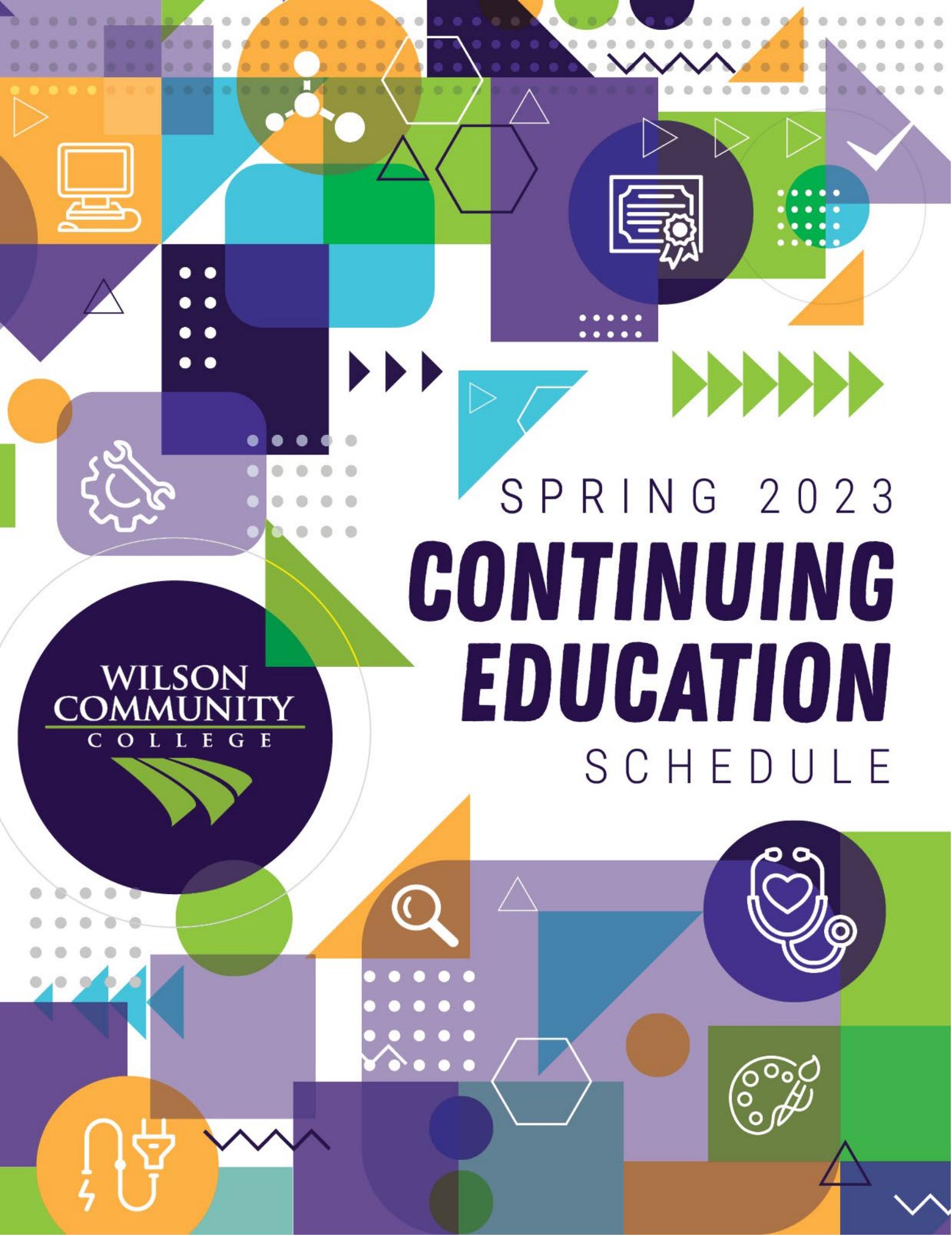




SPRING 2023
**CONTINUING
EDUCATION**
SCHEDULE



CONTINUING EDUCATION: 2023 SPRING SEMESTER

The Division of Continuing Education offers a broad range of courses designed to meet adult vocational, avocational, cultural, intellectual, and social interests and needs. Other part-time programs are designed for occupational training needs of new and expanding industries and individuals at all levels of labor and management, as well as the professions.

TABLE OF CONTENTS

Registration Dates and Information

Registration Dates	1
Mail-In Registration	2

General Information

Cancellations	2
Fees	2
Refunds	2
Eligibility	2
Textbook Information	2
Continuing Education Units (CEUs)	2
Attention: Teachers	3
Frequently Asked Questions	3
Continuing Education Scholarships	4
Continuing Education Registration Form	5

Courses Offered

College and Career Readiness Program	6
Human Resources Development (HRD)	8
Community Service	8
Occupational Extension	10
Computer Training	13
Cosmetology	14
Emergency Medical Services	15
Fire & Rescue Academy	16
Health Occupations	17
Small Business Center	20
Law Enforcement Training	26

More

Online Courses	Back Cover
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Admission to all publicly-offered Continuing Education courses is open to adults 18 years of age and older on a first-come, space-available basis, unless special admission requirements must be met. Individuals ages 16 and 17 can be admitted if a release form for minors is completed prior to the class start date. Certain classes require background checks, placement tests, and/or a high school diploma or NC High School Equivalency certification.

Courses are listed under program area headings. Please note that some course information may have changed since publication of the schedule.

Pre-registration and payment of registration fees are required one (1) business day before the class start date for Continuing Education classes. This excludes Basic Skills, HRD, and off-campus classes. All pre-registered students will be notified in advance of any changes to classes. No walk-in registrations will be taken in the classroom (with the exception of Basic Skills, HRD, and off-campus classes).

“Register by” dates are listed for classes that require pre-registration.

Start and end dates for all Continuing Education classes are shown with each listing.

Registrations will be taken during the registration schedule as shown below. Registrations are processed immediately and are on a first-come, first-served basis.

REGISTRATION DATES

Beginning Monday, November 7, 2022

Registration will be held in B-105

Monday – Thursday: 8 AM – 4:30 PM

Fridays: 8 AM – 2:30 PM

NOTE: Registration is open for any available class up to one (1) business day prior to the date of the first scheduled class. No registrations will be taken in the classroom. The College reserves the right to cancel a class due to insufficient registrations.

Mail-In Registration

Mail-in registrations must be received in the Continuing Education office one (1) business day prior to the date of the first scheduled class. These registrations will be processed the day following receipt. Students should mail a completed registration form with payment by check or money order made payable to Wilson Community College. Mail to:

Wilson Community College
Continuing Education Registration
PO Box 4305
Wilson, NC 27893-0305

The Continuing Education registration form can be found at: www.wilsoncc.edu/continuing-education

NOTE: Registration fees will be returned if the class is full or is canceled.

GENERAL INFORMATION

Cancellations

A course may be canceled if fewer than ten (10) students enroll. Registration fees will be returned if the class is full or is canceled.

Fees

ALL FEES ARE SUBJECT TO CHANGE BY ACT OF THE NC GENERAL ASSEMBLY.

- A. Occupational Extension fees are based on the number of contact hours as follows:
 - 1-24 hrs. = \$70
 - 25-50 hrs. = \$125
 - 51+ hrs. = \$180
- B. Occupational Extension students will be charged a \$5 technology fee per semester for courses consisting of nine (9) or more hours.
- C. Continuing Education students taking on-campus classes will be charged a \$15 security fee per semester for courses consisting of 16 or more hours.
- D. Basic Skills classes are free.
- E. Community Service/Self-Supporting Fees are based on the cost of offering the course. There are no fee exemptions. All students must pay.

F. Accident Insurance (\$2) and Malpractice Insurance (\$16) are required for EMT/EMS, Nurse Aide, Dialysis, and Phlebotomy students. Insurance is optional for all other Continuing Education students and may be purchased at the Cashier window.

Refunds

For Occupational Extension classes, a 100% refund shall be made if the student withdraws **PRIOR** to the first class meeting. A 75% refund shall be made if the student withdraws from the class **PRIOR** to the official 10% point of the class. In either case, requests for refunds must be made by completing a Continuing Education course withdrawal form, and these forms are available in the Continuing Education office (B-105). No refunds are granted for Community Service and Self-Supporting courses once the classes have started. For classes canceled by the College, a full refund shall be made. You do not have to request a refund in these cases. Please allow 3-5 weeks for processing refunds. No refunds shall be made after the 10% point of the class.

Eligibility

To be eligible to enroll in Continuing Education courses, students must be 18 years of age or secure their principal's permission if they are 16 or 17 years of age and enrolled in high school. Children and others not registered in a class are not allowed to attend.

NOTE: Some programs/courses require students to meet additional age requirements (i.e. Nurse Aide I and II, Fire Academy, EMT).

Textbook Information

Pursuant to the Higher Education Opportunity Act, colleges are required to make required textbook information available to students at the time of registration. This information includes the ISBN number and retail price. If the ISBN number is not available, the College must provide the author, title, publisher, and copyright date. Textbook information is available via a link to the bookstore on the Continuing Education schedule on the College website.

Continuing Education Units (CEUs)

The Continuing Education Unit is used as the basic unit of measurement for an individual's participation in Continuing Education classes, courses, and programs. Wilson Community College awards CEUs for successful completion of learning activities providing unified, systematic instruction in academic and/or occupational courses.

Attention: Teachers

Wilson Community College offers a variety of classes that the Wilson County Public School Administration may accept as CEU credit, depending on applicability of the course to the individual teacher's professional development. Prior to registering for a class, please submit a brief request for approval to your principal. If you teach in a county other than Wilson, please contact your Professional Development Office prior to registering for a course to request approval.

FREQUENTLY ASKED QUESTIONS

What is Continuing Education?

Continuing Education provides quality instruction in non-degree and non-diploma educational activities for area adults. Continuing Education courses do not earn academic credit. These courses are designed to provide specific knowledge and/or upgrade skills. Programs of instruction are designed to lead some students to achieve basic skills proficiencies and enable them to obtain their high school diploma or high school equivalency (HSE). A variety of courses are offered to meet vocational, avocational, cultural, intellectual, social, and recreational interests. Other programs are designed to provide occupational training for existing, new, and expanding industries and individuals at all levels of employment.

