

**COLLIN COLLEGE**

**CONTINUING EDUCATION**



**Take  
CONTROL**  
*of how you learn*



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For more information  
visit [www.collin.edu/CE](http://www.collin.edu/CE)  
or scan the QR code.

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# Why Collin College Continuing Education?

Whether you are an individual interested in learning a new skill or a business owner looking for a way to revitalize your workforce, Continuing Education courses offer pathways to reach those goals. From business skills and professional development to hobbies and personal enrichment, Collin College Continuing Education offers courses that will improve your life.

Want to lay the foundation for a new career? Want to explore a new interest without a lifetime commitment? With a range of options, including online classes, face-to-face instruction, single-day courses, and certificate series that dive deep into a subject, Collin College Continuing Education has courses to fit any schedule or interest level, all at an exceptionally low cost.

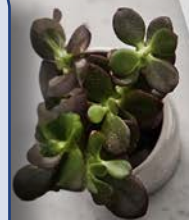
Over the following few pages, you'll find a small sample of the dozens of courses and subjects offered by Collin College Continuing Education. Visit [www.collin.edu/ce](http://www.collin.edu/ce) or scan the QR code below to see even more of the subject areas offered by Collin College CE.





## Skills Learned

- Google Ads development
- Search Engine Optimization (SEO) for websites/blogs
- Understanding analytics and their impact
- Selecting the ideal social media platform and developing targeted and engaging content
- How to run ads on the most popular social media platforms
- How to structure email marketing campaigns
- Using video effectively
- Understanding trends and opportunities in the Digital Marketing landscape




# Digital Marketing

**Go beyond** theory and explore the tools/platforms used by leading professionals in Digital Marketing to build awareness, trust, and authority for personal, business, and nonprofit brands. You will learn everything, from initial setup to the tips and tricks the professionals use to stay ahead of the competition, along with recommended tools and methods to manage the marketing process efficiently. Whether your goal is to bring visibility to a personal brand, drive sales and leads for a small-to-medium business, or attract and drive volunteers, donations, and grants, this certificate series can show you how to make it happen. Become a Digital Marketing ninja, ready to market yourself and successfully run marketing campaigns for any organization.

## Related Courses/Series

- Business Applications
- Digital Marketing and Brand Management
- Social Media Marketing
- Web Design & Development
- Adobe Applications
- Digital Photography
- Graphic Design Certificate
- Videography



“The Value First Strategy class completely changed the way our business does social media content in the best way possible, and because of it we’ve already started seeing success! We’re excited for the future and implementing more of these new ideas on how to connect to our audience better.”

– *Alexandra McClure, former student*



“The HR Management Certificate Series has helped me tremendously at my current job on a daily basis because it gave me the foundation of knowledge I was missing to be able to perform as an HR manager. The course is worth it, and it totally changes your point of view regarding the Human Resources field.”

– **Yenny Schnabel, former student**



# Human Resources

**Employees** are one of a business's greatest assets. Collin College CE's Human Resources courses are designed for functions typically found in the contemporary human resources department of small- to mid-sized companies. The goal is to provide you with the practical information needed to perform the daily tasks required by today's HR professionals. Legal issues common to all HR functions are identified, addressed, and discussed in order to equip you as an HR practitioner. The college offers the SHRM® Learning Systems course as preparation for the Society of Human Resource Management - Certified Professional (SHRM-CP®) and the Senior Certified Professional (SHRM-SCP®) certification exams. The credentials earned by those exams can establish you as a recognized expert in the HR field.

## Related Courses/Series

- Human Resources Management
- SHRM CP Certification
- SHRM SCP Certification
- SHRM Recertification

## Skills Learned

- How to encourage recruitment/retention
- How to connect people to an organization
- Effective coaching methods
- Ways to increase employee empowerment
- HR's role in interviewing, selection, hiring, rejection
- Compliance with employment regulations



“When I took the Montessori certification, it taught me that children learn in different ways. I also recognized that each child has his or her own interests and abilities. It taught me to be a better mother and guide in the classroom. I learned that children can be free to learn at their own pace, without violating or hindering their development.”

