



**A UNIVERSITY OF
WISCONSIN DEGREE**
on your busy schedule?

NOW, it's an option.



UW flexible option
UNIVERSITY OF WISCONSIN SYSTEM

flex.wisconsin.edu

Would you like to earn a UW degree,
but don't have time for classes?

Have you considered taking courses online,
but worry about quality, credibility, and cost?

Do you have significant skills and knowledge
gained through prior education or work
experience?



THEN THE
UW Flexible Option
WAS MADE FOR YOU!

With the UW Flexible Option, you can:



Earn credit for what
you know (no matter
where you learned it)



Advance at your own pace



Start and stop your
studies when you want



Test when you are ready



Graduate with the skills
employers value

IT'S TIME to flex your **POTENTIAL**

You're smart. Hardworking. You have the potential to go far.
But without a college degree, it's not easy to get ahead. You'd like
to go back to school, but between work and family, how would you
make it fit?

Introducing the **University of Wisconsin Flexible Option**—a more
personalized, convenient, and affordable way to reach your education
and career goals.

Take control of your education

A partnership between University of Wisconsin System campuses and
UW-Extension, the UW Flexible Option is specially designed to fit the
lives of working adults like you.

Its self-paced, competency-based format lets you start any month,
work at your pace, and earn credit for what you already know. With the
Flexible Option, you don't come to campus and you'll never spend time
or money taking courses you don't need.

At last, you can earn the University of Wisconsin degree you need to
advance your career—whenever and wherever your schedule allows!

TURN THE PAGE

to see how the UW Flexible Option
lets you earn a respected degree
at a pace that fits your life.

COMPETENCY-BASED EDUCATION

IT'S WHAT YOU KNOW

that counts

The University of Wisconsin Flexible Option offers a new way to earn a UW degree or certificate because it awards credit based on competency, not class time. This special difference puts you in control of your education as never before.

In education, the term *competency* refers to the skills, knowledge, attitudes, and abilities that students are expected to master in a field of study. In other words, competencies are learning outcomes—the things you should know and be able to do.

The idea of competencies is not unique to the UW Flexible Option. What is unique is the Flexible Option's competency-based format. Unlike traditional degree programs, the Flexible Option lets you earn credit based on how well you've mastered the competencies that are essential to your chosen degree—not on the number of hours you've spent in a classroom.

Learn at your own pace . . .

By emphasizing competency over credit hours, the UW Flex Option lets you advance toward a UW degree at a pace you decide. As soon as

you can pass an assessment that proves you have mastered a competency—whether it's a test, thesis paper, interview, or hands-on demonstration—you can move on to the next competency and assessment.

. . . and earn credit for what you already know.

A major benefit of competency-based education is that it allows you to draw upon existing knowledge to make progress toward your degree. It doesn't matter where you gained your knowledge—from prior courses, work experience, military training, or other experiences. If you know it, you can use it to pass assessments more quickly—and potentially accelerate your time to graduation.

ACCREDITED PROGRAMS ARE

FLEXIBLE & focused on you

The UW Flexible Option puts you at the center of your college education. Its competency-based format gives you the freedom and tools to earn a respected University of Wisconsin degree at your own pace, whenever and wherever your schedule allows.

Start and stop studies when you want

- » Begin any month
- » Study when and where it's convenient
- » Take breaks when you need to

Advance at your own pace

- » Make progress by passing assessments
- » Accelerate your time to graduation
- » Take more time if you need it

Test when you're ready

- » Take practice assessments
- » Prepare using quality learning resources

Earn credit for what you know

- » Complete assessments using existing knowledge
- » Never spend time or money taking courses you don't need

Get support from an Academic Success Coach

- » Create a personalized learning plan
- » Get help preparing for assessments
- » Plan a schedule that's right for you

Master essential competencies

- » Gain real-world skills
- » Prove your knowledge through rigorous assessments
- » Be prepared to succeed in the workplace

Graduate with a genuine UW credential

- » Receive your degree from a partnering UW System institution
- » UW Flex Option degrees are the same degrees offered by traditional programs

Master the skills employers value

A degree is only as good as the education behind it. That's why distinguished UW faculty draw upon the latest standards in business and industry to identify the essential competencies required for graduation. This ensures that UW Flexible Option students are equipped with the knowledge and skills employers want and need.



move forward **AT YOUR OWN PACE**

WITH HELP FROM A PERSONAL SUCCESS COACH

Earning a UW degree through the Flexible Option format is every bit as challenging as earning a UW degree through traditional means. You'll be expected to meet the same rigorous academic standards for which all UW degrees are known. That's why the UW Flexible Option partners every student with an Academic Success Coach for personalized mentoring and advising.

Your coach will work with you to create a learning plan and timeline customized to fit your goals and knowledge. He or she will also help you prepare for assessments and

point you to the learning resources you need to succeed. These resources can include textbooks, Web pages, and free online resources offered by other universities—as well as credit-based courses, structured internships, service projects, and work and practical experiences.

The UW Flexible Option puts you in control of your own learning, but your Academic Success Coach is always there to help.

Save time and money with flat-rate tuition

The UW Flexible Option offers an affordable way to earn a UW degree or certificate. Instead of paying by course or by credit, you pay a flat rate for a subscription period you choose. Are you highly motivated with lots of experience? Choose the "All-You-Can-Learn" option to move as fast as you are able through your competencies and assessments. Want to study at a slower pace? The "Single Competency-Set" option is for you. Visit flex.wisconsin.edu for details.

Hiring managers prefer public university degrees

When asked their overall opinion of the four major higher education options, hiring managers ranked public universities highest (88% positive) compared with private (82%), community (76%), and for-profit colleges (60%).

Source: Brand Perceptions in Higher Education (US), ipsos OTX, commissioned by Google, fall 2011.

achieve **YOUR GOALS**

WITH A UNIVERSITY OF WISCONSIN EDUCATION

Where you get your degree is important. The University of Wisconsin System is one of the largest and most widely respected organizations in the country for delivering public higher education. UW Flexible Option programs are created by the same faculty using the same rigorous content and standards as traditional UW programs. That means you will graduate with the same high-quality degree as students who attend class on campus. A degree that is recognized and respected. These are UW degrees, made to fit your schedule—so you can flex your potential!

