your next dinner party or even for a hearty family meal. Chef Nanci will teach you several traditional techniques for creating real Spanish flavors using authentic ingredients and special

cooking methods. In no time you'll master this menu of easy to make and unforgettable dishes that all your guests will adore.

Menu: *Chorizo Clouds; Gazpacho with Grilled Shrimp; Asparagus Salad with Piquillo Peppers; Paella with Wild Boar Sausage, Chicken and Shellfish; Pears Poached in Sherry with Spanish Almonds and Vanilla Ice Cream*

Nanci Wokas (previously Board approved)

Global Cuisine

Join Chef Nanci & Staff as we set sail for an epicurean adventure. We will dock in the fine ports of Europe, South America and Asia. Once on land, we will explore a few of the fine culinary treasures from these continents.

Menu: *Brazilian BBQ with Chimichurri Sauce Baked Plantains & Black Beans; Shrimp & Chicken Pad Thai with Sweet & Spicy Cucumber Sauce; Wienerschnitzel with Erdäpfelsalat (Vinegar Potatoes); Fondue - Sweet & Savory*

Nanci Wokas (previously Board approved)

Cooking with Cabernet

Join Chef Nanci and Patrick from Uncorked! a unique wine shop located in the Village of Saratoga. Uncorked offers a fine selection of hard to find wines, wines from small production vintners, and wines from around the world. Together we will create an evening centered on Cabernets for the glass and for cooking.

Menu: *Roasted Beet Salad with Goat Cheese & Cabernet Vinaigrette; Mini Steak burgers with Apple Smoked Bacon; Cabernet Reduction and Blue Cheese Salmon with Cabernet Glaze; Whole Poached Pears in Cabernet with Vanilla Bean Ice Cream*

Nanci Wokas (previously Board approved)

Fabulous Fall Meals

Join us and learn how to make amazingly easy comfort foods to warm the heart and souls of your family or friends this fall. Chef Nanci will

be making some of her favorite heart warming dishes for all to share.

Menu: *Ribollita (white bean & escarole soup with bread); Pan Seared Chicken Breasts with Wild Mushroom Sauce; Gorgonzola Whipped Potatoes; Wilted Spinach with Garlic & Pine Nuts; Individual Fruit Galettes*

Nanci Wokas (previously Board approved)

Portraits to Objects: Photographing Your Favorite Things

If you want to take better photos of your favorite objects, this is the class for you. We'll start with the easiest ways you can make better portraits and produce professional work without spending another dime on more equipment. The class will address a myriad of 'how to' lessons on taking better pictures of flowers, glass, jewelry, shiny objects, fabric, collectibles, art, etc.! ***This is a great class for eBay sellers who want their items to look their best or for those who sell items online.***

- How do you replicate studio light without a studio?
- What are the best ways to make casual portraits?
- Should you pose your subject?
- What's the best lighting for these objects?
- How do you make an interesting composition?
- What's the best way to use your zoom/lenses?

By the end of this course, you'll learn how all these things tie together to take better pictures of your favorite things. Bring your camera-flash-lenses. Should time permit, bring no more than six photos to be critiqued by the instructor. Prints preferred over laptops. This class is for beginners to advanced level. It does not cover event photography.

Brad Shirakawa (previously Board approved)

Adventures in Goal Setting

Could you use a little inspiration to start working towards the big goals in your life? Would it help if you knew the secrets of the world's top goal setters? This program is part inspiration and part concrete-do-it-now-steps. Jim Wiltens tells stories of his adventures and the people he has goal coached. Imagine swimming with great white sharks off the coast of Africa, buying a camel caravan to ride across two of the world's great deserts, kayaking through headhunter territory in South America, exploring underwater cave systems in the Yucatan or being marooned on a deserted island off the coast of Canada.

Woven into these stories are goal-setting techniques that will inspire you to do the amazing. Several topics covered in this program:

- Take your first step to turn a goal into reality
- Participate in a magic demonstration that highlights a ground rule of goal setting
- Learn a phrase that will help you overcome obstacles
- Discover a method that makes your big, huge, awesome goals doable
- Learn 3 secrets used by successful goal-setters

This class will open up possibilities for you, your children, or employees.

Jim Wiltens (*previously Board approved*)

The Powerful & Natural Process of Reinventing Yourself

We all reinvent ourselves many times throughout our lives and, now, because of external events many of us must now consider and create new career paths or business ideas with different ways of thinking and applying our skills, values and expertise.

Are you ready to explore:

- Clearing out your "career closet"
- Creating multiple options for work
- How values shape our changes/choices
- Expanding your "professional self"
- Overcoming interfering beliefs/attitudes
- Prioritizing, planning & visualizing
- Reinventing relationships

So, come and join us to feel encouraged, honored and inspired - keeping your chin up, mind open and your heart courageous!

