

SPRING 2024 - IN-PERSON & VIRTUAL

ENHANCE

*Your Employee and
Organization*

PERFORMANCE

*With skills-based
Training
and Certificate
Programs*

VISIT OUR WEBSITE FOR INFORMATION

ON PROGRAMS, VIEW WEBINARS AND MORE!

WWW.KENT.EDU/YOURTRAININGPARTNER



TABLE OF CONTENTS

Spring 2024 Calendar at a Glance..... 4

Emerging Leaders Certificate.....5

Human Resources7

Lean Six Sigma..... 9

Project Management Certificate11

Supervision and Management Certificate 13

Corporate Subscription Program 18

Training & Development 19

Digital Marketing Certification 21

Online Training Programs23

Registration Information25

Other Information (Facilitators and Location)26

Custom Training Solutions For Your Organization..... 27



WELCOME!

Shift toward skills-based economy.

It seems that all my morning news feeds are emphasizing the shift towards a skills-based economy. I just finished reading a report stating that 55% of companies removed degree requirements for entry-level and mid-level roles in 2023, with nearly the same percentage expecting to eliminate degree requires from even more positions in 2024. The employers surveyed said they dropped the degree requirements in order to increase the number of applicants for open positions and create a more diverse workforce. Employers surveyed also acknowledged that there are other ways to gain skills.

This report speaks to a couple of significant trends we are seeing in the market for 2024.

- Competition for new employees is fierce
- Retention of current employees is critical to sustain business success
- A growing focus is being placed on skills attainment rather than degree qualifications

The challenge is that in rapidly changing environments the half-life for skills continues to shorten. As a result, professional development remains a top priority for individuals and organizations. Another survey reveals that 84% of employees expect their employer to provide the training and education they need to stay up-to-date. Organizations that invest in comprehensive training and development programs are more likely to attract and retain top talent. As we know all too well, skilled talent is essential for maintaining a competitive edge and thriving in today's rapidly evolving business landscape.

We look forward to serving as your training partner - offering the skills that enable individuals and organizations to thrive.

Warmest regards,
Lana Whitehead
Assistant Vice President, Lifelong Learning

THREE TRAINING OPTIONS FOR YOU

- 1 PUBLIC, PROFESSIONAL DEVELOPMENT PROGRAMS AND CERTIFICATES

Looking for individual learning opportunities? Peruse this catalog to start your learning engagement with Kent State.
- 2 CORPORATE PARTNERSHIP SUBSCRIPTION PROGRAM

Want to make your overall investment more economical? Consider the benefits of engaging with us through our Corporate Partnership Subscription Program.
- 3 TAILORED TRAINING SPECIALLY FOR YOUR ORGANIZATION

Have a group that all need training on a specific topic? Engage our team to tailor programs that meet your strategic learning objectives.



KENT STATE UNIVERSITY IS A PROVIDER OF RECERTIFICATION CREDITS FOR THE SHRM-CP AND SHRM-SCP CERTIFICATIONS.



“ Kent State was a joy to work with, everything ran smoothly, and I truly appreciate the time you took with ESRL to meet our needs. ”

Alicia Blake
Staff Development Coordinator
Eastern Shore Regional Library

- Certificate for Emerging Leaders
- ✓ Certificate in Project Management
- △ Certificate of Supervision
- ◇ Certificate of Training & Development

BE SURE TO CHECK OUR WEBSITE AND SUBSCRIBE TO OUR EMAIL NEWSLETTER FOR UP-TO-DATE INFORMATION ON NEW PROGRAM OFFERINGS OR ANY CHANGES TO THE SCHEDULE BELOW

FEBRUARY

2	△ Crash the Barriers: Build the Team.....	15
6 & 7	△ Motivating Employees.....	14
8, 20 & 21	△ Enhancing Interpersonal Communication Skills.....	1
13 - May 7	SHRM-SCP Certification Preparation Course.....	8
14	△ Managing Discipline	15
15 - 16	● Effective Organizational Leadership: Engage and Execute	5
19 - March 26	Lean Six Sigma Green Belt Training and Certification	10
27 - 28	△ Understanding Emotional Intelligence to Increase Your Effectiveness.....	16

MARCH

5 - 6	△ Coaching for Top Performance	16
5, 6, 12 & 13	✓ Essential Skills for Managing Projects	12
6	Effective Decision Making	15
7-8	● Strategies for Leading the Multigenerational Team	6
13	△ Motivating Employees.....	14
13 - 14	△ CELEMI: Agile Move	17
19 - 20	△ Managing Discipline	15
21	What's Preventing Your Team's Success?.....	8
21 - 22	● Influencing Up	6
22, 26 & 27	◇ Turning Conflict into Collaboration	14
26 & 27	✓ Advanced Skills for Managing Projects	12

APRIL

2	△ Managing Transition and Embracing Change During Challenging Times	15
3, 4, 15 & 16	✓ Essential Skills for Managing Projects	12
4 - 5	● Coaching Accountability	6
4, 25 & 26	Human Resources for Frontline Leaders	16
8 - 9	△ Making Great Decisions.....	15
9	△ Dealing with Difficult Behaviors	16
10	◇ Turning Conflict into Collaboration	14
11	△ Understanding Emotional Intelligence to Increase Your Effectiveness.....	16
15 - May 14	Lean Six Sigma Black Belt Training and Certification.....	10
18	△ Enhancing Interpersonal Communication Skills.....	1
19	△ Effective Performance for Managers and Supervisors	17
19	DiSC®: Keys to Improved Communication	8
23	△ Finance and Accounting for the Non-financial Professional	6
24	● Effective Organizational Leadership: Engage and Execute	5
30	Advanced Skills for Managing Projects	12

MAY

1	● Influencing Up	6
1	✓ Advanced Skills for Managing Projects	12
2 & 23	◇ Each One Teach One	20
7	△ Managing Discipline	15
8	△ Coaching for Top Performance	16
8	● Coaching Accountability	6
13	△ Motivating Employees.....	14
15	● Strategies for Leading the Multigenerational Team	6
16	◇ High-impact Learning: Fundamentals for Designing the Adult Learning Exp ...	20
17	A Plan for a Change	15
21 - 22	△ Dealing with Difficult Behaviors	16
22	DiSC®: Keys to Improved Communication	8

JUNE

5	● Coaching Accountability	6
11	△ Dealing with Difficult Behaviors	16

Fall 2024 programs are scheduled and available for registration. See program pages and website for Fall 2024 dates.

