

“Cottage Health System is very pleased with the training opportunities made available to our management staff through this program. This is our third year of participation, and already 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 good communication. Having these classes available locally is a great asset to our managers, and ultimately to our hospitals.”

≈ Ron Werft, President & CEO, Cottage Health System

“In partnering with SBCC Professional Development Center we have created our in-house training program, Bacara University. The training we have received from the Professional Development Center has provided our employees with effective communication, empathetic management and steps to building an inclusively diverse culture.”

≈ Annie Montalvo, Bacara’s Human Resource Director

“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, V.P., Select Personnel Services



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



In addition to the training courses and executive coaching opportunities offered, the Center serves as the umbrella for speaker forums presented by Business & Industry Associates. Each event includes networking time, features a dynamic and relevant business speaker, and honors an SBCC student with a Student Achievement Award.

The Professional Development Center is supported in part by generous contributions from the President’s Business Associates comprised of local businesses and corporations linked to Santa Barbara City College. For more information, please contact the Foundation for Santa Barbara City College at (805) 965-0581 ext.2601.

PROFESSIONAL DEVELOPMENT CENTER



Investing in your most valuable resource

≈ your employees

The Professional Development Center at Santa Barbara City College offers comprehensive leadership and employee development programs to serve the South Coast.

Our services range from executive coaching to management development and front-line customer service training.

Let our proven success enrich your most valuable resource ≈ your employees.



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SANTA BARBARA
CITY COLLEGE

The Professional Development Center

The Professional Development Center offers a broad range of services 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 training for numerous government and private organizations. In addition to executive coaching, we offer management development training and front-line customer service training.

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

The Management and Customer Service Institutes can be tailored as a year-long series with one course per month, ending with an event recognizing completion. Or, the series can be modified to meet your specific needs. You have the flexibility to select one or all of our services.

The courses are taught in either two half-days or one full day and all carry .5 unit of college credit.

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

Management Institute

The Management Institute is designed for current management-level 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
- Working Together:
Cultural Diversity & Teamwork in the Workplace
- 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.

Executive Coaching

Executive coaching and one-on-one performance training are available for your executives and star performers.

The Professional Development Center provides this opportunity through one of our experienced partners.

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