

Spotlight on our
**EXPERT
 INSTRUCTORS**



ADULTS 50+
 Check out UD's
 Osher Lifelong
 Learning Institute.
 See page 37.



UNIVERSITY OF DELAWARE
**PROFESSIONAL &
 CONTINUING STUDIES**

SPRING 2022
 PROGRAMS AND COURSES
PCS.UDEL.EDU

MAKING A POSITIVE IMPACT

UD PCS team operates under unified goal

Twice per year, we compile the multitude of services offered by all of us on the University of Delaware Division of Professional and Continuing Studies (UD PCS) team into a publication like the one you have in front of you. Though the numerous opportunities we provide are aimed at a host of audiences and have assorted purposes, they are all executed with the same goal: *to make a positive impact*.

On pages 34-35, we highlight a few of the many ways we make a positive impact by featuring five of our functions and the critical roles each has recently played during this unprecedented time in our lives:

- Working remotely did not stop our **ACCESS Center** team from providing educational outreach, counseling and support to a few thousand students.
- After transitioning its classes to an online format and recording high enrollment, **UD's Osher Lifelong Learning Institute (OLLI)** is continuing to offer virtual programming for those who enjoy the convenience of participating from home or anywhere they have a Wi-Fi connection.
- Our **Clinical Trials Management Certificate** program had a surge in enrollment for training in an in-demand field and is not showing any signs of slowing down the momentum.
- The **UD Montessori Teacher Residency (UDMTR)** was responsible for teacher training that allowed for the launch of the Sussex Montessori Charter School.

- **Advanced Social Media Marketing for Business Certificate** graduate and local entrepreneur Heather Cox used the skills she learned from UD PCS to provide free support to businesses in need of online communication assistance.

It would not be possible to make a positive impact without our instructors who combine their combination of education and experience with a passion for the subjects they teach. Featuring a lineup that includes business owners, industry experts, college professors and other veteran educators, graduate degree holders, certified practitioners, and leaders in their fields, UD instructors practice what they preach and are eager to share their knowledge.

In this guide, we are pleased to introduce you to a few of our impact-making instructors who have helped our students navigate their educational paths, forge personal and professional connections, gain confidence and credentials, and acquire new skills to better their lives.

Whether you are utilizing UD PCS' services for advising, individual enrichment, career growth or any other reason that meets your needs and wishes, we hope that you will be like Heather Cox and apply what you learn to pay it forward and make a positive impact on others.

All of us on the UD PCS team wish you and your families a safe and healthy new year!

What can UD do for you?

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The University of Delaware's Division of Professional and Continuing Studies (UD PCS) provides educational opportunities for anyone seeking to begin or complete their college career, enhance their professional skills or enrich their personal life. UD PCS also provides customized training and educational services to area businesses, organizations and professional associations.

As the adult and nontraditional learners' portal to the University of Delaware, UD PCS impacts thousands of students each year through UD credit courses and degree offerings, professional development courses, certificate programs, specialized conferences, workshops and lifelong learning member cooperatives throughout the state.

Through UD PCS, the University of Delaware extends its vast resources, research, technology and knowledge to the community, the region and the world. UD PCS provides:

- **Academic advisement and career counseling**
- **Credit courses and degree completion**
- **Customized learning and community partnerships**
- **Lifelong learning opportunities**
- **Pre-college programs**
- **Professional development programs and courses**
- **Online learning opportunities through UD Online**

Spring course delivery format

While many of our continuing education courses are traditionally offered through an in-classroom learning format, many spring 2022 courses will be taught in a live-online format via videoconferencing. Should a change occur in course delivery format, enrolled participants will be notified as soon as possible. For information about the University of Delaware's response to COVID-19, see udel.edu/coronavirus.

Follow #UDPCS on social media!

 facebook.com/udpcs

 twitter.com/ud_pcs

 linkedin.com/company/udpcs

ON THE COVER: UD PCS instructors (from top left to right) Amanda Dietz, Ryan Harrington, Gemma Lowery; (from bottom left to right) Paige Fitzgerald, Nancy Dibert and Mike Morrison.

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POSTMASTER: Send address changes to Division of Professional and Continuing Studies, University of Delaware, Newark, Delaware 19716.

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The UD Professional & Continuing Studies ACCESS Center:

Academic advisement, credit registration, and career exploration and assessment

The ACCESS Center provides free academic advisement, career exploration and assessment, and credit registration assistance. Advisors are available to help you achieve your educational and career goals.

ACCESS Center services and resources include:

- Academic advisement for first-time or returning students, including assistance with course/program selection and registration.
- Career exploration and counseling, including administration of career inventories.
- Unofficial transcript evaluation and curriculum review for prospective transfer students.
- Information about and assistance with the University's admission and readmission processes.
- Information regarding UD resources and student services.
- Information on University policies and procedures.

Explore your options! Contact the ACCESS Center to schedule an appointment.

Email: access-advise@udel.edu • Phone: 302-831-8843
pcs.udel.edu/access

Power Up Your Career Seminars

LIVE-ONLINE—Free and open to the public

Special career- and personal branding-focused seminars provide immediately applicable tips and strategies for your professional goals. The following seminars are offered live-online, via Zoom, 7–8:30 p.m. on Wednesdays.

- Elevating Your Passion into Your Profession (February 16)
- Standing Out in a Competitive Job Market (March 16)
- Getting Back into the Workplace (April 20)
- Finding and Maintaining Motivation in Your Professional Life (May 18)

See pcs.udel.edu/power-up for more information.

Credit courses and degree completion

Whether you are a high school student seeking the challenge of college coursework, an adult looking to start or complete a degree, or someone interested in taking individual courses for personal, educational or professional enrichment, you may take UD courses as a nonadmitted student. You do not have to be officially admitted to the University to get started. As long as you meet the course requirements or prerequisites, many University courses are available to nonadmitted students. A wide variety of courses are offered in the evening and online.

- **Spring courses begin Feb. 7.**
- **For the latest information regarding the UD academic calendar, consult udel.edu/registrar/cal.**
- **Ready to search for a course? Visit udel.edu/courses.**
- **Ready to register? Visit pcs.udel.edu/registration.**

Over-60 Tuition-Free Program for matriculated Delaware residents

If you are a Delaware resident age 60 or older, you may pursue a University of Delaware degree without paying tuition. You must apply and be accepted (matriculated) to qualify. Visit pcs.udel.edu/60-tuition-free-degree.

Need more information? Contact the Professional and Continuing Studies ACCESS Center at access-advise@udel.edu or 302-831-8843.

Lifelong learning opportunities

The University of Delaware hosts Osher Lifelong Learning Institute (OLLI) programs in New Castle, Kent and Sussex counties and online for adults to enjoy classes, teach, exchange ideas and learn together. Try out a new language, meet with a passionate discussion group or revisit your favorite areas of study from the comfort of your home or on location in classes carefully organized with health and safety protocols in place. These volunteer-based academic cooperatives offer hundreds of courses each year, with no grades or exams and no educational prerequisites.

See page 37 for details.





Customized learning and community partnerships

The University of Delaware provides customized programs designed to help your business or organization achieve its training and employee development goals. Professional coaching, executive education and customized training programs are tailored to your organization's needs and can be delivered online, on-site or on campus.

Customized training

We design and deliver customized training for current open enrollment programs in business, healthcare and others, as well as executive education programs that meet the specific needs of your organization. We utilize the advanced expertise and experience of University of Delaware faculty and external subject matter experts to provide exceptional learning opportunities for your team.

Comprehensive instructional design and course delivery solutions

Our strong knowledge of instructional design techniques, technology applications and adult learning styles enables our educators to produce and deliver classroom-based and online programs tailored to your needs.

Professional executive coaching

We help organizations develop employee strengths, address challenges, improve productivity and increase job satisfaction. We will design new or enhance your existing coaching programs, including executive-level services.

Benefits to your organization

Outsourcing your organization's professional development to UD enables your employees to focus their efforts on core business issues that affect your bottom line.

Other benefits include:

- Strengthening your workforce through proven leadership programs.
- Optimizing work processes with project management and occupational safety programs.
- Improving relationships through diversity, teamwork and communications programs.

Contact us to discuss your customized learning and community partnership needs.

Professional development programs and courses

UD PCS offers a variety of ways for you to build your credentials and move ahead in your career. Certificate programs, seminars, conferences and short courses provide you with practical knowledge and skills as well as resume-building credentials. Our faculty and adjunct instructors combine strong academic backgrounds with extensive real-world experience. Programs include:

- **Business & IT**—Business Analysis, Business Analytics, Digital Marketing, Foundations of R for Data Analysis, Microsoft® Excel, Nonprofit Leadership, Predictive Analytics and Data Mining, Project Management, Sales Development Science, Sales Operations Science, Self-Paced Programs, Social Media Marketing
- **Drone Training**—Ground School and FAA Part 107 Test Prep
- **Food and Hospitality**—HR Competencies for Restaurant Managers
- **Healthcare**—Advanced Telehealth Coordinator, Clinical Trials Management, Dental Symposium, Eastern Shore Medical Symposium, RN Refresher
- **Law**—Paralegal, LSAT Prep
- **Pre-College**—UD Dual Enrollment, SAT/ACT Prep
- **Safety**—COSS (Certified Occupational Safety Specialist), COSM (Certificate for Occupational Safety Managers), SAF Frontline Safety
- **Test Preparation**—ACT, GMAT, GRE, LSAT, SAT, Praxis

See pages 4–28 for complete program listings.

Online learning opportunities through UD Online

More than 240 University of Delaware credit courses—as well as 26 degree programs, certificate programs or professional development programs—are offered online, and more are developed every year. Ranging from an associate in arts to an MBA or M.S. in mechanical engineering, online programs from the University of Delaware are ideal solutions for students and professionals seeking to advance their education while accommodating their busy schedules.

See pages 29–33 for program listings.

Business and IT programs

Free Live-Online Information Sessions

Join us for the following live-online information sessions to learn more about spring 2022 professional development programs, speak with instructors and ask questions about the programs you're interested in.

Tuesday, January 18
7–8 p.m.

Business Analytics Science
Nonprofit Leadership
Project Management
Sales Development Science
Sales Operations Science

Wednesday, January 19
7–8 p.m.

Business Analysis
Foundations of Digital Marketing
Predictive Analytics and Data Mining
Social Media Marketing

Thursday, January 20
7–8 p.m.

Foundations of R for Data Analysis
Microsoft® Excel

Meeting information sent upon registration
pcs.udel.edu/info-session

NONCREDIT CERTIFICATE | LIVE-ONLINE

Business Analysis Certificate

Bridging the business/IT divide

A business analyst bridges the “understanding gap” between an organization and its technology, functioning as a type of translator who converts business needs into measurable IT requirements and solutions. To succeed in this role, the business analyst must have a broad range of business, technical and interpersonal skills, including being able to effectively write and review detailed functional specifications as well as develop and test systems based on those requirements.

WHO SHOULD PARTICIPATE?

- IT professionals new to business analysis
- Employees currently working in or interested in moving to a position in which business analysis skills would be useful

SCHEDULE:

Business Analysis Module 1:

Foundations of Business Analysis

Tuesday, March 15 and
Wednesday, March 16, 2022

Business Analysis Module 2:

Eliciting and Documenting Requirements

Tuesday, April 12 and
Wednesday, April 13, 2022

Business Analysis Module 3:

Requirements Analysis and Design Definition

Tuesday, May 10 and
Wednesday, May 11, 2022

Business Analysis Module 4:

Solution Deployment and Evaluation

Tuesday, May 31 and
Wednesday, June 1, 2022

All classes are scheduled from 9 a.m. to 4:30 p.m.

LOCATION: Live-online

PRICE: \$995 per module; course materials included. **Payment plan, scholarships**

and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).

Save \$600 and become eligible to earn a University of Delaware Certificate of Completion by registering for all four Business Analysis modules at the same time. Offered at a bundled rate of \$3,380, this equates to more than a 15% discount versus registering for each module individually.

pcs.udel.edu/business-analysis

NONCREDIT CERTIFICATE | ONLINE

NEW! Business Analytics Science Certificate

Delivered online, the Business Analytics Science Certificate program is taught by industry experts and covers the key areas required to be effective at utilizing data to help an organization optimize its business processes by making better, more informed decisions. In this 10-week course, you will learn key concepts and strategies, get hands-on practice (with feedback from experts) and earn in-demand credentials. Along with creating a Business Analytics Playbook to help a real-world company leverage data to extract and visualize actionable insights using the latest techniques and industry tools, you will also learn strategic concepts such as data modeling, accessing data with SQL, data visualization and KPI development. In addition, you'll walk away with hands-on technology experience and be fully prepared to take your Tableau Desktop Specialist Certification exam. Weekly, you should expect to spend four to six hours engaging with on-demand content created by industry experts, including activities and assignments in the online learning portal. Additionally, weekly live-online, one-hour, optional but recommended group sessions are available for engaging in real time with peers, experts and mentors.

WHO SHOULD PARTICIPATE?

- Individuals considering a career in an analytics-related capacity who want to build data-oriented skillsets and gain their Tableau Desktop Specialist Certification
- Business-focused professionals looking to develop new skills to expand career opportunities or improve potential for advancement in marketing, sales, finance, business operations, human resources or other related fields
- Recent graduates looking to gain a big-picture understanding of business analytics and build in-demand skills employers are seeking
- Entrepreneurs looking to grow their business by utilizing skills in data extraction, modeling and visualization

SCHEDULE: Classes start monthly. Please visit our website for schedules.

LOCATION: Online

PRICE: \$1,999, course materials included.

ba.pcs.udel.edu

CREDIT CERTIFICATE | HYBRID-ONLINE

Business Essentials Certificate

Undergraduate credit certificate program focused on business essentials for non-business professionals. See page 30.