CERTIFICATE FOR EMERGING LEADERS

Training tomorrow’s leaders today is essential to ensuring effective succession planning for your organization. Kent State’s Certificate for Emerging Leaders is designed to help those who have the potential and desire to be a leader, and are new to leadership roles, to develop the skills needed for success.

The certificate programs will provide you with the knowledge to engage direct reports, drive accountability, increase financial acumen, influence colleagues and lead your multigenerational teams.

TRANSFORM YOUR ORGANIZATION WITH A FORWARD-THINKING MINDSET

FIVE PROGRAMS comprise the Kent State Certificate for Emerging Leaders:

- » Effective Organizational Leadership: Engage and Execute
- » Strategies for Leading the Multigenerational Team
- » Influencing Up
- » Coaching Accountability for Impact on People and Results
- » Finance and Accounting for the Non-financial Professional – CELEMI Virtual Apples and Oranges™

These programs may be taken individually for particular skill development or in the series to attain Kent State’s **Certificate for Emerging Leaders**. With this certificate, you will also receive Kent State’s digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

Effective Organizational Leadership: Engage and Execute

Facilitator: Kristy Frieden

In this program, you will learn the characteristics of great leadership and identify the key elements of leadership, how they differ from management and how to make the transition. [learn more](#)

ENROLL NOW VIRTUAL \$345

FEBRUARY 15 AND 16, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M.

DECEMBER 17 AND 18, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

APRIL 24, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

SEPTEMBER 18, 2024
(WED) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

OCTOBER 2, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

Finance and Accounting for the Non-financial Professional - CELEMI Virtual Apples and Oranges™

Facilitator: Ned Parks

This virtual fun, fast-paced business simulation focuses on the basics of business finance and financial literacy. Working in virtual teams and while filling out the profit and loss statement and balance sheet, participants get instant feedback on how their decisions impact and influence the bottom line. [learn more](#)

ENROLL NOW VIRTUAL \$445

APRIL 23, 2024
(TUES) 8:30 A.M. - 4:30 P.M.

DECEMBER 10, 2024
(TUES) 8:30 A.M. - 4:30 P.M.

CERTIFICATE FOR EMERGING LEADERS PROGRAMS

SPRING 2024 – LIVE, FACILITATOR-LED VIRTUAL TRAINING

Strategies for Leading the Multigenerational Team

Facilitator: Deborah Easton

Today’s workplace is affected by six generational mindsets. This program explains the origins of generational mindsets and their impact on work practices. You will learn practical skills and strategies for leading to maximize the contributions of every generation on your team. [learn more](#)

ENROLL NOW VIRTUAL \$345

MARCH 7 AND 8, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M.

DECEMBER 9 AND 10, 2024
(MON & TUES) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

MAY 15, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

SEPTEMBER 26, 2024
(THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 29, 2024
(TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

Influencing Up

Facilitator: Amy Shannon

Influencing is a skill that we simply learn as we grow up by copying others around us and is primarily based on our life experiences. However, there are techniques that we can learn and apply to most effectively influence others. [learn more](#)

ENROLL NOW VIRTUAL \$345

MARCH 21 AND 22, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M.

OCTOBER 16 AND 17, 2024
(WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

MAY 1, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 8, 2024
(TUES) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

DECEMBER 12, 2024
(THURS) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

Coaching Accountability for Impact on People and Results

Facilitator: Deborah Easton

The balance between productivity and work relationships is the key to team success. When people choose behaviors that inhibit a culture of accountability, this balance can be challenging to maintain. [learn more](#)

ENROLL NOW VIRTUAL \$345

APRIL 4 AND 5, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M.

OCTOBER 9 AND 10, 2024
(WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

MAY 8, 2024
(WED) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

JUNE 5, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 30, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

NOVEMBER 19, 2024
(TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR



THE SHRM LEARNING SYSTEM®

Establish yourself as a globally recognized human resource expert by earning the standard in HR certification: SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP).

These professional certifications can open doors for professional advancement, serve to harmonize standards with changing expectations and signal to employers advanced professional development.

Ensure you're prepared with our professional development program designed for SHRM credential candidates. Expand and test your knowledge and practical, real-life competencies in areas critical for HR career success.



KENT STATE UNIVERSITY IS A PROVIDER OF
RECERTIFICATION CREDITS FOR THE SHRM-CP
AND SHRM-SCP CERTIFICATIONS.

HUMAN RESOURCES PROGRAMS

SPRING 2024 – LIVE, FACILITATOR-LED VIRTUAL TRAINING

The SHRM Learning System® for SHRM CP/SCP Certification Preparation Course

Facilitator: [Luke Fausnaugh](#)

Ensure you're prepared with our course designed for SHRM credential candidates. Expand and test your knowledge and practical, real-life competencies in areas critical for HR career success. This intensive 12-week program offered by Kent State University combines expert instruction with the 2022 SHRM Learning System® for SHRM-CP/SHRM-SCP, so you will learn faster, retain more knowledge and stay on track for success on the exam. [learn more](#)

ENROLL NOW **VIRTUAL** \$1,195

FEBRUARY 13 - MAY 7, 2024
(TUES) 6:00 P.M. - 9:00 P.M.

SEPTEMBER 10 - DECEMBER 3, 2024*
(TUES) 6:00 P.M. - 9:00 P.M.

*There will be one week off, to be determined

DiSC®: Keys to Improved Communication

Facilitator: [Ned Parks](#)

Learn how behaviors, motivators and personal styles impact our relationships at work and at home. This innovative and interactive session is based on the DiSC® behavioral social style index. [learn more](#)

ENROLL NOW **VIRTUAL** \$255

MAY 22, 2024
(WED) 8:30 A.M. - 12:00 P.M.

DECEMBER 11, 2024
(WED) 8:30 A.M. - 12:00 P.M.

ENROLL NOW **IN-PERSON** \$255

APRIL 19, 2024
(FRI) 8:30 A.M. - 12:30 P.M.

KENT STATE STARK
CONFERENCE CTR

What's Preventing Your Team's Success? Overcoming the Critical Five Dysfunctions of a Team

Facilitator: [Kristy Frieden](#)

Based on Lencione's Five Dysfunctions of a Team, in this program your focus will switch from you to your team and from building not only a productive team, but a healthy team. Identify strategies to overcome the Five Dysfunctions – absence of trust, fear of conflict, lack of commitment, avoidance of accountability and inattention to results. Discover more about your roles as team leader and team member. [learn more](#)

ENROLL NOW **IN-PERSON** \$345

MARCH 21, 2024
(THURS) 8:30 A.M. - 12:30 P.M.

