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SMU CONTINUING & PROFESSIONAL EDUCATION  
2010



START NOW

SMU Continuing and Professional Education (CAPE) offers hundreds of noncredit personal enrichment and professional development courses. From vital workplace skills to the visual arts, SMU CAPE courses and certificate programs offer the kind of instruction and flexible formats you won't find anywhere else. RISE HIGHER. START NOW.

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### OUR MISSION

The mission of SMU Continuing and Professional Education (CAPE) is to provide self-support education and training to enhance careers and transform lives and organizations.

**SMU CAPE** engages our community through educational opportunities that offer quality, convenience, affordability and flexibility. Our unique, interdisciplinary course content serves as a gateway to higher education, allowing students to continue and guide their own learning.

### CEUS/CONTACT HOURS

Need course Contact Hours for CE credit? Call 214-SMU-CAPE.

### OUR PLACE OR YOURS?

SMU Continuing and Professional Education (CAPE) offers special rates for groups of 10 or more, as well as completely customizable programs in an array of content areas. For more information on group rates or custom programs for your organization, please see page 8.

### SMU STAFF, FACULTY AND ALUMNI DISCOUNT

Members of the SMU community, including current and retired staff and faculty, current students and all alumni, are eligible for a 20% discount on most SMU CAPE courses. For more information, please visit [smu.edu/cape](http://smu.edu/cape).

## SMU REVIEW: TEST PREPARATION WORKSHOPS

1

Open to the public, the SMU Review courses offer a smart alternative to higher-priced, for-profit test preparation programs. Our faculty consists of professional educators committed to teaching not only essential test-taking techniques, but also how to think about the test and how to prepare yourself to do your best work.

### THE FORMULA FOR SUCCESS

Instructors in the SMU Review Program are experts in their fields who have achieved a high score in their area of expertise on the exam itself. Instructors retake exams regularly to remain familiar with the test format. In classroom and computer lab settings, you are guided through all content areas of the exam and work toward increasing your skills, building confidence and reducing test-taking anxiety.

### COURSE COMPONENTS

- Highly qualified instructors
- Computer-based instruction that mirrors exam formats
- Guided practice for content areas
- Course materials with examples from past exams
- Test-taking tips and strategies

Enrollment now open. Visit [smu.edu/review](http://smu.edu/review) for course dates and times.

Free strategy workshops for the GRE, GMAT and LSAT. Visit [smu.edu/review](http://smu.edu/review) for workshop dates and times.

### COURSE FEES

- All materials included.
- Registration fee for the GMAT, GRE, LSAT: \$799
- SMU alumni, student, staff fee: \$699
- Please visit [smu.edu/review](http://smu.edu/review) for LPC, PMP®, CFP® and SAT/ACT fees.



## 2 COMMUNICATION & WORKPLACE SKILLS

What does the future hold for your career? Are you trying to stay on track for a promotion or anticipating a change? What are you doing to prepare yourself? In today's shifting economy, SMU CAPE can help you prepare for what's next. Building confident communication skills could solve some of the biggest challenges you encounter in the workplace and give you the polish you need to secure your next opportunity. SMU CAPE offers noncredit courses to update essential communication and professional skills without the pressure of tests, papers or grades. Relevant content, accessible faculty and top-notch resources make SMU CAPE the winning choice for your personal workplace training partner.

Open enrollment courses are forming now for on-campus, evening study.

To view course schedules or learn how to bring *Communication & Workplace Skills* to your location, please visit [smu.edu/communicate](http://smu.edu/communicate).

### COMING SOON!

SMU Certificate in Strategic Communication Skills

Get e-alerts about new CAPE programs! Visit [smu.edu/cape](http://smu.edu/cape) to create a student account; select an interest code for a "Coming Soon" program and you'll receive e-alerts and registration information as they begin. Already have an account with CAPE? Login and add one of these new interest codes.



### SPRING COURSE OFFERINGS

Effective Business Writing  
Voiceworks  
Advanced Power Learning Strategies:  
*Not your Typical Study Skills Workshop!*  
Elegant Communication:  
Clarity and Trust, Power and Influence  
Improve Your Grammar!  
Public Speaking Made Painless  
Getting Ready for Travel to China:  
What You Need to Know Before You Go!  
Introduction to Organizational Dynamics

## 3 ONLINE LEARNING OPPORTUNITIES

SMU CAPE partners with national leaders in online teaching and learning to offer a growing library of self-paced, practical, career-enhancing courses available at your home or office desktop.