Do I have to be admitted to the College as a student?

No. You do not have to be admitted as a Wilson Community College student to take Continuing Education courses.

Does Continuing Education award any type of credit?

Continuing Education courses do not earn academic credit, however, some award continuing education units (CEUs).

What is a blended class?

A blended class is a traditional face-to-face class with an additional online portion.

What if I have questions about a class or program?

If you have questions about a specific course or program, contact the Division of Continuing Education at (252) 246-1287.

Who teaches the course or workshop?

Classes are taught by qualified experts in the area of instruction. Instructors may be Wilson Community College faculty members, professionals, or someone with advanced experience in the topic of instruction. In some cases, the College partners with regional and national training providers.

How do I register?

Pre-registration is required for all classes with the exception of Basic Skills, HRD, and off-campus classes. You must register by the date listed with the course title. No registrations will be taken in the classroom with the exception of Basic Skills, HRD, and off-campus classes.

Is there any type of financial assistance available?

Yes. There are limited funds available for Continuing Education scholarships. Contact the Division of Continuing Education at (252) 246-1287 for information on your specific area of interest.

What is the cost to take a Continuing Education class?

<u>PROGRAM</u>	<u>COST</u>
Adult Basic Education	Free *
Adult High School	Free *
English Language Program	Free *
Occupational Extension	\$70-\$180/class *
Small Business Seminars	Free

Community Service (Self-Supporting):

Student pays a pro-rata share of the cost of instruction. Each fee is shown with course listing.

NOTE: There are no fee exemptions for self-supporting classes. A \$15.00 security fee is required for on-campus classes meeting sixteen (16) hours or more. A \$5.00 technology fee is required for on-campus classes meeting nine (9) hours or more.

FUND YOUR FUTURE: CONTINUING EDUCATION SCHOLARSHIPS

The Wilson Community College Division of Continuing Education has scholarship and financial aid opportunities available to students. The scholarships and financial aid listed below are dependent on the type and length of the class and the award criteria established by the funding agency. Eligible courses are listed under each scholarship. Funding is limited and is not guaranteed.

All scholarships require the submission of an application. Applications are available online and in the Continuing Education Office, Room B-105. Incomplete and/or applications received after published due dates will not be considered for award.

The Golden LEAF Scholars Program – Two-Year Colleges

Students enrolling in Workforce Continuing Education (WCE) pathways/courses offered for 96 hours or more, and leading to a State or industry-recognized credential, may be eligible to receive grants of up to \$1850 annually. The scholarships help cover the cost of tuition, fees, books, supplies, credentialing tests, transportation, childcare, and other components of the total cost of attendance for the 2022-2023 fall, spring, and summer semesters.

Eligible students must (1) be a North Carolina resident, (2) demonstrate financial need, and (3) reside in a rural county that is tobacco dependent, or economically distressed, as determined by the Golden LEAF Foundation.

Courses eligible for funding: Biowork Process Technician, Cosmetology I, EMT (Initial and Paramedic), Detention Officer, Dialysis, Fire Academy, Nurse Aide I and II, Pharmacy Technician, and Phlebotomy.

State Employee's Credit Union (SECU) Bridge to Career

The SECU Foundation has established the SECU Bridge to Career Program to help remove financial barriers for students seeking to obtain state-regulated or industry-recognized credentials through the Workforce Continuing Education Division of their local Community College that lead to sustainable wage careers within their local communities.

\$500.00 scholarships are available to students during the fall 2022 and spring 2023 semesters. Funds may be used to cover the cost of registration, books, fees, and other supplies, with any balance reimbursed to the student.

Courses eligible for SECU funding include: Cosmetology, Detention Officer Certification, Pharmacy Technician, Nurse Aide I, Nurse Aide II, Fire Fighter I and II, Emergency Medical Technician (EMT), Paramedic, Wastewater Operator, and Welding.

Short-Term Workforce Development (STWD)

In 2021, the General Assembly allocated funding for the next two years to the N.C. Community College System (NCCCS) for eligible students pursuing high-demand workforce training programs within workforce pathways identified in collaboration with the Department of Commerce that lead to a State or industry-recognized credential. These funds are intended to remove access barriers to high-quality, in-demand, sustaining wage careers for North Carolinians. Through this program, each college is able to determine grant award amounts based on student needs, local industry needs, number of eligible students, and cost of the course/pathway, up to a maximum award of \$750 per course. These grants help address the cost of tuition/registration fees, course fees, books, supplies, credentialing tests, transportation, childcare, and any other components of the total cost of attendance.

Students applying for this scholarship must be a resident of North Carolina and have established residency under the centralized residency determination process administered by the State Education Assistance Authority known as the NC Residency Determination Service (RDS). Applicants can complete the residency determination process by visiting ncresidency.cfnc.org/residencyInfo. Applicants will be required to have an RDN number at the time of registration.

Courses eligible for STWD funding include: Cosmetology, Detention Officer Certification, Pharmacy Technician, Nurse Aide I, Nurse Aide II, Fire Fighter I and II, Emergency Medical Technician (EMT), Paramedic, Wastewater Operator, and Welding.

<input type="checkbox"/> Check if this is a change in name, address or employer.			
Section Number:	Start Date:	Time:	Room:
Course Title:			
GENERAL INFORMATION			
Student Social Security Number: _____ - _____ - _____		Student ID: _____	
Last Name:	First Name:	Middle/Maiden:	
Address:			
City:	State:	Zip:	
County Residence:	County Code:		
Home/Work Phone:	Cell Phone:		
Email Address:			
Birthdate:	Sex: <input type="checkbox"/> Male <input type="checkbox"/> Female		
Ethnicity: <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Not Hispanic/Latino			
Race (check one or more): <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Native Hawaiian or Pacific Islander <input type="checkbox"/> White			
Employment Status: <input type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired			
Employer:	Occupation:		
EDUCATIONAL INFORMATION			
Highest Educational Level Completed (check one): <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> GED <input type="checkbox"/> Adult High School Diploma <input type="checkbox"/> College Vocational Diploma <input type="checkbox"/> Associate Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Masters Degree <input type="checkbox"/> Doctorate			
<input type="checkbox"/> Yes <input type="checkbox"/> No	Are you currently suspended or have been expelled from another college or educational entity for non-academic disciplinary reasons? If yes, you will need to see the Executive Dean of Continuing Education prior to registering.		
<input type="checkbox"/> Yes <input type="checkbox"/> No	Marketing Notice: I give Wilson Community College permission to use my photo/video/voice or written statement for marketing purposes through print, electronic or social media, unless otherwise stated at the time of image collection.		
Student Signature:			Date:
College Representative Signature:			
Law/Fire/Rescue (agency name):			
Registration Fee: \$		Registration Fee Waived: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Technology Fee: \$	Security Fee: \$	Total Amount Paid: \$	
REGISTRATION INFORMATION			
<p>REFUNDS For Occupational Extension classes, a 100% refund shall be made if the student withdraws prior to the first class meeting. A 75% refund shall be made if the student withdraws from the class prior to the official 10% point of the class. Requests for refunds must be made by completing a Continuing Education course withdrawal form prior to the 10% point of the class. Forms are available in the Continuing Education office (B-105). No refunds are granted for Self-Supporting courses once the class has started. For classes canceled by the College, a full refund shall be made. You do not have to request a refund in these cases. Please allow 3 - 5 weeks for processing refunds. No refunds shall be made after the 10% point of the class.</p> <p>COURSE REPEATS A student enrolling in the same Occupational Extension course more than twice within a five-year period will pay the full student cost. Details of these charges are available in the Continuing Education Office. This provision is waived if course repetition is required for certification or licensure.</p> <p>CANCELLATIONS A course may be canceled if fewer than 10 enroll.</p>			
CONSUMER INFORMATION			
<p>Consumer information is available to all students and prospective students in keeping with the requirements established by the Higher Education Opportunity Act. General information about the College including financial assistance; the annual campus crime report; retention, transfer and completion rates; and FERPA rights are available.</p> <p>This information may be accessed on the College's website under the Campus Information link. Paper copies are available upon request in the Registration Center in Building F or the Continuing Education Office in Building B during daytime business hours. Paper copies are available from the switchboard in Building B during evening hours.</p>			

COLLEGE AND CAREER READINESS PROGRAM

High School Equivalency

Coordinator: Veronica Faison
(252) 246-1295 • vfaison@wilsoncc.edu

Wilson Community College's College and Career Readiness (CCR) program provides adult students and teenagers (ages 16 and 17) with the academic knowledge and skills necessary to obtain a high school diploma, to become workforce or college ready, involved in their children's education, and/or more self-sufficient. This program prepares students for college readiness programs and/or job training opportunities by providing basic to advanced reading, math, language, writing, and communications studies in three (3) programs of study; Adult Basic Education, Adult Secondary Education (includes adult high school and HSE), and English Language Program (ELP). Admission into the programs are determined by an assessment of the student's academic skills. Anyone 16 years of age or older, who has been out of school at least six (6) months and meets the admissions requirement, may enroll in any program.

STEPS TO ENROLL:

Attend an Orientation and Placement Test Session. Contact Tonya Brinkley at (252) 246-1356 or tbrinkley@wilsoncc.edu to schedule an orientation session appointment.

1. ID is required in order to take the TABE Placement Test.
2. Your class assignment is based on your TABE scores.

Cost: Tuition and Books - FREE

Adult Secondary Education Program (ASE)

The Adult Secondary Education (ASE) Program offers two programs of study that lead to a high school credential: Adult High School Diploma Program (AHS) and the NC High School Equivalency Program (HSE). Both programs are available in the Occupational Career Pathway and the Pre-College Pathway.