– *Nelly Martinez, owner,  
King Arthur Montessori Academy*

## Skills Learned

- Montessori philosophy
- Classroom management
- How to encourage student curiosity
- Helping children develop physical coordination

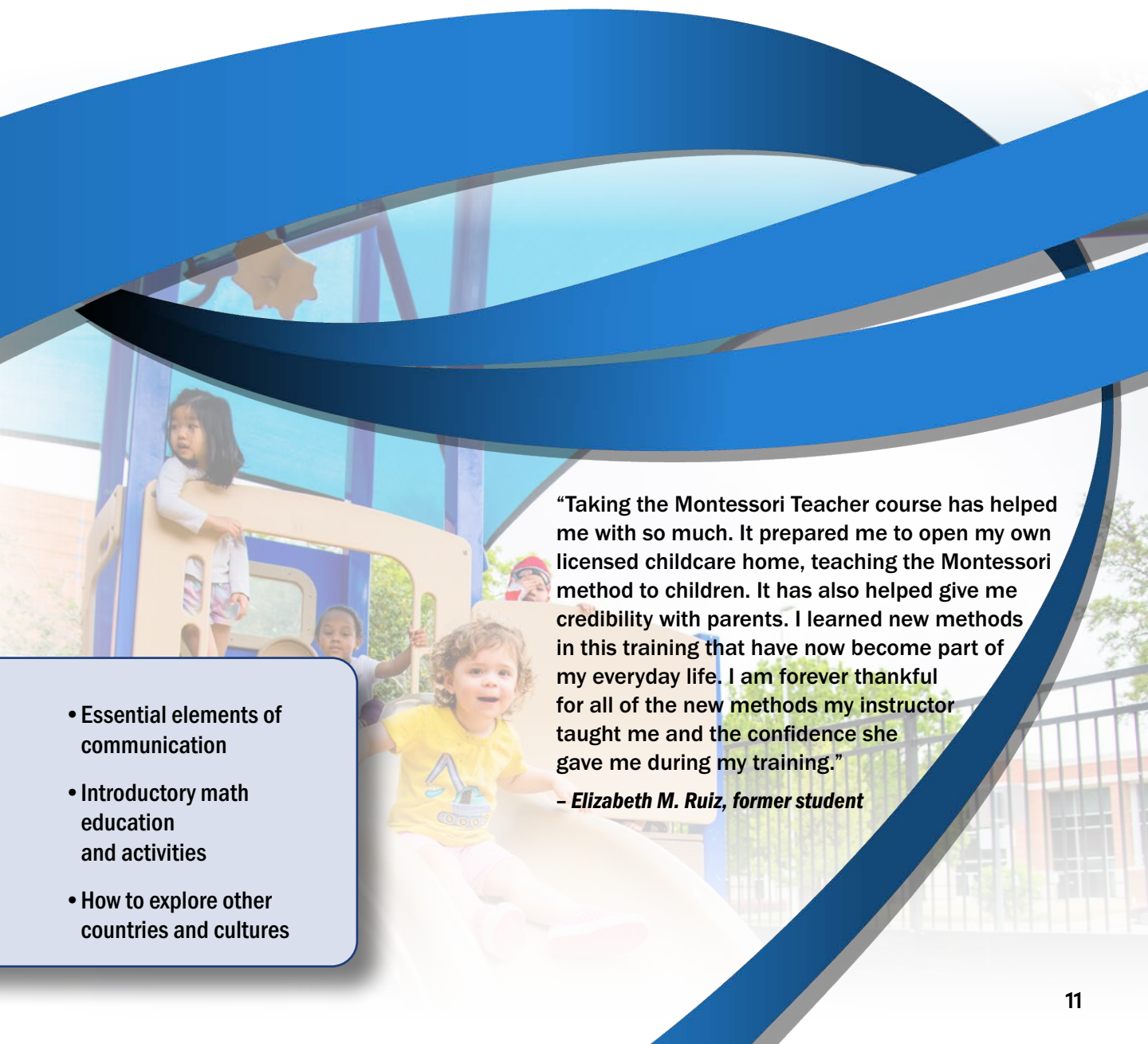
# Montessori/Early Childhood Education

**Structured** learning in early childhood can be the key to an exceptional life for students' later years. Continuing Education courses based on Montessori techniques can be your key to helping develop those young minds. Based on the traditional concepts developed by Dr. Maria Montessori, Collin College's 120-hour certification program focuses on classroom management, child development, and Montessori philosophy. Courses explore ways to help children build independence and self-confidence, learn their five senses, develop the fundamentals of language and mathematics, and introduce them to concepts like geography and culture.

## Related Courses/Series

- How to Start a Childcare Business
- Montessori Teacher Training
- Pre-service Training for Childcare Professionals

- Essential elements of communication
- Introductory math education and activities
- How to explore other countries and cultures



"Taking the Montessori Teacher course has helped me with so much. It prepared me to open my own licensed childcare home, teaching the Montessori method to children. It has also helped give me credibility with parents. I learned new methods in this training that have now become part of my everyday life. I am forever thankful for all of the new methods my instructor taught me and the confidence she gave me during my training."