**IS THE
UW Flexible Option
RIGHT FOR YOU?**

Now's a great time to find out!

Visit flex.wisconsin.edu for more information, including a list of current degree program offerings. Then call **1-877-895-3276** for a personalized consultation to discuss your goals and readiness for this innovative program.



GETTING A UNIVERSITY OF
WISCONSIN EDUCATION

just got more
FLEXIBLE

Built on the long-standing foundation of high-quality University of Wisconsin degree programs, the UW Flexible Option offers busy adult learners a smart new way to earn a degree or certificate. Start anytime, advance at your own pace, and earn credit for what you already know. At last, you can earn the University of Wisconsin degree you've always wanted, but never had time to get.



University of Wisconsin-Extension
Office of Student Success
5602 Research Park Blvd., Suite 303
Madison, WI 53719

 **UW flexible option**
UNIVERSITY OF WISCONSIN SYSTEM

ASSOCIATE OF **ARTS & SCIENCE**

A self-paced degree program from UW Colleges

Now offered for the first time in the new UW Flexible Option format, the [Associate of Arts and Science \(AAS\) degree](#) is the foundation for more than 200 college majors. All University of Wisconsin four-year institutions, including UW-Madison, consider the AAS degree from [UW Colleges](#) to satisfy the university-wide general education breadth requirements. (See sidebar on back for more about UW Colleges.) An associate degree also signals to employers that you have the advanced skills in communication and critical thinking necessary to succeed in today's workplaces.

A smart way to meet General Education Requirements

For students who seek admission to a University of Wisconsin bachelor's degree program but have not yet satisfied that degree's General Education Requirements, the competency sets offered by this flexible AAS program can be used to meet those requirements.

Self-paced, competency-based format

The UW Flexible Option offers busy adults a new way to earn a college degree, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your degree without being locked into (or out of) a traditional semester schedule.
- » **Earn credit for prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a degree from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced degree program is ideally suited for:

- » Motivated, disciplined self-starters who can work independently
- » Students who may have completed some college-level work
- » Adults with valuable professional work experience
- » Anyone who desires the prestige and value of a University of Wisconsin degree

 **Find out if the UW Flexible Option is right for you**

Contact an enrollment advisor; he or she will assess your unique situation and help you decide if the UW Flexible Option is the right fit for your life. Call 1-877-895-3276 or email flex@uwex.edu today!

Areas of Study

To earn this degree, students must complete a total of 60 credits, including core requirements in writing and mathematics, and a minimum number of credits in breadth categories such as Fine Arts and Humanities, plus electives. If you have already completed equivalent courses, those credits may be eligible for transfer. If you possess prior knowledge in a subject area, the Flexible Option gives you the opportunity to prove your mastery through an assessment and move ahead at your own pace.

CORE REQUIREMENTS

- » ENG 102—Critical Writing, Reading, and Research II
- » MAT 110—College Algebra

FINE ARTS AND HUMANITIES

- (Minimum of 9 credits)
- » MUS 173—Music and Literature
 - » GSW 102—Women’s Voices
 - » SPA 101—First-Semester Spanish

MATHEMATICAL AND NATURAL SCIENCES

- (Minimum of 11 credits)
- » BIO 141—Heredity
 - » CHE 124—Applied Chemistry and Society (Laboratory Science)
 - » GEO 125—Physical Geography
 - » HES 209—Nutrition and Weight Control
 - » PHY 110—Physics for Health Sciences

SOCIAL SCIENCES

- (Minimum of 9 credits)
- » ANT 100—General Anthropology
 - » SOC 101—Introduction to Sociology
 - » POL 104—American Government and Politics
 - » PSY 202—Introductory Psychology

APPLICATION AND PERFORMANCE

- (Minimum of 3 credits)
- » ART 161—Introduction to Photography
 - » BUS 201—Introductory Accounting
 - » CPS 139—Web Page Development
 - » CTA 103—Introductory Public Speaking
 - » EGR 110—Engineering Graphics
 - » EDU 201—Concepts, Issues, and Field Experience in Education

ETHNIC STUDIES

- (Minimum of 3 credits)
- » HIS 102—History of the United States: From the Era of the Civil War to the Present
 - » MUS 273—Jazz History and Appreciation

INTERDISCIPLINARY STUDIES

- (Minimum of 3 credits)
- » REL 101—Introduction to the Study of Religion
 - » GSW 101—Introduction to Women’s Studies

About the University of Wisconsin Colleges

[UW Colleges](#) is the UW System’s network of freshman and sophomore campuses and [UW Colleges Online](#). It offers an Associate of Arts and Science degree and prepares students of all ages and backgrounds for transfer into bachelor’s programs or to enter the workforce.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

A self-paced degree program from UW-Extension

Coming soon to the UW Flexible Option program, the [Bachelor of Science in Business Administration degree](#) will provide a robust and well-rounded management education, in a self-paced, online format designed for working adults.

This degree program provides you with the opportunity to learn and demonstrate fundamental business management skills applicable to nearly every career field. This curriculum draws from a variety of functional areas ranging from economics and accounting to marketing/sales and supply chain management, and leverages project-based learning throughout the program. Unlike traditional programs, you'll progress towards your degree by demonstrating mastery of applicable skills and knowledge, including those that may have been gained through prior coursework, military training, on-the-job training or other learning experiences.

In a self-paced, competency-based format

Rather than structured courses, the UW Flexible Option Bachelor of Science in Business Administration consists of a series of projects. You progress toward a degree by completing projects, which faculty will evaluate to determine mastery of the business-related skills utilized within the work. For example, if a project consists of creating a marketing plan for a new beverage, to successfully complete that project you will have to show your skill in market research, design print and social media, budget development, and product presentation. How quickly you move through this project (and the degree) depends on the existing knowledge you may already possess in these areas. Additionally, as a student in this program, you will:

- » **Start any month.** Earn your degree without being locked into (or out of) a traditional semester schedule.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Who should apply?

