



HACC CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE

PA Business Basics (What you need to know to start a business in PA):
 Gettysburg , Lancaster and Lebanon – October 7, November 4, December 2
 Harrisburg and York – October 3, November 7, December 5

Talkabouts (Networking group):
 Harrisburg – September 9, October 14
 Lancaster – September 16, October 7, November 11
 York – September 16, October 21

Artisan Marketplaces
 Adams County (Gettysburg): August 23 – September 24
 Perry County (Newport at Perry County Council of the Arts): November 5 – December 23.
 Meeting the Artists, November 5, 10:00 a.m. to 2:00 p.m.
 York County (location and dates to be determined)

Ongoing business consulting at each campus by appointment: 717-221-1311

IES Workshops, September – December 2011

21st Century Marketing

Heard of Facebook? LinkedIn? Twitter? These are just a few of the powerhouses behind the social media movement. You will discover who is "tweeting", how to get "Linked In" to professional referral network, and how to Facebook yourself to create stronger relationships with your customers and attract new ones. \$50

Harrisburg	71229	W	9 am-12 pm	Snavely, Kathleen K.	9/7
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Advanced Twitter

Now that you've got the basics of speaking in 140 characters, it's time to go to the next level: finding and participating in #chats, connecting with the right people to accomplish your goals, scheduling tweet time, as well as how to engage with results and attracting the "right" followers.

Harrisburg	71269	W	9 am-12 pm	Snavely, Kathleen K.	10/5
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Beginning Search Engine Optimization

Learn how search engines crawl and rank your site. Learn how to research targeted keywords and how to optimize your site so that people can easily find you by using the correct word with a search engine. \$50

Harrisburg	71241	W	9 am-12 pm	Feakins, Oliver	10/12
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Blogging/Google Reading/Social Bookmarking

There are millions of blogs on the Internet. How do you find the ones interesting to you? And benefits of blogging, besides communicating the messages that are important to you, including raising your ranking in search engines--making it easier for potential customers to find you. You'll set-up a Google Reader account and begin to use a social bookmarking service, saving you time online! \$50

Harrisburg	71244	W	9 am-12 pm	Snavey, Kathleen K.	10/26
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Building Social Media Content

We've all heard the phrase, "Content is King," but what does that mean? In this course, we'll determine the various forms of content including: written or text, audio-visual, and linking (or sharing) of published work. We will discuss how to build an editorial calendar to ensure consistency across media and assist with accountability; ways to generate strong content while abiding by the social media 'rules of engagement;' how to develop content for different types of media including Facebook, LinkedIn, Twitter, and blogs; and finally, how to create content that's both engaging and powerful. \$50

Harrisburg	71624	W	1pm-4pm	Strella, Rachel	10/5
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Facebook Basics

In this introductory workshop, you will learn the difference between the three main types of entries on Facebook: The Profile, the Page and the Group. Beginning with a brief history and explanation of what Facebook is, this 3-hour workshop will take you through the steps of how to create your own Profile, then the steps to form a Group. A little more time is spent on taking you through the steps of creating a Page, but helping you choose the best way for you to communicate to your friends, family, and business colleagues will be the focus of this workshop. Each session \$50

York	71234	F	1-3 pm	Wenner, Angela	9/23
Gettysburg	71237	F	9 am-12 pm	McNaughton, David W.	11/18
Harrisburg	71231	W	9 am-12 pm	Kirchner, Marjorie	9/14
Lebanon	71235	F	9 am-12 pm	Kirchner, Marjorie M.	9/30
Lebanon	71236	R	9 am-12 pm	Kirchner, Marjorie M.	11/18

Facebook Page for Business

If you have taken the Facebook Basics workshop, then this workshop is the next step on your journey to making a Facebook Page for your business. A Facebook Page is a public profile that enables you to share your business and products with Facebook users. If you haven't done so already, you will create a page in just a few minutes. After that, we will follow Facebook's own guidelines to help make your page the best it can be. In three simple steps, you will start engaging people in conversation, expanding your fan base, and analyzing and optimizing your page so that it works for your business. \$50

Harrisburg	71238	W	9 am-12 pm	Kirchner, Marjorie	9/21
Lebanon	71243	F	9 am-12 pm	Kirchner, Marjorie	10/14

Linked In Level I

Pennsylvania ranks sixth among the states in the number of people on this social media tool and lots of them are recruiters! Whether you're looking for a full-time job, a consulting gig, or creating strategic alliances, this is the place to be! We'll show what information should be on your profile and how to make those all-important connections \$50

Lancaster	71248	M	9 am-12 pm	Snavey, Kathleen K.	11/14
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On-Line Business Plan

Develop your business plan over this six week on-line class. We will walk you through each step as we put together a professional business plan, including your financial projections. The on-line experience is both interactive and personal depending on your needs. Enjoy the freedom of completing this workshop on your free time. Discussion boards and on-line postings give you quick responses to your questions. \$150

Internet 71214 M Internet Course McNaughton, David W. 10/10-11/28

Organizing Social Media Marketing

If you have taken the plunge into all of the available social media outlets, by now your head may be spinning! Are you finding it difficult to stay on top of blogging, Facebooking, and Twittering all at the same time? Are you finding that you just don't have time to devote to all of this madness? Well, don't give up. This workshop will help you get your social media marketing organized and focused by creating your own unique social media calendar. Keeping a calendar will force you to think about what you're going to do beforehand, and prevent you from repeating the same old ideas. Social media is a powerful marketing tool. Keeping it organized will not only maximize your results, but reduce the stress that comes from feeling disorganized. \$50