Available Classes:

Math
Reading & Writing
Social Studies
Science
Digital Literacy

*Course schedules are available on the College website:
www.wilsoncc.edu/schedules

CLASSES BEGIN JANUARY 17, 2023

For more information, call (252) 246-1295.

Adult High School Diploma Program (AHS)

In the AHS Program, students earn units of credit to complete their high school curriculum and receive a diploma issued by the Wilson County Board of Education. Sixteen high school core courses and six (6) elective high school courses transferred in and/or completed at WCC for a total of 22 credits are required. *Students who earn a high school credential at Wilson Community College (WCC) receive a free tuition credit for a WCC Continuing Education or curriculum course, if eligible.*

Available Classes:

Adult High School (Hybrid – Online & Lab)

Graduation Cap and Gown - Purchased at the Wilson Community College Bookstore

NC High School Equivalency Program (HSE)

The High School Equivalency Program is designed to prepare students to complete and pass a series of high school exams to earn a NC State High School Equivalency Diploma for college or workplace readiness. Students select from a battery of high school equivalency exams offered by GED Testing Services/Pearson Vue, and Educational Testing Services HiSET. Classroom or hybrid high school equivalency instruction preparations are recommended prior to taking the HSE exams. *Students who earn a high school credential at Wilson Community College (WCC) receive a free tuition credit for a WCC Continuing Education or curriculum course, if eligible.*

Available Classes:

**High School Equivalency – Hybrid
GED@/HiSET – Tutoring & Prep**

Battery of NC State High School Equivalency Exams:

GED Testing Services/Pearson Vue - \$80
Educational Testing Services HiSET - \$75

Graduation Cap and Gown - Purchased at the Wilson Community College Bookstore

HSE in the Community

The High School Equivalency (HSE) in the Community is a mail-in program for adults who did not finish high school. It is designed to prepare students to complete and pass a series of high school exams to earn a NC State High School Equivalency Diploma for college or workplace readiness. *Students who earn a high school credential at Wilson Community College (WCC) receive a free tuition credit for a WCC Continuing Education or curriculum course, if eligible.*

English Language Program (ELP)

English Language Program is a course of study designed to help adults of other languages improve their English speaking, listening, reading, and writing skills. Three (3) ELP levels are available: Beginning, Intermediate, and Advanced. Adults 18 and older may enroll. Sixteen and seventeen year olds who have never attended or completed high school nor attended elementary school in North Carolina may also enroll.

Available Classes:

**English for Beginners
Intermediate English**

Adult Basic Education (ABE) Program

The objective of the Adult Basic Education program is designed for adults who function below the high school level. Instruction is provided using a combination of instructor-led classes and computer-based instruction Monday through Friday at on-and-off campus sites.

Transitions Career Academy (TCA) Programs

This two-year program provides special populations adults with basic reading, math, and language skills to meet the daily life skills needed to function effectively in the workplace, community, or other appropriate post-secondary programs.

For more information, contact Meecha Jackson at (252) 246-1370 or mjackson@wilsoncc.edu.

*Course schedules are available on the College website: www.wilsoncc.edu/schedules

HUMAN RESOURCES DEVELOPMENT

Coordinator: Robby Taylor
(252) 246-1421 • rtaylor@wilsoncc.edu

The Human Resources Development (HRD) program provides employability skills training, skills assessments, and career exploration. Students learn essential skills that are needed for the job seeker to change over to a new career or to transition back into the workforce.

COST: Tuition for qualifying adults who are unemployed, working part-time, or working full-time and annual income is within the federal poverty guidelines may be waived.

DON'T SEE IT? If there is a course you would like to take as a job seeker, but do not see it offered, let us know! Maybe we can offer this course in the future.

Employability Lab - Blended

Thursdays • 5:30 - 8:30 PM • January 19 – April 13
\$180 Fee (if applicable) • 15 Security Fee (if applicable)
\$5 Technology Fee (if applicable) • Room: D-102
Instructor: Gretchen McKeithan • Section Number: 41163
Students gain occupational, career and technical information, and soft skills training necessary to be workplace ready.

Human Services Exploration

Tuesdays & Thursdays • 5:30 – 8:30 PM
January 24 – March 14 • \$125 Fee • \$15 Security Fee
\$5 Technology Fee • Room: A-112
Instructor: Tondra Talley • Section Number: 41162
Register by: January 23

This course covers skills and strategies designed to provide employability skills training and career exploration for the role of Income Maintenance Caseworker with Division of Social Services agencies. *Fee may be waived for qualifying participants.*

COMMUNITY SERVICE

Coordinator: Lisa Shreve
(252) 246-1233 • lshreve@wilsoncc.edu

EARLY REGISTRATION REQUIRED: Class may be canceled if there are not enough students registered prior to the start date. Students will be notified if a class is canceled.

TEACHERS WANTED: We are always looking for new teachers and ideas for new classes to offer our community. If you are enthusiastic and knowledgeable about a particular subject and would like to teach, then let us hear from you! Send a brief description to the Continuing Education Office at Wilson Community College, PO Box 4305, Wilson, NC 27893, or call (252) 246-1287.

DON'T SEE IT? Is there something you want to take that you don't see offered? Let us know! Maybe we can offer your favorite class in the future.

DRAWING AND PAINTING

Colour it Abstract

Mondays • 1 – 4 PM • January 9 – March 20
\$80 Fee (self-supporting) • Room: G-100
Instructor: Clara Daughtridge • Section Number: 41107
Register by: January 6

A no-stress class in painting using colour to create your own originals in abstract art. Discover new techniques and mix your own colours. Paint and have fun doing it! Materials needed: canvas (boards or stretched, any size), acrylics, brushes, palette, cup for water, and an apron or smock.

Oil and Acrylic Painting

Tuesdays • 1 – 4 PM • January 10 – March 14
\$80 Fee (self-supporting) • Room: G-100
Instructor: Steve Benton • Section Number: 41111
Register by: January 9

Wednesdays • 9 AM – Noon • January 11 – March 8
\$80 Fee (self-supporting) • Room: G-100
Instructor: Martha Beland • Section Number: 41109
Register by: January 10

Thursdays • 1 – 4 PM • January 12 – March 16
\$80 Fee (self-supporting) • Room: G-100
Instructor: Steve Benton • Section Number: 41113
Register by: January 11

Wednesdays • 9 AM – Noon • March 15 – May 10
\$80 Fee (self-supporting) • Room: G-100
Instructor: Martha Beland • Section Number: 41110
Register by: March 14

Tuesdays • 1 – 4 PM • March 21 – April 25
\$50 Fee (self-supporting) • Room: G-100
Instructor: Steve Benton • Section Number: 41112
Register by: March 20

Thursdays • 1 – 4 PM • March 23 – April 27
\$50 Fee (self-supporting) • Room: G-100
Instructor: Steve Benton • Section Number: 41114
Register by: March 22

Learn to paint with oil acrylics and develop a personal style through the use of line and color perspective. Paint with oil or acrylic while learning the principles and elements of art. Please bring the size canvas that you are comfortable with, photographs of what you want to paint or an idea of subject matter that you are interested in, paints with at least black, white, and the primary colors, and brushes.

HOBBIES AND CRAFTS

Stained Glass

Mondays • 10 AM – 12:30 PM
January 23 – March 6 • \$60 Fee (self-supporting)
Room: G-100 • Instructor: Kim Joy
Section Number: 41118 • Register by: January 20

Mondays • 6:30 – 9 PM
January 23 – March 6 • \$60 Fee (self-supporting)
Room: G-100 • Instructor: Kim Joy
Section Number: 41119 • Register by: January 20

Learn basic as well as alternative applications and techniques for creating beautiful projects with stained glass. Students will complete projects of their choosing. Supplies and materials will be discussed at the first class.

Wreaths, Bows and Floral Arranging for Spring

Tuesdays • 10 AM – Noon • January 24 – February 28
\$30 Fee (self-supporting) • Room: G-100
Instructor: Linda Totten • Section Number: 41120
Register by: January 23

Tuesdays • 10 AM – Noon • March 7–April 11
\$30 Fee (self-supporting) • Room: G-100
Instructor: Linda Totten • Section Number: 41121
Register by: March 6

Join us for great ideas on floral arranging and bow and wreath making for the holidays - fall and Christmas. Supplies will be discussed at the first class.

NEEDLECRAFTS AND SEWING

Knitting for Fun 101

Tuesdays • 6:30 - 9 PM • January 10 – March 14
\$60 Fee (self-supporting) • Room: C-101
Instructor: Kathleen Wall • Section Number: 41108
Register by: January 9

A no-stress class for the beginning knitter. Learn the very basic steps and stitches of knitting, and have fun doing it. Please bring a skein of yarn and a pair of #7 bamboo or wooden knitting needles.

Pillow Talk

Tuesdays • 10 AM – Noon • February 7 – March 7
\$40 Fee (self-supporting) • Room: A-103a
Instructor: Betsy Best • Section Number: 41115
Register by: February 6

Would you like to spruce up your living room or bedroom? Creating the perfect pillow is a great way to add “pop” to any room. Learn how to make a pillow and all of the fun additions. This class is perfect for beginners who have basic knowledge of the sewing machine. You can use one of our machines or you are welcome to bring your own. Supplies will be discussed during the first class meeting.

Sew a Patchwork Quilt by Hand or Machine

Thursdays • Noon – 3 PM • January 12 – March 16
\$60 Fee (self-supporting) • Room: A-103a
Instructor: Nancy Vasilchik • Section Number: 41117
Register by: January 11

This class is for beginners (*no prior knowledge of sewing or quilting required*). Have you wanted to learn to quilt? This course builds a solid foundation of patchwork quilting knowledge. It shows how to sew a quilt from start to finish. Learn how to: select and cut fabric, hand or machine piece, join the rows to form the quilt top, add borders, hand or machine tack quilt together, and bind the quilt.