KENT STATE STARK
CONFERENCE CTR

94%

of employees would
stay with an organization
longer if it invested in
their training.

<https://teamstage.io/training-statistics/>



LEAN SIX SIGMA TRAINING AND CERTIFICATION

Smoother processes, greater efficiency and cost savings are just a few of the advantages that will make your organization more competitive when you implement Lean and Six Sigma continual improvement principles. Lean techniques eliminate wasteful activities, while Six Sigma is a disciplined method for meeting customers' expectations and eliminating defects in any process.

Investing in Lean Six Sigma training is the beginning of a new way of doing business. A commitment to implementing these methodologies and tools creates a culture of operational excellence. In the end, you'll achieve bottom-line results from the projects your Black Belts undertake, and you'll transform your organization into a more efficient, customer-focused one.

LEAN SIX SIGMA PROGRAMS

SPRING 2024 – LIVE, FACILITATOR-LED VIRTUAL TRAINING

Lean Six Sigma Green Belt Training and Certification

Facilitator: [Steve Skillman](#)

A highly trained professional, skilled in continuous improvement tools and techniques with the understanding of the concepts of Lean and Six Sigma, can enhance an organization's processes, assist in increasing productivity, support a continuous improvement culture and help an organization function at peak efficiency and accountability. Kent State's Lean Six Sigma Green Belt Training and Certification is a focused, intense program for continuous improvement change agents. These change agents will gain an understanding of, and skills in, the in-depth concepts, tools and techniques of Lean and Six Sigma. [learn more](#)

ENROLL NOW  **VIRTUAL** \$2,995

FEBRUARY 19 - MARCH 26, 2024

8:00 A.M. - 12:00 P.M.

[SEE WEBSITE FOR COMPLETE SCHEDULE](#)

SEPTEMBER 9 - OCTOBER 15, 2024

8:00 A.M. - 12:00 P.M.

[SEE WEBSITE FOR COMPLETE SCHEDULE](#)

Lean Six Sigma Black Belt Training and Certification

Facilitator: [Steve Skillman](#)

A Lean Six Sigma Black Belt is known as a highly trained team leader, communicator, statistical analyst and project manager. In this program you will learn how to use this diverse set of 'soft' and 'hard' skills to effectively lead critical business projects to successful completion. Kent State's Lean Six Sigma Black Belt Training and Certification is a focused, intense program for continuous improvement change agents looking to advance beyond the Green Belt level. [learn more](#)

ENROLL NOW  **VIRTUAL** \$2,995

APRIL 15 - MAY 14, 2024

8:00 A.M. - 12:00 P.M.

[SEE WEBSITE FOR COMPLETE SCHEDULE](#)

NOVEMBER 12 - DECEMBER 17, 2024

8:00 A.M. - 12:00 P.M.

[SEE WEBSITE FOR COMPLETE SCHEDULE](#)

** Completion of the Green Belt program is a prerequisite for the Black Belt program*

**A Kent State
Black Belt trainee
will see an estimated**

47-TO-1

**RETURN ON THE
TRAINING INVESTMENT
with the first project alone.**

**Based on Survey results
from sponsoring organization*

Contact us today to learn more about our programs and
how we can tailor and deliver them for your organization.

MORE INFO: YourTrainingPartner@kent.edu OR 330-672-5802

JOIN OUR

GROUP

CERTIFICATE IN PROJECT MANAGEMENT

Managing projects effectively is a vital skill for today’s workplace. The Kent State Certificate in Project Management provides professionals with experience working as project managers or aspiring to take on project management responsibilities, with the skills needed to improve performance, provide leadership and deliver projects on time and on budget.

LEARN THE SKILLS TO MANAGE PROJECTS TO STAY ON TIME AND ON BUDGET

Using a balanced mix of lecture, group exercises and a project case study, you will learn the skills necessary to manage a project from launch through completion. Particular emphasis is placed on defining the customer’s requirements and building a realistic schedule. This certificate consists of the following programs:

REQUIRED CORE PROGRAM:

- ▶▶ Essential Skills for Managing Projects

REQUIRED OPTIONAL:

Your choice of **one** of the following two programs:

- ▶▶ Advanced Skills for Managing Projects
- ▶▶ Project Leadership

The tools and principles taught in this certificate are based on the Project Management Institute’s (PMI)® Project Management Body of Knowledge (PMBOK® Guide). Kent State facilitator Bob Jewell is a certified Project Management Professional (PMP) through the Project Management Institute.

These programs may be taken individually for particular skill development or in the series to attain Kent State’s Certificate in Project Management. With this certificate, you will also receive Kent State’s digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online..

PMI and PMBOK® Guide are registered marks of the Project Management Institute Inc.

- Indicates program is required to earn the certificate.
- Indicates program qualifies as one of the ONE ELECTIVES to earn the certificate.

REQUIRED:

● Essential Skills for Managing Projects

Facilitator: Pete Evangelista, PMP

In this program, you will learn basic knowledge on what it takes to carry out projects effectively through the understanding and application of standard project management tools and techniques. It is a nuts-and-bolts program that presents you with “everything you need to know” to manage projects effectively.

[learn more](#)

ENROLL NOW VIRTUAL \$695

MARCH 5, 6, 12 & 13, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M

OCTOBER 24, 25, 31 AND NOVEMBER 1, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M

ENROLL NOW IN-PERSON \$695

APRIL 3 AND 4, 2024 KENT STATE STARK
(WED & THURS) 8:30 A.M. - 4:30 P.M CONFERENCE CTR

APRIL 15 AND 16, 2024 EDUCATIONAL SERVICE
(MON & TUES) 8:30 A.M. - 4:30 P.M CENTER OF NEO

SEPTEMBER 10 AND 11, 2024 EDUCATIONAL SERVICE
(TUES & WED) 8:30 A.M. - 4:30 P.M CENTER OF NEO

SEPTEMBER 25 AND 26, 2024 KENT STATE STARK
(WED & THURS) 8:30 A.M. - 4:30 P.M CONFERENCE CTR

REQUIRED – ONE OF THE FOLLOWING PROGRAMS:

□ Advanced Skills for Managing Projects

Facilitator: Pete Evangelista, PMP

In this program, you will take a more in-depth look at critical topics in Project Management. The tools and principles taught in this program are based on the Project Management Institute’s Project Management Body of Knowledge (PMBOK® Guide).

