



Siskiyou Joint Community College District
800 College Avenue
Weed, CA 96094
Telephone: (530) 938-5555
Toll-Free: (888) 397-4339

PRESS RELEASE

Public Relations Office:
Dawnie Slabaugh: (530) 938-5373
Email: slabaugh@siskiyous.edu

FOR IMMEDIATE RELEASE

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Building a Business Website Course Starts This Month

Weed / COS - College of the Siskiyous Continuing Education Program and The Women's Business Center at JEDI are partnering to offer a new noncredit business course, **Building a Business Website** (WORK 0511). Taught by web designer, Segal Shaw, the sixteen-week course offers a hands-on approach for business owners to develop and maintain a professional online presence. There is no cost to take this course.

Two classes will be held – one in Mt. Shasta at the JEDI Lab located at 205 Chestnut Street; and the other at the COS Yreka Campus in the TC building, room 1. For students who wish to register and attend the Mt. Shasta class site, register for WORK 0511-02 / #3443. This class will meet on Tuesdays from 11 a.m. to 1 p.m. beginning January 30. For students who wish to register and attend the Yreka class site, register for WORK 0511-01 / #3442. This class will meet on Wednesday evenings from 5:45 to 7:45 p.m. beginning January 31.

Instructor Segal states, "Participants will create a fully functional business website. Each student will analyze business needs, find, install and implement the best components, and learn to secure and maintain the site...all with no coding."

A web designer and software engineer with over 12 years of experience creating, designing, and maintaining websites, Segal says, "I'm passionate about teaching local organizations to keep up-to-date with evolving website, e-Commerce, search, security, and social media technologies in order to be competitive and succeed in the marketplace."

Joy Taylor, Director of the Women's Business Center at JEDI comments, "In working with hundreds of new business owners each year, one of the first and most important needs they have is in creating an online presence. Not everyone can afford hiring a designer, nor do they want too. We are thrilled to offer the opportunity for people to build and maintain a business website."

Taylor continues, "When it comes to marketing small business in rural areas, entrepreneurs rely on social media, websites and email to expand their reach outside of the region. Here in Siskiyou County, it is increasingly important to build a competitive, modern site that is dynamic. When you

manage your own site, you have the option, control and versatility to adapt and change as often as you like.”

The Building a Business Website course is offered as part of a robust program schedule in noncredit, continuing education program at College of the Siskiyous. Participants are asked to have basic computer skills and a willingness to learn.

As part of the course, participants will have the option to receive free one on one consulting with the Women’s Business Center at JEDI. The private sessions are meant to assist participants further with marketing, financial management, financing or business planning. “We always enjoy working with College of the Siskiyous to address the needs of new and existing business owners in the county,” states Nancy Swift, Executive Director of JEDI.

For more information about this class or the COS Continuing Education Program, contact Kim Freeze, Interim Director of Non Credit and Community Education by email:

ContinuingEducation@siskiyous.edu or call (530) 841-5834. Information can also be found online at <http://www.siskiyous.edu/continuinged/>.