Sew it Seams

Tuesdays • 2 – 4 PM • February 7 – March 21
\$55 Fee (self-supporting) • Room: A-103a
Instructor: Betsy Best • Section Number: 41116
Register by: February 6

This class is for beginners who want to learn how to use a sewing machine, learn different sewing techniques, understand patterns, and learn basic cutting skills. You can use one of our machines or you are welcome to bring your own. Supplies will be discussed during the first class meeting.

OCCUPATIONAL EXTENSION

Coordinator: Robby Taylor
(252) 246-1421 • rtaylor@wilsoncc.edu

AUTOMOTIVE

DMV - Car Dealer Pre-License

Saturday, January 21 • 8 AM – 5 PM &
Sunday, January 22 • 8 AM - Noon • \$70 Fee
\$5 Technology Fee • Room: P-101
Instructor: Ray Williams • Section Number: 41140
Register by: January 20

Saturday, March 18 • 8 AM – 5 PM &
Sunday, March 19 • 8 AM - Noon • \$70 Fee
\$5 Technology Fee • Room: P-101
Instructor: Ray Williams • Section Number: 41141
Register by: March 17

Saturday, April 22 • 8 AM – 5 PM &
Sunday, April 23 • 8 AM - Noon • \$70 Fee
\$5 Technology Fee • Room: P-101
Instructor: Ray Williams • Section Number: 41142
Register by: April 21

Required for individuals seeking an initial NC vehicle dealer license. Students will be required to download class material. The instructor will provide that information during the first class. 100% attendance required. (1.2 CEU)

NOTE: Classes are held at the Coastal Plain Law Enforcement Training Center, 3997 Ward Blvd.

Biowork Process Technician for Pharmaceutical Manufacturing

BLENDED • Mondays • 6 - 10 PM • Plus 4 hours of
online instruction per week • January 23 – May 5
\$180 Fee • \$5 Technology Fee • \$15 Security Fee
Room: G-236 • Instructor: Katrina Williams
Section Number: 41128 • Register by: January 20

ONLINE • January 23 – May 5 • \$180 Fee
\$5 Technology Fee • Instructor: Stephanie Winstead
Section Number: 41161 • Register by: January 20

Wilson Community College, working with area pharmaceutical industries, has developed this 136-hour course to provide basic preparation for entry-level operator jobs in pharmaceutical manufacturing. Course competencies include safety, quality, solid dose tableting, coating, and packaging. Math, teamwork, time management, and problem solving are incorporated in the course. (12.0 CEU-Blended • 12.0 CEU-Online)

REQUIREMENTS: High school diploma or equivalent. Textbook required.

Income Maintenance Caseworker - NC Fast

Tuesdays & Thursdays • 5:30 – 8:30 PM
March 21 – May 11 • \$125 Fee • \$15 Security Fee
\$5 Technology Fee • Room: A-112
Instructor: Tondra Talley • Section Number: 41156
Register by: March 20

This 48-hour course is designed to cover a variety of skills associated with the Income Maintenance Caseworker role to process NC FAST applications and determine service eligibility.

Industrial Welding I

Mondays • 6 - 10 PM • February 6 – April 24
\$125 Fee • \$15 Security Fee • \$5 Technology Fee
\$2 Insurance Fee • Room: L-100
Instructor: Greg Johnson • Section Number: 41157
Register by: February 3

This 48-hour course uses the shielded metal arc welding process. Upon completion, students will be able to demonstrate SMAW welding techniques. For safety purposes, steel-toed shoes (leather boots preferred); no cuffed pants or shirts; no open-pocket shirts; no polyester; long-sleeved cotton shirts and denim jeans preferred; no jewelry. \$2 Insurance fee required. (4.8 CEU).

Wastewater Treatment Plant Operator Grade I & II

Mondays & Wednesdays • 6 - 9 PM
January 9 – April 3 • \$180 Fee
\$5 Technology Fee • Room: E-101 (1st class only); then
Waste Water Treatment Plant • Instructor: Jimmy Pridgen
Section Number: 41200 • Register by: January 6

This course examines the operations, maintenance, laboratory, rules, record keeping, etc. of Biological Wastewater Operations. Coursework covers activated sludge, effects of untreated wastewater on the environment, troubleshooting, process control, NCDENR-DWQ rules, and requirements for the wastewater field. Students will be required to bring some materials. (0.6 CEU)

North Carolina Safety Inspection

Monday & Tuesday • 6 - 10 PM • January 23 & 24
\$70 Fee • Room: R-158 & 159 • Instructor: Lee Flythe
Section Number: 41159 • Register by: January 20

Monday & Tuesday • 6 - 10 PM • March 20 & 21
\$70 Fee • Room: R-158 & 159 • Instructor: Lee Flythe
Section Number: 41160 • Register by: March 17

Prepares auto technicians and service personnel as motor vehicle safety inspectors to present a standardized method of testing and evaluating the performance and knowledge of Inspector-Mechanics conducting North Carolina State Inspections. Space is limited to 12 students. 100% attendance is required. (0.8 CEU)

NOTE: Classes are held at Lee Technology Center, 4815 Ward Blvd. (next to Highway 301).

OBD Emission Inspection

Monday & Tuesday • 6 - 10 PM • February 20 & 21
\$70 Fee • Room: R-158 & 159 • Instructor: Lee Flythe
Section Number 41169: • Register by: February 17

Monday & Tuesday • 6 - 10 PM • April 17 & 18
\$70 Fee • Room: R-158 & 159 • Instructor: Lee Flythe
Section Number: 41170 • Register by: April 14

Prepares auto technicians and service personnel as motor vehicle On Board Diagnostics (OBD) emission inspectors. Familiarizes students with the mandates and procedures required for certification as a North Carolina OBD II Inspector-Mechanic. Space is limited to 12 students. Prerequisite: North Carolina Safety Inspection class. 100% attendance is required (0.8 CEU)

NOTE: Classes are held at Lee Technology Center, 4815 Ward Blvd. (next to Highway 301).

WORKPLACE CERTIFICATIONS

Effective Teacher Training - Blended

Mondays • 5:30 – 8:30 PM • February 6 – April 10
\$125 Fee • \$5 Technology Fee • \$15 Security Fee
Room: A-112 • Instructor: Carola Jones
Section Number: 41143 • Register by: February 3

This course provides training in effective teaching methods for prospective substitute teachers and helps existing classroom teachers improve the learning environment for students. 100% attendance required. (3.0 CEU)

Electrical Contractor License Renewal

Changes to the 2020 Electrical Code: Articles 90 - 240
Saturday • 8 AM – 4:30 PM • February 18
\$70 Fee • Room: P-102 • Instructor: Royce Jones
Section Number: 41129 • Register by: February 17

Changes to the 2020 Electrical Code: Article 250
Saturday • 8 AM – 4:30 PM • April 15
\$70 Fee • Room: P-102 • Instructor: Royce Jones
Section Number: 41137 • Register by: April 14

These courses meet the annual continuing education requirement for electricians in the State of North Carolina. Topics include NEC Code review, new materials and procedures, and related code requirements (0.8 CEU). The required textbook is the most current edition of the National Electrical Code (approx. \$100). These 8-hour courses provide continuing education credits (CEUs) for electrical contractors as required by State Board of Examiners of Electrical Contractors. For more information, call (252) 246-1287.

NOTE: Classes are held at the Coastal Plain Law Enforcement Training Center, 3997 Ward Blvd., Room: P-101.

Forklift Operation Training

Friday • 8 AM - 2 PM • January 20
\$70 Fee • \$2 Accident Insurance • Room: E-101
Instructor: Kim Barnes • Section Number: 41152
Register by: January 19

Friday • 8 AM - 2 PM • February 17
\$70 Fee • \$2 Accident Insurance • Room: E-101
Instructor: Kim Barnes • Section Number: 41153
Register by: February 16

Friday • 8 AM - 2 PM • March 17
\$70 Fee • \$2 Accident Insurance • Room: E-101
Instructor: Kim Barnes • Section Number: 41154
Register by: March 16

Friday • 8 AM - 2 PM • April 14
\$70 Fee • \$2 Accident Insurance • Room: E-101
Instructor: Kim Barnes • Section Number: 41155
Register by: April 13

Course topics include effective operation of a propane-powered industrial fork truck, safe operating procedures, and the understanding of plant regulations as they apply to fork truck operation. Student accident insurance (\$2) can be purchased through the College at the time of registration. Steel-toed boots or shoes required. No tennis shoes. (0.6 CEU)

NOTE: Classes are held at Lee Technology Center, 4801 Ward Blvd. (next to Longleaf).

Notary Public Training

Tuesday & Wednesday • 6 - 9:30 PM • January 10 & 11
\$70 Fee • Room: E-101 • Instructor: LaWanda Neal
Section Number: 41164 • Register by: January 9

Tuesday & Wednesday • 6 - 9:30 PM • February 7 & 8
\$70 Fee • Room: E-101 • Instructor: LaWanda Neal
Section Number: 41165 • Register by: February 6

Tuesday & Wednesday • 6 - 9:30 PM • March 7 & 8
\$70 Fee • Room: E-101 • Instructor: LaWanda Neal
Section Number: 41166 • Register by: March 6

Tuesday & Wednesday • 6 - 9:30 PM • April 4 & 5
\$70 Fee • Room: E-101 • Instructor: LaWanda Neal
Section Number: 41167 • Register by: April 3

Tuesday & Wednesday • 6 - 9:30 PM • May 2 & 3
\$70 Fee • Room: E-101 • Instructor: LaWanda Neal
Section Number: 41168 • Register by: May 1

STUDENT REQUIREMENTS: Purchase current Notary Public Guidebook, to be read in advance and brought to class. Student must show valid NC picture ID for class entry. Must score 80% or better to pass. This course can also be used for an update and re-commission. \$70 Fee plus textbook. 100% attendance required. (0.7 CEU)

IMPORTANT: To become a notary, one must meet qualifications established by the North Carolina Secretary of State. For more information, go to <http://www.secretary.state.nc.us/notary/qualifications.aspx> to determine if you qualify to become a Notary Public.