[learn more](#)

ENROLL NOW VIRTUAL \$345

MARCH 26 AND 27, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M

NOVEMBER 7 AND 8, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M

ENROLL NOW IN-PERSON \$345

APRIL 30, 2024 EDUCATIONAL SERVICE
(TUES) 8:30 A.M. - 4:30 P.M CENTER OF NEO

MAY 1, 2024 KENT STATE STARK
(WED) 8:30 A.M. - 4:30 P.M CONFERENCE CTR

OCTOBER 1, 2024 EDUCATIONAL SERVICE
(TUES) 8:30 A.M. - 4:30 P.M CENTER OF NEO

OCTOBER 8, 2024 KENT STATE STARK
(TUES) 8:30 A.M. - 4:30 P.M CONFERENCE CTR

□ Project Leadership

Facilitator: Pete Evangelista, PMP

Organizing and managing the day-to-day activities of a project can be challenging enough. However, you must also have the skills necessary to develop a high-performing team, make and implement effective decisions and communicate with and influence stakeholders outside your core project team. The difference between management and leadership will forever be debated; but when it comes to projects, you manage the process and lead the people.

[learn more](#)

ENROLL NOW VIRTUAL \$345

NOVEMBER 21 AND 22, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M

ENROLL NOW IN-PERSON \$345

OCTOBER 15, 2024 EDUCATIONAL SERVICE
(TUES) 8:30 A.M. - 4:30 P.M CENTER OF NEO

OCTOBER 23, 2024 KENT STATE STARK
(WED) 8:30 A.M. - 4:30 P.M CONFERENCE CTR

RISING TO THE CHALLENGES

Supervising and managing employees is an incredibly challenging role, especially in today's everchanging work environment. It comes with extraordinary demands and requires a wide range of expertise in competencies from communicating effectively to motivating employees to making informed decisions.

Kent State's Certificates of Supervision and Management are designed specifically to strengthen and develop the skills you need to effectively lead frontline employees and get work accomplished through others. No one in your organization has a more immediate impact on productivity and performance than you!



TWO NEWLY REVISED KENT STATE CERTIFICATES OF SUPERVISION AND MANAGEMENT NOW AVAILABLE

SUPERVISION AND MANAGEMENT FUNDAMENTALS CERTIFICATE
(see pages 14-15)

To earn Kent State's Fundamentals certificate, complete the four required core programs below:

- » Enhancing Interpersonal Communication Skills
- » Motivating Employees
- » Managing Discipline
- » Turning Conflict Into Collaboration

Plus, complete any two of the following electives: *

- » Managing Transition and Embracing Change During Challenging Times
- » Making Great Decisions
- » Understanding Emotional Intelligence to Increase Your Effectiveness
- » Dealing with Difficult Behaviors
- » Coaching for Top Performance

SUPERVISION AND MANAGEMENT ADVANCED CERTIFICATE
(see page 17)

To earn Kent State's Advanced Certificate, first complete Kent State's Supervision and Management Fundamentals Certificate.

Also complete the three required core programs below:

- » CELEMI Agile Move™
- » CELEMI Apples & Oranges™
- » Effective Performance Management for Managers and Supervisors

Plus, complete any two of the following electives (not already taken): *

- » Managing Transition and Embracing Change During Challenging Times
- » Making Great Decisions
- » Understanding Emotional Intelligence to Increase Your Effectiveness
- » Dealing with Difficult Behaviors
- » Coaching for Top Performance

* ELECTIVE PROGRAMS FOR BOTH FUNDAMENTAL AND ADVANCED CERTIFICATES ARE LISTED ON PAGES 15 - 16

These programs may be taken individually for particular skill development or in the series to attain Kent State's Supervision and Management Fundamentals Certificate and Kent State's Supervision and Management Advanced Certificate. With each of these certificates, you will also receive Kent State's digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

SUPERVISION AND MANAGEMENT FUNDAMENTALS CERTIFICATE REQUIRED CORE PROGRAMS

Indicates one of the FOUR CORE (required) programs to earn the Fundamentals certificate. See page 15-16 for description of the elective programs

Enhancing Interpersonal Communication Skills

Facilitator: Deborah Easton

Effective communication skills give you the power to achieve success in your supervisory role, as well as in all of your relationships. This program provides you the opportunity to assess communication strengths and weaknesses and to learn a variety of practical, powerful communication strategies that can be applied immediately on the job, with peers, subordinates and supervisors. [learn more](#)

ENROLL NOW VIRTUAL \$345

FEBRUARY 20 AND 21, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M.

OCTOBER 3 AND 4, 2024
(THURS & FRI) 8:30 A.M. - 4:30 P.M.

ENROLL NOW IN-PERSON \$345

FEBRUARY 8, 2024
(THURS) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

APRIL 18, 2024
(THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

SEPTEMBER 12, 2024
(THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 22, 2024
(TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

Motivating Employees

Facilitator: Mike Rooney

Have you found what works to motivate your employees for improved performance? Learn about the many motivational options beyond increased pay. Find out what types of rewards work in what types of circumstances. Gain ideas you can use to impact employee performance upon your return to the workplace. [learn more](#)

ENROLL NOW VIRTUAL \$345

FEBRUARY 6 AND 7, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M.

NOVEMBER 5 AND 6, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

MARCH 13, 2024
(WED) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

MAY 13, 2024
(MON) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

SEPTEMBER 11, 2024
(WED) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

OCTOBER 24, 2024
(THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

Turning Conflict Into Collaboration

Facilitator: Ned Parks

Conflict is natural within the workplace and a predictable part of working with others. Yet unresolved conflict negatively affects morale, motivation, communication, attitudes and productivity. If handled appropriately, your conflict can lead to positive, cooperative situations. [learn more](#)

ENROLL NOW VIRTUAL \$345

MARCH 26 AND 27, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M.

DECEMBER 4 AND 5, 2024
(WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

MARCH 22, 2024
(FRI) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

APRIL 10, 2024
(WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 1, 2024
(TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

OCTOBER 31, 2024
(THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

SUPERVISION AND MANAGEMENT FUNDAMENTALS CERTIFICATE REQUIRED CORE PROGRAMS

Indicates one of the FOUR CORE (required) programs to earn the Fundamentals certificate. See page 15-16 for description of the elective programs

Managing Discipline

Facilitator: Mike Rooney

Manage discipline effectively and your organization will observe reduced discord among employees, decreased numbers of grievances and increased productivity. You and your organization will experience increased cooperation among employees and sustained positive employee relations, leading to an enhanced organizational culture where everyone is working together toward the same goals. learn more

ENROLL NOW VIRTUAL \$345

MARCH 19 AND 20, 2024 (TUES & WED) 8:30 A.M. - 12:00 P.M.