This online, self-paced program is ideally suited for:

- » Established business managers or supervisors who want a bachelor's degree to advance their current careers;
- » Individuals seeking to enter management and needing the training and credentials to begin a new career or bolster career growth;
- » New students seeking to complete a bachelor's degree, or students with existing college credits that may be transferable;
- » Motivated, disciplined self-starters who can work independently;
- » Those who recognize the value of a University of Wisconsin degree.



 **Find out if the UW Flexible Option is right for you**

Contact an enrollment advisor; he or she will assess your unique situation and help you decide if the UW Flexible Option is the right fit for your life. Call 1-877-895-3276 or email flex@uwex.edu today!

Areas of Study

The business administration competencies were designed to build upon a liberal education foundation.

Specifically, graduates of the program will:

1. Possess the critical and systems thinking required to develop profitable, multi-functional corporate strategies.
2. Navigate corporate culture, communication, and teamwork to thrive in a diverse environment.
3. Design and evaluate processes in all areas of business, including operations, supply chain, marketing, human resources, and management systems and structures.
4. Recognize and act on appropriate response methods and communication strategies when managing organizational conflict.
5. Understand and recognize personal and ethical behaviors and responsibilities in the workplace.
6. Comprehend the impact of a global society on an organization and appreciate appropriate economic, political, legal, regulatory, technological, and social contexts.
7. Master the financial tools and techniques required to satisfy and exceed corporate goals.
8. Improve organizational decision making through increased knowledge of IT and research methods.

HOW THE PROGRAM WORKS

The UW Flexible Option Bachelor of Science in Business Administration is project based. A project is an individual or collaborative enterprise that is carefully planned and designed to achieve a particular goal. As part of the University of Wisconsin-Extension's competency-based business degree, projects are designed to enable faculty to evaluate students' knowledge, skills, and abilities in the context of authentic scenarios they will likely experience in their careers. By completing an array of projects, students demonstrate competency in the areas of accounting, finance, human resource management, operations management, supply chain management, project management, information systems, sales, and other areas of business.

Project Attributes:

- » Have value beyond school and require students to apply their knowledge for problem solving in real-world business situations;
- » Have students create a product (e.g. presentation or professional report) that can be shared with prospective employers as part of a student's professional portfolio;
- » Emphasize the construction of knowledge by having learners apply it to new or novel situations.

Examples:

- » Develop a marketing plan for a selected product or service that is presented to stakeholders.
- » Use information system technologies to analyze sales data and arrive at recommendations related to products.
- » Review qualitative and quantitative data to make and justify a disciplinary decision for an employee and craft a script for a hypothetical termination meeting.
- » Prepare a financial statement that consists of income statement, statement of retained earnings, balance sheet, and statement of cash flows.

Students register for projects in three-month subscription periods. Students will work with their Academic Success Coaches to determine how many projects they will undertake each subscription period. Tuition is a flat rate of \$2,250 per subscription period. Just as existing knowledge can save students time by allowing them to demonstrate mastery of skills within projects more quickly, it can also save money.

About UW-Extension

- » Works collaboratively with campuses across the UW System to develop online degree programs that provide a first-class University of Wisconsin education to students who may not have the opportunity to earn a traditional degree.
- » In 2014, unveiled UW Flexible Option, a competency-based set of degree and certificate programs. The University of Wisconsin is the first system of public higher education to offer competency-based programs.
- » In 2016, was authorized by the Board of Regents the ability to grant its own degree. The division's extensive work with expert faculty across the UW System will result in high-quality program curricula and a respected credential for our graduates.

CURRICULUM

The Bachelor of Science in Business Administration curriculum incorporates 18 functional areas integral to business administration practices. Each project will require students to demonstrate mastery in one or more of the following areas. The final capstone project will require students to demonstrate mastery of a culmination of their skills in a real-world setting.

Microeconomics	Identify, analyze, and evaluate the microeconomic factors within business decisions.
Macroeconomics	Address organizational challenges in a global society using knowledge of economic, political, legal, technological and social contexts.
Financial Accounting	Gather, record, analyze, and evaluate financial accounting information.
Managerial Accounting	Strengthen managerial decision making by identifying and utilizing relevant accounting and financial information.
Business Communication	Effectively communicate a business issue and alternative solutions in both written and oral format.
Business Law and Ethics	Describe the legal, environmental, and ethical considerations that drive businesses.
Business Statistics	Solve business problems utilizing statistical methods.
Information Systems	Design and build information systems for business processes and utilize them for effective decision making.
Finance	Apply financial principles and tools such as time value of money, risk and return trade-off, bond and stock valuations, financial statements, and capital budgeting to assess budgetary and financial decisions.
Operations Management	Support managerial operations by demonstrating knowledge of qualitative and quantitative decision support tools and techniques.
Marketing	Skillfully utilize pricing, promotion, distribution, and buyer behavior variables to promote products and services.
Organizational Behavior and Leadership	Manage business issues by applying organizational leadership theories and organizational behavior principle.
Human Resource Management	Apply policies, procedures, and theories of human resource management in the business context.
Global Business	Demonstrate knowledge of cultural, operational, financial, and managerial challenges and techniques to mitigate them in global business organizations.
Strategic Management	Apply strategic management tools and techniques to arrive at strategic decisions.
Project Management	Demonstrate skillful use of project management principles.
Sales	Manage sales and key accounts by practicing effective sales techniques.
Supply Chain Management	Evaluate and manage business supply chains, considering quality, procurement, and cost.

NEXT STEPS

Find out if the UW Flexible Option is right for you—our enrollment advisors can answer any questions you have about the program. Call 1-877-895-3276 Monday through Thursday 8 a.m. to 7:30 p.m. or Fridays 8 a.m. to 4:30 p.m. CT, or email flex@uwex.edu.

