Rise above the rest

Courses to enhance job skills or meet CEU requirements

www.dcs.wisc.edu/pda
Quality Education
Continuing education is one of the best tools we have for recharging our batteries...for learning new work skills and deepening career knowledge...for growing as professionals and citizens in a changing world. UW-Madison Continuing Studies is a leader in providing noncredit professional continuing education programs for adults. We offer hundreds of continuing education programs annually including workshops, conferences, classes, and distance education. In addition, our faculty and staff provide consultation and conduct applied research.

All our programs qualify for Continuing Education Units (CEU) and many courses are approved for specific continuing education hours through professional organizations such as the National Board of Certified Counselors and the National Association of Social Workers.

Easy Online Registration
This catalog provides a brief overview of our classes. You’ll find detailed course information and convenient online registration on our Web site at www.dcs.wisc.edu/pda.

Online Self-Study
Some of the courses listed in this catalog are Web-based continuing education courses, offering you the opportunity to learn anywhere and anytime. Our online courses are an excellent way for busy professionals to acquire continuing education hours. More information is available at www.dcs.wisc.edu/pda/online.

Career Workshops, Educational Planning, and Job Search Support
Changing careers, advancing in a present one, coping with job transition or thinking about returning to school? We can help. Our Adult and Student Services Center offers individual appointments, group support, and workshops year round—including at area businesses and community sites—and a career resource library and online resources. Learn more at www.dcs.wisc.edu/info/careerplan.htm

Onsite Training and Consultation
Continuing Studies faculty, staff, and career counselors provide organization-specific training that is convenient and cost effective. We can also help organize an educational fair to promote continuing education for your organization.

Email Reminder Service
Let us help you meet your continuing education needs. Join our email service especially for individuals in your professional licensure group and you’ll automatically receive a bimonthly listing of our upcoming programs. Choose your professional group below and send a blank email to the address listed. We’ll send you reminders every other month.

✓ Substance Abuse Counselors: join-aoda@lists.wisc.edu
✓ Marriage and Family Therapists: join-family-therapist@lists.wisc.edu
✓ Professional Counselors: join-counselor@lists.wisc.edu
✓ Psychologists: join-psychologist@lists.wisc.edu
✓ Social Workers: join-social-worker@lists.wisc.edu

University of Wisconsin–Madison Continuing Studies
21 N Park St, 7th Floor
Madison, WI 53715-1218
608-262-1156
800-442-4617
www.dcs.wisc.edu
“The program was very good, with a lot of useful information. Handouts were comprehensive, clear, and [the instructor] had an interesting presentation style.”
Workplace Communication

Business Writing
Register online: www.dcs.wisc.edu/pda/writing

Back to basics: grammar, punctuation, and writing review
Instructor: Sharon Van Sluijs
T, Oct 25, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #7036

Executive writing
Instructor: Alice Honeywell
W, Dec 14, 8:30 am-3:15 pm
Pyle Center, 702 Langdon St
0.6 CEU, $128
Program #0227

Workplace writing
Instructor: Sharon Van Sluijs
Th, Oct 27, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #7037

Writing good sentences: editing for clarity and conciseness
Instructor: Gerry Max
T, Nov 8, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #7028

Interpersonal Communications
Register online: www.dcs.wisc.edu/pda/communication

Art of conflict transformation
Instructors: Kathy Germann, Vida Groman
TW, Dec 6-7, 8:30 am-4:30 pm
Pyle Center, 702 Langdon St
1.4 CEU, $290
Program #7001

Spanish for medical professionals
Instructor: Mariela Quesada Centeno
W, Sep 21-Nov 30, 7-8:30 pm (no class Nov 23)
Madison Campus
3.6 CEU, $120
Program #6932

e-Marketing
Register online: www.dcs.wisc.edu/pda/e-marketing

Social media marketing: introduction
Instructor: Adrianne Machina
W, Nov 2, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #7026

“I’m looking forward to reviewing the handouts I received and sharing with staff and supervisors. It’s rare to walk away from a program with so much useful information. Thank you for making this day well worth my time and travel.”
Publication and Web Design
Register online: www.dcs.wisc.edu/pda/design

Adobe InDesign: intermediate
Instructor: Kenneth Miller
F, Oct 28, 9 am-4 pm
Computer and Media Center
HC White College Library, 600 N Park St
0.6 CEU, $290
Program #7039

Adobe InDesign: introduction
Instructor: Kenneth Miller
F, Oct 14, 9 am-4 pm
Computer and Media Center
HC White College Library, 600 N Park St
0.6 CEU, $290
Program #7032

