

Skills Advantage Series Tracks

1. Project Management

Utilizing LinkedIn Learning material, the project management track will provide participants with knowledge on how to manage projects from beginning to end using proven project management techniques. After completing several learning paths, you'll have the skills and knowledge to manage simple projects as well as complex, enterprise-wide initiatives, as described in LinkedIn Learning. The curriculum begins by looking at the foundations of project management, which includes the role of budgets, schedules, ethics, and stakeholders. It concludes with an optional certification prep module for those who want to get their project management certification. You'll engage with 30+ hours of material.

2. Graphic Design

The graphic design track gives students a hands-on approach to learning key software that graphic design and marketing experts use today. Through tools such as Adobe Photoshop, Illustrator and even Lightroom, students will learn key concepts in design and photography to aid them in becoming a professional with creative skills to contribute to many types of jobs. Video editing techniques will be covered as well with Final Cut Pro.

3. Coding

Utilizing CodeAcademy.com, students who participate in the coding track will learn how to code in 4 different languages including JAVA, JavaScript, HTML, and Python. Through interactive modules, you'll engage in 40+ hours of content training. This is the longest track of all, offering optional content that you can opt into.

4. Non-profit and Grant Writing

Utilizing Nonprofitready.org, the non-profit and grant writing track provides essential non-profit skills. The track covers material including non-profit and grant writing foundations, the logistics of locating and writing effective grants, the ethics attached to conducting nonprofit work with integrity, and the role of marketing in expanding social change efforts. You'll engage with 30+ hours of content training.

5. Healthcare Data Science

Utilizing LinkedIn Learning material, the healthcare data science track is designed for participants who want a role in the healthcare system. It will provide technical and nontechnical material that explores a variety of ways to apply data science to medicine and public health. The track will include learning the role of python scientific stack to complete data science tasks, learning how to conduct a full analysis of healthcare datasets utilizing Behavioral Risk Factor Surveillance System, and designing big healthcare studies. You will engage with 30+ hours of content, most of which award certificates.

6. Digital Marketing

The digital marketing track focuses on how to structure a marketing plan and key concepts related to Google, Facebook Ads, and YouTube. Not only do students receive the Toppel certificate of completion upon successfully finishing the program, but they also get multiple industry standard certificates along the way from key marketing platforms such as Google, Hootsuite, Facebook, HubSpot and YouTube.