NONCREDIT COURSE | ONLINE

NEW! Foundations of Digital Marketing

What is digital marketing and why does it matter to businesses? How can you incorporate digital into your marketing mix to meet your audience online? The objective of this course is to introduce foundational marketing concepts needed for digital marketing. Participants will learn to:

- Define digital marketing terms
- Differentiate between the characteristics of traditional and digital marketing
- Differentiate among inbound and outbound marketing strategies
- Distinguish between the different digital channels and the opportunities they provide for business online
- Distinguish examples of digital media

BUSINESS ANALYSIS EXPERT TEACHES FROM INDUSTRY EXPERIENCE AND KNOW-HOW



By Adam S. Kamras and Nora Zelluk

Businesses and organizations spend a huge sum each year on data and technology solutions, projects and needs. Realizing value on those projects is a high priority.

To that end, the role of the business analyst can be key in helping an organization to define strategy and provide the leadership needed to identify project goals and requirements, functioning as a type of translator who converts business needs into measurable IT requirements and solutions.

“It is all about delivering business value,” said Amanda (Mandy) Dietz, instructor for UD’s Business Analysis Certificate program and vice president—business analysis and project management and customer experience practice leader for Orion Development Group.

“Whatever your strategic priorities are is how you define business value and make sure you are constantly working toward it in the most effective way possible,” added Dietz. “Delivering business value entails finding out what is important, figuring out how to get there and confirming that you actually deliver that value.”

With a diverse, business-oriented background, Dietz is the epitome of an expert who teaches both “from the book” as well as from a deep well of experience and know-how. “My job with the certificate program is to teach you to be a business analyst and cover what it takes to do effective business analysis,” said Dietz. “I definitely teach in alignment with the International Institute of Business Analysis’ *Business Analysis Body of Knowledge* (IIBA BABOK), and then there’s the stuff that I know because I’ve been doing this for a lot of years.”

Dietz has over 35 years of experience as a strategic and tactical leader of transformational change. In her corporate leadership roles, she was recognized for her work in the turnaround of distressed operations. Successes were achieved through strategic alignment, process improvement and business-focused technology solutions.

Since building the Business Analysis Certificate program for the University of North Carolina at Charlotte in 2004, Dietz has conducted the program for numerous institutions over the last 17 years. Though the first part of her career was spent in the business world, the daughter of two teachers had a teacher’s mindset even before she entered the classroom.

“When I was leading organizations, I believed in showing people how to do something rather than doing it for them,” said Dietz. “Wherever the teaching is occurring, I love watching the lightbulbs come on.”

- used in digital marketing
- Coordinate a competitive analysis
- Differentiate between types of benchmarking
- Conduct a SWOT analysis
- Develop a brand standard
- Discover target audiences and craft audience personas
- Create customer journey maps and marketing funnels
- Craft a brand story

WHO SHOULD PARTICIPATE?

- Anyone involved in the planning, implementation or measurement of digital strategies or who would like to pursue a career in these areas

SCHEDULE: Self-paced class can be started anytime.

LOCATION: Online

PRICE: \$495. *Potential discounts available*

including: Early registration, Military, UD student or alum.

pcs.udel.edu/digital-marketing

NONCREDIT CERTIFICATE | LIVE-ONLINE

Foundations of R for Data Analysis Certificate

With the rise of data science and data analytics over the past decade, the R programming language has become increasingly valuable for organizations.

R is an open-source, statistical programming language that allows users to easily extract, clean, visualize and model data. Whether your goal is to become a data scientist or to move beyond Excel, R is a valuable tool to acquire.

In this course, participants will learn to utilize the R programming language in order to perform data analysis in a work context. They will understand how to perform an exploratory data analysis with a focus on the tidyverse, the cohesive collection of R packages. In addition, participants will gain an understanding of tools that are necessary to perform these analyses in the workplace, including Git and R Markdown.

This foundational level course welcomes anyone to enroll, and no programming experience is required. It focuses on the mechanics of programming with R and not on statistical modeling techniques.

WHO SHOULD PARTICIPATE?

- Excel users looking to switch to more programmatic ways of completing analyses
- Current college students needing to

DATA SCIENTIST DESIGNS FOUNDATIONS OF R COURSE HE WISHES HE HAD TAKEN

By Adam S. Kamras

With a career in data science, extensive practice with the R programming language and experience as a teacher, Ryan Harrington was a perfect candidate to serve as the instructor for the Foundations of R for Data Analysis Certificate program introduced by UD PCS last fall. Since Harrington had never taken a class like the one he was tasked with leading, he drew on what he would have liked to have been taught as he created his syllabus.

“When I started my own personal data journey, I really had to learn by trial and error,” said Harrington, an associate director at the Delaware Data Innovation Lab (DDIL), where he develops data science projects. “My master’s program in business analytics was phenomenal, but there wasn’t a course to learn the basics of R. If I had a course like this in week zero of me becoming a data scientist, it would have accelerated me through some of the growing pains I had to go through on my own. Everything that I am teaching is something that I wish I had learned when I was beginning my career.”

Previously the lead data scientist at CompassRed Data Labs and a high school math teacher, Harrington designed the class to operate in a format he would have most benefited from as a novice learner by focusing on practical applications, learning by doing and leveraging a community.

“This is definitely not a theoretical course; this is a practical course,” said Harrington. “Everything the students do is focused on how can they take it and use it the next day at work, in their lab or in school. This is not something that can be learned



by people lecturing at them. We code within the first hour of the first class.”

Treating data science as a team sport, the students work together and share code with each other. Beyond the class, Harrington is hoping to connect the participants with the rich community of coders across the world and also build a smaller community that can last beyond the course.

“At the end of this course, students are past the beginner level of R and inching their way toward intermediate status,” said Harrington. “My goal is to make it easier for people to take their learning in whatever direction they want to. There is so much more to learn, but by having the foundations of R, this makes that learning so much easier.”

utilize R for future coursework

- Anyone considering a career change into data science or data analytics

SCHEDULE: Mondays, March 14–May 2, 2022, 6–9:15 p.m.

LOCATION: Live-online

PRICE: \$1,495. *Scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/foundations-of-r

MICROSOFT® EXCEL

Regardless of your role in an office, there is a good chance you need to be proficient in the use of Microsoft® Excel. With more than 2 million recent employment postings requiring Microsoft® Excel ability, it is one of the most in-demand occupational skills. The software's broad range of applications can be utilized for everything from simple number-crunching to complex business decisions. Our foundational and advanced classes are designed to equip you with the skills needed in today's job market. All students should have Microsoft® Excel 2016 or newer.

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Essentials

Gain the foundational skill set needed to navigate throughout the Microsoft® Excel application with confidence and acquire familiarity with Excel's data management capabilities. Learn to summarize datasets and prepare a workbook for distribution on a professional level.

WHO SHOULD PARTICIPATE?

- Students, recent graduates and other job seekers who are looking to add marketable skills to their resumes
- Anyone wishing to learn the fundamental operations of Excel

SCHEDULE: Tuesdays, March 1–22, 2022, 6–9 p.m.

LOCATION: Live-online

PRICE: \$475, course materials included. *Potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group), UD employee.*

pcs.udel.edu/ms-excel

EXCEL EXPERT TEACHES WORKPLACE SKILLS



By Adam S. Kamras

UD PCS Microsoft® Excel instructor Mike Morris designed his three courses to meet the needs of his students. As a result, participants in Microsoft® Excel Advanced Concepts learn the 10 most important functions used in the workplace.

“I have been working with Excel for many years and always seem to find that there are certain formulas and functions that people come to me with questions about,” said Morris. “The top 10 most important functions are the ones, no matter where you are working, you really need to learn and use.”

Morris, who holds the Microsoft® Excel 2016 Expert Certification, also teaches the UD PCS Microsoft® Excel Essentials and Microsoft® Excel Advanced Reporting and Analytics classes. Depending on their needs and familiarity with Excel, students can enroll in any or all of the three classes and benefit from the lessons.

“Excel skills are marketable across industries,” said Morris. “No matter what industry you work in, you are probably going to find yourself using Excel.”

After the material is presented in each session of the hands-on courses, students are given the opportunity to immediately apply the lessons by working on related exercises. For further reinforcement, additional, optional exercises are provided for independent practice. Along with being given a reference guide summarizing the major topics and additional resources, Morris is happy to continue to provide assistance following the end of his classes.

“Students can call me with questions after the course has been completed,” said Morris. “I live Excel all the time and am happy to help people out.”

10 MOST IMPORTANT MICROSOFT® EXCEL FUNCTIONS USED IN THE WORKPLACE:

- CONCATENATE, SUBSTITUTE
- LEN, TRIM
- CELL, LEFT, MID
- UPPER, LOWER, PROPER
- MIN/MAX
- VLOOKUP/HLOOKUP
- INDEX/MATCH
- ROUND, ROUNDUP, ROUNDDOWN
- CONVERT, VALUE, TEXT
- Flash Fill, Auto Fill

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Advanced Concepts

Gain the skill set needed to work with complex datasets using advanced functions and formulas in Microsoft® Excel. Learn to present data insights using advanced charting techniques, set up forms for collaborative workplace projects, and prepare interactive pivot tables for distribution on a professional level.

WHO SHOULD PARTICIPATE?

- Students, recent graduates and other job seekers with Excel skills who wish to learn advanced Excel concepts

SCHEDULE: Tuesdays, April 5–26, 2022, 6–9 p.m.

LOCATION: Live-online

PRICE: \$475, course materials included.

Potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group), UD employee.

pcs.udel.edu/ms-excel

NONCREDIT CERTIFICATE | HYBRID

Nonprofit Leadership Certificate

Designed for staff and board members of small to midsized nonprofit organizations, the Nonprofit Leadership Certificate program provides training for nonprofit leaders wishing to manage their organizations efficiently and effectively. Taught by accomplished trainers in the nonprofit sector, this course allows participants to develop action plans for their organizations while also providing a valuable peer-to-peer networking opportunity. Topics include:

- Organizational assessment and strategy
- Financial management
- Fundraising and grant writing
- Strategic technology planning
- Leadership in nonprofit organizations
- Board governance
- HR management, employment law
- Program evaluation
- Volunteer management
- Advocacy
- Marketing
- Conflict resolution
- Leadership succession planning

WHO SHOULD PARTICIPATE?

- Executives, midlevel managers and program managers of nonprofit organizations
- Managers and leaders transitioning to the nonprofit sector from other sectors

SCHEDULE: Thursdays, March 3–June 16, 2022, 8:30 a.m.–4:30 p.m.

FORMAT: Hybrid. 8 full-day, in-person sessions, 8 half-day, synchronous online sessions and asynchronous content. Detailed class schedule available at pcs.udel.edu/nonprofit-training.

LOCATION: 100 West 10th St., Community Service Building, Suite 812, Wilmington, Del.

PRICE: \$2,595. *Discounts and financial assistance options available. Early registration discount of \$500 available through mid-January. Package pricing available for organizations that send more than one person from their leadership team.*

pcs.udel.edu/nonprofit-training

NONCREDIT CERTIFICATE | LIVE-ONLINE

Predictive Analytics and Data Mining Certificate

Turning historical data into future insights

In today's business world, data is easier than ever to collect and store. But it's the analysis of the volume, velocity and variety of data that provides organizations with insights that can be used toward effective decision-making and improved business performance to build future success. This certificate program brings together statistics, analysis, data mining and both written and oral communication skills through an applied approach, providing participants with the tools to join the rapidly growing data analytics field.

PREREQUISITE: This course uses statistics throughout the curriculum. Prior college-level statistics course and/or working knowledge of statistics is required.

WHO SHOULD PARTICIPATE?

- Business, marketing and operations managers
- Data analysts or professionals in any field who deal with large amounts of data
- Healthcare industry professionals
- Financial industry professionals
- Anyone who wishes to learn how to use historical data to predict future outcomes

SCHEDULE: Mondays, February 7–May 11, 2022, 6–9:15 p.m. (Class meets twice in the final week on Monday and Wednesday.)

LOCATION: Live-online

PRICE: \$2,895, textbooks additional.

Payment plan, scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).

pcs.udel.edu/data

NONCREDIT CERTIFICATE | LIVE-ONLINE

Project Management Certificate

Learn project management best practices and theories for Waterfall, Agile and Hybrid methodologies

Successful companies and organizations in all fields use project management to achieve breakthrough results. The powerful and versatile tools of project management are transferable to any work environment and can be used to manage any project. Participants in this course learn by applying these tools and experiencing both the art and science of managing a successful project through the project life cycle.

Whether you are new to the project management discipline or looking to formalize your project management experience, this course provides current foundational knowledge to boost your project management skills. Participants will define a project and explore best practices in predictive (Waterfall), adaptive (Agile) and Hybrid project methods, applying the tools required for successful project delivery. Students acquire a set of functional tools and techniques that can immediately be applied in the workplace.

This course provides current foundational

knowledge and offers an opportunity to earn the professional development units (PDUs) required by the Project Management Institute (PMI®) to maintain certifications or earn the contact hours needed to apply for a certification exam. While delivering best practices, this course is not specifically designed for exam preparation. The curriculum is aligned with the current PMP® exam content outline and applies principles from the PMBOK® (A Guide to the Project Management Body of Knowledge®) and the PMI® Agile Practice Guide, as well as references from other leading publications.

WHO SHOULD PARTICIPATE?

- Newly promoted/aspiring project managers
- Project leaders interested in achieving the next level of management skills
- Project managers seeking to meet the project management education hours requirement for the Project Management Institute's PMP® or CAPM® certifications
- Anyone seeking to better understand fundamental project management principles to increase project success whether personal or professional

SCHEDULE: Tuesdays, March 8–May 10, 2022, 6–9:30 p.m.