Adobe InDesign: introduction
Instructor: Kenneth Miller
F, Oct 21, 9 am-4 pm
Computer and Media Center
HC White College Library, 600 N Park St
0.6 CEU, $290
Program #7029

Adobe Photoshop: advanced
Instructor: Michael Kienitz
F, Nov 11, 9 am-4 pm
Computer and Media Center
HC White College Library, 600 N Park St
0.6 CEU, $290
Program #7033

Dreamweaver: introduction
Instructor: Celeste Anton
F, Oct 7, 9 am-4 pm
Computer and Media Center
HC White College Library, 600 N Park St
0.6 CEU, $290
Program #7034

“Covered vast amounts of material, went over neat shortcuts, very approachable instructor.”
Management Development
Register online: www.dcs.wisc.edu/pda/cpm

Developing emotional intelligence in your organization
Instructor: Tyrone Letto
T, Nov 15, 8:30 am-3:15 pm
Pyle Center, 702 Langdon St
0.6 CEU, $128
Program #0242

Leadership
Instructor: Susan Paddock
M, Nov 14, 8:30 am-3:15 pm
Pyle Center, 702 Langdon St
0.6 CEU, $128
Program #0170

Management assessment for personal planning and development
Instructor: Robbi Dreifuerst
W, Oct 12, 8:30 am-3:15 pm
Lowell Center, 610 Langdon St
0.6 CEU, $128
Program #0030

Project Management Certificate
Instructor: Guy VanRensselaer
8:30 am-3:15 pm
Part 1 ThF, Nov 3-4
Part 2, WTh, Nov 9-10
Lowell Center, 610 Langdon St—Part 1
Pyle Center, 702 Langdon St—Part 2
2.4 CEU, $215/$405, Part 1/Parts 1-2
Program #0097

Records management
Instructor: Harold Coltharp
T, Oct 18, 8:30 am-3:15 pm
Pyle Center, 702 Langdon St
0.6 CEU, $128
Program #0265

Program evaluation techniques
Instructor: Susan Paddock
W, Oct 19, 8:30 am-3:15 pm
Pyle Center, 702 Langdon St
0.6 CEU, $128
Program #0207

Strategic thinking, planning, and organizational transformation
Instructor: Jeff Russell
T, Dec 13, 8:30 am-3:15 pm
Pyle Center, 702 Langdon St
0.6 CEU, $128
Program #0120

Strategies for effective supervision
Instructor: Gregg Miller
R, Oct 13, 8:30 am-3:15 pm
Lowell Center, 610 Langdon St
0.6 CEU, $128
Program #0286

“I was amazed at the scope of the program—far more extensive that I had ever expected.”
Aging and Long-Term Care
Register online: www.dcs.wisc.edu/pda/aging

An overview of key issues in geriatric mental health
Instructor: Suzanna Waters Castillo
T, Sept 13, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3004

Effective psychotherapeutic approaches for older adults
Instructor: Marilyn Bonjean
W, Nov 9, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3009

Ethics of in-home care management
Instructor: Suzanna Waters Castillo
W, Nov 16, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3008

Inter-professional Conference on Geriatric Mental Health
Instructors: UW-Madison faculty
F, Dec 2, 7:30 am-4:30 pm
Pyle Center, 702 Langdon St
0.8 CEU, $250
Program #3012

It’s all in your approach: best-practice skills for dementia care
Instructor: Teepa Snow
ThF, July 28-29, 9 am-4 pm
Pyle Center, 702 Langdon St
1.2 CEU, $275
Program #3021

Late-life depression
Instructor: Art Walaszek
Th, Oct 13, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3010

Late-life sleep disorders
Instructor: Suzanna Waters Castillo
W, Oct 26, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3007

Strengths-based case management
Instructor: Suzanna Waters Castillo
Th, Sept 1, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3006

The impact of common geriatric conditions on mental health
Instructor: Kim Petersen
Th, Sept 8, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3003

Using the Wisconsin star method to assess late-life mental disorders
Instructor: Timothy Howell
W, Dec 14, 9 am-3 pm
Pyle Center, 702 Langdon St
0.5 CEU, $100
Program #3011

“Excellent, useful, relevant information. Speakers were very knowledgeable but presented in a manner that wasn’t overly technical or clinical; easily learned and observed. By far the best class overall I’ve attended in 10 years—thank you.”
Alcohol and Other Drug Issues
Register online: www.dcs.wisc.edu/pda/aoda

Intoxicated-driver program: approved training
Instructors: Kristi Obmascher
MT, Sept 26-27, 8:30 am-5 pm
Pyle Center, 702 Langdon St
3.0 CEU, $329
Program #8721