ServSafe Food Service

Saturdays • January 21 & 28 • 9 AM - 5 PM
\$70 Fee • \$5 Technology Fee • Room: E-101
Instructor: Robbie Carver • Section Number: 41171
Register by: January 20

Saturdays • April 22 & 29 • 9 AM - 5 PM
\$70 Fee • \$5 Technology Fee • Room: E-101
Instructor: Robbie Carver • Section Number: 41172
Register by: April 21

This 14-hour course is designed to give food handlers an understanding of proper sanitation precautions and cover the expected outcomes, should these practices not be followed. Students will study infections and illnesses, proper food-handling techniques, personal hygiene, personal safety, and information on the OSHA regulations. (1.4 CEU)

REQUIRED TEXTBOOK: Food Safety Management Principles (7th edition) and answer sheet should be purchased from the College Bookstore and begin reading prior to class.

COMPUTER TRAINING

Coordinator: Robby Taylor
(252) 246-1421 • rtaylor@wilsoncc.edu

MICROSOFT APPLICATIONS

Excel for the Workplace

Tuesday & Thursday • 9 AM – Noon
February 14 & 16 • \$70 Fee • Room: A-112
Instructor: Gretchen McKeithan
Section Number: 41144 • Register by: February 13

Tuesday & Thursday • 5:30 - 8:30 PM
April 18 & 20 • \$70 Fee • Room: A-112
Instructor: Gretchen McKeithan
Section Number: 41145 • Register by: April 17

Using both Excel 2016, as well as the changes in the 2019 version, students will learn to create, modify, and format Excel worksheets, perform calculations, manipulate data, and print Excel workbooks. Class will focus on using advanced formulas, working with lists, as well as illustrations and charts. Students will need a flash drive and valid email address.

Introduction to Personal Computers

Tuesdays • 6 - 8 PM • February 14 – May 2
\$70 Fee • \$5 Technology Fee • Room: C-207
Instructor: Gretchen McKeithan
Section Number: 41158 • Register by: February 13

This course offers basic computer concepts and vocabulary to help you become familiar with your PC. This course is designed for the beginner computer user to gain knowledge in computers and the Windows environment. Included will be basic file management, an overview of Microsoft Office software, and exploration of the Internet.

DIGITAL PHOTOGRAPHY

Digital Photography – Adobe Lightroom

Wednesdays • 5:30 – 7:30 PM • February 1 – April 19
\$70 Fee • \$15 Security Fee • \$5 Technology Fee
Room: A-112 • Instructor: Chris Barnes*
Section Number: 41139 • Register by: January 31

A beginning photography course to introduce students to basic aesthetic issues in image making, as well as photographic techniques utilizing digital cameras, electronic image processing, and printing using Adobe Lightroom. (2.4 CEU)

Digital Photography – Adobe Photoshop

Wednesdays • 7:30 – 9:30 PM • February 1 – April 19
\$70 Fee • \$15 Security Fee • \$5 Technology Fee
Room: A-112 • Instructor: Chris Barnes*
Section Number: 41138 • Register by: January 31

Teaches every tool in the toolbox and gives a firm understanding of Layers – Photoshop's most powerful feature! Learn the tips and tricks that make using Layers a breeze. (2.4 CEU)

**Professional Photographer, Adobe Certified Instructor, and Certified Internet Webmaster*

COSMETOLOGY

Coordinator: Robby Taylor
(252) 246-1421 • rtaylor@wilsoncc.edu

These courses are designed to provide students with the appropriate training and number of contact hours needed to fulfill licensure requirements in accordance with the NC State Board of Cosmetic Art Examiners. Topics may include, but are not limited to, cosmetology theory and practical training, finger waving, hairstyling, hair cutting, shampooing, skin, nails, hair coloring, wigs, bacteriology, sanitation, chemistry, and salon management.

Upon successful completion of Cosmetology, I, II, and III, students are qualified to take the State Board of Cosmetic Art Examination. Classes are located off campus at Mitchell's Academy, 2616 Forest Hills Road.

Students must provide a copy of their high school diploma, equivalent or transcript, Social Security card, and driver's license. Interested students should contact Tonya Brinkley at (252) 246-1356 or email tbrinkley@wilsoncc.edu to schedule the Mitchell's Academy placement test. There is no charge to take the placement test. Upon successful completion of placement testing, students will be notified of enrollment procedures.

COSMETOLOGY I

Tuesday - Friday • 8:30 AM - 4 PM & Saturdays
8 AM - 4:30 PM • January 17 - May 13
\$180 Fee • \$5 Technology Fee • Location:
Mitchell's Academy, 2616 Forest Hills Road, Wilson
Section Number: 41201 • Register by: January 13

COSMETOLOGY III

Tuesday - Friday • 8:30 AM - 4 PM & Saturdays
8 AM - 4:30 PM • January 17 - May 13
\$180 Fee • \$5 Technology Fee • Location:
Mitchell's Academy, 2616 Forest Hills Road, Wilson
Section Number: 41203 • Register by: January 13

COSMETOLOGY II

Tuesday - Friday • 8:30 AM - 4 PM & Saturdays
8 AM - 4:30 PM • January 17 - May 13
\$180 Fee • \$5 Technology Fee • Location:
Mitchell's Academy, 2616 Forest Hills Road, Wilson
Section Number: 41202 • Register by: January 13

EMERGENCY MEDICAL SERVICES

Coordinator: Kyle Willis • (252) 246-1296 • twillis@wilsoncc.edu

These courses qualify for Wilson Community College's Continuing Education Student Scholarship Fund. Classes meet the criteria for the North Carolina Office of Emergency Medical Services curriculum.

NOTE: Students must bring a letter of affiliation from their department chief to be fee-waived.

EMT - Traditional

**Mondays, Tuesdays, Wednesdays and Thursdays
6 - 10 PM • Saturdays • 8 AM - 5 PM
January 19 - June 6 • \$180 Fee • \$2 Insurance Fee
\$6 CPR eCard • Room: G-109 • Instructor: A. Parnell &
B. Hendricks • Section Number: 41204
Register by: January 18**

TEXTBOOK REQUIRED:

- Prehospital AAOS Emergency Care and Transportation of the Sick and Injured 12th edition
- BLS Healthcare Provider Manual (2020 guidelines)

REQUIREMENTS:

- Must be 18 years of age
- Must have a high school diploma or GED
- Must have Internet access to coursework (computer lab is available on campus)
- Must possess a valid North Carolina Motor Vehicle Operator's License
- Complete Wilson Community College EMS Program Application
- Copy of REQUIRED Immunization Records for clinical sites
- Must maintain an average grade of 80% or above
- Must maintain an overall attendance of 90%
- Must complete CastleBranch online background and health requirements

NOTE: You may be eligible for fee exemption if you are affiliated with an approved NC agency. A letter of affiliation is required to register using "Fee Exemption." No exemptions allowed for the cost of the CPR eCard (\$6) and the insurance fee (\$2). (22.8 CEUs) This course is a total of 228 hours: Weekend schedule will be given on the first day of class. The class is a combination of Internet and classroom assignments.

EMS Continuing Education Training

Wilson Community College offers monthly Continuing Education Training at various locations in Wilson County. All training materials will be provided by the instructor at registration. All classes are open to those needing to obtain continuing education for their EMS credential.

NOTE: Students must bring a letter of affiliation from their department chief to have fee waived.

- Crossroads Fire Department: 3rd Thursday of each month
- Rock Ridge Fire Department: 4th Monday of each month
- Bakertown Fire Department: 4th Monday of each month
- Wilson County Rescue: 4th Tuesday of each month
- Stantonsburg EMS & Fire: 4th Wednesday of each month
- Wilson County EMS: Dates TBA
- East Nash Fire Dept: Dates TBA
- Wilson Fire/Rescue Services: Dates TBA

Time is 7-10 PM • *Registration is on site.*
Registration fee is \$70 per class unless fee is waived.

FIRE & RESCUE ACADEMY



Wilson Community College Fire & Rescue Training offers: Firefighter, TIMS, RIC, HAZMAT, Technical Rescuer, Confined Space, Trench Rescue, Driver Operator, Fire Officer, Fire Instructor, Wildland Fire Suppression, Chief 101, ICS and more.

To request an application package or for more information about the **Fire & Rescue Academy**, contact:

Ben Smith,

Director of Health & Emergency Services
252-246-1372 • bsmith@wilsoncc.edu



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 902 HERRING AVE • WILSON, NC

HEALTH OCCUPATIONS

Coordinator: Mary Killette • (252) 246-1325 • mkillette@wilsoncc.edu

Health Occupations Important Information

APPLICATIONS REQUIRED

For applications, go to www.wilsoncc.edu/continuing-education/health-occupations. Early registration for Spring semester Continuing Education classes begins on Monday, November 7, 2022. Pre-approval is required to determine program eligibility. As part of the approval process, copies of specific materials are necessary. Please note, once submitted, copies of the originals **will not** be returned to students. Students are advised to keep the originals and provide COPIES of all requested materials.

Classes requiring pre-approval are Nurse Aide I, Nurse Aide II, and Phlebotomy. Pharmacy Technician Training does not require pre-approval, but a copy of the student's high school diploma or GED is required. The Health Program Coordinator will review applications for students who wish to pre-register. Students may call (252) 246-1325 or email mkillette@wilsoncc.edu for any questions regarding the approval or registration process. Classes fill up quickly, so pre-registration is required. Applications are accepted and approved until the class is closed.

Applications will be available on October 24, 2022 at the College in building B, room 105, and/or online at www.wilsoncc.edu/continuing-education/health-occupations. Each application will list the required information that is part of the application packet and must be attached when submitted. Completed applications with required information may be emailed to mkillette@wilsoncc.edu or faxed to (252) 243-7148.

MALPRACTICE INSURANCE & ACCIDENT INSURANCE

Nurse Aide (Levels I and II) and Phlebotomy courses require malpractice insurance (\$16), accident insurance (approximately \$2), and CPR eCard (\$6). Payment is included with registration.