LOCATION: Live-online

PRICE: \$2,595. *Payment plan, scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/project



NONCREDIT CERTIFICATE | ONLINE

NEW! Sales Development Science Certificate

The explosion of new technologies has transformed selling activities within any sales team. Tools, data, analytics, protocols and processes now play as big a role as persuasion and persistence. The Sales Development Science Certificate explores the science behind these activities and the data-driven strategies for developing, managing and converting sales leads and pipeline into revenue. Delivered online, this 10-week course is taught by industry experts and covers all of the key areas required to sell more efficiently and effectively. Along with creating a Sales Development Playbook to advance a real-world company's sales team efforts for increased sales performance and revenue, you will learn strategic concepts such as data management, customer value proposition and insights, customer personas and prospecting, pipeline management, and opportunity development. In addition, you will have access to a live Salesforce developer instance where you'll work hands-on in the industry-leading CRM technology. You will walk away with a curated collection of Salesforce Trailhead badges to highlight your new skills and knowledge. Weekly, you should expect to spend four to six hours engaging with on-demand content created by industry experts, including activities and assignments in the online learning portal. Additionally, weekly live-online, one-hour, optional but recommended group sessions are available for engaging in real time with peers, experts and mentors.

WHO SHOULD PARTICIPATE?

- Individuals considering a career in a sales-related capacity who want to build new skill sets and gain in-demand Salesforce Trailhead badges
- Early stage sales or business-focused professionals looking to fill in their knowledge and skills gaps and upgrade long-term growth potential
- Entrepreneurs and small business owners looking to maximize lead, pipeline development and revenue generation

SCHEDULE: Classes start monthly. Please visit our website for schedules.

LOCATION: Online

PRICE: \$1,999, course materials included.
salesdev.pcs.udel.edu

NONCREDIT CERTIFICATE | ONLINE

Sales Operations Science Certificate

The Sales Operations Science Certificate program is uniquely designed to give you the skills and applied learning experience to kick-start your career or take it to the next level in just 10 weeks. Delivered fully online, this comprehensive program is taught by industry experts and covers all the key areas required to be effective at driving the productivity and capacity of a company's selling resources. Along with creating a Strategic Sales Operations Playbook to help a real-world company engage with more prospects, produce more pipeline, improve key processes, make the most of its data and generate more revenue, you will walk away with a curated collection of Salesforce Trailhead trails and badges, including Sales Performance Analysis, Sales Team Enablement, Territory Management, Formulas and Validations, Reports and Dashboards, and Data Management. Weekly, you should expect to spend four to six hours engaging with on-demand content created by industry experts, including activities and assignments in the online learning portal. Additionally, weekly live-online, one-hour, optional but recommended group sessions are available for engaging in real time with peers, experts and mentors.

WHO SHOULD PARTICIPATE?

- Recent college graduates considering a role in a sales capacity
- Those aspiring to enter or reenter a sales-related profession and wanting to build new skill sets and earn related Salesforce credentials
- Sales, sales operations or business analyst professionals with one to three years of experience looking to upgrade their skill sets and long-term growth opportunities
- Working professionals looking to make a shift into sales operations or expanding

potential by becoming more knowledgeable about other aspects of a business, such as finance, business operations or other related areas

- Anyone who wants to acquire new and in-demand technology skills in a sales role

SCHEDULE: Classes start monthly. Please visit our website for schedules.

LOCATION: Online

PRICE: \$1,199, course materials included.

salesops.pcs.udel.edu

NONCREDIT CERTIFICATE | ONLINE

Fundamentals of Social Media Marketing Certificate

In today's ever-changing landscape, organizations need effective social media marketing strategies to reach their full potential. This program introduces students to leveraging social media to build and extend brand awareness, increase visibility, engage current and potential customers,

cultivate brand ambassadors, gain new customers, promote growth and support organizational goals.

Students will learn the fundamentals and best practices—monitoring and listening, audience engagement, content curation, campaign planning and execution, tools and resources, and measuring results—for using social media for marketing on current, new and emerging platforms, including Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube and Pinterest.

The course begins with a live-online introductory session on the first night. For the remaining lessons, students view course presentations and materials at their convenience and have until Sunday to complete each week's assignments. The instructor meets with participants weekly during live videoconferencing office hours.

Participants will conduct a project for an organization of their choosing. As they explore leveraging social media platforms to support organizational goals, they can opt to receive detailed, constructive feedback on all assignments.

WHO SHOULD PARTICIPATE?

- Business owners who want to utilize or optimize social media marketing to reach their clients
- Aspiring social media managers
- Marketing and communication professionals
- Consultants
- Nonprofit employees and volunteers
- Sales professionals
- Anyone looking to start a social media marketing business

SCHEDULE: March 14–May 8, 2022 (self-paced online course with first session live-online and weekly scheduled assignments)

LOCATION: Online

PRICE: \$995. *Payment plan, scholarships and potential discounts available, including: Early registration, Military, Nonprofit, UD student or alum, 2 or more (group).*

pcs.udel.edu/socialmedia

SOCIAL MEDIA MARKETER HELPS STUDENTS NAVIGATE CRISES

By Adam S. Kamras

Whether it has been the COVID-19 pandemic, the Black Lives Matter movement, the economy or the presidential election, social media has been the driving force of the exchange of information since March 2020.

“Every word that is typed and every video that is posted is dissected,” said Nancy Dibert, program director and instructor for the UD PCS Social Media Marketing program and CEO of EPIC Marketing Consultants. “The amount of crisis management of self-inflicted wounds that organizations have done on social media has been mind-blowing.”

Despite all that has been happening in the world—and continues to happen—Dibert has not needed to make any significant changes to the UD PCS curriculum because the program was already providing relevant lessons on timely social media for business topics, including decision trees, crisis communications, listening and when to go dark, and preparing participants for countless situations. In fact, she has been gratified to learn how her classes have provided content that can be applied to any issue, even if it is unprecedented.



“I have heard from many former students and it has been a resounding, ‘I never thought I would have to use that and am so glad I have those tools,’” said Dibert.

Caffé Gelato employee Kiran Wiker was not able to wait to become a former student to begin utilizing the coursework, since she was enrolled in Advanced Social Media Marketing for Business Certificate during the spring 2020 COVID-19 quarantine period.

“Every lesson was crucial to getting us through quarantine because I had to apply it that second,” said Wiker. “I couldn't learn fast enough and was

astounded by how much of the material I was able to put into practice.”

Dibert, an experienced practitioner herself, has a valuable tip for all social media professionals.

“As social media marketers and managers, we have had to have our fingers on the pulse of what is happening, not on a day-to-day basis, not even on an hour-to-hour basis, but on a minute-to-minute basis,” said Dibert. “The most important advice I can give is to always be aware of your audience and its values, and if you can't say something that is supportive, it is probably best to not say anything at all.”

NONCREDIT CERTIFICATE | ONLINE

Advanced Social Media Marketing for Business Certificate

In today's digital world, brands, businesses and organizations are turning to social media for advertising, customer service, human resources, market research, revenue growth and more. There are audiences to be engaged, communities to be managed, influencers and advocates to be guided, content to be created, ad strategies to be developed, profiles to be optimized, and an assorted laundry list of daily tasks that need to be addressed.

UD's Advanced Social Media Marketing for Business Certificate course teaches students with fundamental to midlevel social media marketing skills to effectively and successfully leverage the power of social media to support organizational goals.

Participants will conduct a project for an organization of their choosing and receive in-depth, hands-on experience to research, plan, develop, integrate, execute and analyze the outcomes of comprehensive social media marketing strategies, integrated campaigns, targeted content and paid placement.

Students master skills to drive engagement through targeted, innovative social media marketing campaigns, gaining firsthand experience with industry standard tools such as Sprout Social and Rival IQ.

Class members learn methodologies for creating, executing and evaluating goal-oriented social media marketing strategies across multiple social media platforms.

Classes include online lectures, multimedia demonstrations, detailed content and examples, case studies, open online discussions, and testimonials from businesses successfully using social media marketing. Past guest speakers have included industry experts Jason Falls and Samantha Toscano.

This class offers dynamic, interactive, fast-paced and highly engaging content to ensure participants are ready to take on today's social media landscape. Students will have until Sunday to complete each

week's assignments while collaborating and working on their individual project. Plan to allocate eight to 12 hours per week toward this program.

WHO SHOULD PARTICIPATE?

- Aspiring and current social media managers
- Marketing and communication professionals
- Consultants
- Nonprofit employees and volunteers
- Business owners
- Anyone looking to start a social media marketing business

SCHEDULE: February 7–May 22, 2022 (self-paced online course with weekly scheduled assignments and deadlines)

LOCATION: Online

PRICE: \$2,495. *Payment plan, scholarships and potential discounts available, including: Early registration, Military, Nonprofit, UD student or alum, 2 or more (group).*

pcs.udel.edu/socialmedia

NONCREDIT COURSES | ONLINE

Self-Paced Programs

In collaboration with MindEdge, a leader in online education founded by Harvard University and Massachusetts Institute of Technology educators in 1998 with a mission to improve the way the world learns, we are pleased to offer the following programs that enable you to learn anytime, anywhere and across multiple devices. Check our website for the full list of offerings as new programs may be added based on demand.

- **AEM®/CEM® Prep (U.S. version)**—\$399
- **Agile Certified Practitioner (PMI-ACP)® Exam Prep**—\$549
- **aPHR(tm) Exam Prep**—\$395
- **CAPM® Exam Prep Course**—\$599
- **Certified Global Business Professional (CGBP) Exam Prep**—\$799
- **Challenges for Agile Teams**—\$179
- **CISSP® Exam Prep**—\$599
- **CompTIA Project+® Exam Prep Course**—\$250
- **CompTIA Security+® Exam Prep**—\$399
- **Foundations of Finance Essentials**—\$495
- **Foundations of Human Resource Management**—\$495

- **GED® Test Prep Four-Part Bundle**—\$99
- **Integrating Agile into a Waterfall Environment**—\$125
- **Introduction to Agile**—\$299
- **Introduction to Emergency Management in the U.S.**—\$249
- **Lean Basic**—\$299
- **Lean Six Sigma Basics**—\$799
- **LEED® Green Associate V4™ Exam Prep**—\$329
- **Microsoft® Project Basics**—\$99
- **Microsoft® Project Intermediate**—\$99
- **PgMP® Exam Prep Course**—\$599
- **PHR® Exam Prep**—\$395
- **Principles of Scrum**—\$349
- **Project Risk Management: PMI-RMP® Exam Prep**—\$599
- **Six Sigma Basics**—\$499

Foundations of Business Communication Bundle—\$395

- **Communicating Collaboratively**—\$99
- **Effective Business Writing**—\$99
- **Effective Emails, Memos, and Letters**—\$99
- **Effective Presentations**—\$99
- **Effective Public Speaking**—\$99

Foundations of Managing Change and Resolving Conflict Bundle—\$695

- **Communicating Collaboratively**—\$99
- **Emotional Intelligence for Managers**—\$99
- **Handling Difficult Employee Behavior**—\$250
- **Handling Workplace Conflict**—\$99
- **Leading and Managing Change**—\$99
- **Negotiations: Resolving Disputes**—\$99

Foundations of Negotiation Bundle—\$249

- **Introduction to Negotiations**—\$99
- **Negotiations: Making Business Deals**—\$99
- **Negotiations: Resolving Disputes**—\$99

Project Management Professional Development Unit Bundles

- **Leadership PDU Bundle**—\$299
- **Strategic PDU Bundle**—\$299

LOCATION: Online

Potential discounts available, including: Bundled rates, Military, UD student or alum, 2 or more (group).

pcs.udel.edu/self-paced



**HAVE QUESTIONS
ABOUT PROFESSIONAL
EDUCATION?**



LEARN ABOUT SPRING PROGRAMS
DURING OUR LIVE-ONLINE

INFORMATION SESSIONS

Held each evening from

January 18-20 at 7 p.m.

Visit pcs.udel.edu/info-session for program schedule and to RSVP. Register and pay in full for a spring 2022 certificate program on or before January 24 and receive a 10% discount.

Meet instructors, review course curriculum and learn about financial options on the following programs:

TUESDAY, JANUARY 18

- **Nonprofit Leadership** (starts 3/3)
- **Paralegal Certificate** (starts 9/7)
- **Project Management** (starts 3/8)
- **Sales Development, Sales Operations, Business Analytics** (programs start monthly)
- **Telehealth Coordinator** (starts 2/7)

WEDNESDAY, JANUARY 19

- **Business Analysis** (starts 3/15)
- **Drone Pilot Training** (starts 4/2)
- **Occupational Safety** (entry-level to managerial; programs start 4/4, 5/2, 6/6)
- **Predictive Analytics and Data Mining** (starts 2/7)
- **RN Refresher** (starts 2/2)
- **Foundations of Digital Marketing** (programs start anytime)
- **Social Media Marketing** (fundamentals to advanced; programs start 2/7, 3/14)

THURSDAY, JANUARY 20

- **Clinical Trials Management** (starts 2/14)
- **Foundations of R for Data Analysis** (starts 3/14)
- **Microsoft Excel** (fundamentals to advanced; programs start 3/1, 4/5)



UNIVERSITY OF DELAWARE
**PROFESSIONAL &
CONTINUING STUDIES**

LEARN MORE!

pcs.udel.edu

Drone training program

Free Live-Online Information Session

Learn more about this program, speak with instructors and ask questions.

Wednesday, January 18
7–8 p.m.

Meeting information
sent upon registration
pcs.udel.edu/info-session

NONCREDIT COURSE | LIVE-ONLINE

Professional Drone Pilot: Ground School and FAA Part 107 Test Prep

Are you certified?

Legally flying a drone for commercial use requires a Federal Aviation Administration (FAA) Part 107 remote pilot certificate. Dedicated to serving all aspiring professional drone pilots, UD PCS has prepared over 200 individuals for this valuable certification since the inception of its award-winning program in 2018. During this intensive course, flight instructors provide comprehensive live-online classroom training by addressing regulations, airspace, weather, loading and performance, operations, and other vital topics.

The program can also be presented to groups of any size via private, on-site delivery. Please contact UD PCS to discuss pricing and scheduling options.

