COMPETITIVE ADVANTAGE MODULE CATALOG AT-A-GLANCE

Note: all module are set at $100 for the Washington College Class of 2020, and all registrants are offered a 20% discount for 5 or more modules of any length.

Design Your Life

6 weeks, September 1- October 9, 2020, meeting times TBD

Cost: $300/ 20% discount for 5 or more modules of any length/ $100 for Class of 2020

Lead Instructors: Andrew Brereton, PhD; Nanette Cooley, Exec. Director, Center for Career Development

What do you want from life? How do you want to live? What do you need to live the kind of life that you choose? This course explores the big questions about who you are, what you want, and how to effectively pursue your goals. We'll work on skills that will be useful in your professional development, but we'll also consider deep questions of meaning and value that will help you to make sense of the important, but often ambiguous, choices that life presents.

Career LYFT (Launch Your Future Today)

6 weeks, October 12-November 20, 2020, One meeting Nov. 19 7:00 pm

Cost: $300 (20% discount for 5 or more modules of any length; $100 for Class of 2020)

Lead Instructors: Georgina Bliss, Career Coach; Lisa Moody, Assoc. Director, Center for Career Development

The 6-week LYFT (Launch Your Future Today) module will introduce you to career strategies and management tools that support life-long professional success. You will define personal objectives and identify opportunities aligning with strengths, values, interests and goals. By the end of the module, you will complete important career documents and elements (resume, cover letter, LinkedIn profile for example), learn to work in a peer to peer construct, understand basic components of job searching and be able to implement effective strategies for personal branding, networking, and interviewing. The course concludes with a group inquiry project focused on a career-related text of their choice and a virtual slide presentation.

LinkedIn Audit

Schedule: **Beginning July 20, 2020, meetings are TBD on an individual basis**

Cost: $100/ discounted to $50 for Class of 2020

Lead instructor: Georgina Bliss, Career Coach

Washington College is pleased to offer its Community/Alumni the opportunity to have a professional LinkedIn Audit and access to a *LinkedIn User Guide eBook*. The audit and eBook will provide a comprehensive overview of this powerful career management tool and how to best manage your personal profile. Through the audit module, you will be given the opportunity to meet one-on-one with a career professional who will audit your profile, provide suggestions for improvement, tips to make your profile stronger and how to maximize the tool's use to meet your personal and professional goals. What you receive: 2,1:1 meeting (1 - 45-minute and 1 - 15-minute follow-up), a detailed plan and checklist, and eBook.

Principles of Leadership

August 10-28, Tuesdays & Thursdays 12:00 – 1:30pm

Cost: $250/ discounted to $100 for Class of 2020/ 20% off for 5 or more modules)

Lead Instructors: Prof. Michael Harvey, Dept. of Business Management; Dr. John Seidel, Director CES

At any point in a career, even when you are just starting in the workforce, an understanding of "leadership" is important to your success. This module introduces the basic elements of leadership—what it is, why it matters, and who can lead. The focus is on organizational leadership—leadership in companies, non-profits, and other established groups. The module introduces essential leadership skills and competencies, like SWOT analysis and emotional intelligence. More deeply, the model will engage you in the central challenge of being a leader: how to build effective and sustainable collaboration based on common purpose, shared values, and enduring yet adaptive identity.

Finance

September 7-25, meeting times Mondays & Thursdays 1:30 pm – 3:00pm

Cost: $250 (discounted to $100 for Class of 2020; for all others, 20% for 5 or more modules)

Lead Instructors: Prof. Lansing Williams; Dr. John Seidel, Director CES; Susie Chase, VP for College Advancement

No matter what your role in an organization, financial savvy and accountability are important assets. The more you know about this, the more effective you will be. But what are the basic principles, as applied to the work world? How do you construct and manage a budget, and how do you read a balance sheet to understand the financial health of a project or organization? This module will explore these topics and review where funding comes from and how you can support your own work, your organization, or analyze the work of others.