### PMP® EXAM PREPARATION COURSE (FOURTH EDITION)

#### Innovation and Critical Thinking

Creativity & Innovation: Creativity in Teams and Organizations

Creativity & Innovation: Innovation in Organizations

Creativity & Innovation: Personal Creativity

Introduction to Critical Thinking

#### Communications

Communicating With Confidence: Make Your Business Writing More Effective

Communicating With Confidence: Make Your Presentations More Effective

### GRADUATE MANAGEMENT ADMISSION TEST (GMAT) PREPARATION COURSE

### TELECOMMUTING CERTIFICATE

Keys to Telecommuting Success

Supervising Telecommuters

Leadership Issues in Telecommuting

### NEW! SOCIAL NETWORKING FOR BUSINESS

### NEW! E-MARKETING ESSENTIALS

### NEW! GENERATIONAL COMMUNICATION AND MANAGEMENT

### NEW! CERTIFICATE IN ONLINE TEACHING

To view online course schedules and fees, please visit [smu.edu/CAPEonline](http://smu.edu/CAPEonline).

### CEUS/CONTACT HOURS

Need course contact hours for CE credit? Call 214-SMU-CAPE.



## SPANISH FOR THE WORKPLACE

SMU's *Spanish for the Workplace* program offers an intensive focus on oral proficiency and essential training in Latin American and Hispanic customs and etiquette. In addition to pronunciation, greetings and common conversations, *Spanish for the Workplace* offers extensive oral practice with emphasis on workplace vocabulary. Additionally, *Spanish for the Workplace* support materials allow for significant self-study at home or at the office via audio CDs and Internet tutorials.

Open enrollment courses are forming now for on-campus, 10-week sessions.

To view course schedules or learn how to bring *Spanish for the Workplace* to your location, please visit [smu.edu/spanishfortheworkplace](http://smu.edu/spanishfortheworkplace).

**NEW!** Programs for English Language Learners

## ENGLISH FOR THE WORKPLACE

Similar to *Spanish for the Workplace*, SMU CAPE instructors work with English Language Learners to help "individuals and employees achieve and improve Spanish and English language skills, allowing for more confident and effective conversations and workflow. Small class sizes, a focus on oral proficiency, and flexible course formats provide for quick comprehension and retention.

To learn how to bring *English for the Workplace* or *Spanish for the Workplace* to your location, please visit [smu.edu/spanishfortheworkplace](http://smu.edu/spanishfortheworkplace).



## CONTINUING EDUCATION WORKSHOPS FOR MENTAL HEALTH PROFESSIONALS

SMU CAPE offers continuing education workshops for mental health professionals. Taught by SMU faculty and special guest lecturers, workshops are held on Fridays at the SMU-in-Plano campus.

### WHO SHOULD ATTEND?

Social Workers (LBSWs, LMSWs, LCSWs and LMSW-APs)  
 Licensed Professional Counselors (LPCs)  
 Licensed Marriage and Family Therapists (LMFTs)  
 Other Mental Health Professionals  
 School Counselors

### SMU CAPE IS A REGISTERED CEU PROVIDER

Texas State Board of Examiners of Professional Counselors  
 Texas State Board of Examiners of Marriage and Family Therapists  
 Texas State Board of Social Worker Examiners  
 The Association for Play Therapy (APT)

### WORKSHOP LOCATION

All workshops are offered at SMU-in-Plano, located in Legacy Park on Tennyson Parkway between Preston Road and the Dallas North Tollway. For a map, visit [smuplano.com](http://smuplano.com).

To view course schedules and enroll, please visit [smu.edu/counseling/ce](http://smu.edu/counseling/ce).

New! LPC Review at SMU-in-Plano  
 SMU now offers a review for the Licensed Professional Counselor (LPC) at our convenient extension location, SMU-in-Plano. For more information, visit [smu.edu/review](http://smu.edu/review).