SCHEDULE: Saturday, April 2, Sunday, April 3 and Saturday, April 9, 2022, 8 a.m.–1 p.m.

LOCATION: Live-online

PRICE: \$395. *Potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/drones

7 REASONS TO ENROLL IN PROFESSIONAL DRONE PILOT: GROUND SCHOOL AND FAA PART 107 TEST PREP

By Paige Fitzgerald, UD PCS instructor

Paige Fitzgerald began flying drones in 2016, and she has shared her knowledge by teaching many sessions of the award-winning UD PCS Professional Drone Pilot: Ground School and FAA Part 107 Test Prep program. Drawing on her experience as both a drone pilot and an instructor, she has seven reasons why people should take her class.



1. Drones are fun

If you have already flown drones, you know how much fun it is. You'll never see somebody flying a drone who doesn't think it's fun to do. It's a blast.

2. People really like the class

I'm proud to say that we've had incredible feedback from our students who really like what we have done. Our students have a great time and come out of the class feeling really good about what they have learned.

3. Take the certification test with confidence

Probably the most important reason I can give you to take this class is that if you want to make money flying drones, you must have the FAA Part 107 remote pilot certificate. If you get paid to fly drones without the certification, you are doing it in violation of federal law.

4. Add a professional certification to your resume

Whether you are starting out your career or trying to change paths, it's always good to have a new professional certification. When you receive your drone certification, you can impress your future employers and make your job application stand out.

5. Add a source of income to your household

If you have been noticing people taking real estate pictures and getting hired for other small jobs here and there and are wondering how you can make some extra money flying drones, this is a good class for you. This is a fun way to get that extra source of income for your household.

6. Build your street cred and professional networks

Drones are everywhere, and it is clear who knows what they are talking about and who does not. If you can show that you know what you are talking about when you communicate with other drone pilots, you will build your networks and be taken seriously as a professional.

7. Learn from my mistakes

I can tell you as a person who started out with no experience whatsoever, I spent a lot of 2016 and 2017 making very stupid mistakes and very expensive mistakes. By telling you what not to do, I will save you some money before you invest it into buying equipment and running a business.

Education programs

CREDIT DEGREE | HYBRID-ONLINE

Master of Arts in Economics and Entrepreneurship for Educators

Hybrid/online graduate program preparing educators teaching economics, entrepreneurship and personal finance. See page 31.

CREDIT DEGREE | ONLINE

Master of Education in Teacher Leadership

Online graduate degree program focused on equipping teachers to be leaders in the classroom and in their schools. See page 31.

CREDIT DEGREE | ONLINE

Master of Education in Educational Technology (M.Ed.)

Online graduate degree designed to provide both a theoretical and a practical grounding in educational technology methods and techniques. Program content aligns with the International Society for Technology in Education (ISTE) and the Association for Educational Communications and Technology (AECT). See page 31.

CREDIT DEGREE | ONLINE

Master of Education in Exceptional Children and Youth (M.Ed.)

Online graduate degree program preparing teachers to meet the academic, social and behavioral needs of students with exceptional learning needs across all grade levels. See page 31.

CREDIT DEGREE | ONLINE

Master of Education in Literacy (M.Ed.)

Online graduate degree program preparing teachers for certification and career opportunities as reading or literacy specialists in their schools and districts. See page 31.

CREDIT COURSE | IN-CLASS

Alternative Routes to Teacher Certification (ARTC)

ARTC offers an alternative route to traditional teacher certification in Delaware. Through ARTC, qualified individuals complete certification requirements while employed as full-time teachers via education coursework and intensive, school-based supervision and mentoring. For details, see artc.udel.edu.

NONCREDIT COURSE | LIVE-ONLINE

Praxis Core Live-Online and On-Demand Online Test Prep

The Praxis Core Math 5733 Live-Online and Reading and Writing 5713/5723 On-Demand Online Test Prep courses are designed to help you improve your skills, confidence and score, all of which increase your chance of admission into the teacher preparation or certification program of your choice.

pcs.udel.edu/praxis-test-prep

PROFESSIONAL CERTIFICATION PROGRAM

UD Montessori Teacher Residency (UDMTR)

The University of Delaware's Montessori teacher training program combines in-school teacher residency with coursework and coaching to provide comprehensive teacher preparation. Upon successful completion, participants receive a MACTE-accredited (Montessori Accreditation Council for Teacher Education) diploma. UD's program is relevant for public and independent Montessori schools and teachers interested in training for the Montessori classroom or expanding Montessori opportunities in their schools. UDMTR provides support to existing Montessori schools with coaching and professional development tailored to each school's needs. In partnership with Montessori Works—Delaware, UDMTR supports the development of new Montessori PreK-6 district and charter schools and early childhood programs. In addition, we are planning a series of professional development programs for teachers and schools. We are proud to be partnering with First State Montessori Academy and Sussex Montessori Charter School. The next teacher cohort launches summer 2022.

pcs.udel.edu/udmtr



Engineering and science programs

CREDIT CERTIFICATE | ONLINE

Composites Manufacturing and Engineering Certificate

Intended to provide the practicing engineer a strong foundation in the processing-structure-property relations in advanced fiber composites. See page 32.

CREDIT CERTIFICATE | ONLINE

Graduate Certificate in Applied Bioinformatics

Online graduate certificate program aimed at working professionals in the life sciences or in the data and computational sciences who wish to gain knowledge and practical experience in bioinformatics. See page 31.

CREDIT CERTIFICATE | ONLINE

Graduate Certificate in Biomedical Informatics and Data Science

Online graduate certificate program aimed at working professionals in the life sciences or in the data and computational sciences who wish to gain knowledge and practical experience in biomedical informatics and data science. See page 31.

CREDIT CERTIFICATE | ONLINE

Graduate Certificate in Cybersecurity

Online or on-campus graduate certificate for IT, engineering, computer science or business professionals wishing to become security professionals or incorporate security knowledge and considerations into their existing career. See page 32.

CREDIT CERTIFICATE | ONLINE

Graduate Certificate in Minerals, Materials and Society

Graduate certificate aimed at industry, government and civil society professionals working across mineral and extractive supply chains. See page 32.

CREDIT DEGREE | IN-CLASS, ONLINE

Master of Science in Cybersecurity

Online or on-campus graduate degree for IT, engineering, computer science or business professionals wishing to become security professionals or incorporate security knowledge and considerations into their existing career. See page 32.

CREDIT DEGREE | ONLINE

Master of Science in Electrical and Computer Engineering

Online graduate degree aimed at engineers with prior degrees in electrical, computer or mechanical engineering, or in computer science or mathematics. See page 32.

CREDIT DEGREE | ONLINE

Master of Science in Mechanical Engineering (MSME)

Covers not only the foundations of solid mechanics, fluid mechanics, heat transfer and dynamics, but also electives in biomechanics, clean energy and environment, composite materials and manufacturing, energy-efficient mobility systems and smart cities, robotics and controls and more. See page 32.

NONCREDIT SHORT COURSE | ONLINE

Progressive Composite Damage Modeling in LS-DYNA

Offered by UD's Center for Composite Materials, this course is relevant for engineering and science professionals who wish to expand their knowledge of the mechanics of composite materials, including theory and practice of the MAT162 composite damage model with applications to low and intermediate impact velocities, understanding the LS-DYNA programming parameters related to impact-contact, damage evolution, perforation and penetration of thin- and thick-section composites.

SCHEDULE: March 14, 2022, 9 a.m.–4 p.m.

LOCATION: Online webinar

PRICE: \$695, includes USB flash drive with course materials

ccm.udel.edu/software/mat162/mat162_workshop

CREDIT CERTIFICATE | ONLINE

Railroad Engineering Certificate

Online graduate certificate program designed for engineering professionals who wish to expand their knowledge of railroad engineering for advancement in the railroad industry. See page 32.

Food and hospitality program

NONCREDIT CERTIFICATE | ONLINE

HR Competencies for Restaurant Managers

This dynamic online program addresses the unique human resources issues faced by restaurant managers, supervisors and staff, and features updated course content relating to the impact of the coronavirus pandemic on the hospitality and restaurant industry.

Developed in partnership with the Delaware Restaurant Association and taught by experts in labor law, human resources, restaurant operations and hospitality business research, this program benefits restaurant and food service general managers, supervisors and chefs, as well as anyone on the restaurant team who aspires to advance in the industry.

Key topics include HR law, recruitment and retention, change leadership and organizational culture.

pcs.udel.edu/restaurant-hr



CARES ACT SUPPORTS RESTAURANT PROFESSIONAL EDUCATION

By Nora Zelluk

UD's HR management course offered free for Delaware restaurant professionals

This year, the University of Delaware's course on restaurant human resources management has been offered free for Delaware restaurant professionals affected by the COVID-19 pandemic.

Throughout 2021, the eight-week HR Competencies for Restaurant Managers online course enrolled Delaware restaurant professionals at no charge thanks to Delaware's Rapid Workforce Training and Redeployment Training Initiative to assist Delaware workers who have lost jobs and income due to the COVID-19 crisis, underwritten by federal CARES Act funding.

Since the start of the funding initiative, the program enrolled over a hundred Delaware participants, representing more than 50 restaurants or hospitality organizations as well as many unemployed or self-employed professionals.

"Delaware's restaurant industry continues to feel significant impacts from COVID-19," said Carrie Leishman, president and CEO of the Delaware Restaurant Association. "This program offers valuable training that can help get people back to work, with industry-recognized credentials and higher earning potential!"

Offered in partnership with the Delaware Restaurant Association (DRA) and UD's Division of Professional and Continuing Studies (UD PCS), the program is led by UD's Ali A. Poorani, associate professor and director of Hospitality Associates for Research and Training (HART) in UD's Department of Hospitality and Sport Business Management in the Alfred Lerner College of Business and Economics.

Drawing from the expertise of both industry professionals and research faculty for a valuable mix of theory and practice, the course provides restaurant professionals with the knowledge and skills to address the increasingly complex human resource challenges facing restaurants today.

"We're proud to play a role in facilitating this training opportunity that can help Delaware's restaurant professionals build their expertise in the HR management function," said Lynn Fishlock, UD PCS manager for customized learning initiatives.

"Pandemic-related topics were a critical and timely addition to the program," said Poorani. Highlighted topics include managing team members affected by the pandemic, factors impacting employees and employers facing disruption, the critical role played by managers during and after transition and transformation, and incorporating COVID-19 related policies and procedures into an employee handbook.

Delaware Department of Labor grant funding was instrumental in the original creation and development of the HR Competencies for Restaurant Managers program. Added Poorani, "This certificate program is the first of its kind in the country aimed specifically at professional development for restaurant human resource management."





Free seminars focus on retooling and recharging your career

The University of Delaware's Division of Professional and Continuing Studies (UD PCS) is again offering its Power Up Your Career seminar series free of charge this spring. The professional development mini-program is open to anyone looking for practical and immediately applicable career tips and resources.

This spring, the seminars focus on topics for professionals who may be transitioning in their careers, seeking to enhance their careers or considering the implications of returning to their on-site workplaces.

“As we all look toward our post-pandemic workplaces and careers, most of us recognize that a lot has changed during the last year and a half, bringing both challenges and opportunities,” said UD's Debra Fields, series coordinator and program manager for career services at UD's Division of Professional and Continuing Studies.

“The ‘new normal’ is still evolving for everyone,” added Fields. **“We collaborated with our professional career coaches to develop seminar topics that can help address some of the real-life scenarios we're all facing, whether it's contemplating a career change, recovering or improving our professional focus, or learning to readjust our work-life balance.”**

Presenters include Delaware-based career experts Andrea Abernethy, Kris Morrison and Brenda Soto, whose collective credentials and professional backgrounds span career transition mentoring, international and bilingual talent development and career coaching, transition management, outplacement consulting, job-search support, social media and branding for job seekers, and more.

This spring's Power Up Your Career seminars include:

- **Elevating Your Passion into Your Profession (February 16)**
- **Standing Out in a Competitive Job Market (March 16)**
- **Getting Back into the Workplace (April 20)**
- **Finding and Maintaining Motivation in Your Professional Life (May 18)**

Power Up Your Career seminars have been a regular UD PCS offering for nearly a decade. The online webinar series has been offered at no cost since the start of the pandemic to offer relevant career tips and resources to members of our community facing professional and personal challenges.

The free webinars have received nearly a thousand registrations since 2020 and have addressed subjects like career shifting, resume updating, social media presence, networking and virtual interviewing.

This spring's Power Up Your Career online seminars meet via Zoom videoconferencing on Wednesdays at 7 p.m. Participants are invited to register for the entire series or for individual seminars. Registration is free, but RSVPs are required.

Visit pcs.udel.edu/power-up for the schedule, presenter details, session descriptions and to RSVP.

PROGRAMS AT A GLANCE

SUBJECT PROGRAM DATES/TIME LOCATION PRICE DELIVERY METHOD FORMAT PG. NO.