Grants, Contracts, Project Management

October 5-23, meeting times Mondays & Wednesdays 12:00 -1:30pm

Cost: $250 (discounted to $100 for Class of 2020; for all others, 20% for 5 or more modules)

Lead Instructors: Susie Chase, VP for College Advancement; Prof. J. Seidel, Director CES; M. Hardesty, Assoc. Director CES; V. Stewart, Assoc. Director, College Advancement; E. McMaster, Director, GIS Program

All organizations depend on some sort of funding stream to accomplish their goals. The more knowledge you have about where these funds come from and how to successfully win and manage them, the more valuable you will be to your organization. This module looks at three major sources of funding: gifts, grants, and contracts. We will show you how to discover them and how to understand a project scope or RFP, review how to write a successful proposal, and dive into the basics of successful project management and reporting.

Communicating an Environmental Message

November 2-20, Tuesdays & Thursdays 5:00pm – 6:30pm

Cost: $250

Lead Instructors: Kate Livie, MA, Prof. J Seidel, Shane Brill, Brian Palmer

How do you tell the story of the environment in an engaging, effective, and impactful way? And how can you use that story to effect environmental change? In this module, we'll explore the tools, techniques, and best practices for getting your environmental message across on a variety of platforms, and how to tailor that message to your audience, organization or business. From thought-provoking environmental op-eds to creating dynamic social media that makes a new policy interesting and accessible, we'll show you how to get your message across powerfully, memorably, and transformatively.

Life in the Work World: Corporations, Non-Profits, and Government

November 30 – December 18, meetings 12:00-1:30 pm

Cost: $250 (discounted to $100 for Class of 2020; for all others, 20% for 5 or more modules)

Lead Instructors: Prof. John L. Seidel, Director CES; M. Hardesty, Assoc. Director CES; Susie Chase, VP for College Advancement; D. Levin, C. Fithian and B. Ford, CES

Every organization has its own culture, and your success will depend on your ability to understand that culture. In this module we will discuss organizational culture, how various kinds of organizations are structured and operate. We also will review how their norms, languages and expectations may differ. A central question is what it takes to thrive in an organization, and how your work habits and personal approach can make a difference.

Food, Health & Life on Your Own

October 5-23, meetings Tuesdays & Thursdays 12:00 – 1:30pm

Cost: $250 (discounted to $100 for Class of 2020; for all others, 20% for 5 or more modules)

Lead Instructors: Prof. Bill Schindler, Director, and Shane Brill, Asst, Dir. Eastern Shore Food Lab

Up to this point, your education has taught you how to think critically, do research, and get a job. During your four years at college you learned how to become your own person, take responsibility for your actions, and get out from underneath your parents' roof. But, this entire time, it's probable that most, or even all, of your meals have been prepared for you. If you are like many college graduates no one has taught you how to find and shop for your own food and how to cook your meals. But most importantly, no one has taught you how to do all of this in the most nourishing, ethical and sustainable way possible! This module will teach you the basics of how to feed yourself in a way that is healthy for you and the planet.

Teaching Environmentalism, Outdoor Education, and Advocacy

September 7-25, meetings are either MWF 9:00-10:00 am *OR* MWF 3:00-4:00 pm (you may choose the slot that best fits your schedule)

Cost $250 / discounted to $100 for Class of 2020/ 20% for 5 or more modules

Lead Instructors: Jemima Clark, STEM Educator & Coordinator, CES; E. Counihan, Coordinator of Secondary Education, Education Department; K. Livie and B. Ford, CES

Being an environmental educator is not only a unique opportunity to broaden the horizons of future generations, but is often a crucial first step in a career in environmentalism and non- profit work. Environmental education is essential to introducing young minds to the wonders of the world around them in an engaging, experiential way! This module will demonstrate how to transform traditional "field trips" into meaningful experiences, with a focus on student action. We will utilize best practices from both formal and non-formal educational settings- with the goal of designing immersive experiences that are aligned to curricular standards.

Water Quality

October 5-23, meetings Monday & Wednesday 2:00-3:30 pm

Cost: $250 (discounted to $100 for Class of 2020; for all others, 20% for 5 or more modules)

Lead Instructors: Dr. Doug Levin, Chief Innovation Officer, CES; B. Ford, CES

In this module, participants will explore the principles and practical application of water quality testing. This includes familiarity with calibration, set up, repair and deployment of professional grade water quality measurement systems used to monitor water quality in freshwater, brackish and marine environments. You will learn how to set system requirements, assess sampling frequency, and determine the spatial strategy for deployed buoy systems. We also will examine some of the many potential uses for these systems and their data, from modeling water health and developing models for TMDLs to uses in habitat restoration and aquaculture.