### COMING SOON!

SMU Review: Exam Preparation Workshops for the LPC and LMFT

Get e-alerts about new CAPE programs! Visit [smu.edu/cape](http://smu.edu/cape) to create a student account; select an interest code for a "Coming Soon" program and you'll receive e-alerts and registration information as they begin. Already have an account with CAPE? Login and add one of these new interest codes.



### SPRING WORKSHOPS

NEW! Licensed Professional Counselor (LPC) Review Course  
 Ethics: How Some Mental Health Professionals Get into Trouble  
 Connect Using TYPE – Appreciate and Understand Relational Differences  
 Texas Family Law: An Overview  
 Effective Courtroom Testimony: How to Be a Better [and Ethical] Witness  
 Working with Adolescents in Counseling

## 6 SMU NONPROFIT LEADERSHIP CERTIFICATE PROGRAM

The Nonprofit Leadership Certificate Program draws from the best of current theories and practices in leadership, SMU and the Center for Nonprofit Management faculty and expert resources steeped in the nonprofit culture. The program provides the insights and skills needed to practice the art of leadership with greater deliberation, grace and impact.

### GET STARTED!

Program begins in the spring and fall. Visit [smu.edu/nonprofit](http://smu.edu/nonprofit) for cohort dates and application materials.

### WHO SHOULD ATTEND?

Executive directors, CEOs and other C-level staff of 501(c)(3) nonprofit organizations.

### PROGRAM OBJECTIVES

- To learn relevant leadership theories and practices for the nonprofit context.
- To practice techniques for leading teams, as mission advocates and as organizational change agents.
- To gain access to a network of experts and colleagues who share their wisdom, proven practices and support.
- To commit to a personal “plan of action” for addressing key organizational and personal goals.
- To earn a Nonprofit Leadership Certificate from SMU and the Center for Nonprofit Management.

The program consists of 14 half-day sessions held on Friday mornings over the course of a semester; the full series is offered twice annually, in the spring and the fall.

### WHAT OUR STUDENTS ARE SAYING

*“It became obvious that what I needed was to enroll in the Nonprofit Leadership Program. Now, after several months of looking forward to the Friday sessions of the Nonprofit Leadership Program, I find that my confidence has reemerged, stronger than before. My principles, values and strong ethics have been reinforced through the powerful use of experts that you selected as faculty. I thank you and those involved in the organization of this program for the tremendous impact that you have made in my professional and personal life.”*

*With gratitude,  
Tessie Holloway, May 2007 graduate*

### CEUS/CONTACT HOURS

Need course contact hours for CE credit? Call 214-SMU-CAPE.

## SMU CERTIFICATE PROGRAM IN FINANCIAL PLANNING 7

The SMU Certificate Program in Financial Planning combines expert instructors, CFP® Board-registered curriculum, flexible course schedules and a “Pacesetter Path” to provide the premier financial planning educational program in North Texas. In less than one year, complete the required coursework toward obtaining the prestigious CFP® certification and earn a certificate in Financial Planning from SMU.

### GET STARTED!

- Choose a starting date. Begin the SMU Program in April or September.
- Choose a track. Take one course per quarter on the Traditional Path, or take two courses per quarter on the Pacesetter Path.
- Enroll in an Information Session. Visit [smu.edu/cfp](http://smu.edu/cfp) for dates and times.

### WHO SHOULD ATTEND?

Accountants	Insurance agents	Trust officers
Financial planners	Stockbrokers	Career changers
Retirement specialists	Bankers	
Attorneys	Investment advisers	

### PROGRAM BENEFITS

- Pacesetter Path enables students to complete the program in less than 12 months.
- Per-course enrollment fees allow students to pay as they go, and third-party billing options allow SMU to bill a student's employer.
- Case Studies course rounds out the program with real-world practicality.
- Partnership with Kaplan Schweser gives SMU students the lowest enrollment fee available for the esteemed Kaplan Schweser Live or Online Review – guaranteed.
- The SMU Certificate Program in Financial Planning is the only Board-registered, classroom-based program in Dallas. Acquire the educational requirements needed to sit for the CFP® Certification Examination in as few as 12 months, and earn a certificate in Financial Planning from SMU.

