New Courses in Communications and Arbitration

Strategic Communications for 21st Century Leaders

This instructor-led online course, taught in real time by a social media expert with fifteen years experience, is designed for labor leaders to gain an appreciation and understanding of how social media and social networking fit into an organization’s overall communication goals and current activities. Leaders will obtain the knowledge to identify the tools that their teams should use to help them communicate more effectively with their members. Participants will develop the ability to use the more popular social media and social networking tools while developing an awareness of metrics that can be used to determine the effectiveness of the communications activities they undertake. Participants will:

• Learn the basic building blocks needed to support communications programs to effectively engage, inform and inspire their members
• Learn to establish LinkedIn, Facebook, and Twitter accounts and achieve the basic level of understanding for using these tools
• Learn to convey the feasibility, benefits and constraints of creating audio-casts and videos to deliver communications through digital venues via the Internet, smartphones and telephones.

Duration: 30 Total Hours (21 Hours: seven 3-hour online class sessions, 9 Hours: out-of-class assignments)

Delivery Method: Online Synchronous (Real-Time) Lecture with Group Participation and Take-away Assignments

Audience: Labor leaders that want to learn how to engage, educate and connect with their members through 21st century tools including social media and social networking.

Introduction to Arbitration

Arbitration is the final step in the grievance process and requires careful preparation and presentation. Taught by Arbitrator Louis Zigman, Esq. who has taught grievance and arbitration for 22 years, this course allows for the resolution of workplace disputes outside of court and is used as such by many businesses since it tends to be more time and cost effective. This instructor-led online course, designed specifically for labor representatives and taught in real time, presents the basics of effectively arguing your side of the grievance. You will learn:

• techniques for effectively preparing grievances
• steps for advocating grievances in grievance procedures and arbitration
• methods for organizing the facts of the grievance so as to better present it in your favor during arbitration and successfully help you to stay out of the courtroom
• ways for representing employees charged with misconduct

Duration: 21 hours (seven 3-hour sessions), 6:00 – 9:00 PM

Delivery Method: Online Synchronous (Real-Time) Lecture with Group Participation and Take-away Assignments

Audience: Labor representatives new to the arbitration process or those with experience looking to gain additional insight into conducting successful arbitration procedures.

Company Tuition Reimbursement and Tuition Assistance Program (TAP) are accepted.

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