Although this is an online module, hands-on field opportunities (optional) to use some of these instruments will be scheduled when conditions allow (at no extra cost), even if that is months away.

Remote Sensing – Tools to Look Below the Surface

November 2-20, meetings Monday & Wednesday 2:00-3:00pm

Cost: $250/ discounted to $100 for Class of 2020/ for all others, 20% for 5 or more modules

Lead Instructors: Prof. John L. Seidel, Director CES; Dr. Doug Levin, Chief Innovation Officer, CES

The last few years have seen a revolution in technologies that allow us to see into places that were formerly hard to reach or essentially invisible – these "remote sensing" techniques are now being used in a remarkable array of jobs, with amazing results. This module explores some of the most important technologies, looking first at where they might be useful and then at how they are used.

Note: Although this is an online module, hands-on field opportunities (optional) to use some of these instruments will be scheduled when conditions allow (at no extra cost), even if that is months away.

Geographic Information Systems (GIS) Track

(4 modules, 3 weeks each)

In response to the growing need to offer online curriculum to expand skillsets in key areas, the Geographic Information Systems (GIS) Program has designed four modules that will provide students an understanding of the key theories, techniques and applications of GIS; effective data visualization techniques; GIS database management best practices; and applying what they have learned through a real-world application in common fields of study. Each module is designed to be part of a self-paced online program with both synchronous and asynchronous instruction provided by experienced faculty at Washington College. The modules include access to instructional material, data, software, and one-on-one mentoring. Access will be provided to Esri's full suite of software, extensions, and documentation.

Completing the GIS modules will position students to sit for the Esri ArcGIS Desktop Entry certification, which validates skills learned in a classroom environment to potential employers. Esri-certified students will be able to showcase their achievements through digital badging. To learn more about the certification, click here. If you desire formal Esri certification, they will charge a fee. This is nice to have, but by completing our modules, you will have the same level of knowledge and competence required for formal certification.

Introduction to Geographic Information Science/Systems

Two sessions offered: August 10-28, meetings Tues/Thurs. 4:30 pm – 6:00 pm or September 7-25, meetings Tues/Thurs. 2:30 pm – 4:00 pm

Cost: $250/ discounted to $100 for Class of 2020/ 20% for 5 or more modules

Lead Instructors: Erica McMaster, GIS Program Director; S. Lynn, L. Machado, and G. Sine, GIS Program

This module supplies foundational knowledge in the theory, research, techniques and applications of GIS (science & systems) and uses a tiered approach to learning GIS data collection, manipulation, analysis, output, and presentation techniques

GIS Data Visualization (prerequisite: Intro to GIS or equivalent)

September 7-25, meetings Tues/Thurs. 4:30 pm – 6:00 pm

Cost: $250 (discounted to $100 for Class of 2020; for all others, 20% for 5 or more modules

Lead Instructors: Erica McMaster, GIS Program Director; S. Lynn, L. Machado, and G. Sine, GIS Program

This module teaches foundational knowledge in the theory and applications cartographic design and map making. You will learn effective visualization methods based on available data, problems to be addressed, and the audience. You'll also explore infographics, web maps and applications, Story Maps, and dashboards

GIS Database Management (prerequisite: Intro to GIS or equivalent)

October 5-23, meetings Tues/Thurs. 4:30 pm – 6:00 pm

Cost: $250/ discounted to $100 for Class of 2020/ for all others, 20% for 5 or more modules
Lead Instructors: Erica McMaster, GIS Program Director; S. Lynn, L. Machado, and G. Sine, GIS Program

This module will work to build foundational knowledge about managing spatial data and information systems. Students will explore best practices, system design, and data modeling through practical applications of database theory and methods

Applying GIS to Real-World Problems (prerequisite: Intro to GIS or equivalent)

November 2-20, meetings Tues/Thurs. 4:30 pm – 6:00 pm

Cost: $250/ discounted to $100 for Class of 2020/ for all others, 20% for 5 or more modules

Lead Instructors: Erica McMaster, GIS Program Director; S. Lynn, L. Machado, and G. Sine, GIS Program

Using the skills learned in Modules 1-3, students will choose from a list of problem areas (ex. crime, environment, business) and will complete a project from start to finish. You'll also have

the opportunity to supply your own data to solve a real-world problem that you may be working on in other courses or in your professional career.