For more information, including course schedules and program fees, visit [smu.edu/cfp](http://smu.edu/cfp).

### FORMULA FOR SUCCESS

SMU students averaged 24% higher scores on the July 2008 CFP® Certification Examination than the national average.

**NEW!** Intensive, nine-month CFP® education program at SMU-in-Plano. Designed for those working in the financial industry or with financial experience, this intensive nine-month program held at SMU-in-Plano offers a convenient weeknight/weekend schedule and a fast-paced curriculum to help you attain this prestigious designation sooner! Visit [smu.edu/plano-cfp](http://smu.edu/plano-cfp) for more information.

## 8 CUSTOM PROGRAMMING AND GROUP RATES

Whether it's a group rate for an open enrollment course, a customized curriculum adapted from SMU CAPE programs or a uniquely tailored experience suited to your organization's needs, SMU CAPE is a powerful workplace training partner.

- SMU CAPE offers special rates for groups of 10 or more.
- Custom programming can be adapted from any SMU CAPE course.
- Completely client-tailored programs can be created in professional and leadership development areas such as communication skills, business writing, Spanish language and nonprofit leadership, to name but a few.

### SMU & YOU: A WINNING COMBINATION

For more information on group rates for open enrollment courses or to design a custom program that's just right for your organization, visit [smu.edu/education/custom](http://smu.edu/education/custom).

### COMING SOON!

SMU Certificate in Strategic Communication Skills  
SMU Paralegal Certificate Program  
Graphic Design and Web Design Certificate Programs

Get e-alerts about new CAPE programs! Visit [smu.edu/cape](http://smu.edu/cape) to create a student account; select an interest code for a "Coming Soon" program and you'll receive e-alerts and registration information as they begin. Already have an account with CAPE? Login and add one of these new interest codes.



### SMU STAFF, FACULTY AND ALUMNI DISCOUNT

Members of the SMU community, including current and retired staff and faculty, current students and all alumni, are eligible for a 20 percent discount on most SMU Informal Courses. For more information, please visit [smu.edu/think](http://smu.edu/think).

## 9 INFORMAL COURSES FOR ADULTS

The lives of Raphael, Rembrandt and the Romanovs are yours to explore. Discover the world from right here on campus through noncredit courses in the liberal arts without the pressure of tests, papers or grades. Only SMU Informal Courses brings you these expert instructors and unique classes.

Learn something new. Now.

### BACK TO SCHOOL = FUN

Examine medieval manuscripts, discover the modernity of digital photography, or step into the life of Shakespeare's *Othello*. Curious? Going back to campus has never been this cool.

### FROM PAINTING TO PIANO

SMU Informal Courses offer a rich array of noncredit arts courses in painting, drawing, printmaking, photography, sculpture, piano, theatre, art history and dance. Courses for arts enthusiasts of all levels begin weekly each semester.

### COURSES BEGIN WEEKLY THROUGHOUT THE YEAR

Studio Art	Religion & Philosophy
Dance	Communication
Personal Finance	Languages
Art History & Criticism	Computer
Food & Travel	Literature
Photography	Creative Writing
Cinema	Music
History and Science	Theatre

### SPEAK THE LANGUAGE:

 Spanish, Italian, French, Chinese and German

Let SMU help you become familiar with a new language, or brush up on one studied before. Jump into *Spanish for the Workplace*, *Italian Conversation* or step into *Survival French*.

### DELVE DEEPER: COMMUNITY COURSE-AUDITING OPPORTUNITIES

Want more? Take the plunge and audit a semester-long credit course through SMU Informal Courses for Adults. Select Meadows School of the Arts and Master of Liberal Studies courses in history, literature and the arts offer seats on a noncredit, audit basis.

[smu.edu/education/informal/mls.asp](http://smu.edu/education/informal/mls.asp)

### CREATIVE WRITING

SMU Continuing Education Creative Writing Program offers three tracks (Novel, Nonfiction, and Children's Books). The culmination of each track is the SMU Writer's Seminar New York, and completion of one of these paths earns eligibility to apply for this prestigious annual seminar. To learn more about the tracks, the SMU Writer's Seminar in New York, and alums who've been published as a result of the seminar, visit [smu.edu/newyork](http://smu.edu/newyork). Questions? Visit [smu.edu/creativewriting](http://smu.edu/creativewriting) or give us a call at 214-SMU-WRITE.