– Elizabeth M. Ruiz, former student



**“Within days of obtaining my CDL, I got a job with a carrier in Dallas. During my orientation, I quickly realized just how much more training I had received compared to other students. I am very grateful for the opportunity that the program gave me. (The instructors at Collin College) have helped me put my best foot forward in this growing industry.”**

**- Taylor Clark, student**

# Professional Truck Driving (CDL)

**Put your hands on the wheel** of an in-demand career! Companies are looking for Commercial Driver's License (CDL) drivers. Collin College Continuing Education offers start-to-finish training for students who want to obtain a CDL. The college's Professional Truck Driving program includes the in-class preparation needed to obtain a permit plus the hours of driving required for the license. Before starting classes, students must obtain a Department of Transportation (DOT) physical. The college provides the rest. You must register for both CDL I and II (200 hours), which prepare students for mastery of the CDL written examination.

## Related Courses/Series

- Certified Production & Inventory Management (CPIM) I & II
- Professional Truck Driving – CDL
- Supply Chain Management

## Skills Learned

- Operation of a commercial vehicle
- Hazardous Materials Endorsement (HME)\*
- Endorsement T – towing two or three trailers\*
- Endorsement N – operation of a tank vehicle\*

\* Training is included in the course, but Collin College does not administer these endorsement tests. Those are administered by the Department of Public Safety at the student's expense after earning a CDL.



## Skills Learned

- Improving communication
- Beginning, intermediate, and advanced conversation
- Accent modification

# English as a Second Language

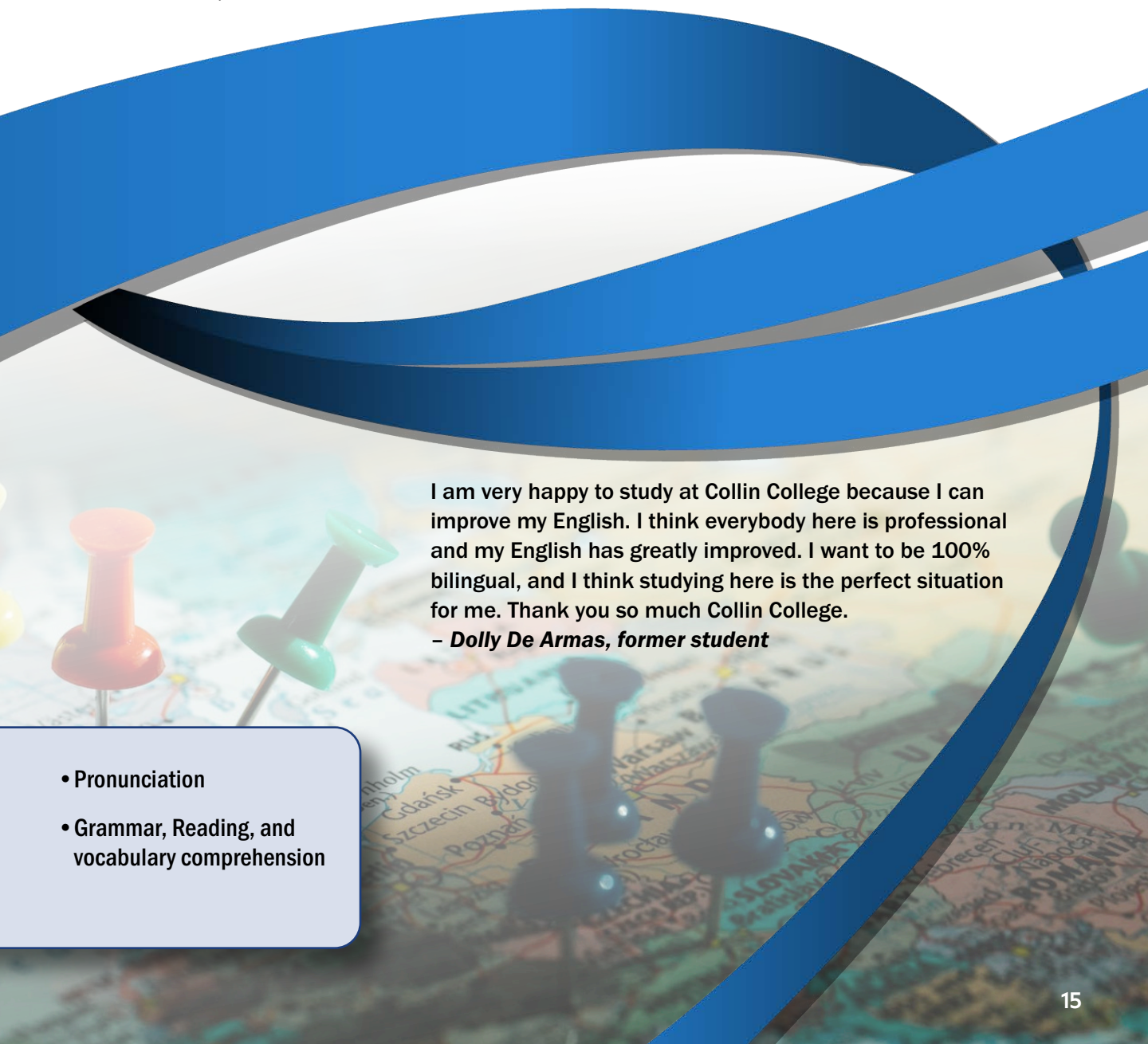
## The ability to communicate

begins with the building blocks of language. Continuing Education courses are designed to build language skills at every level. If you are a non-English speaker who wants to improve your English communication skills, the college's instructors will help you reach your goals.

