



Who we are

Continuing Education

Our top-quality programs are aligned to industry and occupational trends and have been designed to help you develop your newfound interests.

Customized Training

Strong organizations invest time and resources into employee training. Strong organizations also link training plans to their business results.

Normandale Customized Training offers training and consulting services delivered in multiple formats- whether it be at Normandale, online, or on-site- to fit you and your organization's needs.

Who we serve

Individuals who are emerging, incumbents, advancing or transitioning in the workforce.

Businesses and Industry in growing sectors including advanced manufacturing and technology, health and life sciences, business services, financial services, retail, hospitality, etc.

Partners to include professional associations, chambers, networks, MnSCU consortiums, nonprofits, and workforce agencies.

Continuing Education

Continuing Education (CE) students are lifelong learners, whether they be emerging, incumbent, advancing, transitioning in the workforce. CE learners strive for success and personal growth through learning.

For example, if someone is early in their career, learners often take CE classes or earn particular certificates to augment what they learned in college and as a way to build professional acumen and skills as a way to help them to stand out in the workplace.

Or, if someone is new to the country and needs a way to quickly build skills and get a job, they might turn to a CE certificate program.

Many of our programs and certificates are designed to help people with knowledge, skills and abilities in one area transition to another industry or work role.

25% of Normandale students are CECT learners



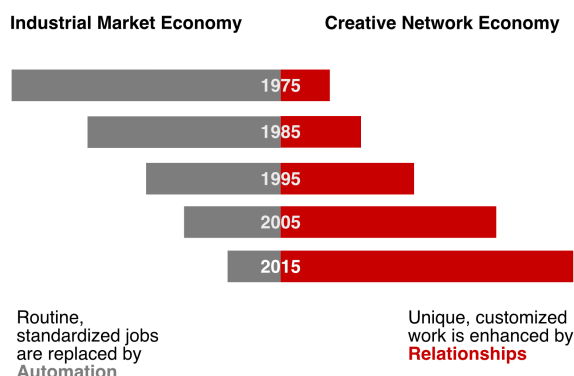
Expand your career

The new world of work is shifting the way we think about work, jobs and careers.

Normandale provides **adaptive** programs and courses designed to support career transition and professional development.

Many experts agree that we have moved from the age of information to the age of learning. Information is everywhere now and is waning value. Learning is where value is created.

The Network Era Work and Job Shift



Source: Harold Jarcho

When people know how to learn, share, create from their learning – real **innovation** can take place at work.

Teaching in-demand skills

“**87%** of workers believe it will be essential for them to get **training and develop new job skills** throughout their work life in order to keep up with changes in the workplace.”

In response to the ever-shifting job market, **50%** of Normandale’s Continuing Education programs are either **new or updated each year**. This means that Normandale’s courses and programs adapt to the shifting demands of work, and will prepare you for success in the modern economy.

Normandale Continuing Education focuses on training and services that cross-sectors and occupations, with an emphasis on **industry neutral and high demand skill areas** including:

- Utilizing data
- Facilitating change
- Navigating complexity
- Teaming
- Creating value/innovation

In Focus: Health IT at Normandale

Normandale’s development of courses, certificates, grants, partnerships etc. in the area of Health IT is a perfect example of how we deliver learning experiences designed to help people transition, stay current and advance in the workplace:

In the last 7 years, Normandale has served over 15,000 employees, adult learners and organizations in 50 states and 10 countries.

In the last federal grant, Normandale was selected to work with six other leading institutions to develop and deliver workforce training to the nation’s healthcare workforce – University of Alabama at Birmingham, Bellevue College, Columbia University, Johns Hopkins University, Oregon, Health & Sciences University, University of Texas Health Sciences.

In terms of employer and industry partners, Normandale has served over 435 organizations. While most organizations are healthcare providers, the project also serves related sectors such as pharmacy, biomedical, medical device, and insurance. Some of the more recognizable names include: HealthPartners, Mayo Clinic, Optum, United Health, Medtronic, Fairview, Allina, North Memorial, Regions, and VA Medical Center.