Sex, drugs, and rock ‘n’ roll: addiction, compulsion, and craving
Instructor: David Mays
R, Dec 1, 9 am-4 pm
Best Western Bridgewood Resort
1000 Cameron Way, Neenah, WI
0.6 CEU, $165
Program #8740

Substance abuse course 1: Fundamentals of substance abuse
Instructor: Flo Hilliard
W, Sept 28, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $140
Program #2721

Substance abuse course 2: Substance abuse, families, and trauma-informed care
Instructors: Flo Hilliard, Elizabeth Hudson
R, Sept 29, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $140
Program #2722

Substance abuse course 3: Effective screening, assessment, and treatment models
Instructor: Flo Hilliard
M, Oct 17, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $140
Program #2723

Substance abuse course 4: Cultural competency in treatment and recovery
Instructors: Suzanna Waters Castillo, Flo Hilliard
T, Oct 18, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $140
Program #2724

Substance abuse course 5: Skills for working with substance abusers
Instructor: Flo Hilliard
M, Nov 14, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $140
Program #2725

Substance abuse course 6: Motivating clients for change
Instructor: Scott Caldwell
T, Nov 15, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $140
Program #2732

Trends in pharmacology: impact of Vicodin and OxyContin
Instructor: Tom Nelson
Th, Oct 6, 9 am-4 pm
Sheraton Milwaukee Brookfield
Brookfield, WI
0.6 CEU, $150
Program #8749

Clergy
Register online: www.dcs.wisc.edu/pda/clergy

Building healthy staff teams
Instructor: Susan Beaumont
MT, Oct 17-18, 9 am-4 pm
Pyle Center, 702 Langdon St
1.2 CEU
$265/$250 for additional registration
Program #1020

Spiritual ethics
Instructor: David Mays
M, Oct 24, 8:30 am-12:30 pm
Pyle Center, 702 Langdon St
0.4 CEU, $95
Program #8732

“This class was presented extremely well. The info about neuroscience of addiction was extremely helpful for understanding addiction.”
Mental Health Assessment, Diagnosis, and Treatment
Register online: www.dcs.wisc.edu/pda/mental-health

Better than OK: moving our clients from illness to happiness
Instructor: David Mays
F, Dec 2, 9 am-4 pm
Best Western Bridgewood Resort
1000 Cameron Way, Neenah, WI
0.6 CEU, $165
Program #8741

Clinical supervision and consultation: ethics, boundary, and practice issues
Instructor: Gary Schoener
W, Sept 21, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $130
Program #1018

Ethics, stress, and burnout for mental health providers
Instructor: David Mays
M, Sept 12, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #8730

Men and therapy: working with shame-based defenses to achieve intimacy
Instructor: Ron May
MT, Aug 29-30, 9 am-4 pm
Pyle Center, 702 Langdon St
1.2 CEU, $240
Program #1030

Midwest Conference on Child Sexual Abuse
MT, Oct 24-25, 8:30 am-4:30 pm;
W-Th, Oct 26-27, 9 am-4 pm
Marriott-Madison West
1313 John Q Hammons Dr, Middleton, WI
2.4 CEU, Fees vary
Program #1501

Motivational Interviewing Level 1: theory and practice
Instructor: Laura Saunders
M, Oct 3, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150/$375 all levels (save $75)
Program #2751

Motivational Interviewing Level 2: integrating into current practice
Instructor: Laura Saunders
T, Oct 4, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150/$375 all levels (save $75)
Prerequisite: MI Level 1
Program #2752

Motivational Interviewing Level 3: skill building for advanced
Instructor: Scott Caldwell
M, Oct 31, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150/$375 all levels (save $75)
Prerequisite: MI Levels 1 and 2
Program #2760

No simple answers: advanced ethics and boundary issues
Instructor: Gary Schoener
T, Sept 20, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $130
Program #1019

Science for mental health providers
Instructor: David Mays
M, Oct 10, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #8731

Sex, drugs, and rock ‘n’ roll: addiction, compulsion, and craving
Instructor: David Mays
Th, Dec 1, 9 am-4 pm
Best Western Bridgewood Resort
1000 Cameron Way, Neenah, WI
0.6 CEU, $165
Program #8740

“I discovered this to be one of the most useful, informative and enjoyable trainings. It has enriched me professionally and personally.”
Spiritual ethics
Instructor: David Mays
M, Oct 24, 8:30 am-12:30 pm
Pyle Center, 702 Langdon St
0.4 CEU, $95
Program #8732

The language of the soul 1: process
Instructor: Beverly Crane
S, Oct 1, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #8701