ACCREDITATION

The Bachelor of Science in Business Administration degree is not accredited at this time.



BACHELOR OF SCIENCE IN **NURSING (RN TO BSN)**

A self-paced degree program from UW-Milwaukee

Now available in the self-paced, competency-based UW Flexible Option format, the UW-Milwaukee College of Nursing RN to BSN Program is for nurses with associate degrees who would like to earn a baccalaureate degree while still having time for work and family.

New options for working nurses to pursue bachelor's degrees are particularly important in light of the recent Institute of Medicine (IOM) report that calls for 80% of registered nurses (RNs) to be baccalaureate-prepared by the year 2020. The IOM report states, "To respond to these demands of an evolving health care system and meet the changing needs of patients, nurses must achieve higher levels of education and training. One step in realizing this goal is for a greater number of nurses to enter the workforce with a baccalaureate degree or progress to this degree early in their career." (IOM report, 2010, p. 7.)

Self-paced, competency-based format

The UW Flexible Option offers busy adults a new way to earn a college degree, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your degree without being locked into (or out of) a traditional semester schedule.
- » **Earn credit for prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a degree from a University of Wisconsin institution that is recognized and respected.

Who should apply?

The UW Flexible Option is especially designed for self-motivated nontraditional students who want their previous schooling, work skills, and prior knowledge to apply toward degrees or certificates. The **competency-based** and **self-paced** format of the UW Flexible Option fits the schedules of students who must balance work and family responsibilities with educational goals. Because most Flexible Option competencies and assessments are delivered online, students have the opportunity to learn when and where they choose.

This self-paced program is ideally suited for students who:

- » Are licensed in Wisconsin as a registered nurse
- » Have a cumulative GPA of 2.5 or higher and graduated from an associate-degree program in nursing or diploma program in nursing
- » Are motivated, disciplined self-starters who can work independently
- » Desire the prestige and value of a University of Wisconsin degree



Find out if the UW Flexible Option is right for you

Contact an enrollment advisor; he or she will assess your unique situation and help you decide if the UW Flexible Option is the right fit for your life. Call 1-877-895-3276 or email flex@uwex.edu today!

RN to BSN Completion Curriculum

To earn this degree, students must fulfill the General Education Requirements necessary for a UWM bachelor's degree, elective requirements, and the unique competency sets that define this program.

- » Total degree credits required: 124
- » After review of your prior college transcripts, you will be given credit for College Parallel Classes, as well as 60 credits for nursing courses in your associate degree in nursing (ADN) program.
- » A program plan will be developed just for you in which you will know what courses you will have to complete in the liberal arts and in nursing. You can complete these courses through competency assessment, online or face to face.

NON-NURSING

- » English Composition II: 3 credits
- » Humanities: 3-6 credits
- » Arts: 0-3 credits
- » History: 3 credits

Social Science: 9 credits

- » Sociology
- » Psych 101
- » Growth & Development

Natural/Biological Sciences: 21 credits

- » Chemistry
- » Biochemistry (or alternate science course)
- » Anatomy & Physiology I and II
- » Microbiology
- » Nutrition

Electives: 19-25 credits

Competencies

- » Math
- » English

Cultural Diversity (may or may not apply)

Foreign Language (may or may not apply)

For more information about the degree's General Education Requirements, visit flex.wisconsin.edu/getting-started/general-education-requirements

NURSING COURSES FROM YOUR ASSOCIATE DEGREE PROGRAM: 60 CREDITS

ADVANCED NURSING COURSES (WITH A GRADE OF C OR HIGHER)

- » Foundations of Professional Nursing Practice: 3 credits
- » Leadership and Management: 3 credits
- » Research and Evidence-Based Practice: 3 credits
- » Community Health Nursing: 3 credits
- » Information Management and Health Care Technology: 3 credits
- » Chronic Care Management: 3 credits
- » Nursing Electives: 8-10 credits

Capstone/Practicum (NURS 445): 3 credits

- » A clinical experience applying core competencies to clinical practice.

About the UWM College of Nursing

The UWM College of Nursing is ranked in the top 6% of nursing programs in the nation (*U.S. News & World Report* graduate rankings). UWM faculty lead the nation in cutting-edge research in a number of areas, including self-management science, nursing informatics, nursing models of primary health care, family care in acute and pediatric settings, interventions with elders (including Alzheimer's patients), chronic care management, and health equity. As the largest nursing program in Wisconsin, the college is also exceptionally proud of its more than 7,000 alumni who provide quality evidence-based care, inspiring education, exceptional research, and administrative leadership to improve health care nationally and across the globe.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



BACHELOR OF SCIENCE IN **BIOMEDICAL SCIENCES DIAGNOSTIC IMAGING**

A self-paced degree completion program from UW-Milwaukee

Available for the first time in the UW Flexible Option format, the [Biomedical Sciences Diagnostic Imaging](#) degree completion program offered by the [UW-Milwaukee College of Health Sciences](#) presents imaging professionals with a new opportunity to advance their education and careers.

This bachelor of science degree requires a minimum of 120 credits and is available to individuals who hold active registry from ARDMS (American Registry for Diagnostic Medical Sonography), ARMRIT (American Registry of Magnetic Resonance Imaging Technologists), ARRT (American Registry of Radiologic Technologists), or CCI (Cardiovascular Credentialing International) and have completed an associate degree or hospital-based diploma program.

The program is specifically designed for diagnostic imaging professionals interested in earning a bachelor's degree that matches the professional experience they have already acquired, enabling them to stay competitive in today's job market and advance further in their careers.

Self-paced, competency-based format

The UW Flexible Option offers busy adults a new way to earn a college degree, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your degree without being locked into (or out of) a traditional semester schedule.
- » **Earn credit for using existing knowledge.** Make the most of your prior work and learning experiences.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a degree from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced degree program is ideally suited for:

- » Professionals holding an active registry from ARDMS, ARRT, or CCI. Students who have completed an associate degree or hospital-based diploma program in a diagnostic imaging discipline AND who hold current, active registry from ARDMS, ARMRIT, ARRT, or CCI will be awarded 60 credits toward the 120-credit degree completion minimum.
- » Motivated, disciplined self-starters who can work independently.
- » Anyone who desires the prestige and value of a University of Wisconsin degree.



