GENERAL INFORMATION

Location and time: Classes take place at the Pyle Center, 702 Langdon St. Each class is 8:30am-3:15pm, with a 45-minute break for lunch. We will email you a map, directions, parking information, and an assignment to complete before class begins.

For more information: Visit continuingstudies.wisc.edu/certified-public-manager for class details. If you have questions, contact Sunshine Jansen at 608-262-4354 or sunshine.jansen@wisc.edu, or Robbi Dreifuerst at 608-262-3830 or robbi.dreifuerst@wisc.edu.

Fees: All classes are $165. Fees include instruction, light refreshments, and a nonrefundable $25 administrative charge. Participants are responsible for transportation and meals.

Approved hours and continuing education credits: Each class earns you 0.6 CEUs, or six hours of professional continuing education. For information on continuing education credit for social workers, counselors, psychologists, marriage and family therapists, substance abuse counselors, educators, and other types of professionals, see continuingstudies.wisc.edu/ceu-approved-hours.html.

Wisconsin Certified Public Manager® Program: The classes listed may be used toward the requirements of the Wisconsin Certified Public Manager® (CPM) Program. CPM is a nationally accredited management development program that prepares participants for the challenges and unique demands of the public management profession. It is designed specifically for local, state, and federal managers, as well as elected officials and those working in nonprofit organizations. Most CPM classes are also appropriate for private-sector managers.

Cancellation policy: You will receive a full refund minus the administrative fee if you cancel three or more business days before the start of class. If you cancel less than three business days before the start of class or do not participate, you are responsible for the entire fee. You may send a substitute if you are unable to attend a class. In the event of bad weather or other emergencies, call 608-263-4432 to learn whether a class has been canceled. Emergency cancellation notices are also posted at continuingstudies.wisc.edu.

WHAT OUR STUDENTS ARE SAYING:

"The instructor’s background and first-hand accounts of successful grants helped me remember the key points."

"This class will help me… ask better questions. Great tools to help solve problems."

"The instructor was knowledgeable and easy to follow. Materials were clear, practical, and useful."

"It was so helpful to learn how to promote strategic planning/thinking in my organization."

Essential skills for TODAY’S workplace
LEADERSHIP & MANAGEMENT DEVELOPMENT

Jan-Mar 2018

Essential skills for TODAY’s workplace—Whether you’re just beginning your supervisory career or have several years of management experience, it’s never been more important to invest in your professional skills. You’ll work smarter when you have the tools and techniques to effectively manage the ever-changing landscape of today’s workplace.

Wed, Jan 17

The Public Management Profession and Environment

Being an effective public manager requires understanding the profession and the impact of a changing managerial environment. Stop outside your daily duties to explore the history and characteristics of American public administration. Explore how the profession is changing, how trends outside the organization affect your position, and what issues you need to monitor in the coming year.

Instructor: Ed Henschel served as a municipal administrator and consultant in cities and villages throughout Wisconsin for more than 40 years. A former executive director of the Wisconsin City/County Management Association, he currently teaches in UW–Milwaukee’s Masters of Public Administration program.

A CPM Management Core Class

Thu, Jan 18

Writing Effective Grant Proposals

Learn the craft of stating clear goals and objectives, building a budget, and creating a dynamic abstract for funding proposals. Gain an understanding of the current fundraising climate, as well as how to save time in planning and information gathering. Avoid the common pitfalls of rejected proposals and tell your story in a way that makes funders listen.

Instructor: Boris Frank, president of Boris Frank Associates, is a nationwide consultant on fundraising, proposal writing, and grants development.

A CPM Resource Management Class

Thu, Feb 15

Elements of Digital Style

Strunk and White’s The Elements of Style gave generations of communicators trustworthy guidelines for writing and editing quality print publications. But times have changed since 1919, when Professor Strunk wrote “the little book” for his English classes. This update provides similar practical guidelines for digital marketers, editors, and designers. Learn styles for digital layout, content, and text you can apply immediately and with confidence.