NOVEMBER 13 AND 14, 2024 (WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

FEBRUARY 14, 2024 (WED) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

MAY 7, 2024 (TUES) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

SEPTEMBER 24, 2024 (TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

OCTOBER 17, 2024 (THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

ELECTIVE PROGRAMS FOR BOTH SUPERVISION AND MANAGEMENT CERTIFICATES

Indicates program qualifies as one of the TWO ELECTIVES to earn either the Fundamentals or Advanced Supervision and Management Certificate.

Making Great Decisions

*Facilitator: Bob Jewell

**Facilitator: Philip Kim

When was the last time you or your team sat down and evaluated the lessons learned from either a great decision or a bad decision? Managers, employees and teams are constantly making and implementing decisions, but few examine the process and assess the quality of their decisions. learn more

ENROLL NOW VIRTUAL \$345

APRIL 8 AND 9, 2024* (MON & TUES) 8:30 A.M. - 12:00 P.M.

DECEMBER 18 AND 20, 2024** (WED & FRI) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

SEPTEMBER 18, 2024** (WED) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

OCTOBER 9, 2024** (WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

Managing Transition and Embracing Change During Challenging Times

Facilitator: Kristy Frieden

To manage change effectively, a manager must understand the change process and be able to identify his or her personal role in any successful transition. In this program, participants will learn to recognize resistance to organizational change and learn how to overcome it. In addition the participants will identify strengths and opportunities in their change management approach. learn more

ENROLL NOW VIRTUAL \$345

DECEMBER 4 AND 5, 2024 (WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

APRIL 2, 2024 (TUES) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

Indicates program qualifies as one of the TWO ELECTIVES to earn either the Fundamentals or Advanced Supervision and Management Certificate.

Understanding Emotional Intelligence to Increase Your Effectiveness

Facilitator: Kristy Frieden

Whether we are at work, home or in our community, knowing and managing our emotions, and responding appropriately to the emotions of others, will determine our ability to work effectively and achieve the outcomes we desire. learn more

ENROLL NOW VIRTUAL \$345

FEBRUARY 27 AND 28, 2024 (TUES & WED) 8:30 A.M. - 12:00 P.M.

SEPTEMBER 24 AND 25, 2024 (TUES & WED) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

APRIL 11, 2024 (THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

NOVEMBER 12, 2024 (TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

NOVEMBER 19, 2024 (TUES) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

Coaching for Top Performance

Facilitator: Amy Shannon

Are you prepared to get the best from your organization's employees? The greatest impact managers can make comes from how they deliver results through others. learn more

ENROLL NOW VIRTUAL \$345

MARCH 5 AND 6, 2024 (TUES & WED) 8:30 A.M. - 12:00 P.M.

NOVEMBER 13 AND 14, 2024 (WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

MAY 8, 2024 (WED) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 10, 2024 (THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 15, 2024 (TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

Dealing with Difficult Behaviors

Facilitator: Deborah Easton

One of the greatest causes of workplace stress is dealing with "problem" people: customers, co-workers, employees, or managers. Most people's reaction is to "fight fire with fire," escalating an already tense situation. learn more

ENROLL NOW VIRTUAL \$345

MAY 21 AND 22, 2024 (TUES & WED) 8:30 A.M. - 12:00 P.M.

DECEMBER 12 AND 13, 2024 (THURS & FRI) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

APRIL 9, 2024 (TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

JUNE 11, 2024 (TUES) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

OCTOBER 8, 2024 (TUES) 8:30 A.M. - 4:30 P.M. KENT STATE STARK CONFERENCE CTR

NOVEMBER 7, 2024 (THURS) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

Contact us today to learn more about our programs and how we can tailor and deliver them for your organization.

MORE INFO: YourTrainingPartner@kent.edu OR 330-672-5802





“ This was a very informative program, presented in an engaging way. Very helpful! ”

Paul Deutsch
Executive Director, Altercare
Integrated Health Services

A Plan for a Change

Facilitator: Ned Parks

The ability to engage employees in change is rapidly becoming a key determinant of business success. Leaders need a clear understanding of the factors involved so they can take action and lead change effectively. Organizations, divisions, or teams that want to increase the return on investment for change initiatives can use this program to build a shared language and collective insights into what it takes to bring people on board. [learn more](#)

ENROLL NOW IN-PERSON \$345

MAY 17, 2024
(FRI) 8:30 A.M. - 4:30 P.M.

KENT STATE STARK
CONFERENCE CTR

Crash the Barriers:
Build the Team

Facilitator: Ned Parks

This program is a unique Table Top Business Simulation™ that is the foundation for a highly interactive workshop. Most team members know the team is not functioning as well as it should, but do not know to diagnose the issues. This program will teach individuals how to identify challenges, build teams and group interactions with the goal of working in a high-performing team.

Participants are set in teams of four and presented to Hypersque, Inc., a fictional company whose team is not a high-performing team. Participants will conduct a report out with a plan on how to “right the ship.” [learn more](#)

ENROLL NOW IN-PERSON \$345

FEBRUARY 2, 2024
(FRI) 8:30 A.M. - 4:30 P.M.

KENT STATE STARK
CONFERENCE CTR

Effective Decision Making

Facilitator: Philip Kim

In today’s business environment, the impact of a poorly-made decision can have far-reaching financial and professional consequences. Managers, employees and teams are constantly making decisions, but few examine the process and assess the quality of their decisions. This program utilizes group activities, real-world examples, and team case studies. [learn more](#)

ENROLL NOW IN-PERSON \$345

MARCH 6, 2024
(WED) 8:30 A.M. - 4:30 P.M.

KENT STATE STARK
CONFERENCE CTR

Human Resources for
Frontline Leaders

Facilitator: Mike Rooney

In this program frontline leaders will learn about relevant human resource (HR) topics and functions that impact daily operations. Participants will gain appreciation for the scope of HR responsibilities of attracting, developing, and retaining employees. Additionally, the facilitator will review basic aspects of compliance and employment law. [learn more](#)

ENROLL NOW VIRTUAL \$345

APRIL 25 AND 26, 2024
(THURS & FRI) 8:30 A.M. - 12:00 P.M.

NOVEMBER 20 AND 21, 2024
(WED & THURS) 8:30 A.M. - 12:00 P.M.

ENROLL NOW IN-PERSON \$345

APRIL 4, 2024
(THURS) 8:30 A.M. - 4:30 P.M.