 Find out if the UW Flexible Option is right for you

Contact an enrollment advisor; he or she will assess your unique situation and help you decide if the UW Flexible Option is the right fit for your life. Call 1-877-895-3276 or email flex@uwex.edu today!

Areas of Study

To earn this degree, students must fulfill the [General Education Requirements](#) necessary for a UWM bachelor's degree, any elective requirements, and the unique competency sets that define this program:

FOUNDATION COMPETENCIES

Lower Division Competency Sets

- » HS 102—Healthcare Delivery in the United States
- » BMS 205—Introduction to Diagnostic Medicine
- » HCA 220—Leading Healthcare Professionals
- » ENG 206—Introduction to Business and Technical Communication
- » BMS 245—Client Diversity in Health Sciences required for CD credit
- » ECON 210 (or equivalent)—Elementary Statistics

Upper Division Competency Sets

- » BMS 301—Human Pathophysiology-Fundamentals
- » BMS 302—Human Pathophysiology-Organ Systems 1
- » BMS 303—Human Pathophysiology-Organ Systems 2
- » BMS 304—Human Pathophysiology-Organ Systems 3
- » BMS 305—Human Pathophysiology-Organ Systems 4
- » KIN 400—Ethics and Values in the Health and Fitness Profession
- » NURS 453(or equivalent)—Information Management and Healthcare Technology
- » HS 311—Law for Healthcare Professionals
- » BMS 458—Seminar in Advanced Diagnostic Imaging
- » BMS 463—Seminar in Management and Education
- » BMS 590—Professional Growth and Advancement in Imaging

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!

About the UWM College of Health Sciences

The [UWM College of Health Sciences](#) offers the largest number of health-related degree programs in Wisconsin, training its graduates for high-demand careers. The research activities of the UWM College of Health Sciences faculty and staff encompass groundbreaking urban and population studies, pioneering biomedical research investigations, advances in movement science, ingenious rehabilitation research and development, innovative applied clinical technologies, and novel disease-prevention approaches. These activities are supported by the resources of four academic centers and 13 state-of-the-art laboratories within the college, and millions of dollars in funds from reputable institutions such as the National Institutes of Health, the National Science Foundation, the Centers for Disease Control and Prevention, and the U.S. Department of Education.



BACHELOR OF SCIENCE IN **INFORMATION SCIENCE AND TECHNOLOGY**

A self-paced degree program from UW-Milwaukee

Offered for the first time in the new UW Flexible Option format, the [Bachelor of Science in Information Science and Technology \(IST\) degree](#) from the [UW-Milwaukee School of Information Studies \(SOIS\)](#) is the only IT degree program of its kind in the state of Wisconsin.

Focusing on a core set of IT competencies, this program encourages students to expand their skills and knowledge through a personalized degree plan they help create. Students will learn how information is retrieved, organized, manipulated, repackaged, and applied in nearly every aspect of our increasingly digital culture and economy. The degree immerses students in information science, information architecture, information organization, storage and retrieval, and applications of the Internet.

Now in a self-paced, competency-based format

The UW Flexible Option offers busy adults a new way to earn a college degree, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your degree without being locked into (or out of) a traditional semester schedule.
- » **Earn credit for prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a degree from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced degree program is ideally suited for:

- » Working IT professionals who have completed some college, technical school, or previous certification
- » Individuals who have significant experience as IT professionals
- » Motivated, disciplined self-starters who can work independently
- » Anyone who desires the prestige and value of a University of Wisconsin degree



 **Find out if the UW Flexible Option is right for you**

Contact an enrollment advisor; he or she will assess your unique situation and help you decide if the UW Flexible Option is the right fit for your life. Call 1-877-895-3276 or email flex@uwex.edu today!

Areas of Study

In addition to the [General Education Requirements](#) and elective credits necessary to earn a UW-Milwaukee bachelor's degree, the core competency sets in the IST program encompass the study of the concepts and tools of information science, information architecture, and information technology—all of which are fast becoming important tools of most disciplines.

- » Information science: the study of the organization, storage, retrieval, dissemination, and use of information
- » Information architecture: the investigation, analysis, organization, and implementation of information content where users' needs and specifications are of major importance
- » Information technology: the collection of tools that make it possible to access and use information

PROGRAM REQUIREMENTS

The IST program includes a total of 120 credits. These credits are distributed in the following areas:

- » Area I: General Education Requirements (21 credits)
- » Area II: IST Core Competency Sets (27 credits)—see core competency sets below
- » Area III: Information Studies Upper Division Electives (15 credits)
- » Area IV: IST Cross-functional Electives (15 credits)
- » Area V: General Electives (42 credits)

IST CORE COMPETENCY SETS (AREA II)

- » INFOST 110—Introduction to Information Science and Technology
- » INFOST 210—Information Resources for Research
- » INFOST 230—Organization of Knowledge
- » INFOST 240—Web Design I
- » INFOST 310—Human Factors in Information Seeking and Use
- » INFOST 340—Introduction to Systems Analysis
- » INFOST 410—Database Information Retrieval Systems
- » INFOST 440—Web Application Development
- » INFOST 490—Senior Capstone

About the UWM School of Information Studies

- » Has offered the innovative IST degree on-site and online since 2003
- » A mix of tenure-track faculty and IT professionals provides assessments and designs the curriculum
- » Students can custom-design their degree plans based on transfer credits and elective credits to match their career goals

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



BUSINESS & TECHNICAL COMMUNICATIONS CERTIFICATE

A self-paced, online program from UW-Milwaukee

Now available in the UW Flexible Option format, the [Business and Technical Communications Certificate](#) offered through the [UW-Milwaukee College of Letters & Science](#) provides a curriculum that enables students to develop exceptionally strong writing and communication skills. In today's uncertain economy, it is more important than ever for workers to be multi-skilled and flexible in their professional areas. The Business and Technical Communications Certificate combines an innovative approach with practical skills in writing, research, communication, and technologies that enable students to improve their skills in a broad range of contexts.