## 10 SUMMER YOUTH PROGRAM: OFFERED AT SMU-IN-PLANO

Rated as #1 in the nation among “Summer Kids’ Programs at Universities and Four-Year Colleges” by the Learning Resources Network, SMU’s Summer Youth Program makes summer days sizzle. These workshops aren’t simply summer school, but a place where summer is cool!

The Summer Youth Program, for students ages 5 through 18, offers one- and two-week enrichment workshops throughout the summer in the areas of technology, computers, multi-media, writing, art, math, science, literature, gaming, the Internet, study skills and social skills. Active young minds will engage in thinking, solving, building and creating in these different workshops. SMU Summer Youth offers opportunities in a variety of subject areas, all designed to inspire tomorrow’s leaders and encourage young creativity.

Extended Day offers supervised activities from 7:30–9 a.m. and 4–5:30 p.m. and supervision through the lunch period for students registered the entire day.

For more information, please visit [smu.edu/youth](http://smu.edu/youth).

### BIG THOUGHT ARTIST IN THE WORLD INSTITUTE FOR NOVICE TEACHING ARTISTS

Each summer, SMU and Big Thought train 50 college students to be Novice Teaching Artists, who teach thousands of K-12 children in Dallas in the community-based Thriving Minds Summer Camps. The Thriving Minds program engages students by using arts and culture to help teach academic subjects like reading and math. It also reintroduces formal arts instruction to elementary schools by hiring fine arts specialists and increasing the amount of class time devoted to music and visual arts. Finally, Thriving Minds is organizing neighborhoods to coordinate and boost creative activities for families outside of school, during evenings, weekends and summers.

SMU will not discriminate in any employment practice, education program or educational activity on the basis of race, color, religion, national origin, sex, age, disability or veteran status. SMU’s commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.

## SMU CAPE REGISTRATION INSTRUCTIONS

- WEB** [smu.edu/cape](http://smu.edu/cape)  
Register online: MC/Visa/Discover/Diners Club accepted
- FAX** 214-768-1071  
Fax registration form found at [smu.edu/cape](http://smu.edu/cape)
- PHONE** 214-SMU-CAPE • 214 (768-2273)
- MAIL** PO Box 750275 • Dallas TX 75275-0275  
Mail registration form found at [smu.edu/cape](http://smu.edu/cape)

### GENERAL POLICIES

Students must enroll before attending a course; instructors will not accept enrollment fees. SMU Continuing and Professional Education (CAPE) reserves the right to substitute instructors, change course locations, cancel courses, adjust curricula or schedules, limit enrollment or refuse service. By participating in SMU CAPE, a participant agrees to abide by all university policies, including the SMU Student Code of Conduct and the SMU Code of Ethics. Failure to abide by these policies will result in participant dismissal. A confirmation letter containing course location, a campus map and a parking permit will be mailed/e-mailed to all enrolled students. Enrollees are encouraged to contact the office if confirmation is not received promptly.

### CANCELLATION POLICY

At SMU CAPE, we understand that sometimes our students may need to cancel an enrollment. Please visit [smu.edu/cape](http://smu.edu/cape) for details.

### OUR GUARANTEE

Learning should be fun and exciting! If you don’t enjoy your experience with SMU CAPE, notify us within 24 hours using our online evaluation form at [smu.edu/cape](http://smu.edu/cape). We will happily transfer your course fee to another class of your choice.

### OUR COMMITMENT

At SMU CAPE, we understand that your time is valuable. It is our pledge to you that we will provide excellent customer service worthy of your expectations.

### RIGHT TO KNOW

[smu.edu/srk](http://smu.edu/srk)





**SMU** | CONTINUING AND  
PROFESSIONAL EDUCATION

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PAID  
Southern Methodist  
University

**SMU CONTINUING & PROFESSIONAL EDUCATION**

HUNDREDS OF NONCREDIT PERSONAL ENRICHMENT  
AND PROFESSIONAL DEVELOPMENT COURSES.  
DISCOVER SOMETHING NEW AT SMU.