REQUIRED EDUCATION

All Health Occupations courses require proof of a high school diploma, NC high school equivalency, or college transcript. Nursing Aide I students must provide a current email address on their application.

ADDITIONAL REQUIRED COSTS

Nurse Aide (Levels I and II) and Phlebotomy courses require a drug and criminal background check with CastleBranch.com. Cost is approximately \$95.

Students are responsible and will be notified during the course of additional information.

Required textbooks are available at WCC Bookstore.

FOR NURSE AIDE LEVEL I and NURSE AIDE REFRESHER ONLY: Cost of NC NNAAP testing is \$140 at the end of the course.

Nurse Aide I students will need to sign up with Credentia.com for state testing via the WCC email address given at registration. Students need to become familiar with WCC email.

STUDENT FEES AND REQUIREMENTS

Fees listed include registration (\$180), student technology (\$5), and security (\$15). There are NO fee waivers for student technology and student security fees. **All** Nurse Aide I and Phlebotomy students will pay an additional \$6 for a CPR eCard (Electronic CPR card).

- \$2 accident insurance
- \$16 malpractice insurance
- \$6 eCard for CPR

All Nurse Aide I students are required to bring **two (2) forms of current, not expired, official, signature-bearing identification** (one of which must be photo-bearing), and the other must be a US government issued **social security card signed and non-laminated**. An example of photo-bearing would be an unexpired driver's license.

Nurse Aide Level I

**Mondays • 8:30 AM – 3:00 PM • G-115 & Tuesdays
8:30 AM – 3:00 PM • G-109 • January 17 – April 25
\$180 Fee • \$15 Security Fee • \$5 Technology Fee
\$6 CPR eCard • \$2 Accident Insurance
\$16 Malpractice Insurance • Instructor: Pamela Barnes, RN
Section Number: 41122 • Register by: January 13**

**Mondays, Tuesdays & Wednesdays • 5 – 9 PM
January 17 – April 26 • \$180 Fee • \$15 Security Fee
\$5 Technology Fee • \$6 CPR eCard
\$2 Accident Insurance • \$16 Malpractice Insurance
Room: G-115 • Instructor: June Wheeler, RN
Section Number: 41123 • Register by: January 13**

Prepares students to perform basic nursing skills for patients or residents in a health care related setting. Course includes class, laboratory, and clinical learning experiences. Upon successful completion of the course and the state-administered skills evaluation, the student will be eligible for listing with the Division of Health Service Regulations on the Nurse Aide Level I Registry in North Carolina as a Nurse Aide Level I. The Nurse Aide will always work under the supervision and direction of a licensed nurse. Initial listing with the Nurse Aide Registry Certification as Nurse Aide I will be in effect for two years following completion of written and skills evaluation. Schedule may vary to meet certification requirements. Uniforms are required for all classes, including the first day of class and clinical rotations. NAI students are required to use the WCC email assigned to them at registration to sign up for the NNAAP. Cost of this exam is \$140. **Uniforms: navy blue scrub top and scrub pants and white leather shoes. Analog watch** also required on first day of class. **Attendance at CPR class is mandatory for all students.**

TEXTBOOKS:

- North Carolina Nurse Aide I Curriculum (2019) - (\$72 plus tax)
- American Heart Association Textbook for CPR, 2021 standards - (\$22 plus tax)

APPLICATION REQUIREMENTS: (copies required)

- Completed Nurse Aide I application
- High School Diploma, High School Equivalency, or Transcript
- Valid government issued (non-expired) photo ID required per NCNA Registry
- Social Security Card (must be signed, non-laminated)

PROOF OF THE FOLLOWING IMMUNIZATIONS:

- Two step TB skin tests required within 30 days of each other (first test result must be submitted with your application)
- Two MMR (Mumps, Measles, Rubella) injections or Titer
- Three Hepatitis B or two Heplav-B injections (proof of first injection must be submitted with your application)
- Two Varicella injection) or Titer (blood test to prove immunity to chicken pox)
- Tdap (within the past 10 years)
- Flu Vaccine for the 2022-2023 season
- Proof of COVID vaccination may be required by clinical site

It is the student's responsibility to obtain copies of the required immunization records. Keep the original record and **BRING COPIES ONLY.** ****Drug and criminal background check with CastleBranch required. Cost is approximately \$95.***

Nurse Aide Level II

**Mondays, Tuesdays (starts 3/21) & Wednesdays
5 - 9 PM • January 9 – May 1 • Clinical hours 5-10 PM
beginning 3/22 through 4/26 • \$180 Fee
\$15 Security Fee • \$5 Technology Fee
\$2 Accident Insurance • \$16 Malpractice Insurance
Room: G-109 • Instructor: Tanyual Barnes
Section Number: 41124 • Register by: January 6**

This 168-hour course prepares students to perform more complex nursing skills for patients or residents, regardless of setting. Course includes class, laboratory, and clinical learning experiences in the health care setting. Required textbook is available at the Wilson Community College Bookstore. Proof of AHA CPR required prior to clinical experience. (16.8 CEU)

TEXTBOOK:

- Advanced Skills for the Healthcare Provider (B. Acello), 2nd Edition, (\$109.95 plus tax)

APPLICATION REQUIREMENTS: (copies required)

- Completed Nurse Aide II application
- Must be listed on the NC Nurse Aide registry (proof of non-expired listing required) in good standing
- High School Diploma, High School Equivalency, or Transcript
- Valid Picture ID (example: unexpired driver's license)
- Proof of Current CPR certification (AHA)

PROOF OF THE FOLLOWING IMMUNIZATIONS:

- One TB skin test (result must be submitted with your application)
- Two MMR (Mumps, Measles, Rubella) injections or Titer
- Three Hepatitis B or two Heplav-B injections (proof of first injection must be submitted with your application)
- Two Varicella injections or Titer (blood test to prove immunity to chicken pox)
- Tdap (within the past ten (10) years)
- Flu Vaccine for the 2022-2023 season
- Proof of COVID vaccination may be required by clinical site

It is the student's responsibility to obtain copies of the required immunization records. Keep the original record and **BRING COPIES ONLY.** ****Drug and criminal background check with CastleBranch required. Cost is approximately \$95.***

Phlebotomy Training and Clinical Education

**Mondays & Wednesdays and two additional Tuesdays:
1/24/23 & 3/7/23 • January 9 – May 10 • 5 – 9 PM**
**Clinical rotation required during daytime hours for 40
hours off campus 8 AM – 5 PM • *Class will meet
from 5:30 - 9:30 PM during clinical rotation**
\$180 Fee • \$15 Security Fee • \$5 Technology Fee
\$6 CPR eCard • \$2 Accident Insurance
\$16 Malpractice Insurance • Room: G-119
Instructor: Andrea Ezzell • Section Number: 41126
Register by: January 6

This 188-hour course prepares students to draw blood specimens from patients for testing and analyzing. A phlebotomy trainee maintains equipment used in obtaining blood specimens, masters the use of appropriate communication skills when working with patients, selection of venipuncture sites, care of blood specimen, entry of the testing process into the computer, as well as clerical duties associated with record keeping of the blood tests. Each student must complete 100 successful venipunctures. Uniforms are required for clinical rotation. Attendance at CPR class is mandatory. (18.8 CEU)

The Division of Continuing Education of Wilson Community College recognizes and is fully supportive of clinical agencies that require a drug screen, background check, or fingerprinting on students. Costs of these tests are the responsibility of the student. The College has partnered with CastleBranch for these tests. No other provider will be accepted. The cost is \$95. Students are required to sign up with CastleBranch at the following web address: www.castlebranch.com: package code WD71 (bgdt). The Phlebotomy program requires a drug screening and background check. Students have ten (10) days after the class begins to sign up with castlebranch.com and to complete the required tasks. Failure to do so will result in the student not being able to continue in the phlebotomy training and clinical experience.

*Students must maintain an 80% average on all tests/final exam. Any student who does not meet this criteria will not be scheduled for clinical rotation by the instructor.

TEXTBOOKS:

- The Phlebotomy Textbook, 4th Edition (\$79.95 plus tax)
- The American Heart Association BLS Healthcare Provider 2020 Standards Book (\$22 plus tax)

APPLICATION REQUIREMENTS: (copies required)

- Completed Phlebotomy Training application
- High School Diploma, High School Equivalency, or Transcript
- Valid Picture ID (example: unexpired driver's license)

PROOF OF THE FOLLOWING IMMUNIZATIONS:

- Two step TB skin tests required within 30 days of each other (first test result must be submitted with your application)
- Two MMR (Mumps, Measles, Rubella) injections or Titer
- Three Hepatitis B or two Heplav-B injections (proof of first injection must be submitted with your application)
- Two Varicella injection or Titer (blood test to prove immunity to chicken pox)
- Tdap (within the past 10 years)
- Flu Vaccine for the 2022-2023 season
- Proof of COVID vaccination may be required by clinical site

It is the student's responsibility to obtain copies of the required immunization records. Keep the original record and **BRING COPIES ONLY**. *Drug and criminal background check with CastleBranch required. Cost is approximately \$95.

Pharmacy Technician Training

Mondays & Wednesdays • 5:30 – 8:30 PM
January 9 – May 3 • \$180 Fee
\$15 Security Fee • \$5 Technology Fee
Room: G-227a • Instructor: Cynthia Galloway
Section Number: 41127 • Register by: January 6

This 99-hour course prepares students to work in a pharmacy to assist with day-to-day activities under the supervision of a registered pharmacist. At registration, students must provide a copy of a high school diploma or equivalent. Students are required to use WCC email assigned at registration to communicate with instructor. Textbooks required (\$125.95 plus tax). (9.9 CEU includes 2.0 CEU of Law)

TEXTBOOKS:

- Pharmacy Technician, 7th Edition
- Pharmacy Technician Workbook & Certification Review, 7th Edition, Morion Publishing

REQUIREMENTS: (copies required)

- High School Diploma or equivalent

SMALL BUSINESS CENTER

Location: Lee Technology Center, 4815 Ward Blvd.