Self-paced, competency-based format

The UW Flexible Option offers busy adults a new way to earn a college credential, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your credential without being locked into (or out of) a traditional semester schedule.
- » **Earn credit using existing knowledge.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a credential from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced certificate program is ideally suited for:

- » Individuals who wish to develop strong written communication skills
- » Students who seek professional training and education to advance their careers
- » Motivated, disciplined self-starters who can work independently
- » Anyone who desires the prestige and value of a University of Wisconsin credential



Find out if the UW Flexible Option is right for you

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Gainful Employment

The Business & Technical Communications Certificate is subject to gainful employment regulations. Visit flex.wisconsin.edu/BusinessandTechnical-CommunicationsCertificate/Gedt.html for Gainful Employment Certificate Disclosure Information related to this program.

Areas of Study

You will develop competencies in communication that are critical to a wide range of contemporary jobs and organizations:

- » Business and technical communication
- » Strategic writing skills
- » Organizational leadership skills
- » Information design
- » Project management

COMPETENCY SETS

English 206X—Intro to Business and Technical Communication

- » Assess and address rhetorical situations
- » Write clearly for audience, purpose, and content
- » Demonstrate effective self-presentation skills
- » Master professional and technical genres

English 435X—Advanced Business and Technical Communication

- » Master all phases of document life cycles
- » Demonstrate skill in researching business cases
- » Master document testing
- » Demonstrate advanced writing and presenting skills

English 428X—Strategic Writing for Organizations

- » Understanding crisis communication
- » Apply theories of strategic communication planning
- » Manage stakeholders and organizational issues
- » Develop communications plans for organizations

English 439X—Information Design

- » Analyze and critique information designs
- » Design effective graphics, tables, and other visuals
- » Design effective interfaces and documents
- » Design effective information architectures

English 429X—Technical Communications and Organizational Leadership

- » Analyze group processes from the perspective of a member and a leader
- » Demonstrate understanding of specific audiences and message design choices
- » Describe effective and efficient collaboration relative to writing projects
- » Explain how conflict-resolution strategies apply to the technical communication process

English 437X—Project Management

- » Master project definition and analysis
- » Master project scheduling
- » Master strategies for project control
- » Master leadership and team management

About the UWM College of Letters & Science

The competencies and assessments for this certificate were developed by the [English department](#) at the UW-Milwaukee College of Letters & Science. The department offers programs emphasizing outstanding research scholarship and innovative pedagogy in literature and cultural theory; rhetoric and composition; creative writing; professional writing; and media, cinema, and digital studies.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



GLOBAL SKILLS CERTIFICATE

A self-paced certificate program from UW-Parkside

An increase in overseas business opportunities, transnational partnerships, outsourcing, and a pervasive connectivity means today's businesses and individuals must possess the skills to compete in a worldwide marketplace.

The flexible [Global Skills Certificate](#) offered through the [UW-Parkside Center for International Studies](#) teaches students to think, live, and work globally. Students will learn how to communicate more effectively with others, understand the complexity of an international environment (even within a local or regional context), problem-solve using cultural perspectives, and judiciously assess information regarding other countries, international processes, or global challenges.

Innovative, competency-based format

The UW Flexible Option offers busy adults a new way to earn a certificate, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your certificate without being locked into (or out of) a traditional semester schedule.
- » **Earn credit using prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a certificate from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced certificate program is ideally suited for:

- » Professionals with some college credits and an interest in understanding the impact of international affairs in their personal and professional lives
- » Individuals working within international companies or those interested in gaining skills necessary to work in international companies
- » Existing or potential business owners who wish to increase the scope of their operations
- » Individuals working within a cross-cultural setting
- » Motivated, disciplined self-starters who can work independently
- » Anyone who desires the prestige and value of a University of Wisconsin credential



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Areas of Study

To earn this certificate, students must complete a total of 13 credits across seven competency sets. Competencies include:

Identify and explain major concepts related to globalization

1. Describe the scope and principle features of globalization
2. Identify and categorize issues about globalization
3. Compare and contrast various approaches to globalization issues
4. Explain events within a framework of globalization

Compare and contrast differences and similarities among regions/countries

1. Demonstrate geographic literacy on a global scale
2. Classify and distinguish countries, as well as regions, on the basis of economics, politics, and/or culture
3. Recognize the impact of the international system on choices made by countries
4. Use theory to explain interactions among regions and countries

Recognize the effect of cultural and linguistic differences on social and individual perspectives

1. Identify own cultural rules and biases
2. Demonstrate understanding of the complexity of elements comprising each culture (such as history, religion, communication styles, politics, economics)
3. Analyze substantial connections between the worldviews, power structures, and experiences of cultures historically or in contemporary contexts
4. Ask complex questions about other cultures; seek out and articulate answers to those questions that reflect multiple cultural perspectives

Collect and use data to effectively understand and interpret international issues

1. Recognize credible and relevant sources of data/information to understand global issues
2. Organize and critically evaluate data/information thematically
3. Analyze major global issues using appropriate theory and evidence
4. Articulate a coherent argument on international issues using appropriate theory and evidence

Understand global systems and take appropriate action

1. Identify the basic role of some global institutions, ideas, and processes, in the human and natural worlds
2. Understand the diversity of actors within the global system
3. Recognize the symmetric and asymmetric interconnectedness of local and global systems
4. Relate your knowledge of the global system to your own life and experiences

Design solutions to global challenges, linking academic work to an applied setting

1. Identify major global challenges
2. Develop at least one solution to a global challenge using academic knowledge and methods
3. Consider and reject alternative solutions to a global challenge and explain why
4. Develop a logical plan for a preferred solution

About the Center for International Studies

The competencies and assessments for this certificate were developed by the [Center for International Studies](#) at the University of Wisconsin-Parkside, which offers a flexible, interdisciplinary curriculum that emphasizes the development of the cultural competencies needed to understand the contemporary global system.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



PROJECT MANAGEMENT CERTIFICATE

A self-paced, online program from UW-Parkside

In today's job market, employers are looking for multi-faceted employees who possess not only technical skills, but also the ability to analyze and understand the project lifecycle and keep the project tasks on track. Validating your project management skills with a certificate from a respected educational institution enhances your value as an employee. The UW Flexible Option, in partnership with the business department at the University of Wisconsin-Parkside, now offers a Project Management Certificate that will provide students the skills needed to manage complex projects involving diverse teams. The certificate provides an education in the latest project management techniques, as well as in the interpersonal and technical aspects of project management.

