

MCBA Online Tech Training Classes

FREE for MCBA Members – Call to Reserve

Provided at an individual computer at the
Monroe County Bar Association

Telesca Center for Justice
One West Main Street, 10th Floor



CLASS (No CLE credit)	MAJOR TOPICS
Setting Up a Database in Excel (43 min.)	<ul style="list-style-type: none"> Explains the limits of Excel as a data management tool and spells out the design considerations for creating a database. Demonstrates using tables to simplify database creation as well as the Form and Data Validation tools to manage data.
Effective Email Marketing Strategies (57 min.)	<ul style="list-style-type: none"> Offers strategies for building a quality list of subscribers and maintaining a company's brand and reputation by complying with spam laws. It also covers crafting marketing emails—from format and design to content—and analyzing the effectiveness of email campaigns.
Outlook 2010 New Features (46 min.)	<ul style="list-style-type: none"> This course teaches how to create Quick Steps to automate commonly performed tasks, find email faster with enhanced search. Shows how to connect to social networking sites such as LinkedIn within Outlook.
Analyzing Your Website to Improve SEO (Search Engine Optimization) (1 hr. 26 min.)	<ul style="list-style-type: none"> Walks step-by-step through the process of reviewing content and markup of an existing web site to improve its ranking in search engine results. It offers a consultant's take on how to analyze each component—from keywords to content to code—and determine what improvements are necessary to become more visible to search engines like Yahoo, Bing, and Google.
Managing and Analyzing Data in Excel (1 hr. 32 min.)	<ul style="list-style-type: none"> Shares easy-to-use database commands and methods for maintaining an Excel database. The course covers sorting, adding subtotals, auto-filtering, and using the Excel Advanced Filter feature and specialized database functions. Exercise files accompany the course.
Effective Meetings (1 hr. 22 min.)	<ul style="list-style-type: none"> How to conduct group and one-on-one meetings that are successful for participants and ultimately for your business. The course demonstrates a simple, usable framework to get the most from meetings, and provides insight into how to effectively schedule, conduct, and follow up on meetings.

Fax this form to Emily Brasley at 546-1807 or e-mail it to embrasley@mcba.org with the course name and your preferred date and time to schedule one of the classes above.

If you would like to take a different class, go to Lynda.comTM for a full list of programs offered.

REGISTRANT(S): _____ EMAIL: _____
 ORGANIZATION: _____ PHONE: _____
 COURSE NAME(S): _____

Date and Time Preferences:

Please mark your date and time preferences for courses (M-F 9 a.m. – 4 p.m.). We will send you a confirmation e-mail.

DATE/TIME PREFERENCE 1: _____
 DATE/TIME PREFERENCE 2: _____

*Nonmembers: The cost per class for non-members is \$15. Please call Emily Brasley at 402-7198 with any questions or to schedule an appointment over the phone.

www.mcba.org