The language of the soul 2: content
Instructor: Beverly Crane
S, Nov 5, 9 am-4 pm
Pyle Center, 702 Langdon St
0.6 CEU, $150
Program #8702

Online self-study
Mediation techniques for managing conflict
0.5 CEU, $75
Program #1066

Cross-cultural health-care case studies
0.5 CEU, $75
Program #1070

Community and School Health
Register online: www.dcs.wisc.edu/pda/health-education/index.html

Online self-study
HIV: basic facts for Wisconsin school staff
Instructor: Narra Smith Cox
1.2 CEU, $60
Program #5504

“Stimulating material—both practically and conceptually.”
Public Managers, Public Works, and Law Enforcement

Register online: www.dcs.wisc.edu/pda/public-safety

The role of the police and fire commission
Instructors: Various
T, July 12, 8:30 am-4:30 pm
UW Marathon County
518 S 7th Ave, Wausau, WI
0.6 CEU, Full day fee $138
$110 for three or more
Morning or afternoon only $75/
$55 for three or more
Program #0664

PWMI: advanced communication skills
Instructor: Al Guyant
W, Oct 26, 8:30 am-3:30 pm
Fond Du Lac Police Dept
126 N Main St, Fond Du Lac, WI
0.6 CEU, $155/$120 for two or more
Program #0643

PWMI: labor relations
Instructor: Gregg Miller
W, Oct 12, 8:30 am-3:30 pm
Madison Water Works, 119 E Olin Ave
0.6 CEU, $155/$120 for two or more
Program #0641

PWMI: leadership skills
Instructor: Steve Pudloski
W, Dec 14, 8:30 am-3:30 pm
Madison Water Works, 119 E Olin Ave
0.6 CEU, $155/$120 for two or more
Program #0637

“I found the interpretation of leadership profile very helpful. It made me more aware of where I was as a manager.”
Certificate programs provide special recognition for achievement in professional continuing education. These programs help you:

- Demonstrate your long-term commitment to professional development
- Direct your professional development in a structured and focused track
- Build on a series of programs in a specific area of expertise
- Enhance your résumé

**Business Spanish**

*Online self-study*

Improve your ability to conduct business in Spanish through practical language instruction and cross-cultural training. These classes provide a unique opportunity to learn functional business Spanish language skills. Benefit from an informal setting which provides many opportunities for interaction with your instructor, business colleagues, featured guest speakers, and other participants. [www.dcs.wisc.edu/lsa/online/spanish/business-certificate.htm](http://www.dcs.wisc.edu/lsa/online/spanish/business-certificate.htm)

**Certified Public Manager® Program**

The Wisconsin Certified Public Manager (CPM) Program offers training and consultation services for government agencies and employees that address the unique requirements and challenges of the public management profession. The program consists of three phases, totaling 300 hours of training. Log on to [www.dcs.wisc.edu/pda/cpm](http://www.dcs.wisc.edu/pda/cpm) for more information.

**Distance Education**

*Online self-study*

Build knowledge, skills, and leadership in distance/online education and training with this comprehensive program, offered since 1993. Four core modules provide a foundation in distance learning, technology, instructional design, and evaluation. Choose from a wide range of electives in Web-conferencing strategies, Web 2.0 applications, management, and more. This program provides depth and breadth for advancing into distance education leadership roles. For more information: [www.depd.wisc.edu](http://www.depd.wisc.edu)

**Infant, Early Childhood and Family Mental Health**

This intensive, interdisciplinary one-year certificate program is for professionals who work with children ages birth to six and their families. The program is designed with an appreciation of the strengths and contributions of all the professions that touch the lives of young children. Gain an enhanced understanding of infant and early childhood mental health and new skills to support the social and emotional development and well-being of young children in the context of their family/caregiver relationships. Cosponsored with the UW School of Medicine and Public Health Dept. of Psychiatry, the Waisman Center for Excellence in Developmental Disabilities, and the Wisconsin Alliance for Infant Mental Health. Participation is by application only. [www.dcs.wisc.edu/pda/mental-health/infant.htm](http://www.dcs.wisc.edu/pda/mental-health/infant.htm)

**Mental Health and Older Adult**

This certificate program provides professionals with information and skills to improve quality of care for older adults. Participants attend the Summer Institute on Late-Life Mental Disorders and complete six Certificate Series seminars. Topics include anxiety and depression in later life, effective psychotherapy for older adults, and creativity and dementia. See [www.dcs.wisc.edu/pda/aging/certificate.htm](http://www.dcs.wisc.edu/pda/aging/certificate.htm) for information.