Self-paced, competency-based format

The UW Flexible Option offers a new way to earn a college degree or certificate, different from both face-to-face classroom instruction and traditional online instruction. As a student in this program, you will:

- » **Start any month.** Earn your certificate without being locked into (or out of) a traditional semester schedule.
- » **Earn credit using prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a certificate from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced certificate program is ideally suited for:

- » Any professional holding a traditional undergraduate degree or at least 60 college credits, who would like to gain mastery of project management
- » Individuals who have at least five years of business experience, preferably at mid-level management or above, or at an entrepreneurial firm
- » Entrepreneurs who would like to feel more comfortable leading projects within their own organization
- » Motivated, disciplined self-starters who can work independently
- » Busy professionals who don't have time for a traditional face-to-face certification program
- » Anyone who desires the prestige and value of a University of Wisconsin credential



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Areas of Study

To earn this certificate, students must complete four competency sets by passing assessments to demonstrate their knowledge.

COMPETENCY SETS

Project Management 341: Basics of Project Management

Learn the basics of executing and completing projects efficiently. Some competencies you will master are:

- » Analyze the fundamental concepts of project management in an organizational context
- » Describe the contextual relationship between the project and the organization that hosts the project
- » Articulate the importance of ethical considerations in every aspect of a project's operations
- » Describe and apply processes related to project procurement management

Project Management 342: Essential Skills for Project Management

Gain the skills required for successful project management, from start to finish. Some competencies you will master are:

- » Analyze the fundamental concepts of project management in an organizational context
- » Demonstrate the ability to work in teams, manage team members, and interact with stakeholders
- » Identify, develop, and manage project resources
- » Articulate the importance of ethical considerations in every aspect of a project's operations

Project Management 441: Project Management Tools and Techniques

Become proficient in the skills needed to turn project management theory into practice. Some competencies you will master are:

- » Plan and monitor project budget and schedule
- » Evaluate project quality and risk using the basic tools of project risk and quality management
- » Navigate a project's scope, resource, and scheduling constraints
- » Analyze the technical and interpersonal aspects of project execution and control
- » Describe essentials of project auditing and project termination/closing

Project Management 442: Project Management Simulation

Practice the skills you have learned in a realistic project management simulation. Some competencies you will master are:

- » Define stakeholder expectations and initiate a project successfully
- » Create a comprehensive project plan
- » Articulate the importance of ethical considerations in every aspect of a project's operations

About the UWP Business Department

The [University of Wisconsin-Parkside Business Department](https://www.uwparkside.edu/business) is dedicated to providing students with quality instruction relevant to the changing world of business. They are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International—fewer than 5 percent of business programs globally meet the rigorous standards of quality set by AACSB International.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



SALES CERTIFICATE

A self-paced certificate program from UW-Parkside

Selling is a vital function of any business. Now, gain the knowledge and real-world skills you need to become a professional sales leader with this self-paced, online [Sales Certificate](#) from University of Wisconsin-Parkside.

Available for the first time in the UW Flexible Option format, this certificate will help you stand out from the crowd and give you a competitive advantage in the sales job market. The Sales Certificate program is one of only two programs accredited by the University Sales Education Foundation in the state of Wisconsin, and one of 55 nationwide.

Innovative, competency-based format

The UW Flexible Option offers busy adults a new way to earn a certificate, different from traditional face-to-face classroom or online instruction. As a student in this program, you will:

- » **Start any month.** Earn your certificate without being locked into (or out of) a traditional semester schedule.
- » **Earn credit using prior learning.** Make the most of what you already know.
- » **Advance at your own pace.** Make progress by passing assessments. Pass one and move on to the next.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Learn skills employers value.** By passing rigorous assessments, you will prove your mastery of key skills.

Best of all, you will graduate with a certificate from a University of Wisconsin institution that is recognized and respected.

Who should apply?

This self-paced certificate program is ideally suited for:

- » Individuals who have earned an undergraduate degree or at least 60 college credits
- » Individuals with an associate degree and two years of business experience
- » Non-degree seeking individuals with five years of business experience, preferably at mid-level management or above, or at an entrepreneurial firm
- » Motivated, disciplined self-starters who can work independently
- » Anyone who desires the prestige and value of a University of Wisconsin credential



 Find out if the UW Flexible Option is right for you

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Areas of Study

To earn this certificate, students must complete four competency sets (12 credits) by passing assessments to demonstrate their knowledge. Prerequisites are required for some of the competency sets.

COMPETENCY SETS

Marketing 350: Marketing Principles

An introduction to the general marketing process, which is involved in the distribution and exchange of goods and services. Product pricing, promotion, distribution, and buyer behavior variables are surveyed within the context of market planning.

- » Competency 1: Explain the role of the strategic marketing process in meeting organization objectives
- » Competency 2: Describe the role of personal selling in the strategic marketing process

Marketing 467: Selling of Financial Services

This competency set focuses on how financial institutions such as banks, investment firms, investment bankers, stock brokerages, investment advisors, venture capitalists, insurance companies, credit card issuers, and other financial institutions design and market their services and products through the personal selling function.