BUSINESS & IT	Advanced Social Media Marketing for Business	Feb. 7–May 22	Online	\$2,495	Online	Certificate	11
	Business Analysis	Tues.–Wed, March 15–16, April 12–13, May 10–11, May 31–June 1 9 am.–4:30 pm.	Live-online	\$995/module or \$3,380/certificate bundle	Live-online	Certificate	4
	Business Analytics Science	Classes start monthly	Online	\$1,999	Online	Certificate	4
	Business Essentials	Classes start anytime	Online	\$495	Online	Certificate	30
	Foundations of Digital Marketing	Mon, March 14–May 2, 6–9:15 pm.	Live-online	\$1,495	Live-online	Certificate	6
	Fundamentals of Social Media Marketing	March 14–May 8	Online	\$995	Online	Certificate	10
	Graduate Certificate in Socially Responsible and Sustainable Apparel Business		Online		Online	Certificate	30
	Graduate Certificate in Strategic Communication		Online		Online	Certificate	30
	Microsoft® Excel Essentials	Tues, March 1–22, 6–9 pm.	Live-online	\$475	Live-online	Course	7
	Microsoft® Excel Advanced Concepts	Tues., April 5–26, 6–9 pm.	Live-online	\$475	Live-online	Course	8
	Master of Accounting Practice (MAP)		Online		Online	Degree	30
	Master of Arts in Economics and Entrepreneurship for Educations (M.A.E.E.E.)		Hybrid-Online		Hybrid-Online	Degree	31
	Master of Arts in Strategic Communication (M.A.)		Online		Online	Degree	30
	Master of Business Administration (MBA)		Online		Online	Degree	30
	Master of Public Administration (MPA)		Online		Online	Degree	33
	Master of Science in Applied Statistics (M.S.)		Online		Online	Degree	30
	Master of Science in International Business (M.S.)		Online		Online	Degree	30
Nonprofit Leadership	Tues, March 3–June 16, 8:30 am.–4:30 pm.	Wilmington	\$2,595	On-site	Certificate	8	
Predictive Analytics and Data Mining	Mon, Feb. 7–May 11, 6–9:15 pm.	Live-online	\$2,895	Live-online	Certificate	8	
Project Management	Tues, March 8–May 10, 6–9:30 pm.	Live-online	\$2,595	Live-online	Certificate	8	
Sales Development Science	Classes start monthly	Online	\$1,999	Online	Certificate	9	
Sales Operations Science	Classes start monthly	Online	\$1,199	Online	Certificate	9	
Self-Paced Programs	Classes start anytime	Online	Various	Online	Course	11	
DRONE	Drone: Ground School & FAA Part 107 Test Prep	Sat., April 2, Sun., April 3, Sat., April 9, 8 am.–1 pm.	Live-online	\$395	Live-online	Course	13
EDUCATION	M.A. in Economics & Entrepreneurship for Educators		Hybrid-online		Hybrid-online	Degree	31
	Master of Education in Teacher Leadership		Online		Online	Degree	31
	Master of Education in Educational Technology (M.Ed.)		Online		Online	Degree	31
	Master of Education in Exceptional Children and Youth (M.Ed.)		Online		Online	Degree	31
	Master of Education in Literacy (M.Ed.)		Online		Online	Degree	31
	Montessori Teacher Residency		Hybrid and In-Classroom		Hybrid and In-Classroom	Certificate	14
	Alternative Routes to Teacher Certification (ARTC)		In-class		In-class	Course	14
Praxis: Core Math or Reading & Writing	Visit pcs.ude.edu/praxis-test-prep for details.		Live-online		Live-online	Course	14

ENGINEERING & SCIENCE	Graduate Certificate in Applied Bioinformatics	Online	Certificate	31			
	Graduate Certificate in Biomedical Informatics and Data Science	Online	Certificate	31			
	Graduate Certificate in Composites Manufacturing and Engineering	Online	Certificate	32			
	Graduate Certificate in Cybersecurity	Online	Certificate	32			
	Graduate Certificate in Minerals, Materials and Society	Online	Certificate	32			
	M.S. in Cybersecurity	Online	Degree	32			
	M.S. in Electrical and Computer Engineering	Online	Degree	32			
	M.S. in Mechanical Engineering (MSME)	Online	Degree	32			
	Progressive Composite Damage Modeling in LS-DYNA	March 14, 9 a.m.–4 p.m.	\$695	Webinar	15		
	Railroad Engineering Certificate	Online	Certificate	32			
FOOD/HOSPITALITY	HR Competencies for Restaurant Managers	Online	Certificate	16			
HEALTHCARE & HEALTH SCIENCES	Advanced Telehealth Coordinator Online	Feb. 7–May 23	\$1,495	Certificate	20		
	Clinical Trials Management	Feb. 14–May 23	\$2,125	Certificate	20		
	Continuing Dental Education Symposium	Mon.–Fri., July 18–22, 2022, 8 a.m.–noon	Rehoboth Beach	See page 21.	Conference	21	
	Dietetic Internship				Certificate	33	
	Doctor of Nursing Practice				Degree	33	
	Eastern Shore Medical Symposium	Mon.–Fri., June 20–24, 8 a.m.–12:30 p.m.	Rehoboth Beach	See page 22.	Conference	22	
	Molecular Diagnostics				Hybrid-online	33	
	RN Refresher	Starts Feb. 2	Online	\$1,150	Course	22	
	RN to BSN		Online		Degree	29	
	LAW	Paralegal Certificate	Mon./Wed., Sept. 7, 2022–July 19, 2023, 6–9 p.m.	Wilmington	\$3,995	In-classroom	Certificate
	LSAT Prep	Multiple live-online offerings See pcs.udeledu/lSAT-test-prep	Live-online	\$995	Live-online	Course	28
SAFETY	Certified Occupational Safety Specialist (COSS)	Mon.–Fri., April 4–8, 8 a.m.–5 p.m. Mon.–Fri., Aug. 15–19, 8 a.m.–5 p.m. Multiple live-online offerings	Visit pcs.udeledu/safety for details Visit pcs.udeledu/safety for details Live-online	\$2,649 \$2,649 \$2,099	In-classroom In-classroom Live-online	Course Course Course	26 26 26
	Certificate for Occupational Safety Managers (COSM)	Mon.–Fri., May 2–6, 8 a.m.–5 p.m. Multiple live-online offerings	Newark Live-online	\$2,749 \$2,289	In-classroom Live-online	Course Course	26 26
	SAF Frontline Safety Training	Wed.–Fri., June 6–8, 8 a.m.–5 p.m.	Newark	\$1,399	In-classroom	Course	27
TEST PREP	ACT Prep	Multiple live-online offerings	Online	\$475	Online	Course	28
	GRE Prep	Multiple live-online offerings	Online	\$895	Online	Course	28
	GMAT Prep	Multiple live-online offerings	Online	\$895	Online	Course	28
	LSAT Prep	Multiple live-online offerings	Online	\$995	Online	Course	28
	SAT Prep	Multiple live-online offerings	Online	\$475	Online	Course	28

Healthcare/Health sciences programs

Free Live-Online Information Session

Join us for the following live-online information sessions to learn more about spring 2022 professional development programs, speak with instructors and ask questions about the programs you're interested in.

Tuesday, January 18
7–8 p.m.

Telehealth Coordinator

Wednesday, January 19
7–8 p.m.

RN Refresher

Thursday, January 20
7–8 p.m.

Clinical Trials Management

Meeting information
sent upon registration

pcs.udel.edu/info-session



NONCREDIT CERTIFICATE | ONLINE

Advanced Telehealth Coordinator Online Certificate

Leverage telehealth technologies to improve access to healthcare specialties and services

Telehealth initiatives hold exciting potential to address healthcare access issues from shortfalls in critical healthcare specialties and accessibility issues in underserved geographic locations. Telehealth also provides innovative ways to meet the demands of an aging population, reduce inappropriate use of emergency departments, prevent hospital readmissions, bring care to the most appropriate setting and more. This 15-week program provides the foundations of telehealth for the delivery of healthcare.

WHO SHOULD PARTICIPATE?

Clinicians and administrators from a wide variety of healthcare disciplines including:

- Physicians, physician assistants
- Dentists, dental hygienists
- Nurses, nurse practitioners
- Health educators
- Counselors
- Social workers
- Physical therapists
- Occupational therapists
- Speech therapists
- IT professionals
- Prior telehealth experience not required

SCHEDULE: February 7–May 23, 2022
(online course with some scheduled requirements and assignments)

PRICE: \$1,495, program materials included.
Payment plan, potential discounts available: Early registration, Military, UD student or alum, 2 or more (group).

4.5 Continuing Education Units

pcs.udel.edu/telehealth

NONCREDIT CERTIFICATE | ONLINE

Clinical Trials Management Online Certificate

Prepare for diverse career opportunities in this dynamic and challenging field

Opportunities in the field of clinical trials management range from the principal role of investigator to the supportive tasks surrounding regulatory compliance, scientific writing, marketing, data management and more. Employment settings include pharmaceutical, biotechnology, medical device companies, contract research, hospitals, educational institutions and independent contractors. This program covers site management, data management, U.S. regulatory and legal implications, safety and auditing, and marketing a product, including core concepts consistent with the Association of Clinical Research Professionals (ACRP) certification exams, a valuable credentialing opportunity for clinical research professionals. For exam details, including eligibility requirements, visit acrpnnet.org.

WHO SHOULD PARTICIPATE?

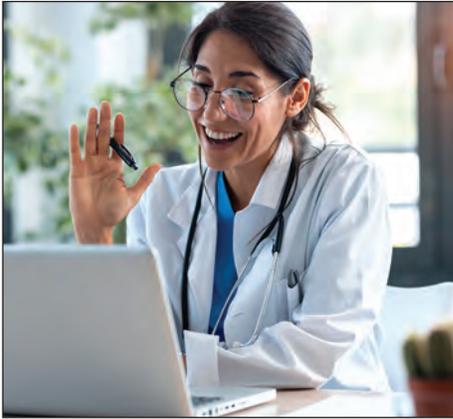
- Clinicians and other professionals currently involved in the clinical trials process
- Professionals with a strong science or healthcare-related background wishing to expand their knowledge in the clinical trials field

SCHEDULE: February 14–May 23, 2022
(online course with some scheduled requirements and assignments)

PRICE: \$2,125, program materials included.
Potential discounts available: Early registration, Military, UD student or alum, 2 or more (group).

2.0 Continuing Education Units

pcs.udel.edu/clinical-trials



CONFERENCE

Continuing Dental Education Summer Symposium

Current topics for general dentists, dental hygienists, dental assistants and dental students

The Continuing Dental Education Summer Symposium is for general dentists, dental hygienists, dental assistants and dental students seeking continuing dental education and updates in the field. Recent topics include sleep dentistry, patient safety and dental safety, pharmacology, endodontics and new dental materials and techniques.

The program is co-sponsored by Dodd Dental Laboratories and the University of Delaware's Division of Professional and Continuing Studies.

SCHEDULE: Monday–Friday, July 18–22, 2022, 8 a.m.–noon

LOCATION: Atlantic Sands Hotel and Conference Center, Rehoboth Beach, Del.

PRICE: Weekly rate is \$750 (dentists) or \$375 (dental hygienists or other team members); daily rate is \$225 (dentists) or \$100 (dental hygienists or other team members); \$80 students (weekly or daily). Registration includes program materials, online certificates of attendance and continental breakfast. Participants assume responsibility for lodging and all other meals.

pcs.udel.edu/dental

TELEHEALTH INSTRUCTOR WEIGHS IN ON THE CONTINUED BENEFITS AND OPPORTUNITIES OF TELEMEDICINE



By Nora Zelluk

In Delaware and around the world, telehealth technologies took center stage as healthcare organizations and providers sought to stay ahead of the coronavirus crisis while providing continued care for their patients and the larger community.

While many providers and patients already knew the value of telehealth when it came to providing flexible care options, the pandemic significantly raised the profile of existing initiatives while accelerating the adoption of new telehealth services and programs.

“The COVID pandemic has shined a bright light on the value of telehealth as a significant part of our medical treatment toolkit,” said Gemma Lowery, virtual health program manager for the ChristianaCare Center for Virtual Health and faculty program director for UD’s Advanced Telehealth Coordinator Online Certificate program.

Lowery, who also serves in steering committee and advisory board roles for the Delaware Telehealth Coalition (DTC) and the Mid-Atlantic Telehealth Resource Center (MATRC), is an advocate for the use of telehealth to address a wide variety of healthcare access issues and anticipates continued growth.

“Healthcare providers and practices absolutely rose to the challenge by providing care during a time of crisis,” said Lowery, adding, “Patients who were not previously acquainted with telehealth now appreciate and expect this flexible option. Providers have also seen the value of this outreach tool to connect with hard-to-access community members.”

Now in its sixth year, UD’s telehealth certificate program enrollment increased significantly during the pandemic as providers sought to accelerate their learning in the field. Lowery sees the upcoming post-pandemic environment as a time of opportunity for the field to regroup and strengthen telehealth initiatives, noting that UD’s telehealth certificate program is positioned to help provide the structure and knowledge base to aid in that process.

“Healthcare professionals who helped their organizations ramp up telehealth services over the last 18-plus months may benefit from formalizing the experience and expertise they gained by adding the certificate program credential to their resumes,” added Lowery.

And for healthcare and technology professionals with no prior telehealth experience, Lowery believes the field will continue to grow as healthcare organizations seek qualified telehealth professionals to help expand their virtual options.

CONFERENCE

Eastern Shore Medical Symposium

Comprehensive coverage of current topics, including COVID-19, for physicians and other healthcare professionals

The Eastern Shore Medical Symposium provides an annual forum for primary care physicians, family practitioners, advanced practice nurses and other healthcare professionals to receive comprehensive updates on relevant medical topics in a relaxed, collegial atmosphere. Recent topics include COVID-19 policies and pathophysiology, atrial fibrillation, hypertension guidelines, cancer screening and prevention, and diabetes management.

The conference is jointly provided by Thomas Jefferson University and the University of Delaware with promotional assistance provided by the Medical Society of Delaware. Thomas Jefferson University is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE) and the American Nurses Credentialing Center (ANCC) to provide continuing education for healthcare professionals.

Attend live-online

**INFORMATION
SESSIONS**

held each evening

January 18–20
at **7 p.m.**

Visit pcs.udel.edu/
info-session
for program schedule
and to RSVP.

SCHEDULE: Monday–Friday, June 20–24, 2022, 8 a.m.–12:30 p.m. For details, visit pcs.udel.edu/esms

LOCATION: Rehoboth Beach Convention Center, Rehoboth Beach, Del.