English as a Second Language students begin with free placement testing and can take courses in communication improvement, conversation, grammar, pronunciation, and reading. Most courses are offered in beginning, intermediate, and advanced sections to ensure your classes match your current skill level.

## Related Courses/Series

- English as a Second Language (ESL) – entry-level through advanced
- Foreign Languages



I am very happy to study at Collin College because I can improve my English. I think everybody here is professional and my English has greatly improved. I want to be 100% bilingual, and I think studying here is the perfect situation for me. Thank you so much Collin College.

– *Dolly De Armas, former student*

- Pronunciation
- Grammar, Reading, and vocabulary comprehension



COLLIN  
CORPORATE  
COLLEGE



# Collin Corporate College

**Collin Corporate College** provides organizations with opportunities to train and develop incumbent workers, providing employers the tools to engage employees, a key component to employee retention and satisfaction. Launched in 2017, Collin Corporate College delivers the business, nonprofit, and government sectors with professional training, middle-skills training, professional development opportunities, and business solutions.

Collin Corporate College collaborates with other training organizations like the Ritz-Carlton Leadership Center, Disney Institute, and TEDx-Plano to bring world-class learning and development opportunities to the Collin County business sector. A regular webinar, started in Fall 2020, provides business-focused topics to clients and prospective clients.

Learn more about Collin Corporate College at [www.collincorporatecollege.com](http://www.collincorporatecollege.com).

## Related Courses/Series

Collin Corporate College offers a variety of training that includes:

### **Corporate Training**

**Customized professional development programs**

- Business Solutions
- Essential Soft Skills
- IT/Computer Education

**Professional Development Opportunities for local businesses to train and develop incumbent workers**

- Leadership Coaching
- Customer Service
- Leadership Development
- Team Learning

### **Business Solutions**

**Recommended programs based upon a needs-assessment**

- Organizational Change Consulting
- New Supervisor Training
- Coaching On-Demand
- Business Communications

### **Virtual Learning**

Due to high demand for online training, Collin Corporate College has made several of its most popular courses available in a digital format.



# More Learning Opportunities

Accounting Clerk  
Accounting, Business, Management  
Administrative Assistant  
Bookkeeper Certification Exam prep  
Certificate series  
CompTIA certification exam prep  
Computer-Aided Design  
Computers, Apps & Web Tech  
Computers, Networking  
Computers, Programming  
Computers, Web Development  
Conflict Management  
Construction Management  
Cybersecurity  
Data Science  
Entrepreneurial  
English as a Second Language  
Event Planner  
Family Law Mediation  
Foreign Languages  
Graphic and Publishing  
Graphic Design  
Human Resources Cert  
Interior Design Cert  
Logistics  
Management  
Marketing  
Mediation Training  
Montessori  
Nonprofit  
Operations & Supply Chain  
Payroll, Fundamental  
Payroll, Professional  
Photography  
Project Management  
Real Estate  
SHRM Cert Exam Prep  
SHRM Recertification  
Social Media  
Teaching - Early Childhood Ed  
Technical Trades

# Take Your EDUCATION to the next level at the COLLIN COLLEGE Technical CAMPUS

The Technical Campus provides skilled training in high-demand, high-wage careers for a fraction of the cost of for-profit trade schools. Built to teach students skilled trades using state-of-the-art equipment, the Technical Campus offers Continuing Education and credit courses which can result in a certificate or degree.

## Programs include:

Activity Care Professional  
Automotive Technology  
Biomedical Equipment  
Technology  
Collision Technology

Computer-Aided Drafting and  
Design (CADD)

Computer Networking

Construction Management

Construction Technology  
– Carpentry

Construction Technology  
– Electrical

Construction Technology  
– Facilities Management

Construction Technology  
– Plumbing

Construction Technology  
– Safety

Electronic Engineering Technology

HVAC

Health Professions

Interior Design

Medical Assisting Advanced Practice

Pharmacy Technician

Rehabilitation Aide

Robotics and Automation Technology

Vocational Nursing

Welding Technology

Learn more about the campus at  
[www.collin.edu/campuses/technical](http://www.collin.edu/campuses/technical).

Visit the  
[www.collin.edu/ce](http://www.collin.edu/ce)  
for continuing education courses offered there.

## For More Information

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