Danni Burton (*previously Board approved*)

Course Offerings: Fall 2010

Arts, History & Music

Backyard Astronomy
Build It With Wood: A Wood-Making Workshop
Healthy Harmonica
Beginning Blues Harmonica
An Evening with Leonardo da Vinci
Introduction to Guitar: Beginning
Professional Picture Matting
Making Art/Greeting Cards Fast & Easy
The Practice of Drawing as Meditation
Painting from Your Heart in Watercolor
Drawing Without Fear

Photography

Getting Started in Digital Photography
Getting More from Your Digital Camera
Getting to Know Your DSLR
Photographing People: The Personal & Professional Portrait
Photographing Your Favorite Things
Digital Event Photography

Business & Entrepreneurship

How to Start a Small Business
How to Market/Promote Your Business
Begin an Import/Export Business
Professional Speaking for the Clueless
All About Patents & Strategy
Make Money From Your Inventions
Become a Copyeditor or Proofreader
Beginning Medical Insurance Billing I
Beginning Medical Insurance Billing II
A Guide to Selling on eBay
Building Your eBay Business
Internet Marketing Made Simple
Google Adwords
Search Engine Optimization
Blogging for Profit
You're On the Air – Voiceovers!
How to Become a Mystery Shopper
Become a Cruise Ship Lecturer
Retail Loss Prevention Management
Importing as a Small Business

Careers & Certifications

Personal Trainer National Certification

Become a Certified Wedding Planner
CA Real Estate License Preparation

College for Kids & Teens

Natural A's
Java Programming for Kids
LEGO® Robotics RCX Workshop
SAT Reasoning Test Preparation

Communication & Psychology

Voice Dynamics
The Winning Interview: Interview Success Secrets
The Secret Meaning of Body Language
Being Effective with Challenging Behaviors and Situations
Assertive Management
Speed Reading for Teens & Adults
How to Acquire an American Accent
Overcome Cultural Barriers to Success

Computers & Technology

Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Everything You Wanted to Know About Your Mac

Cooking, Food & Wine

Introduction to Food & Wine Pairing
Port & Chocolate
The Art of Sushi-Making
The Coffee Class: An Evening of Great Coffee
Enjoying European Wines
Celebrating Champagne
Cooking Fundamentals
The Flavors of Spain
Global Cuisine
Cooking with Cabernet
Fabulous Fall Meals
Tamale Workshop
A Holiday Celebration!

Financial Planning

Avoid Probate & Minimize Estate Taxes
Financial Strategies for Successful Retirement
Six-Week Investment & Financial Planning
Become the Complete Stock Market Investor

Health, Fitness & Safety

Natural Strategies for Sluggish Thyroid

Relaxing Shiatsu Massage for Couples
The Ultimate Neck & Shoulder Massage
Infant & Child CPR
Basic First Aid & Adult CPR
Medical Provider & Community CPR
Breaking the Cycle of Stress

Home

Clutterology
Interior Design for Beginners
Remodeling Your Home Successfully!
Landscape Design & Gardening Skills for the Novice

Languages & Culture

Basic Conversational Spanish I
Italian for Travelers
Elementary Russian Conversation

Lifelong Fitness

Supple Longevity
Discovering Your Inner Fitness
Sit-Fit-Fun!
Standing Tall
Total Body Workouts for Older Adults
Strength & Balance Training for Older Adults
Low Impact Aerobics
Chair Aerobics
Resistive Exercise for Baby Boomers & Beyond
Keep Movin'!
Weight Training & Spine Stabilization
A Lifetime of Strength, Endurance, & Flexibility
The Power of Aquacize
Aquacize Your Body
REACH Program for Post-Stroke
De Anza College Fitness Center Memberships

Real Estate

Buying & Selling Distressed Properties
Buying Your First Home in the Silicon Valley Market
Managing Real Estate Risk

Recreation

Introductory Sailing
Middle Eastern Belly Dance
Horsemanship
Introduction to Billiards (Pool)
Ballroom Dance
Hiking the Parks & Trails of the Santa Cruz Mountains

Special Interests

What Were You Born to Do?
Secrets of a Super Memory
Basic Dog Grooming
Personal Beauty Image
Beauty Makeover for 40+
Adventures in Goal Setting
The Powerful & Natural Process of Reinventing Yourself
The Best IS Yet To Come! Career Exploration For 50+ Adults

Trips & Travel

Discovering Italy
Santa Cruz Mountain Wine Tour

Writing & Publishing

Beyond Dear Diary
How to Write a Children's Picture Book and Get It Published
How to Sell 75% of Your Freelance Writing
Publish Your Own Book in 30 Days or Less
Personal Statement Writing for College Applications