PRICE: Registration includes course materials on a flash drive, online certificates of attendance and daily continental breakfast. Participants assume responsibility for lodging and all other meals. Physicians and faculty: \$795; retired physicians: \$755; previous participant bringing a first-time participant: \$695; nurses (professional, practitioner, case manager) and physician assistants: \$695; residents: \$520.

pcs.udel.edu/esms

CREDIT CERTIFICATE | HYBRID-ONLINE

Molecular Diagnostics Certificate

Hybrid-online plus campus-based certificate program designed for medical laboratory scientists working in the clinical laboratory or in the fields of forensics, biotechnology and pharmaceuticals. See page 33.

NONCREDIT COURSE | ONLINE

RN Refresher Online Program

Update your nursing knowledge and skills to enhance your nursing practice and meet professional requirements

Have you been out of active nursing practice? Do you wish to update your nursing knowledge and return to a clinical setting? Does your state board of nursing require a refresher course for licensure reactivation? The University of Delaware's RN Refresher Online Program is designed to help you expand your nursing options. UD's RN Refresher Online Program consists of:

- An online didactic component providing the latest updates in evidence-based nursing practice and patient care management through a self-study format
- A clinical component comprised of a preceptored adult medical-surgical clinical experience in an acute care facility (optional for nurses with active licenses)



- Learner support available via web, email, phone and fax

SCHEDULE: 15-week didactic component begins February 2, 2022. Clinical component immediately follows and must be completed by August 2, 2022.

PRICE: \$1,150 program fee (early registration discount through December 13, 2021). Textbooks not included; additional fees may apply to exam proctoring and clinical component. **Scholarships and potential discounts available, including: Early registration, Military, UD student or alum.**

pcs.udel.edu/rn-refresher

CREDIT DEGREE | ONLINE

RN to BSN Program

Online program for registered nurses wishing to earn a bachelor of science in nursing. See page 29.

Pre-college programs

UD CREDIT COURSES FOR HIGH SCHOOL STUDENTS

Individual enrollment in UD credit courses

High school students interested in taking credit courses as a Continuing Education Non-Degree (CEND) student are required to schedule an appointment to meet with an ACCESS Center academic advisor (see page 2). ACCESS advisors are available to answer questions, offer guidance and assistance with course selection and registration, and provide required forms. Advisors are available to support students throughout the process.

INTERESTED IN GETTING STARTED?

Contact the ACCESS Center to make an appointment with an advisor prior to enrolling. access-advise@udel.edu or 302-831-8843 pcs.udel.edu/pre-college

UD Dual Enrollment: Earn college credits while still in high school

Academically qualified high school juniors and seniors can concurrently earn University of Delaware and high school credits for designated courses through established partnerships with participating high schools.

Students can:

- Earn college and high school credits at the same time.
- Gain experience taking college-level courses.
- Take courses not available at their schools.
- Enhance their college applications.

Online courses are one of the options for students in UD's dual enrollment partnership program. Students may enroll in one or more of the designated online courses offered and taught by UD faculty. Although course offerings may change, typical offerings include:

ANTH 101: Introduction to Social and Cultural Anthropology

Major ideas and areas of study in social and cultural anthropology. (3 credits)

BUAD 100: Introduction to Business

Survey of basic business concepts designed for non-business majors. (3 credits)

HDFS 202: Diversity and Families

Examination of diverse families in the United States with a focus on issues of race, ethnicity, social class and gender. (3 credits)

NTDT 200: Nutrition Concepts

Functions and sources of nutrients, dietary adequacy, energy balance and metabolism with emphasis on health promotion. (3 credits)

HOW TO GET STARTED

Contact your school's guidance office to find out if your school participates in UD Dual Enrollment.

pcs.udel.edu/high-school-dual-enrollment

Early College Credit Program

Academically qualified juniors and seniors from participating Delaware public, charter and private high schools may take UD general education courses offered through the UD Early College Credit Program at no cost, simultaneously earning both high school and college credit. Students may take a maximum of two courses per semester—four courses per year. Upon successful completion of courses, students are awarded college credit.

For those students who are admitted to UD, these credits will decrease the time to completion and cost of a UD bachelor's degree. Students can also apply UD credit toward degrees at other universities and colleges, pending approval by the receiving institutions.

pcs.udel.edu/early-college-credit-program

COLLEGE TEST PREP: EARN HIGHER ACT AND SAT SCORES

Standardized tests are crucial components of the college application process. The University of Delaware partners with Educational Testing Consultants (ETC), a leader in higher education test preparation, to offer intensive programs that provide students with the tools they need to excel. A limited number of need-based scholarships are available for students enrolling in test prep programs. Courses are offered live-online. See page 28 for details.

pcs.udel.edu/test-prep

ACT Live-Online Test Prep

This test prep course is an intensive program that provides students with the tools they need to excel on the ACT exam. See page 28.

pcs.udel.edu/sat-test-prep

SAT Live-Online Test Prep

This test prep course is an intensive program that provides students with the tools they need to excel on the SAT exam. See page 28.

pcs.udel.edu/sat-test-prep



Law program

Free Live-Online Information Session

Join us for a live-online information session to learn more about the fall 2022 Paralegal Certificate program, speak with instructors and have your questions answered.

Tuesday, January 18
7–8 p.m.

Paralegal Certificate

Meeting information sent upon registration
pcs.udel.edu/info-session

NONCREDIT CERTIFICATE | IN-CLASS

Returning to in-person format in 2022! Should a change occur in course delivery format, enrolled participants will be notified as soon as possible.

Paralegal Certificate

Create a new career path or advance in your current position as a paralegal or legal assistant

Paralegals fill a vital role in the legal community, and for more than 40 years the University of Delaware's Paralegal Certificate program has been preparing legal assistants and paralegals in the region. Taught by a faculty of experienced attorneys, the program covers the American system of law, court systems and procedures, legal research and writing, and the major branches of law.

Employers are waiting for you!

- NEW! Partnership with Delaware Department of Justice.
- NEW! Internship with Morris, Nichols, Arsht & Tunnell LLP.
- Frequent outreach from area firms seeking paralegals from our program.
- Growth is expected in corporate legal departments, insurance companies, real estate and title insurance firms, and banks.
- Opportunities are projected to expand in the public sector.

WHO SHOULD PARTICIPATE?

- Anyone wishing to change careers
- Anyone wishing to enter the field of law and legal services
- Anyone with legal experience wishing to earn a valuable credential
- Anyone considering law school

SCHEDULE: September 7, 2022–July 19, 2023
Mondays/Wednesdays, 6–9 p.m. (This schedule may be subject to slight change.)

LOCATION: Arsht Hall, 2700 Pennsylvania Ave., Wilmington, Del.

PRICE: \$3,995, textbooks additional.
Payment plan, scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group), Delaware State Bar Association, Delaware Paralegal Association and Delaware County Paralegal Association.

23.4 Continuing Education Units

pcs.udel.edu/paralegal-institute





UD PCS PROGRAM PREPARES UNDERGRADUATE FOR LAW SCHOOL

Paralegal Certificate ensures UD student is on right career path

By Adam S. Kamras

Though University of Delaware undergraduate Dominique Kendus was pretty sure she wanted to go to law school after earning her bachelor's degree, she wanted to be certain about her career choice before making an investment that can rival the cost of some homes. According to a *U.S. News* survey, the average tuition for full-time law school programs in the 2020-2021 academic year was \$51,268 at a private school, \$29,074 for in-state students at a public school and \$42,143 for out-of-state students at a public school.

SHE WANTED TO BE CERTAIN ABOUT HER CAREER CHOICE BEFORE MAKING AN INVESTMENT THAT CAN RIVAL THE COST OF SOME HOMES.

Led by experienced attorneys

To ensure she was making the right decision, Kendus complemented her full-time undergraduate studies by completing the UD PCS Paralegal Certificate program, which is conducted by a faculty of five experienced attorneys.

"Because I am a legal studies minor, I have taken a bunch of classes about different aspects of the law, which had me thinking about going into law," said Kendus. "Taking all six of the paralegal modules consecutively with lawyers who have worked in the field for so long really made me realize that yes, this is what I want to do."

Attorney Stacey Sawa has been an instructor in the program since 2008 and has enjoyed teaching many undergraduates. Sawa can relate to students like Kendus and others in the same position who are taking additional measures to prepare for their future at a young age.

"Having undergraduates in the Paralegal Certificate program is exciting for me as a teacher because I remember myself as an undergraduate wanting to learn more about the law and properly prepare myself for law school and a career in the legal profession," said Sawa.

Convenient evening format

Kendus learned more than she thought she would in each of the modules and found it easier than expected to add the Paralegal Certificate program to her full-time course load. By scheduling all of her undergraduate classes early in the day, there were not any conflicts with the Monday and Wednesday evening paralegal sessions.

"As long as you are paying attention in class, the assignments do not take so long, so it was not that much of an adjustment for me," said Kendus. "You just have to remember that it is not supposed to be easy and you're not supposed to be able to pick it up in a day. If you review your notes regularly, actively participate in class and do the assigned readings, you'll be fine."

Multigenerational classes benefit all

Kendus, who turned 21 while enrolled in the Paralegal Certificate program, was one of a handful of people around her age in her cohort that enrolled several generations of learners. She had no problem fitting in with her classmates who developed a high level of camaraderie and utilized their age differences and varying backgrounds to form mutually beneficial relationships.

"We had group chats, talked all the time, shared advice and bonded over the fact that we were all in this class together and could support each other," said Kendus.

Kendus and the other younger students helped some of their classmates with navigating technology, such as Google Forms. In return, they received advice on the importance of not rushing through assignments and how to balance work, school and other commitments. Additional real-world experiences, especially stories from those already employed in the legal field, were welcomed by the students and instructors alike.

"I enjoy teaching students with a wide range of ages in the same class because each student comes with a variety of life experiences that add to the learning environment," said Sawa. "Having students coming from a variety of generations enhances the discussions on the topics discussed."

Safety programs

Free Live-Online Information Session

Join us for the following live-online information session to learn more about spring 2022 professional development programs, speak with instructors and ask questions about the programs you're interested in.

Wednesday, January 19
7–8 p.m.

Occupational Safety
(COSS, COSM, SAF Frontline Training)

Meeting information
sent upon registration
pcs.udel.edu/info-session



PROFESSIONAL SAFETY TRAINING INSTITUTE



The University of Delaware's Division of Professional and Continuing Studies partners with the Delaware Valley Safety Council to offer training for entry-level to experienced safety professionals as well as organizational leaders focused on promoting workplace safety culture and performance excellence. All programs are taught by Authorized OSHA Outreach Trainers.

NONCREDIT COURSE | LIVE-ONLINE OR IN-CLASS

Certified Occupational Safety Specialist (COSS)

Become a trained safety practitioner

Developed by expert safety practitioners focused on the core competencies of occupational safety and health, the Certified Occupational Safety Specialist (COSS) designation is recognized nationwide for its rigorous standards and outstanding curriculum. COSS graduates are able to teach their employees and colleagues how to work safely and eliminate the risk of fatalities and near misses—and avoid safety violations and OSHA citations.



Participants who successfully complete the program earn the nationally recognized COSS designation, which is endorsed by the American Association of Safety Councils and the American Council for Construction Education.

WHO SHOULD PARTICIPATE?

This course is designed for entry-level safety professionals as well as experienced safety practitioners wishing to stay current in the field. Safety training is applicable to a wide range of industries, including construction, manufacturing, transportation, energy and utilities, public safety and security, healthcare, food, government and human resources.

PREREQUISITE: High school diploma or equivalent.

SCHEDULE:

In person: Monday–Friday, April 4–8, August 15–19 or November 14–18, 2022, 8 a.m.–5 p.m.

Online: 8 a.m.–3 p.m., several options available—refer to the website for details

LOCATION: Live-online or 501 S. College Ave., Newark, Del. (refer to the website for location details)

PRICE: \$2,649 (in-person), \$2,099 (online)
UD alumni, military and GBCA discount available.*

pcs.udel.edu/coss

NONCREDIT COURSE | LIVE-ONLINE OR IN-CLASS

Certificate for Occupational Safety Managers (COSM)

Advanced safety training for occupational safety professionals

This advanced, executive-level safety program focuses on safety processes and procedures and building the safety culture to lead your company toward excellence. Safety professionals and managers who have seen the difference training can make can take the next professional step in their careers with the COSM designation. After completing 40 hours of training and submitting all assignments, participants will receive the COSM credential.

WHO SHOULD PARTICIPATE?

This program benefits all organizational safety leaders involved in processes and decision-making as well as other managers and professionals charged with workplace health and safety for their organizations.

PREREQUISITE: Minimum two years of safety, health or environmental work experience.

Topics covered:

- Essentials of safety management
- Safety competencies and leadership
- Management roles and responsibilities
- Strategic planning and evaluating
- Managing risk (hazards and analysis), safety finances and workers' compensation
- Communicating the safety message
- Presenting to high-level executives
- Injury management, incentives and discipline
- Claims and investigation in post-accident management

SCHEDULE:

In person: Monday–Friday, May 2–6, 2022, 8 a.m.–5 p.m.

Online: Monday–Tuesday for three weeks, 8 a.m.–3 p.m., several options available—refer to the website for details

LOCATION: Live-online or 501 S. College Ave., Newark, Del.

PRICE: \$2,749 (in-person), \$2,289 (online)
UD alumni, military and GBCA discount available.*

pcs.udel.edu/cosm

*Contact the Delaware Valley Safety Council at 856-558-8797 or detraining@dvsconline.org to apply any discount. Only one discount may be applied per enrollment. General Building Contractors Association, Inc. (GBCA) members receive a discount when enrolling in COSS or COSM.

NONCREDIT COURSE | IN-CLASS

SAF Frontline Safety Training

Become a safety leader in your workplace

Achieving an injury-free workplace takes more than a catchy phrase or one individual championing the cause. Frontline supervisors play a pivotal role in shaping the safety mindset in the workforce. SAF Frontline Safety Training is a three-day course designed to enhance a supervisor's understanding of the bigger picture in creating a safer work environment.

By learning how to promote safety on a job site, graduates have the knowledge to help reduce fatalities, near misses and OSHA citations.