EDUCATIONAL SERVICE
CENTER OF NEO

SEPTEMBER 17, 2024
(TUES) 8:30 A.M. - 4:30 P.M.

EDUCATIONAL SERVICE
CENTER OF NEO

OCTOBER 30, 2024
(WED) 8:30 A.M. - 4:30 P.M.

KENT STATE STARK
CONFERENCE CTR

Contact us today to learn more about our programs and how we can tailor and deliver them for your organization.

MORE INFO: YourTrainingPartner@kent.edu OR 330-672-5802

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GROUP

SUPERVISION AND MANAGEMENT ELECTIVE PROGRAMS

SUPERVISION AND MANAGEMENT ADVANCED CERTIFICATE REQUIRED CORE PROGRAMS

Indicates one of the THREE CORE (required) programs to earn the certificate. See page 15-16 for description of the elective programs

Effective Performance Management for Managers and Supervisors

Facilitator: Kristy Frieden

Research shows that a majority of managers, employees and HR leaders feel that their performance management results are ineffective and/or inaccurate. Additionally, performance reviews are dreaded by most managers and seem to demotivate and disengage rather than inspire employees to work more efficiently and productively. In this program, you will learn how to put value back into your performance review process by understanding the key components of a successful performance management system. [learn more](#)

ENROLL NOW  VIRTUAL \$345

OCTOBER 29 AND 30, 2024
(TUES & WED) 8:30 A.M. - 12:00 P.M.

ENROLL NOW  IN-PERSON \$345

APRIL 19, 2024
(FRI) 8:30 A.M. - 4:30 P.M. EDUCATIONAL SERVICE CENTER OF NEO

CELEMI Agile Move™

Facilitator: Ned Parks

Agile is a set of values and principles for any project or initiative that focus on customer value, leadership, teamwork and decision-making. In CELEMI Agile Move™, participants work in teams to explore and develop an Agile mindset. This digital business simulation is set in a fictitious company dealing with the typical operational, strategic and leadership challenges that many organizations are facing today. Participants work through the challenges and discuss and agree on which route to take – and get instant feedback on how well their decisions align with agile principles. Teams compete to see who can work the most agile and deliver the best results. [learn more](#)

ENROLL NOW  VIRTUAL \$445

MARCH 13 AND 14, 2024
(WED & THURS) 8:30 A.M. - 12:00 P.M.

NOVEMBER 1, 2024
(FRI) 8:30 A.M. - 12:00 P.M.

Finance and Accounting for the Non-financial Professional - CELEMI Virtual Apples and Oranges™

Facilitator: Ned Parks

This virtual fun, fast-paced business simulation focuses on the basics of business finance and financial literacy. Working in virtual teams and while filling out the profit and loss statement and balance sheet, participants get instant feedback on how their decisions on matters from customer service to stock management, impact and influence the bottom line. [learn more](#)

ENROLL NOW  VIRTUAL \$445

APRIL 23, 2024
(TUES) 8:30 A.M. - 4:30 P.M.

DECEMBER 10, 2024
(TUES) 8:30 A.M. - 4:30 P.M.



CORPORATE SUBSCRIPTION PROGRAM

MANAGE YOUR TRAINING NEEDS & YOUR TRAINING BUDGET WITH OUR CORPORATE SUBSCRIPTION PROGRAM

By investing in a [Kent State Corporate Partnership Subscription Program](#), you may purchase blocks of registrations for Kent State's one- and two-day public, open enrollment programs at discounted rates.

Your benefits of this investment include:

- Selection of high-quality training that meets your strategic training objectives
- Confidence that your employees develop skills and remain engaged
- Reduced number of registration transactions and saved time
- Discounted training costs and efficiency with one simple payment
- Invitation to join Kent State's Advisory Board (based on investment level)



[Email us for more information](#)



Front-line leadership is one of the most important resources in our organization. By investing in their development and providing them with foundational and critical leadership skills training, we help set our organization up for success. When we partnered with Kent State University, they were able to provide us programs that taught our frontline leaders today the critical skills needed such as managing conflict, emotional intelligence, and motivating and empowering their teams. With the positive feedback from both participants and managers, we are thrilled to expand the program and look forward to our continued partnership with KSU. It is our frontline managers who help motivate the people who do the work – those who make the products – and it is our role to invest in their development.



Katarina Soderstrom
Director,
Learning & OD
Avery
Dennison



Design Training Programs that Make an Impact!

CERTIFICATE OF TRAINING AND DEVELOPMENT

Kent State's Certificate of Training and Development provides you with the skills and knowledge necessary to design and deliver effective employee training – whether you are delivering your training programs in-person or virtually. You will learn to use a systematic method for developing effective training content. The comprehensive certificate consists of two programs providing high-impact, practical skills and tools for developing and facilitating your adult learning experiences.

THE PROGRAMS INCLUDE:

- ▶ Each One Teach One: Engaging Employees in Experiential Learning
- ▶ High-impact Learning: Fundamentals for Designing the Adult Learning Experience

CERTIFICATE OF TRAINING AND DEVELOPMENT PROGRAMS SPRING 2024 – *LIVE, FACILITATOR-LED VIRTUAL TRAINING*

Each One Teach One: Engaging Employees in Experiential Learning

Facilitator: [Christine Zust](#)

Whether you design and deliver in-person instructor-led training, virtual instructor-led training or blended learning training programs, this core curriculum as part of the Certificate in Training and Development helps you to achieve multiple learning objectives. [learn more](#)

ENROLL NOW

IN-PERSON \$695

MAY 2 AND 23, 2024 EDUCATIONAL SERVICE
(THURS) 8:30 A.M. - 4:30 P.M. CENTER OF NEO

OCTOBER 9 AND 23, 2024 KENT STATE STARK
(WED) 8:30 A.M. - 4:30 P.M. CONFERENCE CTR

NOVEMBER 6 AND 21, 2024 EDUCATIONAL SERVICE
(WED & THURS) 8:30 A.M. - 4:30 P.M. CENTER OF NEO

High-impact Learning: Fundamentals for Designing the Adult Learning Experience

Facilitator: [Ned Parks](#)

Successful course design in a short amount of time is a requirement in today's fast-paced environment. It requires the training professional to deliver high-quality, high-impact training; often with little budget and under severe time constraints. Understanding the needs of adult learners is the key to success in this process. The workshop will provide you with adult learning foundations and design skills specific for those conducting any type of training. [learn more](#)

ENROLL NOW

IN-PERSON \$345

MAY 16, 2024 EDUCATIONAL SERVICE
(THURS) 8:30 A.M. - 4:30 P.M. CENTER OF NEO

OCTOBER 16, 2024 KENT STATE STARK
(WED) 8:30 A.M. - 4:30 P.M. CONFERENCE CTR

NOVEMBER 13, 2024 EDUCATIONAL SERVICE
(WED) 8:30 A.M. - 4:30 P.M. CENTER OF NEO

The above programs may be taken individually for particular skill development or in the series to attain Kent State's Certificate of Training and Development. With this certificate, you will also receive Kent State's digital certificate badge, a trusted method for real-time credential verification that provides an indicator of your accomplishment for you to display online.