Instructor: Kyle Henderson leads web design and production at UW–Madison’s Division of Information Technology and teaches HTML/CSS and WordPress at Madison College. He also has a certificate in user experience (UX) design from New York University and is earning a professional skills. You’ll work smarter when you have the tools and techniques to effectively manage the ever-changing landscape of today’s workplace.

Wed, Mar 7

Problem Analysis and Problem Solving

Successful managers know that problem solving is based on a systematic process of recognition and analysis. Learn the limitations of your present problem-solving style and how to overcome them. Examine communication processes to improve creativity, identify roles for groups and teams in problem solving, and discover how to define problems in new ways.

Instructor: Jeff Russell is co-director of Russell Consulting, where he helps organizations successfully respond to the challenges of continuous change. He focuses on leadership development, strategic thinking, leading change, understanding and dealing with behavioral styles, and performance management.

A CPM Management Core Class

Thu, Mar 8

Succession Planning and Mentoring

Learn the critical elements of mentoring and succession-planning programs, assess your organization’s readiness and ability to develop leaders, and examine effective succession programs in other agencies. Return to your workplace knowing the next steps needed to respond to its workforce challenges.

Instructor: Cindy Schauer-Parilla is the organizational development specialist at St. Mary’s Hospital–Janesville. She is an accomplished organizational development advisor and professional in the areas of talent management, employee engagement, leadership development and mentoring, employer branding, and organizational change.

A CPM Personnel Management Class

Tue, Mar 20

Strategic Thinking, Planning, and Organizational Transformation

Strategic planning provides both a process and a set of outcomes that help you answer core questions about organizational identity and direction. Discover how to construct your organization’s strategic plan, involve other stakeholders in its development, and ensure successful implementation.

Instructor: Jeff Russell (see Problem Analysis and Problem Solving)

A CPM Management Core Class

Wed, Mar 21

Systems Thinking in a Chaotic World

Much of management is chaotic by nature. A systems approach to projects and problems can control some of the chaos and help you plan for the unexpected. Learn the language of systems thinking, and discover when and how to apply systems methods to projects and presencing monitoring efforts.

Instructor: Jeff Russell (see Problem Analysis and Problem Solving)

A CPM Quantitative Methods Class

REGISTRATION FORM

PLEASE REGISTER ME FOR

Each class costs $165.

☐ The Public Management Profession and Environment, Wed, Jan 15 .......................... 0100
☐ Writing Effective Grant Proposals, Thu, Jan 16 ................................................... 0275
☐ Elements of Digital Style, Thu, Feb 15 ............................................................. 0204
☐ Problem Analysis and Problem Solving, Wed, Mar 7 ........................................... 0140
☐ Succession Planning and Mentoring, Thu, Mar 8 .................................................. 0291
☐ Strategic Thinking, Planning, and Organizational Transformation, Tue, Mar 20 .... 0120
☐ Systems Thinking in a Chaotic World, Wed, Mar 21 ............................................ 0203

CONTACT INFORMATION

NAME

TITLE

ORGANIZATION

PHONE

EMAIL

FAX

PAYMENT METHOD

☐ Please bill my organization at the address above.
☐ Enclosed is my check payable to UW–Madison.
☐ Please charge to the following account:

PAYMENT INFORMATION

ENCLOSED CHECK

PAYMENT INFORMATION

☐ Please charge to the following account:

☐ MasterCard
☐ Visa
☐ American Express
☐ Discover

PAYMENT INFORMATION

ADDRESS

Mail to: UW–Madison Continuing Studies Registrations, P.O. Box 703, Madison, WI 53707-0703
Call: 608-262-2451 or 800-725-9692 (Wisconsin Relay 711)
Fax: 608-265-3163 or 800-741-7416
Online: continuingstudies.wisc.edu/leadership
Phone, fax or online registrations must include payments by credit card or purchase order.

If you would like to request an accommodation, please contact Andy Richardson at 608-262-0557 or email andy.richardson@wisc.edu. Requests are confidential. These programs are offered by UW–Madison in cooperation with UW Extension.