Topics covered:

- How exposures to hazards can lead to accidents
- Performance of a worksite analysis
- Recognizing hazards
- Determining potential effects of hazards
- Determining how OSHA code applies to identified hazards
- Controlling identified hazards
- Communicating hazard-related information
- Initiating an accident investigation
- Understanding some of the psychology that drives employees' "unsafe" behaviors

SCHEDULE: Monday–Wednesday, June 6–8, 8 a.m.–5 p.m.

LOCATION: 501 South College Ave., Newark, Del.

PRICE: \$1,399

pcs.udel.edu/saf-frontline-safety-training/



Test prep programs

TEST PREP FREE STRATEGY SESSIONS

ACT/SAT Strategy Workshop

(LIVE-ONLINE)

9–10 p.m.

Tuesday, January 25

Tuesday, March 1

Wednesday, April 13

Tuesday, May 3

GRE Strategy Workshop

(LIVE-ONLINE)

9–10 p.m.

Wednesday, January 12

Tuesday, February 22

Thursday, March 31

Tuesday, May 3

GMAT Strategy Workshop

(LIVE-ONLINE)

9–10 p.m.

Thursday, January 13

Wednesday, March 9

Thursday, May 19

LSAT Strategy Workshop

(LIVE-ONLINE)

9–10 p.m.

Thursday, January 6

Tuesday, February 15

Wednesday, April 13

FINANCIAL AID AVAILABLE

Need-based financial aid is available for students enrolling in the ACT, SAT, GMAT, GRE or LSAT test prep programs. Applications are accepted on a rolling basis, with preference given to submissions received at least three weeks prior to the applicable course start date.

pcs.udel.edu/test-prep

NONCREDIT COURSE | LIVE-ONLINE

College Test Preparation Courses

Live-online test preparation and review tools to help you perform at your peak

Standardized tests are a crucial component of the college and graduate school application process, and success on these exams can be a big part of achieving your goals. These test prep courses are intensive programs that provide students with the tools they need to excel on their exams. Students are provided with an in-depth review of the exam materials, insight into strategies for succeeding on each exam and a comprehensive study plan. An official study guide, a customized workbook and online resources are provided with each course. These programs are offered in partnership with Educational Testing Consultants (ETC), a leader in higher education test preparation.

WHO SHOULD PARTICIPATE?

- Rising high school juniors taking the SAT or ACT for college admissions
- Undergraduates preparing to take the GRE, GMAT or LSAT for admission to graduate school or law school
- Future teachers taking the Praxis for certification or admission to colleges/schools of education
- Anyone wishing to continue their education at the college/university or graduate level

PRICE: See website for current pricing. *Scholarships and potential discounts available, including Military, UD dependents, Delaware residents.*

LOCATION: Courses offered live-online. See website for details.

pcs.udel.edu/test-prep

ACT

(Multiple live-online offerings)
pcs.udel.edu/sat-test-prep

GRE

(Multiple live-online offerings)
pcs.udel.edu/gre-test-prep

GMAT

(Multiple live-online offerings)
pcs.udel.edu/gre-test-prep

LSAT

(Multiple live-online offerings)
pcs.udel.edu/lsat-test-prep

SAT

(Multiple live-online offerings)
pcs.udel.edu/sat-test-prep

OTHER EXAM PREP OFFERINGS

Praxis

See page 14 for more information.



UD Online programs

Study with flexibility

At the University of Delaware, we offer a learning environment designed to help you expand your skills and further your career. We do this through discovery-based learning, applied research and dynamic skill building. This proven academic approach extends to all of our online degree programs and non-degree courses. When you choose to study with UD, you gain access to our expert faculty and our leading-edge curriculum, all with the flexibility that comes with online learning.

Online programs from the University of Delaware are ideal solutions for students and professionals seeking to advance critical skills with a leading research university while accommodating their busy schedules. Explore all of these options at online.udel.edu.



University of Delaware—a top-ranked education

Take advantage of e-learning opportunities at a top-ranked, research-focused university with a wide array of programs, departments, schools and centers.

- *U.S. News and World Report* names UD No. 38 nationally among top public universities.
- *Kiplinger's*, *Forbes*, *Princeton Review* and *MONEY* rank UD among “best value” schools.
- UD is named among the Top Veteran-Friendly Schools by *U.S. Veterans Magazine*.

Learn more: www.udel.edu/about/facts-figures



CREDIT UNDERGRADUATE DEGREES AND CERTIFICATES

Associate in Arts Online

The Associate in Arts Online is a liberal arts degree representing completion of approximately half of a UD bachelor of arts degree. Your previous college credit may be transferable into the program, and you may begin taking courses prior to formal admission to the degree. Consult with an ACCESS Center advisor to choose courses and customize your program. A UD degree is closer than you think!

CONTACT: access-advise@udel.edu
302-831-8843
pcs.udel.edu/associate-arts-online/

Bachelor of Science in Nursing (RN-to-BSN)

The University of Delaware School of Nursing's RN-to-BSN program provides licensed registered nurses the opportunity to earn their BSN degree through online study. Building on basic nursing knowledge to enhance nursing practice in an increasingly complex society, the curriculum further develops students' scholarly writing skills, leadership skills, research knowledge and use of evidence-based practice to provide a growth experience for the actively practicing registered nurse. Providing year-round learning opportunities for degree completion, courses are offered in fall, winter, spring and summer.

CONTACT: access-advise@udel.edu
302-831-8843
<https://www.udel.edu/academics/colleges/chs/departments/son/undergraduate-programs/rn-bsn/>

Questions?

Please visit online.udel.edu, write to continuing-ed@udel.edu or call 302-831-7600.

Certificate of Business Essentials

Through a combination of online and campus courses, this certificate offers students and working professionals in non-business fields the opportunity to earn a business-related certificate. The program is comprised of four targeted courses from UD's Alfred Lerner College of Business and Economics:

- Economic Issues and Policies
- Survey of Accounting
- Introduction to Business
- Fundamentals of Finance

CONTACT: access-advise@udel.edu
302-831-8843 • pcs.udel.edu/essentials

CREDIT GRADUATE DEGREES AND CERTIFICATES

BUSINESS

Master of Accounting Practice

Within this AACSB accounting-accredited program, you'll study with renowned faculty to gain a solid understanding of accounting, the assurance function, tax regulations, business law and the business environment and graduate ready to sit for the CPA exam.

CONTACT: 844-237-1338
business.online.udel.edu/sp-map

Master of Science in Applied Statistics

This program is designed for working professionals from a range of occupational and educational backgrounds. Students receive training in applied and theoretical statistics and graduate ready to excel in data careers.

CONTACT: 844-247-6251
onlinestats@udel.edu
onlinestats.canr.udel.edu

Master of Business Administration (MBA)

The Online MBA program allows participants to engage in thoughtful learning with outstanding faculty and students, maximizing real-world knowledge to equip them with the skills and knowledge needed to excel in today's global market. Graduates can add a powerful, AACSB-accredited MBA to their resume in as few as 16 months, with concentrations in business analytics, finance, healthcare management, international business and strategic leadership. Five start dates per year.

CONTACT: mbaprogram@udel.edu
844-237-1338 • mbaonline.udel.edu

Graduate Certificate in Socially Responsible and Sustainable Apparel Business

Addresses labor and environmental problems in global supply chains for the apparel, textile and footwear industries. Coursework is grounded on principles of the United Nations (UN) Global Compact and provides the foundation needed to manage international production, design, product development, buying, promotion and sourcing in ways that are socially responsible and sustainable.

CONTACT: 302-831-8713
hcao@udel.edu
fashion.udel.edu/graduate/graduate-certificate

Master of Science in International Business

This degree prepares professionals for leadership in international business, with emphasis on strategic, financial and managerial roles. Participants customize their program with coursework drawn from accounting, economics, finance, marketing, entrepreneurship and analytics.

CONTACT: 844-237-1338
business.online.udel.edu/msib

Master of Arts in Strategic Communication (M.A.)

By evaluating past media campaigns and their results, conducting competitive research, and designing new campaigns based on insights from student analysis, this degree focuses on the tactics necessary to craft persuasive messaging. Graduates are prepared to advance in their current career or take on new roles in strategic communication, public relations, digital media or social media management. Students can pursue concentrations in either public relations or digital and social media as well as customize electives to design a program that best matches their career goals.

CONTACT: 844-237-1338
stratcomm.online.udel.edu

Graduate Certificate in Strategic Communication

This certificate provides professional education and training at the graduate level, focusing on the basic principles of strategic communication; the theoretical background necessary to understand how to create effective public relations, social media and strategic communication campaigns; and the methodological skills required to test and understand the effectiveness of campaigns.

CONTACT: taralynn@udel.edu



EDUCATION

Master of Arts in Economics and Entrepreneurship for Educators (M.A.E.E.E.)

This hybrid online plus on-campus program focuses on preparing educators to teach economics, entrepreneurship and personal finance in elementary and secondary schools. The M.A.E.E.E. equips educators with a solid foundation in economic theory and a set of teaching strategies to inspire students to become effective participants in the economy, successful entrepreneurs, responsible consumers and wise investors.

CONTACT: asarta@udel.edu
302-831-2559
lerner.udel.edu/programs/masters-programs/economics-and-entrepreneurship-for-educators-ma

Master of Education in Educational Technology (M.Ed.)

Based on the assumption that new media and the internet can have a positive effect on teaching and learning, this degree provides both a theoretical and a practical grounding in educational technology methods and techniques, emphasizing theories of teaching and learning that support these methods. To demonstrate mastery of the program's goals, all candidates complete the same series of seven program assessments. Depending on the student's career path, these assessments are evaluated by rubrics developed according to standards of the International Society for Technology in Education (ISTE) or the Association for Educational Communications and Technology (AECT).

CONTACT: 302-831-2396
education.udel.edu/masters/edtech

Master of Education in Exceptional Children and Youth (M.Ed.)

With perennial shortages in the field of special education, this program is aimed at developing teachers and education professionals committed to serving children and youth with disabilities. Concentrations are available in Elementary Special Education

and Secondary Special Education. This program is appropriate for teachers with a certificate in either general or special education who wish to develop advanced knowledge and skills as well as other education professionals wishing to pursue an advanced degree in the disability field. A five-course program for Delaware teachers meets requirements for Delaware certification as a Teacher of Exceptional Children Grades K-12.

CONTACT: kritchey@udel.edu
education.udel.edu/masters/exc-online

Master of Education in Literacy (M.Ed.)

This program is for K-12 teachers wishing to prepare for certification as reading or literacy specialists. Current teachers and educators will study the theoretical and evidenced foundations of reading and writing development, learn to plan culturally and linguistically relevant literacy instruction for all students, and support students and teachers in the use of digital literacy tools. Career opportunities include reading and literacy specialist positions in school districts as well as English language arts (ELA) positions in K-12 schools.

CONTACT: dcoker@udel.edu
education.udel.edu/masters/literacy

Master of Education in Teacher Leadership (M.Ed.)

Today's ever-changing educational landscape requires teachers who are equipped to be leaders in the classroom, able to foster collaboration within the school and community, and to understand and implement policies that impact students in K-12 classrooms, private schools, preschools, higher education and home schooling. This program provides teachers with the insights, knowledge and skills needed to better manage their classrooms, improve student outcomes and enhance their own professional growth as well as guide their peers toward more effective teaching strategies.

CONTACT: karchmer@udel.edu
education.udel.edu/teacherleadership

ENGINEERING

Online Graduate Certificate in Applied Bioinformatics

Bioinformatics is an emerging field where biological and computational disciplines converge, leading to job opportunities in rapidly growing fields like biomedicine, pharmaceuticals, healthcare, agriculture and data analytics. This four-course program is aimed at working professionals in the life sciences or data sciences who wish to gain knowledge and practical experience in bioinformatics. Focused on real-world applications, students will learn in an interactive, experiential and multidisciplinary team environment from nationally and internationally renowned researchers and practitioners in the field. No previous programming or database experience is required, but a familiarity with molecular biology concepts is recommended.

CONTACT: bioinformatics@udel.edu
bioinformatics.udel.edu/ABNF-CERT

Online Graduate Certificate in Biomedical Informatics and Data Science

Bioinformatics is an emerging field where biological and computational disciplines converge, leading to job opportunities in rapidly expanding fields of study with applications ranging from genomics to pharmaceutical, health informatics and biomedical research, having the potential to impact all areas of scientific research. This four-course program is aimed at working professionals in the life sciences or data sciences, or as a complement to other UD degree programs, who wish to gain knowledge and practical experience in fields where biomedicine, precision medicine, health informatics and data science intersect. Focused on real-world applications, students will learn in an interactive, experiential and multidisciplinary team environment from nationally and internationally renowned researchers and practitioners in the field. No previous programming or database experience is required, but a familiarity with molecular biology and statistics is recommended.

CONTACT: bioinformatics@udel.edu
bioinformatics.udel.edu/BIDS-CERT

Graduate Certificate in Composites Manufacturing and Engineering

Design rules for composite materials are fundamentally different than for traditional materials, with the engineer tailoring the material structure at the micro- and nano-scales to achieve desired mechanical and physical properties. This program is intended to provide the practicing engineer a strong foundation in the processing-structure-property relations in advanced fiber composites. UD's Center for Composite Materials and Department of Mechanical Engineering are internationally recognized as leaders in composites research and education.

CONTACT: me-gradinfo@udel.edu
me.udel.edu/academics/graduate/graduate-certificate-in-composites-manufacturing-engineering

Graduate Certificate in Cybersecurity

Why study cybersecurity? Whether working in IT, engineering, computer science or even business, almost everything you are likely to work on in your career will need to incorporate security considerations—whether a computer system, a network, an information system or some other product or service. As such, an understanding of security should be part of any technology or business education going forward. In this three-course introduction to the field of cybersecurity, which you can later apply to a master's degree, you will learn key principles and practices as seen in the real world. Understand CIA (confidentiality, integrity and availability), the NIST Cybersecurity Framework, practical cryptography, hands-on practice evaluating and securing a real computer system (Linux, Windows), and building and configuring defensive systems such as firewalls, intrusion detection systems, VPNs and SIEMs on your own laptop using virtual machine technology, and be able to sift through the millions of daily warnings, of which only a few are a real threat.