- » Competency 1: Explain how relationship building, product knowledge, and market and customer analyses are used in selling financial services
- » Competency 2: Demonstrate a strategic sales plan based on customer research
- » Competency 3: Identify the techniques a salesperson uses to increase potential customer interest during a sales call
- » Competency 4: Apply the sales process steps to a professional sales call

Marketing 458: Personal Selling

This competency set focuses on the major function of personal selling as an integral function within the marketing and promotional mix of a firm.

- » Competency 1: Describe how to design a customer prospecting plan
- » Competency 2: Explain how to develop a sales call plan
- » Competency 3: Explain how to develop a territory management plan
- » Competency 4: Explain the key principles of the sales process
- » Competency 5: Analyze the effectiveness of a business-to-business sales call

Marketing 469: Advanced Personal Selling

This competency set builds upon the knowledge and skills of MKT 458: Personal Selling. Content emphasis is on the concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of customer situations.

- » Competency 1: Design and execute a needs-assessment sales call
- » Competency 2: Design and execute a sales presentation to close a sale
- » Competency 3: Design a personal development plan for a specified sales role
- » Competency 4: Develop and execute a self-promotion speech

About the UWP Business Department

The competencies and assessments for this certificate were developed by the [Business Department](#) at the University of Wisconsin-Parkside which offers programs internationally accredited by the Association to Advance Collegiate Schools of Business International (AACSB) in Accounting, Business Management, Management and Marketing.

Ready to get started? Call 1-877-895-3276 or visit flex.wisconsin.edu today!



SUBSTANCE USE DISORDERS

COUNSELOR CERTIFICATE PROGRAM

A self-paced, online program from UW-Madison

In this UW-Madison pre-certification education program, you'll gain the education that fulfills the educational hours required to become a highly sought-after certified Wisconsin substance abuse counselor (SAC) or clinical substance abuse counselor (CSAC). Available for the first time in the UW Flexible Option format, the [Substance Use Disorders \(SUDs\)](#) Counselor Certificate program features a curriculum developed by University of Wisconsin-Madison faculty in cooperation with industry professionals.

The career outlook for certified SACs and CSACs is excellent. Demand for substance abuse counselors has grown in recent years, driven largely by coverage mandates for substance abuse treatment in Affordable Care Act (ACA)-compliant insurance policies. The Bureau of Labor Statistics projects job growth in the substance abuse counseling field to grow 31 percent through 2022—much faster than the average for all occupations.

Personalized, competency-based format

The UW Flexible Option offers a new way to fulfill the 360 educational hours required by the Wisconsin Department of Safety and Professional Services to be eligible to become a certified Wisconsin substance abuse counselor (SAC) or clinical substance abuse counselor (CSAC), different from both face-to-face classroom instruction and traditional online instruction. As a student in this program, you can:

- » **Start any month.** Earn the knowledge and educational hours required to be eligible for substance abuse counselor certification without being locked into a traditional semester schedule or in-person classes.
- » **Make use of prior learning.** Use your existing knowledge to advance through the program. Study only what you need to learn.
- » **Advance at your own pace.** Move quickly through material you already know, or take more time if you need it.
- » **Receive personalized support.** Get help and guidance from an Academic Success Coach.
- » **Prepare to earn a certification employers value.**

Best of all, you will earn a certificate from the University of Wisconsin-Madison, an institution that is recognized and respected.

Fulfills state education and training requirements

The UW Flexible Option SUDs program is the only state-approved program in Wisconsin that offers the SAC/CSAC curriculum in a self-paced, fully-online format. Successful completion fulfills the 100-hour Substance Abuse Counselor in Training (SAC-IT) educational requirement set forth by the Wisconsin Department of Safety and Professional Services, as well as the 360-hour educational requirement for Substance Abuse Counselor Certification. Within a six-month subscription period, you can work at your own pace, mastering competencies based on the learning resources provided in the program and by leveraging your existing knowledge.

The UW Flexible Option SUDs program DOES NOT take the place of the Wisconsin state exam or the International Certification and Reciprocity Consortium (IC&RC) Exam. Rather, the curriculum—designed with input from substance use disorders professionals—fulfills the 360 educational hours required by the Wisconsin Department of Safety and Professional Services (DSPS) to be eligible for Wisconsin state certification.



Who should enroll?

This self-paced program is ideal for:

- » Licensed mental health clinicians who would like to become dually credentialed, but don't have the time to spend in face-to-face classroom courses
- » Students who have not yet completed a degree but are currently enrolled in a behavioral health program (examples include social work, psychology, counseling psychology, nursing, or a related field), with at least 60 credits completed
- » Human services professionals who want to increase their skills and scope of practice, and are interested in greater opportunity for career advancement and increased marketability
- » Practitioners in Wisconsin
- » Motivated, disciplined self-starters who can work independently
- » Busy professionals who don't have time for a traditional face-to-face educational program—this is the only approved online program of its kind in Wisconsin
- » Anyone who desires the prestige and value of a University of Wisconsin-Madison certificate

Areas of study

Upon completion of this program, you will have demonstrated mastery of how to:

- » Identify and analyze an appropriate client diagnosis, treatment, or referral using multiple resources
- » Create a diagnostic assessment and recommendations that initiate the individual treatment plan for a client
- » Identify potential holistic treatments or referrals that meet client needs
- » Recognize and assess individual client needs when evaluating community resources
- » Identify and apply evidence-based counseling practices
- » Identify and conduct the best possible educational practices to provide your clients better knowledge of both their condition and their treatment options
- » Properly document client care, from intake through discharge and beyond
- » Articulate standards of ethical conduct and professional behavior befitting a practicing substance abuse counselor

About the UW-Madison Division of Continuing Studies

The [UW-Madison Division of Continuing Studies](#) supports the "Wisconsin Idea" by extending a University of Wisconsin education to nontraditional students and lifelong learners across the state and nation. Each year, more than 17,000 students attend one or more of the 500 noncredit classes, workshops, and conferences sponsored by Continuing Studies, seeking professional development, personal enrichment, a career transition, or educational advising.