Workforce Capacity Development

In today’s fast-paced work environment, skills that were once current become obsolete faster than ever. As Connecticut’s flagship university, UConn works with unemployed and underemployed Connecticut workers to enhance technical business skills such as lean processing, digital marketing, technical communications and more. Our interactive seminars help participants become more marketable and enhance career success. Scholarships are often available to increase seminar impact on Connecticut residents and organizations.

SCHOLARSHIPS

UConn Workforce Capacity seminar scholarships are available on a limited basis to underemployed or unemployed Connecticut residents who are US citizens and who have some college education. Scholarship availability is at the sole discretion of UConn after review of required registration documentation. Those intending to request seminar scholarships may register for a total of three seminars. A mandatory scholarship registration session prior to seminar attendance is required.

REGISTRATION & MORE INFORMATION

To register for seminars, go to wcd.business.uconn.edu.

For additional information, please send an email to wcd@business.uconn.edu and let us know the seminars you are interested in attending and your name, legal address and telephone number. You may also call (860) 728-2400.

UPCOMING SEMINARS

Technical Communications
Leveraging Opportunities in Today’s Complex Organizations
March 11, 2015

Technical Training
Increasing Impact as a Trainer and Learner
March 17, 2015

Data Analysis and Decision Making
Developing a Value-Driven Approach for Improving Decisions
March 24, 2015

Lean Processing
Enhancing Efficiency in Manufacturing and Service Organizations
April 9, 2015

Technical Project Management
Using Proven Methodology to Improve Project Value
April 29, 2015

Digital Marketing
Using High-Value Tools to Brand and Compete
May 8, 2015

Location: Crowne Plaza Harford Cromwell
100 Berlin Road, Cromwell, CT 06416

Cost: $795
For more information or to register for seminars, email workforce.development@business.umn.edu or call 612.726.6600. Please include the seminars you are interested in attending. Your name, legal address and telephone number. Seminars are held in Cromwell, CT.

Workforce Development

School of Business

The University of Minnesota

MARKETING

Digital

May 8, 2018

Product Lifecycle

Leasing

A process of managing and analyzing products and processes to ensure they meet customer needs and are profitable. A marketing strategy focuses on understanding customer behavior, market trends, and competitive landscapes. This involves analyzing data, conducting market research, and developing marketing plans. The ultimate goal is to create value for customers by delivering products and services that meet their needs and exceed their expectations. Marketing strategies can be classified into different types, such as product-centric, customer-centric, and channel-centric.

COMMUNICATIONS

March 17, 2018

Video and Audio

Incident Management

A process of identifying, preparing, and managing resources to effectively respond to and recover from disasters, accidents, and other critical events that can cause severe damage to people, property, or the environment. Incident management involves identifying potential threats, developing contingency plans, and training personnel to handle emergencies. This process is critical in ensuring the safety and security of individuals and organizations, as well as maintaining the continuity of operations in the event of a crisis.

TECHNOLOGY

March 24, 2018

Online Training

Technical Learning

A process of delivering information and skills to individuals through various forms of electronic media. Online training is a cost-effective and flexible way to provide education and training to employees, allowing them to learn at their own pace and according to their individual needs. This type of learning is particularly suitable for organizations that need to train a large number of employees in a short amount of time, or for organizations that are located in remote areas.

FINANCE

May 5, 2018

Budgeting and Forecasting

Performance Management

A process of setting and measuring performance goals, monitoring progress, and making adjustments to improve results. Performance management involves identifying key performance indicators (KPIs), establishing targets, and evaluating progress against these targets. This process is critical in ensuring that organizations meet their objectives and that employees are held accountable for their contributions.

LEGAL

March 14, 2018

Contracts

Legal Risk Management

A process of identifying and managing potential legal risks, including the development of strategies to mitigate these risks. Legal risk management involves assessing potential liability, evaluating legal options, and implementing policies and procedures to reduce the likelihood of legal disputes. This process is critical in protecting organizations from legal challenges and ensuring compliance with relevant regulations.