Lebanon 71246 F 9 am-12 pm Kirchner, Marjorie. 11/11

Personal & Business Taxes

This class will answer questions about personal and business filings, and how a business could affect your tax return. There will be discussion of the types of business entities and how they affect your tax liability. \$30

Harrisburg 71061 T 6-9 pm Klingler, John 12/6

Preparing Your Artwork for a Juried Show

This webinar is conducted to assist new or emerging artists with preparing their work to enter into a gallery or show that will be subject to a jury process. Basic topics include acceptable work, levels of craftsmanship, showing your creativity, preparing your artist statement, originality, and how quality is measured. Look behind the scenes at what the gallery owners are looking for and how you can impress them. Learn some secrets to photographing your work to reflect and enhance its appearance. Share comments and ask questions from a gallery manager and other artists. \$30

Webinar 71336 R 6-8 PM McNaughton, David & Colbert, Jasmine 9/15

Pricing Your Product (Webinar)

What is your work worth? Putting a price on your product or service can be very difficult. Learn to factor things such as time, resources, and marketing in to your costs. \$30

Webinar 71230 T 6-8 pm McNaughton, David W. 9/13

Role of Nonprofit Board of Directors

Raising funds and finding good board members are key elements in a nonprofit organization. The functions of governing boards are receiving increasing attention, and it is important to know the role of the board and the role of the staff. The responsibility to ensure strong and effective governance of the organization is without a doubt the most important responsibility facing nonprofit board and staff leaders today. This 3-hour course will give you an overview of the basic concepts of fund raising for staff and board members. You will also learn the basic responsibilities of governing nonprofit boards as well as evaluating current board members and selecting new board members. \$30

Harrisburg 71046 W 6-9 pm Sibert, Randy 10/12

Social Media Q&A

Got social media questions? Want to know how to leverage social media marketing for your business? Do you have questions about which medium is right for you? Perhaps you simply need to understand the difference among a "fan", a "friend", or a "follower". Whatever your burning social media questions, I have answers (or I will try to find them)? Join me for this Social Media Q&A and ask away!

Harrisburg 71271 T 9 am-12 pm Strella, Rachel \$50 11/15

Social Media: The Latest Applications

As the world continues to embrace Facebook – the most popular social media site – newer forms of social media and related technology are emerging. With this emergence, questions follow about how these new tools can be used both personally and professionally. In this course, we'll examine some of the newer media including: Foursquare, QR Codes, and Google+. You'll learn what they are, who they target, how or why to use them, and what it will mean for the future of social media. We will also touch briefly on media that's been around a little longer, but can still be confusing such as Twitter (micro blogging) and Blogging.

Harrisburg 71615 W 1pm – 4pm Srella, Rachel \$50 10/12

Starting Nonprofit Organization in Pennsylvania

This class will give you an overview of the steps and documents required to establish and operate an effective nonprofit organization in Pennsylvania. Learn about researching the community to discover the needs and making sure the community will sustain your organization.

Harrisburg 71045 T 6-9 pm Sibert, Randy. \$30 10/11

Strategic Planning for Nonprofits

Learn how to develop mission, vision and values statements, the day-to-day impact of having a strategic plan, how to use it and not gather dust on the shelf, who to involve in the process, how to assess your competition and your organization's capabilities, and how to involve the board in developing their own strategic goals as part of the process. Most importantly, you will learn to identify and evaluate opportunities and then select a strategy to move in that direction. This session is designed for executives and board members of nonprofit organizations.

Harrisburg 71047 W 6-9 pm Sibert, Randy. \$30 10/26

Twitter Level I

You've got 140 characters to communicate with other people all over the world. Learn why the smartest folks on the web are here, as well as how to find and share information with them.

York 71245 F 1-4 pm Fink, Dan \$50 10/28
Harrisburg 71239 W 9 am-12 pm Snavely, Kathleen K. 9/28

WordPress 101

WordPress is the premiere free blogging software available free on the web. In this hands-on session, you will get an introductory "how-to" session on using this tool to communicate with potential and current customers.

Harrisburg 71265 W 9 am-12 pm Feakins, Oliver \$50 11/2

WordPress Advanced

We'll move beyond the basics of setting up a WordPress site to discussing what your strategy for blogging is, look at hosted platforms and advanced features and look at how you can customize your site for search engine optimization (SEO--how Google can find you more easily).

Harrisburg 71270 W 9 am-12 pm Feakins, Oliver. \$50 11/9

Retirement Planning Today

This course blends financial education with life planning to help you build assets, align your money with your values, and achieve your retirement lifestyle goals. Discover strategies to manage investment risks, tax-saving topics to discuss with your accountant, and much more. Textbook included. Couples may attend together for a single registration fee. Class sizes are limited so register today.

Harrisburg	71070	R	6:30-9:00pm	Financial Educators Network	9/8-9/22
Harrisburg	71071	S	9:30am-12 pm	Financial Educators Network	9/10-24
Harrisburg	71072	T	6:30-9 pm	Financial Educators Network	9/13-9/27
Harrisburg	71199	S	9:30am-12pm	Financial Educators Network	11/12-12/3
Harrisburg	71077	T	6:30-9 pm	Financial Educators Network	11/15-11/29
Harrisburg	71197	R	6:30-9:00 pm	Financial Educators Network	9/29-10/13
Harrisburg	71198	S	9:30am-12 pm	Financial Educators Network	10/8-10/22
Harrisburg	71200	T	6:30-9 pm	Financial Educators Network	10/4-10/18
Harrisburg	71202	R	6:30-9:00pm	Financial Educators Network	11/10-12/1
Lebanon	71203	R	6:30-9 pm	Financial Educators Network	10/20-11/3
Lebanon	71204	W	6:30-9 pm	Financial Educators Network	10/26-11/9