\$101.6 BILLION
TOTAL U.S. TRAINING EXPENDITURES
in 2022

<https://trainingmag.com/2022-training-industry-report>



CERTIFIED DIGITAL MARKETING PROFESSIONAL + PROFESSIONAL CERTIFIED MARKETER

Two Great Marketing Leaders. One Powerful Course. Not only will you receive a DMI certification, but you also receive the Professional Certified Marketer (PCM) awarded by the American Marketing Association (AMA). Both are internationally recognized. Get ahead and stand out in your career with dual online digital marketing certifications. Delivered 100% online, learn Google Ads (PPC), Analytics, Facebook Ads, content marketing, SEO and more. Two certifications for the price of one.

You will acquire a hands-on learning experience that will enable you to demonstrate a strong foundation in digital marketing, covering the main concepts, techniques, and skills required in order to develop, plan and implement an effective digital marketing strategy.

- ▶ Gain a holistic understanding and competency in the key areas of digital marketing
- ▶ Learn durable skills so you can stay relevant, no matter what's trending
- ▶ Join a community of like-minded marketers and industry experts
- ▶ Keep learning with Continuous Professional Development (CPD) on Marketing Topics

The “Digital Marketing Specialist” role is among the
TOP 10 MOST IN-DEMAND JOBS
with 860,000 job openings.

<https://www.simplilearn.com/why-choose-a-career-in-digital-marketing-article>

DIGITAL MARKETING CERTIFICATIONS

SPRING 2024 – ONLINE, ON-DEMAND TRAINING

This online digital marketing certification is ideal for a wide range of professionals including Marketing Executives, Managers, IT Managers and Senior Management. It is also ideal for small business owners or anyone involved in the planning, implementation or measurement of digital strategies, along with anyone keen to pursue a career in digital marketing. Becoming a Certified Digital Marketing Professional will benefit you regardless of your skills or experience and will empower you to maximize the impact of your marketing through powerful digital tools.

Certified Digital Marketing Professional + Professional Certified Marketer

Upon successful completion of a three-hour computer-based examination, you are awarded two of the world's most widely recognized digital marketing certifications – the DMI certification and the Professional Certified Marketer (PCM) awarded by the American Marketing Association (AMA).

As a certified digital marketing professional you get the confidence you need to create and steer transformative and revenue generating digital marketing strategies for organizations of any and all sizes. You will also receive a globally recognized certified professional badge to display on your LinkedIn profile, while also gaining access to the MyDMI membership platform to maintain your skills as you continue to learn and grow, to network, and to gain valuable CPD points. [learn more](#)



VIRTUAL

ENROLL NOW

**BEGINS
FIRST OF EACH MONTH**

**SEE WEBSITE FOR ADDITIONAL
INFORMATION*

30 HOURS FLEXIBLE ONLINE
LEARNING

\$1900

TRAINING TO HELP YOU GROW YOUR CAREER

Delivered 100% online, learn Google Ads (PPC), Analytics, Facebook Ads, content marketing, SEO and more. Two certifications for the price of one. By the end of this comprehensive digital marketing training, you will be able to:

- ▶ Increase your website's visibility through search engine optimization (SEO) techniques
- ▶ Drive qualified traffic to your website through pay-per-click (PPC) advertising
- ▶ Execute social video and digital display campaigns
- ▶ Capture, segment, and manage email subscribers in order to plan and execute a successful email marketing campaign
- ▶ Use suitable social media channels for different business goals and objectives
- ▶ Measure and optimize your social media campaigns
- ▶ Leverage mobile marketing for its micro-targeting advantages
- ▶ Analyze and optimize your overall digital marketing activity
- ▶ Create a formal digital marketing plan for your organization



Digital
Marketing
Institute™

×

AM
AMERICAN MARKETING
ASSOCIATION



In today's fast-paced world, many of us find it difficult to take time away from work and family activities to attend professional development programs.

Kent State's online training offerings may fit better into your schedule. You can take these programs before breakfast, during lunch, late at night or any other time you find convenient! Kent State makes a variety of topics available.



IMPROVE YOUR SKILLS ON YOUR OWN TIME WITH ONLINE TRAINING PROGRAMS

It is easy to participate in your online program. After you register, you will receive via email a web address and password to access your online classroom. You will use your email address and password to gain access to the learning.

The online classroom is open 24 hours a day seven days a week. There are no live real-time requirements or meetings. You decide when you participate.

If you don't see what you're looking for, contact us! There are many more programs available.

A sampling of the program offerings are shown on the next page.



ONLINE CERTIFICATE PROGRAMS

Complete the certificate programs below in just a few short months. Engage with other online participants and facilitators on your own schedule.

Bookkeeping Certificate

The Bookkeeping Certificate will provide you with the knowledge needed to measure, and manage, the financial health of your business. This program focuses on cash basis accounting.

[\[ENROLL\]](#)

Certificate in Business Writing

Successful communicators in the workplace move forward, others move back. Enhance your career by improving this critical communication skill.

[\[ENROLL\]](#)

Certificate in Data Analysis

Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. Data Analysis is quickly becoming one of the most sought-after skills in the workplace.

[\[ENROLL\]](#)

Entrepreneurship Certificate

Boost your chances of success for your new or small business and reduce your risks. Learn how to create a business plan, including assessing business feasibility and prepare the management and financial plans.

[\[ENROLL\]](#)

Graphic Design Software Essentials Certificate

The Adobe software tools are the leading software for graphic design. Learn to use Adobe Illustrator, Photoshop and InDesign to design logos, flyers, posters, banners, business cards, brochures, flyers, books, magazines and more.

[\[ENROLL\]](#)

Mastering Video Marketing Certificate

Video marketing is the most recent new marketing trend. Shoppers who viewed product videos were 144 percent more likely to add the product to their cart. Learn video marketing techniques including storytelling, SEO and increasing shopping cart conversions.