Director: Melissa Evans • (252) 246-1232

Administrative Assistant: Jay Burbage • (252) 246-1209

SERVICES PROVIDED BY THE SMALL BUSINESS CENTER

- Free events related to small business topics
- Small Business Resource Center located within the college library on the main campus
- No-cost, one-on-one, confidential counseling for potential and current business owners - offered in-person or via Zoom
- SBC client resource room equipped with a computer and dual monitors for business planning
- SBC free services can be used by anyone interested in starting a business or currently operating one.
- WCC enrollment is not required.

Like us on Facebook at: www.facebook.com/wcc.sbc

- To register for seminars, webinars, or confidential counseling, visit us on the web at: www.wilsoncc.edu/sbc
- Pre-registration for events is required 2 hours before the start time. A link for online events will be provided with the confirmation email shortly after registration. You must also register via Zoom as part of the two-step registration process.
- Not all events are listed in chronological order due to multiple parts or a series. Please scan ahead in this guide to avoid missing an important offering.

Free Seminars, Webinars, & Workshops - PREPAID WITH YOUR TAX DOLLARS!

NEW: YouTube for Small Business Owners: Set Up, Launch, and Find Success!

Part 1: Set Up Your YouTube Channel for SUCCESS

Learn the basic features of YouTube, the decisions you need to make before setting up your channel, and how it can generate revenue. Gain the information you need to build a professional-looking YouTube channel. The tips covered in this event will help you avoid novice mistakes when adding images, text, and links to engage potential viewers. You will also learn how to upload a video and complete the publishing process.

Tuesday • January 10 • 6-8 PM • Room: R-158/159
Instructor: Martin Brossman • Event Number: 580-2023-1
Register by: 4 PM January 10

Part 2: Shoot & Edit YouTube Videos to Get More Views/Customers

This event will help you learn how to create and shoot videos that engage viewers and lead them to your business. Discover key elements essential to YouTube videography, and hear video editing tips that are vital to producing quality YouTube content. In addition to covering the fundamentals of video editing, the instructor will recommend his picks for free or affordable video editing programs; help you understand the minimum and next levels needed to produce shows; discuss the hardware you need for lights, camera, microphone; provide key content on staging, audio, and video; and more.

Tuesday • January 17 • 6-8 PM • Room: R-158/159
Instructor: Martin Brossman • Event Number: 580-2023-2
Register by: 4 PM January 17

Part 3: Build a Following, Gain More Customers, and Increase Your Sales Potential

YouTube is a revenue generator for small business owners. This event will impart tips for maximizing the success of your business YouTube channel as you learn how to optimize your video to be found and watched. You will need a system, plan, and structure to maintain consistency over time and to keep sustainable content flowing for steady growth without burnout. Discover different ways to promote your channel as you learn from profitable channels and the keys to their success. The instructor will also discuss how YouTube can be used to boost the overall web presence of your business.

Tuesday • January 31 • 6-8 PM • Room: R-158/159
Instructor: Martin Brossman • Event Number: 580-2023-3
Register by: 4 PM January 31

How to Start a Business - Online

Understand the basics of starting a for-profit business in this webinar that takes you from idea to opportunity. Learn key strategies for start-up, financing, and marketing, as well as important information about legal issues, licensing, zoning, operations, and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business.

Wednesday • January 11 • Noon - 1 PM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-4
Register by: 10 AM January 11

Wednesday • March 15 • 9-11 AM • Room: Online
Instructor: Pat Killete • Event Number: 580-2023-21
Register by: 7 AM March 15

Thursday • April 20 • 6-8 PM • Room: Online
Instructor: Pat Killete • Event Number: 580-2023-30
Register by: 4 PM April 20

Tuesday • May 16 • 9-11 AM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-41
Register by: 7 AM May 16

Ask the Expert for Small Business Owners

Existing and potential entrepreneurs will hear from City of Wilson and Wilson County division personnel on topics that include planning & zoning, building & fire inspections, and property taxes. A question-and-answer period will follow each part.

Thursday • January 12 • 6-8 PM • Room: R-161
Facilitator: Melissa Evans • Event Number: 580-2023-5
Register by: 4 PM January 12

Your Small Business Federal and State Taxes

Gain a solid understanding of taxes required for small business owners and develop the best tax strategy for your business. Become familiar with the latest tax forms and procedures for federal and state taxes, and discover how everyday business decisions can have tax implications that can affect your bottom line. This seminar is important for both new and experienced business owners.

Thursday • January 19 • 6-8 PM • Room: R-161
Instructor: Rebekah Barr, CPA • Event Number: 580-2023-6
Register by: 4 PM January 19

Take Your Recipe from the Kitchen to the Marketplace & Create a Small Biz - Online

Do you have an old family recipe that you would like to develop into a small business? Love baking, and think you can generate some income from your goodies? This two-night event will assist you in taking your recipe from the kitchen to the marketplace. In this workshop, you will learn the types of recipes you can make yourself to sell to the public, how to get inspected to go into production, guidelines for packaging and labeling, ideas for finding the right kind of market for your product, basics of product pricing, and what to do if you cannot process your product yourself. This two-part event includes tips toward achieving profitability. *Since information from the first night will not be repeated, you should be present for Part-1 to participate in Part-2.*

Part 1: Tuesday • January 24 • 6-7:30 PM
Room: Online • Instructor: Annette Dunlap
Event Number: 580-2023-7
Register by: 4 PM January 24

Part 2: Thursday • January 26 • 6-7:30 PM
Room: Online • Instructor: Annette Dunlap
Event Number 580-2023-8
Register by: 4 PM January 24

NEW: Small Business Model & Pitch Canvases: Putting Your Thoughts on Single Pages

Are you a startup or existing entrepreneur wondering how you should develop your business idea, or are you preparing to pitch your idea to investors or grant providers? Building and understanding your business model is a critical first step in the business planning process. Learn how to design and analyze your business model into one-page documents, and develop your business plan or oral presentation more efficiently and effectively.

Thursday • February 2 • 6-8 PM • Room: R-161
Instructor: LaShon Harley • Event Number: 580-2023-9
Register by: 4 PM February 2

How to Write a Business Plan – Online

A business plan can be the most important tool for a small business owner. Learn how to turn your ideas into a solid plan for financing and long-term success. Learn the important components of a business plan, and lay the foundation for a winning plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the do's and don'ts of writing a plan, and steps for making the process easy. This webinar is designed for new and established business owners.

Tuesday • February 7 • Noon - 1:30 PM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-35
Register by: 10 AM February 7

Wednesday • March 1 • Noon - 1:30 PM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-18
Register by: 10 AM March 1

Wednesday • March 22 • 9-11 AM • Room: Online
Instructor: Pat Killete • Event Number: 580-2023-24
Register by: 7 AM March 22

Thursday • April 27 • 6-8 PM • Room: Online
Instructor: Pat Killete • Event Number: 580-2023-31
Register by: 4 PM April 27

Digital & Print Design to Amplify Your Small Business Brand – Online

Eye-catching designs that allow you to engage with your audience go beyond “pretty” as designing with only beauty in mind can hinder effectiveness with your audience. If you enjoy designing materials for your business or have no idea how to start, this webinar will guide you through effective print and digital design. Online and physical location distribution methods, font and type size to meet ADA compliance, and colors that appeal to various audiences will be covered. Learn how to create designs that grab your customers' attention and increase your profits using online tools.

Wednesday • February 8 • Noon - 1 PM • Room: Online
Instructor: Katria Farmer • Event Number: 580-2023-10
Register by: 10 AM February 8

Capturing Stunning Photos to Attract Customers for Your Small Business

The world of photography is evolving with smartphones outpacing professional camera equipment. However, even the smartphone operator can take low-quality photos that don't effectively promote the brand they've worked hard to build. Promoting your business to create brand awareness requires the use of pictures to tell your story and entice your target market. Learn how to take excellent photos as we discuss what to take pictures of, how many pictures to take, and understand the rule of thirds.

Thursday • February 9 • 6-7 PM • Room: R-161
Instructor: Katria Farmer • Event Number: 580-2023-11
Register by: 4 PM February 9

Creating Engaging Videos to Hook Your Small Business Customers – Online

Video has become more important than ever before in speaking to today's consumers. In this webinar, we'll learn the how, when, and where to use video in order to captivate your followers as well as specifics about platforms for video to promote your business and business events on social media.

Friday • February 10 • Noon - 1 PM • Room: Online
Instructor: Katria Farmer • Event Number: 580-2023-12
Register by: 10 AM February 10

NEW: Get Your Small Business Found via a Buyer's Voice Search Device – Online

Small business customers searching for products and services have significantly transitioned from typing in a search bar to voice-activated searches using intelligent digital assistant devices. Learn what it takes for your business to be found by Siri, Alexa, Google Assistant, or other Internet of Things (IoT) devices to ensure you maintain your share of the market.

Wednesday • February 15 • Noon - 1 PM • Room: Online
Instructor: Martin Brossman • Event Number: 580-2023-13
Register by: 10 AM February 15

Online Tools & Apps for Your Small Business

In this event, we will explore mostly “freemium” apps and online tools that enable small businesses and startups to avoid costs in establishing efficiencies for their businesses in areas like HR, invoicing, CRM, time management, finance management, communication, marketing, and document management.

Thursday • February 16 • 6-7:30 PM
Room: R-161 & Online • Instructor: Todd Lyden
Event Number: 580-2023-14
Register by: 4 PM February 16

Ice House Entrepreneurship Series

If you are considering a business startup and have doubts about your product or service being viable, lack the funds to get started, or feel that a disability or your background are holding you back from fulfilling your dreams, this *eight-week program* will help you overcome inertia and make wise choices. Explore and be inspired by the entrepreneurial mindset behind the behaviors that led the business owners in our study to be highly successful. *A separate registration is required for each seminar.* While each event can be taken independently from the others being offered, only those who complete at least seven weeks will gain the full benefit from the course and earn a certificate. This course is the Entrepreneurial Learning Initiative's Ice House Entrepreneurship program.