CONTACT: 302-831-2406
ece.udel.edu/graduate/cybersecurity-certificate

Graduate Certificate in Railroad Engineering

The program prepares participants to meet railroad industry employers' expectations regarding knowledge of railroad and rail transit and is designed for engineering professionals working in the area of railroad engineering or for those desiring to expand their knowledge of railroad engineering and related engineering disciplines with the goal of advancement in the railroad industry.

CONTACT: cee-info@udel.edu
railroadengineering.engr.udel.edu/courses/

Master of Science in Cybersecurity

Protect your organization from malware and data breaches with career-enhancing education from a National Security Agency (NSA) and Department of Homeland Security (DHS) designated National Center of Academic Excellence in Cyber Defense Education. After seeking input from the U.S. Department of Defense, the U.S. government, the financial services industry and other Fortune 500 corporations, the University of Delaware designed and created a unique and modern program for cybersecurity education. This third-generation cybersecurity education program stresses student hands-on experiences to create lasting reinforcement of the expanding body of knowledge of computer and network security now known as cybersecurity. Learn key cybersecurity principles, how to evaluate and protect systems and write security software, digital forensics, and applied cryptography from faculty and industry experts. This 10-course program combines security industry best practices, underlying theory such as cryptography, and critical hands-on-keyboard experience to address today's cybersecurity issues as an in-demand specialist.

CONTACT: 302-831-2406
ece-info@udel.edu
online.ece.udel.edu/masters-in-cybersecurity-online/

Master of Science in Electrical and Computer Engineering

Build your expertise in math, engineering and data science with a program focused on skill building across signal processing, data analytics, communication and cybersecurity to prepare you to lead solution development in data and communications. In addition to the master skill set of electrical and computer engineering, the program strongly focuses on the critical insights you will need to secure, protect and implement the systems you create. Developed by a faculty with diverse corporate and research backgrounds, this flexible program is for those with prior degrees in electrical, computer or mechanical engineering, or computer science or mathematics, and can be completed in as few as two years.

CONTACT: 302-831-2406
ece-info@udel.edu
online.ece.udel.edu/msece-online/

Master of Science in Mechanical Engineering (MSME)

This online program is comprised of 30 credits covering not only the foundations of solid mechanics, fluid mechanics, heat transfer and dynamics but also electives in biomechanics, clean energy and environment, composite materials and manufacturing, energy-efficient mobility systems and smart cities, robotics and controls, and more. Program faculty are the same world-class, awarded faculty who teach in the full-time, campus-based program.

CONTACT: me-gradinfo@udel.edu
me.udel.edu/academics/graduate/msme-online

Online Graduate Certificate in Minerals, Materials and Society

The 15-credit program is designed to equip students with the skills necessary to obtain jobs in the growing field of sustainable supply chain management and environmental and social responsibility, and to become world leaders and game changers in this arena. Among the first programs of its kind in the United States that takes an

interdisciplinary approach to linking science and policy issues associated with mineral and material sourcing, it builds on UD's strengths in earth science as well as in material science, energy policy, fashion and apparel studies and a range of social science disciplines.

CONTACT: saleem@udel.edu
sites.udel.edu/ceoe-mms

NURSING/HEALTHCARE

Dietetic Internship

This post-baccalaureate certificate program provides graduates of a didactic program in dietetics (DPD) with the knowledge and skills necessary to become registered dietitians with the creative problem-solving skills necessary in the field of dietetics. Upon successful completion of the program, students receive a verification of completion certificate and are eligible to take the Registration Examination for Dietitians.

CONTACT: 302-831-4989
aleef@udel.edu
udel.edu/academics/colleges/chs/departments/bhan/graduate-programs/dietetic-internship/

Doctor of Nursing Practice (DNP)

UD's Doctor of Nursing Practice program prepares graduates to perform at the highest level of advanced nursing practice. The foundation for practice expertise with a population health focus enables the graduate to plan and lead evidence-based interventions, quality improvement strategies and health policy changes that address patient safety, promote patient-centered care and reduce health disparities among diverse groups. Three concentrations are available in a hybrid-online and on-campus format: adult-gerontology nurse practitioner, family nurse practitioner and psychiatric mental health nurse practitioner.

CONTACT: ud-gradnursing@udel.edu
sites.udel.edu/nursing/graduate

Molecular Diagnostics Certificate

This post-baccalaureate certificate program has a hybrid-online plus on-campus format, providing medical laboratory scientists working in forensics, biotechnology or pharmaceuticals with the opportunity to update skills and knowledge to help meet the demands of modern molecular biology theory and application. The program also provides individuals seeking Molecular Biology, American Society for Clinical Pathology (MB-ASCP) certification with a solid preparation for national credentialing examinations. The three-course program is comprised of two 14-week online lectures and one weeklong campus-based laboratory practicum.

CONTACT: mms-dept@udel.edu
sites.udel.edu/mms

PUBLIC ADMINISTRATION

Master of Public Administration (MPA)

This program is designed to help public service professionals develop their knowledge of current societal issues and strengthen their administrative acumen using a curriculum based on applied research and contemporary case studies. Founded on theory, research and application-based solutions and taught by an interdisciplinary faculty, this flexible program challenges participants to apply best practices while mastering the strategies necessary to shape policy and lead effective management in government, nonprofit and private sectors.

CONTACT: 302-831-1687
bidenschool@udel.edu
bidenschool.udel.edu/masters-programs/academic-programs/mpa-master-of-public-administration

NONCREDIT PROFESSIONAL DEVELOPMENT AND CERTIFICATE PROGRAMS

BUSINESS

Fundamentals of Social Media Marketing Certificate

Introduces leveraging social media to build and extend brand awareness, increase visibility, engage current and potential customers, cultivate brand ambassadors, gain new customers, promote growth, and support organizational goals. See page 10.

Advanced Social Media Marketing for Business Certificate

Teaches students with fundamental to midlevel social media marketing skills to effectively and successfully leverage the power of social media to support organizational goals. See page 11.

NURSING/HEALTHCARE

Advanced Telehealth Coordinator

Provides the foundations of telehealth for participants interested in utilizing telehealth for the delivery of healthcare. See page 20.

Clinical Trials Management

Key competencies necessary for understanding and conducting clinical trials and new product development. See page 20.

RN Refresher

Online didactic course for nurses seeking to refresh their nursing knowledge and update licensure status; clinical component coordinated locally. See page 22.

Making a Positive Impact

5 PANDEMIC SUCCESS STORIES



1 *Delaware-proud social media grad provides free assistance*

When many businesses stopped using the social media and web design services provided by Heather Cox after the COVID-19 pandemic hit this region, Cox drew on her UD PCS **Advanced Social Media Marketing for Business Certificate program** lessons as she provided her customers with free support.

“I was born and raised Delawarean, and we are all in this together,” said Cox. “My clients are my friends and I was not going to let them down. I was able to take the skills I learned to help them pivot and market accordingly about the new services they were offering, such as curbside pickup, takeout or a marketplace.”

Her dedication was recognized by being named to the lists of Top Women in Business 2020 by *Delaware Today* and the *Delaware Business Times* and Most Influential Delawareans 2020 by *Delaware Online* and *The News Journal*.

2 *Near and far educational outreach, counseling and support*

Working remotely did not stop **UD PCS ACCESS Center** team members from advising 1,021 undergraduate, graduate and high school students, processing 2,663 enrollments, and helping 179 academically dismissed undergraduates work toward reentry to UD as full-time matriculated students in 2021.

Further extending its reach to the larger UD community, the ACCESS Center provided administrative and student services assistance to UD's Additional Certification for English Learners/Bilingual Teachers, Inside-Out (criminal justice credit course offerings for incarcerated individuals), Dual Enrollment, and Alternative Routes to Teacher Certification programs. It also worked closely with the Alfred Lerner College of Business and Economics to provide similar support to 173 students from Southwestern University of Finance and Economics in Chengdu, China, who were enrolled in the SWUFE-UD Institute of Data Science, a joint program in which UD offers bachelor of science programs in management information systems, finance and operations.





3 *New program trains innovative, child-centered educators*

The new **UD Montessori Teacher Residency (UDMTR) program** played a critical role in the 2020-21 launch of Sussex Montessori Charter School in Seaford, Delaware, with 10 of its new teachers receiving their training in the program's inaugural cohort focused on innovative, creative, child-centered Montessori learning communities with diverse student populations. "With the training provided by UDMTR, we were able to support bringing public Montessori education to Sussex County," said program manager Linda Zankowsky. Currently in its second year, UDMTR's ongoing teacher cohorts include 16 enrolled teacher-residents from Sussex Montessori as well as eight from First State Montessori Academy in Wilmington.

4 *Clinical trials certificate program focuses on high-profile field*

The clinical research field has taken center stage during the coronavirus pandemic, with daily news coverage of infectious disease research and vaccine development. UD's long-running **Clinical Trials Management Certificate**—now in its 15th year—has seen dramatically increased enrollment in this online certificate program focused on the key competencies involved in the new product development process. "Media attention made clinical trials a household word, motivating many professionals looking for new avenues to use their skills," said Michele Welch, program director and lead faculty for UD's program. "I want something new, and I want to contribute more, in a different way' is what I'm hearing from recent and current students enrolled in our program." Previously offered twice yearly, an annual third cohort has been added since the start of the pandemic.



5 *UD's lifelong learning programs— a year to adapt, grow and thrive*

UD's program for learners aged 50-plus already held distinctions as one of the first and largest lifelong learning programs in the country. This year it became the largest **Osher Lifelong Learning Institute (OLLI)** program in the U.S., enrolling participants from at least 25 states for a record-setting total of 1,927 online members last spring. At the beginning of the pandemic, "Who knew from Zoom?" remarked Neil Cullen of UD's OLLI Wilmington program. "Few of us, as it turned out, but we soon learned as we Zoomed meetings, classes and social occasions." Even with a return to in-person programming in New Castle, Kent and Sussex counties, OLLI is expanding on the creative opportunities offered by online learning, continuing with a significant online presence of classes, virtual social gatherings and other activities.

LIFELONG LEARNING WHILE ADAPTING TO CHANGE

Online or in person, OLLI members across the state are engaged and thriving



(TOP LEFT) Music and performing arts classes are perennially popular at OLLI. Spring semester offerings include choral and instrumental ensemble classes, drum circle, rock band, guitar instruction, online performance workshops and more.

(TOP RIGHT) The OLLI program regularly offers off-site walking or hiking programs focused on local history or attractions. This spring's offerings include Historic Lewes Walk & Talk, Hiking With the Wilmington Trail Club and Walk & Talk Dover (historic downtown).

(MIDDLE LEFT) Members of OLLI's Beginner American Sign Language (ASL) course met online via Zoom videoconferencing to learn ASL basics and principles. The course will be offered again this spring!

(MIDDLE RIGHT) A recent Stained Glass Fundamentals class shows off a class member's handiwork. A stained glass workshop is offered again this spring at OLLI Kent/Sussex's primary location in Lewes.

(BOTTOM LEFT) Over 300 OLLI classes are planned this coming spring, including many hands-on art classes available across OLLI's New Castle, Kent and Sussex county locations.

Osher Lifelong Learning Institute

Spring registration
opens January 5

Are there topics you've always been curious about but haven't had the opportunity to explore? Join us at OLLI for engaging classes, thoughtful discussions and fun learning experiences with other adults.

It's your time to learn!

The University of Delaware is proud of its history as one of the earliest and largest lifelong learning programs in the country, hosting Osher Lifelong Learning Institute (OLLI) programs throughout Delaware. Structured as academic cooperatives, OLLI programs are open to adults aged 50-plus to take and teach classes together, with course offerings determined by member interest as well as the passions and expertise of the dedicated volunteer member-instructors at each location.

This spring, our OLLI classrooms will bring together lifelong learners from across Delaware and immediate surroundings to experience the benefits of lifelong learning and connect with a vibrant community of adult learners at the OLLI Wilmington and OLLI Kent/Sussex programs. Classes are offered on a wide array of subjects at locations across Delaware and online through the Zoom videoconferencing software. All classes are taught by experienced OLLI instructors from Delaware and the region.

For more details, visit olli.udel.edu.



OVER 300 COURSES OFFERED ONLINE OR IN PERSON THIS SPRING!



OLLI Online

- American Sign Language
- French, German, Italian, Spanish
- Racism in America: The history we didn't learn in school
- Let's Explore Russian Opera
- The Ritchie Boys in WWII
- Rise of the Modern World
- Ireland from Boyne to Brexit
- Poetry from our Newest States
- The Practice of Meditation
- Breakthrough Investing
- Einstein's Relativity

OLLI Kent/Sussex in person

- American Revolution
- JFK Assassination
- Historic Lewes (or Dover) Walk & Talk
- Mah Jongg
- Small Engine Repair

OLLI Wilmington in person

- Shakespeare in Performance
- Acrylic Painting Made Simple
- French Revolution: Beginnings
- Drum Circle
- Tai Chi

Interested in additional lifelong learning opportunities?

The University of Delaware's **Master of Arts in Liberal Studies (MALS)** program is great for intellectually curious adults who want to pursue a degree. The interdisciplinary program gives students the flexibility to follow their academic passions by shaping their own courses of study. Composed of small seminar classes, which invite broad thinking on issues of importance, the program is designed for returning adult students who can attend classes in the evening.

CONTACT:

**302-831-4130 • mals.udel.edu
mals-info@udel.edu**



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at 7 p.m.

RSVP NOW!

Visit pcs.udel.edu/info-session for program schedule and to RSVP. Register and pay in full for a spring 2022 certificate program on or before January 24 and receive a 10% discount.