**Online Teaching**

*Online self-study*

The Professional Certificate in Online Teaching offers a foundation of key principles and best practices in online teaching. At your pace and on your own schedule, you develop the knowledge and skills for being a successful online instructor. For more information: [www.depd.wisc.edu](http://www.depd.wisc.edu)

**Project Management**

In this four-day certificate program you identify and practice the skills you need to manage projects most effectively. Learn how to bring out the best efforts from all the stakeholders in projects from a wide range of fields. See [www.dcs.wisc.edu/pda/cpm/pm.htm](http://www.dcs.wisc.edu/pda/cpm/pm.htm) for more information.
Public Works Management Certificates
The Public Works Supervisory Academy (PWSA) is a nine-class basic management program for lead workers and first- and second-line supervisors. The Public Works Management Institute (PWMI) provides six advanced management classes for public works managers and leaders. You may enroll in individual classes without enrolling in the Academy or Institute. Visit www.dcs.wisc.edu/pda/public-mgmt for class information.

Substance Abuse
The six-course certificate program provides information and skills to help social workers, mental health providers, clergy, and other human service professionals make real differences in the lives of the substance abusers they may encounter in their day-to-day work. It is not a certification to counsel alcohol and other drug abuse clients; instead it provides pertinent information to help you respond more effectively to clients. www.dcs.wisc.edu/pda/aoda/sacp.htm

“I will use this information to discuss how we can be more clear about what we provide and about expectations.”
Career and Educational Planning

Career and Educational Planning Resources
Register online: www.dcs.wisc.edu/info/careerchange101.htm

Building bridges: networking and campus resources for returning adult students
T, Aug 23, 5:30-8 pm
21 N. Park St, Room 1106-1108
No fee
Program #9525

Career change 101
Th, Oct 13, 6-8 pm
Goodman South Madison Branch Public Library
2222 S Park St
No fee
Program #9564

Nuts and bolts of returning to school
W, Sept 28, 6:30-8 pm
Waunakee Public Library, 710 South St
Waunakee, WI
No fee
Program #9563

Tools for a purposeful career change
FS, Oct 7-8, 8:30 am-4:30 pm
21 N Park St, Room 1106-1108
$149
Program #9561

“Very specific information pertinent to future employment. Instructor was very knowledgeable.”

Smart Interviewing Tips

Phone interviews are your friend.
More and more, employers are using phone interviews as a first step in the hiring process. Use this to your advantage as well. Research the company and the industry, and learn as much about the position as you can. Make notes on how your education, experience, and interests specifically relate to the job and the organization. During the interview you can refer to the job description, your notes, their website, and your resume as much as you need to, with them none the wiser and you looking brilliant!

Be truthful.
Saying on a resume or job application that you “significantly reduced costs” when you really just “reduced costs” is one thing. Saying you have a degree, job experience, or certifications that you don’t have is quite another. Not only is it flat-out wrong, companies have an ever-increasing array of tools at their disposal for background checks and chances are you’ll be found out (and blacklisted) before you’re even offered a position. And if you are hired based on falsified info, you get to live in fear that you could be caught and fired at any time. Not worth it.

Follow up.
It’s not enough just to send out resumes; if there’s any contact information provided in a job posting—use it. Even a short email or phone call after submitting your cover letter and resume can help you rise above the rest. And after you nail that interview? Promptly send notes thanking your interviewers for their time, re-expressing your interest in the job, and complimenting their organization.

If you have a disability and desire accommodations, please advise us when you register. Requests are confidential. Programs offered by UW-Madison in cooperation with UW-Extension. DCS- MAC-139-6/11
Registration | July–December 2011

Please register me for

<table>
<thead>
<tr>
<th>PROGRAM/NO/DATE</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM/NO/DATE</td>
<td>FEE</td>
</tr>
</tbody>
</table>

Enter 3-digit brochure code from mail panel: UW#

Contact information

NAME
TITILE
ORGANIZATION
MAILING ADDRESS
CITY/STATE/ZIP
PHONE EVENING/CELL PHONE
EMAIL

Payment method

☐ Please bill my organization at the address above.
☐ Enclosed is my check payable to UW-Madison.
☐ Please charge to the following account:
  ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

CARD NO. EXPIRES

CARDHOLDER’S NAME (print)

Mail to: UW-Madison Continuing Studies Registrations
Pyle Center, 702 Langdon St
Madison, WI 53706-1487

Call: 608-262-2451 or 800-725-9692
(Wisconsin Relay 711)

Fax: 608-265-3163 or 800-741-7416

Online: www.dcs.wisc.edu/pda

Phone, fax or online registrations must include payments by credit card or purchase order.
Career and Professional Development
July–December 2011 noncredit course catalog

Rise above the rest