

Keeping up with new technology and software can help nonprofit organizations save valuable funds by keeping some processes in-house.

While the world of technology may seem fast-paced and difficult to keep up with, it can help us communicate more effectively, share resources, build relationships with donors, and better manage “the back room.” Keeping up with new technology and software help organizations save valuable funds by keeping some processes in-house.

Website Planning and Management

Christine Clark Perry

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Whether you manage a website, manage others who maintain the site, or want to build a site from scratch, this course will help you better understand the steps for developing, maintaining or improving a website. Explore strategic content and navigation planning, discuss technology and software options, and look at ways to increase your ranking in search engine results. Also learn about readability, usability, accessibility, evaluation and quality assurance. This is not a visual design course, and participants will not need technical skills beyond being comfortable using a computer and browser. Course may be taken alone or in combination with this instructor’s Website Design course.

\$96 | 5 hours

Materials fee: \$5, due at start of course (exact amount please)

DURHAM | ID: 12535

Saturday, November 7

10 AM to 3 PM

(Working lunch; bring a bag lunch)
Duke University, Erwin Mill Building,
Bay C, Room 103D

Website Design and Construction

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This course for beginners builds upon the basics of Website Planning and Management and takes participants through the steps of creating and designing a website. In addition to exploring basic design theory, page structure and the use of color on a website, learn begin-

ning XHTML and use Photoshop to build a sample webpage complete with color, images, links and style elements. Critique actual websites based on design and usability guidelines. Participants will not need technical skills beyond being comfortable using a computer and browser. This course may be taken alone or in combination with this instructor’s Website Planning and Management course.

\$96 | 5 hours

Materials fee: \$3, due at start of course (exact amount please)

DURHAM | ID: 12536

Saturday, November 14

10 AM to 3 PM

(Working lunch; bring a bag lunch)
Duke University, Erwin Mill Building,
Bay C, Room 103D

Online Courses

See how self-paced online courses can enrich your Certificate training!

The Nonprofit Program offers 4 online courses (see page 16). **Although the Certificate in Nonprofit Management may not be completed online, participants may apply up to 17 hours toward the Certificate.**

After we receive your registration request for an online course, within 5 business days you will receive an email with details, including your username and password. You must login within 30 days of receiving your username and password.

Online courses must be completed within 6 months of the registration date.

To demo online classes, visit: www.learnmore.duke.edu/nonprofit.

There are no refunds for Online Courses.