“As a leader in the evolution of training for healthcare workers, Normandale is one of a handful of higher education organizations that has kept up with the industry’s rapid pace of change.” -Dr. Kevin Larsen, Centers for Medicare and Medicaid Services (CMS)

CE Certificates

Earning certificates, certifications (and in the future badges) is a growing trend in continuing education, Minnesota, and around the world on all levels including more formal education, associations, industry groups, corporations, etc.

As a result, Normandale CE now builds and packages more of our learning in certificates than in the past.

Nearly **80%** of people who sign up for a certificate or a certification program complete them. (We call these people “intentional learners” – they have a goal and they meet it).

Certificates are usually more targeted in terms of content & skill acquisition. They are also generally **shorter and more affordable** than traditional degrees.

Often, certificates provide evidence of certain competencies – especially in areas that employers value. Certificates allow people to **document** that they are staying up-to-date in their field or that they have added advanced or hybrid knowledge and experience to their skill set.

Additionally, certificates often have an **experiential or applied learning** components built into the learning experience so once someone earns a particular certificate – they not only possess the knowledge of a skill, but also have experience using the particular skill.

Professional learners who say extra training in the past 12 months helped them to...



Source: Pew Research survey conducted Oct. 13- Nov 15, 2015

In Focus: Pathways 2 Prosperity (P2P)

There are also new models and opportunities for helping people gain training and move into good jobs. P2P is a grant supported project which is designed to align limited resources to maximize outcomes for all involved.

It focuses on supporting adults who are managing many responsibilities in their lives, yet are committed to pursuing a career that has opportunities for personal and professional growth. This project is designed to meet the **unique needs of underemployed adult learners**. This project is a strong example of the national career pathways movement.

Normandale’s P2P partners include Project for Pride in Living (PPL), Adult Basic Education, and Hennepin County (employer). We have very high retention and placement rates –**our completion rate was 97%**.

And PPL will work with the participants to ensure that everyone is successfully **placed in a job within 12** months of completing the program. Most (over 80%) are placed immediately after completing the program.

Customized Training

Today, we are beginning a Fourth Industrial Revolution.

“It is critical that businesses take an active role in supporting their current workforces through re-training, that individuals take a proactive approach to their own lifelong learning and that governments create the enabling environment, rapidly and creatively, to assist these efforts.” -Klaus Schwab & Richard Samans, World Economic Forum

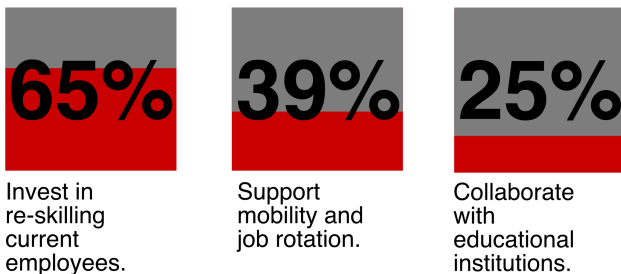
Workplace Learning

Our goal is to deliver the **right solutions**, in the **right way**, in order to enhance learning at work.

You will find a variety of programs geared to helping you and employees earn an occupational certification, or boost your professional skill sets.

Future workforce strategies

Share of respondents pursuing strategy



Source: Future of Jobs Survey, World Economic Forum

On-Demand

If you are looking for a quality **menu** of learning programs, this affordable strategy provides you with myriad programs – data analytics problem

solving, supervision, customer service, six sigma, scrum, cultural competence, web design, UX, etc. – ranging from short courses to certificate programs, as well as a variety of delivery formats including online, hybrid, and face to face.

This is an “**easy button**” if you are looking to expand your training resources.

Customized

When you have limited time or resources, we can **design** training that addresses specific business needs and skill gaps.

We have a network of teaching and learning experts (trainers, instructional designers, SME’s, technologists) who can **create learning solutions** to build employee competencies and organizational momentum.

Strategic

For organizations pursuing significant investments, we provide assessment, research and possibly the funding (through grants) needed to stage and align workplace learning to career paths, performance plans, and corporate strategy.

Every day, we work with corporations to deliver comprehensive solutions in areas like continuous improvement, change management, health IT, CX, and innovation.

For more information about our programs and services, check out our website at **Normandale.edu/continuing-education**

Or call us directly at **952-358-8343**