

“ The SBCC Professional Development courses have significantly increased our staff’s ability to communicate and problem solve. Specifically, the Customer Service courses offered greatly improved our sales representatives’ retention rate by 20 percent. ” **Bonnie Cox**
Vice President
Select Staffing Services

The Professional Development Center at Santa Barbara City College is committed to the success of Santa Barbara area businesses and their employees.



Professional Development Center

“ Cottage Health System is very pleased with the training opportunities made available to our management staff through this program. This is our seventh year of participation, and a significant number of our managers-both seasoned and novice-have taken advantage of classes on such topics as motivating staff, effective performance evaluation and interpersonal communication. In Spring 2008 we began offering ESL classes. Having these classes available locally is a great asset to our employees, managers, and ultimately to our hospitals. ” **Ron Werft**
President & CEO
Cottage Health System

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**Investing in Your Most Valuable Resource,
Your Employees**

The Professional Development Center

The Professional Development Center offers a broad range of training opportunities designed to address the local business community’s need for employee development.

Our program began in 1998 with Santa Barbara County Government and today we provide workforce training in management, customer service, computer applications, office skills, communication, leadership, English as Second Language, and more to public and private organizations in our area.

The Center provides high-quality, interactive, flexible, credit-based workplace training. Courses are taught by faculty with extensive experience in workforce development and in adult learning theory.

Our Training Institutes can be tailored as a year-long series with one course per month, culminating with a celebratory recognition event. Or, the series can be modified to meet your specific needs. You have the flexibility to select the training schedule best suited for your organization.

If you are looking for an employee training and development solution, the Professional Development Center provides the turnkey, cost-effective choice.

“ The City of Santa Barbara began our partnership with the Professional Development Center (PDC) of Santa Barbara City College in 2004. Since that time they have provided our employees with over 300 classes in topics such as Customer Service, Team building and Interpersonal Communication. The PDC has been instrumental in providing quality training to our employees. We receive regular positive feedback on the effectiveness of training in helping employees in their current jobs and in preparing for career advancement. ” **James L. Armstrong**
City Administrator
City of Santa Barbara

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“ The Santa Barbara Zoo Leadership Institute was formed in 2006 to provide an avenue for continued learning and leadership skill development for employees in all areas of the Zoo operation. Santa Barbara City College’s Professional Development Program has been an excellent partner in this endeavor. The curriculum is professionally developed and the instructors have great rapport with our staff. We are entering the fifth year working with SBCC and already all our classes are full. We look forward to yet another productive year of learning and growing with our SBCC partners. ” **Nancy McToldridge**
Chief Operating Officer
Santa Barbara Zoo



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English as Second Language (ESL), Workplace Spanish, Bi-Lingual Professional Development Courses

Ask us about our workplace English as Second Language (ESL), Spanish and bi-lingual Professional Development classes that can be taught at your site (with minimum enrollment required).

These are credit courses taught during the work day. Relevant vocabulary and phraseology are incorporated into each course. In addition, the work experience component of the course provides one-on-one opportunities to further advance the employee's knowledge.

ESL Conversation, Reading/Writing

These courses focus on terminology and phrasing for the particular occupation. In addition, the reading/writing course deals with relevant work forms and documentation needs.

Spanish in the Workplace

This course is geared toward the manager or employee who needs to improve in using Spanish to communicate with the public or employees. There are three levels of Spanish in the Workplace — beginning, intermediate and advanced.

Bi-Lingual

Professional Development (PRO) Classes

These are topics courses such as Customer Service, Working in Teams, Having a Great Work Attitude and Interpersonal Communication that provide not only important training but also serve to further develop English language acquisition skills. The classes are taught in a bi-lingual format.



Management Institute

The Management Institute is designed for current management employees as well as staff you want to cultivate for management. The series is designed to build management and leadership strength through consistency and applied adult learning.

Courses Include

- Effective Supervision, including delegation
- Principles of Project Management
- Monitoring and Evaluating Employee Performance
- Interviewing and Hiring the Best
- Motivating Employees for a More Effective Workforce
- Introduction to Employment Law – (covers sexual harassment)
- Conflict Resolution
- Leading Teams
- Ethics & Integrity in the Workplace
- Strategic Communication
- Building Strength Through Diversity
- Strategic Planning

The Management Institute is a great retention, succession, and career ladder approach for your organization.



Customer Service Institute

The Customer Service Institute is designed for front-line employees and those who directly interact with customers. Each course builds communication and customer service skills while helping employees reach their professional development goals within your organization.

Courses Include

- Excellent Customer Service
- Interpersonal Communication
- Time Management
- Dealing with Criticism and Difficult People
- Dealing with Stress
- Assertion Skills
- Identifying Personality Styles
- Problem Solving and Decision Making
- Generational Diversity
- Looking for a Great Work Attitude

The Customer Service Institute is a great way to enhance customer service and provide new opportunities for your employees.

Training Courses Offered at the Wake Center Campus

Corporate Computer Training

The Professional Development Center offers Microsoft Office training at the Wake Center Campus. These are half-unit credit courses in three levels of MS Office. Courses are taught in our state-of-the-art computer lab in two four-hour sessions one week apart.

- MS Word, Basic, Intermediate, Advanced
- MS Excel, Basic, Intermediate, Advanced
- MS Access, Basic and Intermediate
- MS PowerPoint, Basic
- MS Outlook, Basic
- Social Networking for Business

Workplace Success

Professional Development (PRO) Classes

We offer both staff and supervisory training classes at the Wake Center Campus. These courses are designed to help your employees succeed at their jobs as well as give them advancement potential.

To discover how you can train your workforce in a cost effective manner, check out our website at: www.sbcc.edu/pdc

Clients

Bacara Resort & Spa Casa Dorinda City of Santa Barbara Community West Bank Cottage Health System County of Santa Barbara Four Seasons Resort ~ The Biltmore Santa Barbara Housing Authority of Santa Barbara Jordano's Mentor Corporation Network Hardware Resale Pacific Diagnostic Labs Sansum Clinic Santa Barbara County Education Office Santa Barbara Zoo Select Staffing Territory Ahead The Towbes Group University of California, Santa Barbara