Week 1: The Power to Choose Your Future as a Small Business Owner

Regardless of your background and any pre-conceived ideas that have delayed your consideration of owning a viable business, you have the power to choose your destiny and take steps to overcome the barriers that are in your pathway. You will learn from very successful business owners who have been former gang members, have learning disabilities, language barriers, didn't complete high school, or had other barriers to overcome.

Tuesday • February 21 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-15
Register by: 4 PM February 21

Week 2: Problems are Opportunities for Entrepreneurs

Problems often have very simple solutions which can offer an opportunity for your business's financial success. Identifying the best problem to be solved and finding the best solution is not always obvious at first inspection. Entrepreneurs who exercise due diligence and recognize that many minds are better than one often find the best solution. Learn how to use an effective discovery canvas tool that has fast-tracked many small business owners into startups.

Tuesday • February 28 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-17
Register by: 4 PM February 28

Week 3: Putting Your Small Business Ideas Into Action

A lack of money and/or a lack of time are often not the biggest obstacles derailing a potential small business owner. While saving towards a business startup can empower potential entrepreneurs to make careful decisions, in this seminar we will look at the motivation that drives entrepreneurs to succeed and make a difference. Learn about the biggest obstacle, and find tips on how to overcome that obstacle.

Tuesday • March 14 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-20
Register by: 4 PM March 14

Week 4: Pursuing Knowledge as an Entrepreneur through Life-Long Learning

Making informed decisions with a ready-aim-fire approach to prove initial assumptions with calculated risks may cause small business owners to adapt their operations to the needs of the local community. Entrepreneurs must be open to investing time if their end-game is to grow a thriving business. Learn how those who have made the pursuit of knowledge a key element of their success found amazing results.

Tuesday • March 21 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-23
Register by: 4 PM March 21

Week 5: Creating Wealth for the Small Business Owner

Investing and spending are two different approaches. The latter often results in consuming mindlessly and offering an outward appearance of success while the small business owner may actually be carrying overwhelming debt that ends up driving future decisions that are not always in the best interests of the business or the entrepreneur's personal life.

Tuesday • March 28 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-25
Register by: 4 PM March 28

Week 6: Building Your Small Business Brand

Seeking to understand the problem that you are solving from the customer's point of view aids in sending the right message about the products or services one provides, lest the entrepreneur overlooks opportunities and sabotages his or her own success. Understand why actions speak louder than words in this seminar.

Tuesday • April 4 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-26
Register by: 4 PM April 4

Week 7: Creating Community in Your Entrepreneurial Network

The value of a successful network to include peers, partnering organizations, professionals, mentors, and employees is crucial for a business that seeks to be relevant to the needs of the customer, evolve, and grow. What kind of influence and value should you seek, and how can your network help you to transform your small business as you develop a mindset and the skills required for each phase of a transformation in both your personal and professional life?

Tuesday • April 11 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-27
Register by: 4 PM April 11

Week 8: The Power of Persistence in Your Small Business

Are you willing to go the distance to reach something greater in your small business that you have imagined while being focused on what you have at the moment, but refusing to accept stagnation? Can you adapt and see adversity as a catalyst to take positive action while recognizing that forging ahead may not be easy? It is possible for most entrepreneurs who are determined to overcome pre-conceived beliefs, poverty, and even learning disabilities.

Tuesday • April 18 • 6-8 PM • Room: R-161
Instructor: Melissa Evans • Event Number: 580-2023-29
Register by: 4 PM April 18

How to Start a Nonprofit Business – Online

Interested in forming a nonprofit business? Careful consideration should be given to this quest, and much attention needs to be given to the proper steps. Attendees will learn the basics of a nonprofit, issues to consider before incorporating, key steps in forming a nonprofit, which forms and documents need to be filed, and more. Don't miss this informative webinar.

Thursday • February 23 • 6-8 PM • Room: Online
Instructor: LaShon Harley • Event Number: 580-2023-16
Register by: 4 PM February 23

Marketing Your Business – Media Presence, Branding, Websites, Marketing Plan, and More

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and small business environment, and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive event.

Thursday • March 2 • 6-8 PM • Room: R-161
Instructor: Elisabeth Farnsworth-Grant
Event Number: 580-2023-19
Register by: 4 PM March 2

How to Apply for a Grant for Your Small Biz or Nonprofit

As a small business owner, you have taken a look at your financial standing and have decided to apply for a grant to support an aspect of your business or nonprofit. Maybe you are having trouble getting started or there are certain parts of the grant writing process for which you need clarity. We will walk through the steps of applying for a grant and discuss how to write a grant narrative. Learn the tips and tricks to edit and proof grants as well as how to search for grants for businesses and nonprofits.

Thursday • March 16 • 6-7 PM • Room: R-161
Instructor: April Cannon • Event Number: 580-2023-22
Register by: 4 PM March 16

Breakeven & Cashflow - Deciding if My Small Business Idea is a Win-Win or Bust! – Online

You've worked hard to evaluate the need for your new product or service idea. The next step is to determine whether to implement the idea. Outside of considering the competition that exists for your product or service, how will you know how much to charge? A cashflow spreadsheet and breakeven analysis are essential budgeting tools that will benefit you as (1) a potential entrepreneur who is evaluating a business idea, or (2) an existing small business owner who has not reached your full potential or who wishes to explore new income streams. Once completed, these tools will include your startup expenses, capital needs, operational costs, and anticipated revenue to determine whether your idea will be profitable or whether you need to pivot or totally set aside your plans. Don't waste any of your life's savings until you can prove by the numbers that you will be profitable!

Wednesday • March 29 • Noon - 1 PM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-34
Register by: 10 AM March 29

Wednesday • May 10 • Noon - 1 PM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-40
Register by: 10 AM May 10

NEW: Is My Small Business Idea Feasible? Testing the Idea is Important Before You Invest Time/Money

You have a business idea and you want to start your small business soon, but first you must determine if your idea is a demonstrated need in the marketplace. In this seminar, learn about Eric Ries's iterative method for testing your idea in the most time- and cost-effective way possible before you invest a lot of time and money. The iterative method will be demonstrated inside the classroom, so please come prepared to share your business ideas to get the greatest value from the seminar.

Thursday • April 13 • 6-7:30 PM • Room: R-161
Instructor: April Cannon • Event Number: 580-2023-28
Register by: 4 PM April 13

NEW: How to Launch a Profitable Airbnb Business – Online

Whether you are exploring Airbnb as an idea or have already hosted guests and want to optimize your profits, this webinar will provide the information you need to (re)launch a profitable Airbnb small business. You will decide if this is a good fit for you, learn how to get consistent 5-star reviews to maximize your income, and have an edge on the Airbnb marketplace whether you own real estate or not.

Tuesday • April 25 • 6-8:30 PM • Room: Online
Instructor: Ashley Patterson • Event Number: 580-2023-36
Register by: 4 PM April 25

Business Preparedness & Disaster Recovery for Your Small Business - Online

Immediately after a natural disaster, 40% of small businesses affected will not reopen. One year later 25% will close, and three years later 75% of businesses without a continuity plan will fail. Business owners often struggle with knowing where to turn due to lack of proper planning, staff training and delegation, identification of critical business tasks, and so on. Mitigate your business risk by preparing in advance, recover in record time should you be affected, and avoid the 75% failure rate.

Wednesday • April 26 • Noon - 1 PM • Room: Online
Instructor: Melissa Evans • Event Number: 580-2023-37
Register by: 10 AM April 26

NEW: Streamlining Expenses to Maximize Profits in Your Small Biz

While many entrepreneurs focus on increasing sales to ensure their success, lowering expenses is equally or sometimes more important when trying to achieve or maintain profitability. Cutting business expenses requires some tough choices and trade-offs, but there are ways to do it without fundamentally changing your business model. This session will discuss strategies to trim overhead, streamline expenses, and ultimately increase profitability.

Tuesday • May 2 • 7-8 PM • Room: R-161 & Online
Instructor: Rebekah Barr, CPA
Event Number: 580-2023-32 • Register by: 5 PM May 2

NEW: How Your Small Business Location Can Determine Your Marketing Strategy

Whether you have a physical storefront or not, marketing is a necessary part of your small business strategy. What does your current marketing strategy say about you? Let's evaluate that as a collaborative effort, and learn why marketing really is about sharing your story and how you can do that well. You will walk out of this seminar armed with steps to form a robust marketing strategy that, if followed faithfully, should translate into dollars.

Thursday • May 4 • 6-7:30 PM • Room: R-161
Instructor: April Cannon • Event Number: 580-2023-33
Register by: 4 PM May 4

Dynamite Marketing on a Firecracker Budget for Small Business Owners

There has never been a time when great marketing tools have been so inexpensive! Learn 50+ low-cost, easy-to-use marketing ideas for growing your business! You will find ways to grab new customers, reinforce relationships with current customers, and pique the interest of customers you don't even know about!

Monday • May 8 • 6-8 PM • Room: R-161
Instructor: Mike Collins • Event Number: 580-2023-38
Register by: 4 PM May 8

Three Tips to Building Client Relationships That Last in Your Small Business

How can you connect with your small business clients and customers and get them to keep coming back? How do you show that you value and appreciate them? Clients can sing our praises and help to build a positive word of mouth business. Discover how to work smarter by cultivating your customers and leave rejuvenated and committed to serving your clients with proven, creative online and offline systems and strategies. Transform your clients into life-timers rather than one-timers, and learn three valuable methods that will keep your competition from ever getting through your client's front door.

Tuesday • May 9 • 6-8 PM • Room: R-161
Instructor: Joe Novara • Event Number: 580-2023-39
Register by: 4 PM May 9

Entrepreneur Academy Certificate

The SBC offers a professionally prepared Entrepreneur Academy Certificate for seminar attendees completing ten (10) specified seminars and one (1) counseling session within three (3) consecutive semesters. Please contact the SBC at (252) 246-1232, speak with the SBC Director, or pick up a gold tracking form during a seminar.



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