[\[ENROLL\]](#)

Social Media for Business Certificate

From Facebook to Twitter, blogging, YouTube, LinkedIn and more, discover the new principles of communication that apply across all networks, how these specific social networks work and the possible uses for your organization.

[\[ENROLL\]](#)

ONLINE INDIVIDUAL PROFESSIONAL DEVELOPMENT PROGRAMS

Click the [\[ENROLL\]](#) to learn more or to register and get started immediately.

Computer Applications [\[ENROLL\]](#)

- Adobe: Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere
- AutoCAD
- Certified Information Security Manager (CISM)
- Intuit Quickbooks
- Microsoft: Access, Excel, Outlook, PowerPoint, Suite, Word
- Web Design: HTML5, CSS3

Project Management Online Programs [\[ENROLL\]](#)

- Project Quality Management
- Project Risk Management
- Agile Development and Project Management
- Project Scope Management
- Project Management for IT Professionals

On-Demand Learning Programs [\[ENROLL\]](#)

- Certified Associate in Project Management (CAPM) Exam Prep
- Project Management Professional PMP® Exam Prep
- Introduction to Project Management
- Business Management and Organizational Leadership with CAPM

Online Professional Development Programs [\[ENROLL\]](#)

- Business Law for Entrepreneurs
- Corporate Social Responsibility
- Critical Thinking
- Effective Negotiations
- Business Management and Organizational Leadership
- Professional Communication
- Public Speaking
- Many More!

EASY WAYS TO REGISTER



Visit www.kent.edu/yourtrainingpartner/our-programs-services



330-672-5702 between 8 a.m. and 5 p.m. daily with your registration.



Email us at YourTrainingPartner@kent.edu

DISCOUNTS



10% OFF: Three or more employees registered for the same program

5% OFF: Three or more employees registered in a group of various programs at the same time.



CORPORATE PARTNERSHIP PROGRAM:

Save even more with our NEW [Corporate Subscription Partnership Program!](#)
Email Us for Details. YourTrainingPartner@kent.edu

CANCELLATION AND TRANSFER POLICY

Kent State University reserves the right to cancel programs. In the event that your program is cancelled, a full refund will be issued. Fees paid by credit cards will be processed immediately. Check and cash payments will be refunded with a Kent State University check issued within four weeks of cancellation.

Should you wish to withdraw from a program for which you are registered, you may cancel the registration or transfer into the next scheduled program according to the following policies:

- ▶ Kent State must be notified of your cancellation or request to transfer to the next scheduled program more than **five business days** prior to the program start date to receive a 100 percent refund or no fee for the transfer.
- ▶ If Kent State is notified of your cancellation or request for transfer fewer than **five business days** before the program start date, you may receive a 50 percent refund for the cancellation; a \$50 transfer fee will be applied if you choose to transfer into the next scheduled program.
- ▶ There will be no refund if Kent State receives notification of the cancellation on the program start date or if you do not attend the program.
- ▶ If you are unable to attend, you may substitute another member of your organization at no additional cost. Please notify Kent State of this change before the program start.
- ▶ Kent State's transfer policy allows for a one-time transfer into the next scheduled program within one year of the transfer request according to the policies above.

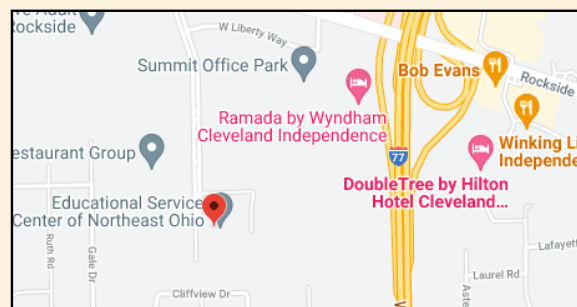
MEET OUR FACILITATORS

Kent State's Center for Corporate and Professional Development employee development training facilitators are subject matter experts with a passion for the area of their expertise.

They have many years of practical real-world experience that enables them to customize the training content to your organization and allows for seamless application by your employees.

[VIEW ON WEBSITE](#)

IN-PERSON TRAINING INFORMATION:

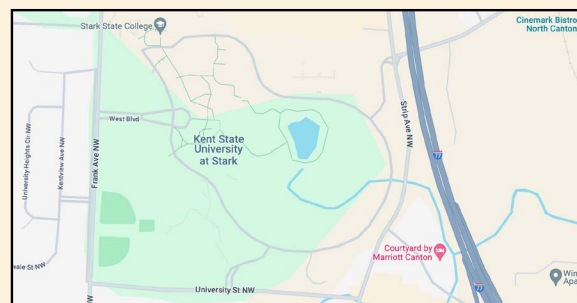


Educational Service Center (ESC) of Northeast Ohio

6393 Oak Tree Blvd. South
Independence, OH 44131

www.escneo.org

*The ESC is conveniently located
off I-77 and I-480 in Independence
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North Canton, OH 44720

[www.kent.edu/stark/cucc/
conference-center](http://www.kent.edu/stark/cucc/conference-center)



CUSTOM TRAINING SOLUTIONS TO FIT YOUR ORGANIZATION'S NEEDS

Gain the advantages of partnering with Kent State's Center for Corporate and Professional Development. You receive a strategic solution, competitive pricing and quick response times. When working with Kent State, you can expect to experience a strategic approach to the training or consulting solution, which ensures that it has noteworthy, relevant impact. You also know that the professionals effectively manage the details.

✓ STRATEGIC SOLUTIONS ✓ COMPETITIVE PRICING ✓ QUICK RESPONSE TIMES

Kent State's tailored live, facilitator-led training for your organization's groups is delivered in the format that is most practical for you – either in-person or virtually. Our client-objectives focus is unmatched; we offer flexible scheduling that meets your talent development needs for your associates in geographically dispersed locations across multiple time zones.



YOU'RE IN GOOD COMPANY WHEN YOU PARTNER WITH US!

THE CENTER FOR CORPORATE AND PROFESSIONAL DEVELOPMENT IS YOUR PARTNER
FOR COMPREHENSIVE EXPERTISE AND PROVEN SOLUTIONS
IN TALENT AND ORGANIZATION DEVELOPMENT.



NEED A CUSTOM TRAINING SOLUTION?

CONTACT US TODAY TO LEARN MORE ABOUT OUR TAILORED CONTRACT TRAINING PROGRAMS
AND HOW WE CAN DELIVER THEM FOR YOUR ORGANIZATION.

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► PARTNER WITH US

Why hire a private consulting firm that tries to sell you one solution when you can partner with a world-class university whose performance consultants focus on YOUR strategic objectives?