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INTRODUCTION

General Information

Shoreline Workforce Development Services is the education, training and employment division of Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties. Shoreline provides comprehensive services to prepare students to achieve their full employment potential. Our services include vocational evaluation and assessment, office careers training, retail occupations training, paid work experience, placement services, case management, job-seeking skills and more. We have combined our programs into one continuum of services. Students can enter our programs at any point after an initial interview and authorization of services.

Classes are typically held daily, Monday through Friday. Our class size is small allowing one-on-one personal instruction from our professional staff. All classes are individualized and tailored to meet the employment goals of each student. Our open enrollment policy permits students to begin school at any time of the year. Our vocational training programs include both work skills and proper workplace behaviors. These programs simulate business and industrial sites, and students are expected to dress appropriately. Upon graduation students are provided with job placement services.

Shoreline's Success

Shoreline is approved by the California State Department of Consumer Affairs as a Private Post-Secondary and Vocational Educational Institution, and its services are accredited by CARE, The Accreditation Commission. At Shoreline, the goal of our education and job training services is to assist people in securing career track employment in the competitive labor market. This intent makes us uniquely different from most community college vocational preparation programs in two significant ways.

First, we measure our success not by how many people have completed our training programs, but by how many people go to work upon graduation. Second, people enrolled in our job training programs learn what they need to get and retain a job. We work with employers to identify the skills, behaviors and traits critical for success. We work with students to achieve a high level of performance, including near perfect attendance and a strong work ethic, practices that will place them firmly on a successful career track. We provide an intensified learning environment with a great deal of applicable knowledge and support.

Overview of Programs and Services

SANTA CRUZ COUNTY

- Office Skills
- Medical Office Careers
- Retail Occupations
- School of Cosmetology & Esthetician Program
- Placement Services

MONTEREY COUNTY (Marina)

- Office Skills
- Computer Applications & Business Skills
- Medical Office Careers (Area of Specialty)
- Hospitality Office Careers (Area of Specialty)
- Computerized Bookkeeping & Accounting
- Retail Occupations Training
- School of Culinary Arts
- SERVSAFE Manager Training & Certification
- Placement Services

SAN LUIS OBISPO COUNTY

- Office Skills
- Legal Office Careers (Area of Specialty)
- Medical Office Careers (Area of Specialty)
- Computerized Bookkeeping & Accounting
- Retail Occupations
- Placement Services

CAMPUS LOCATIONS
&
COURSE DESCRIPTIONS

Office Skills Training

This 12-24 week course is designed to put you on a successful career track by providing you with the computer literacy and professional skills needed for competitive employment in a variety of office occupations. Learning is self-paced, and training is tailored to your individual career goal, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Office Skills curriculum includes

- Microsoft Office Suite (Windows XP, Internet Explorer, Word, Excel, Outlook, Access, and PowerPoint) and other software programs.
- E-mail and attachments, navigating the Internet.
- Typing/Keyboarding/10-Key calculator.
- Customer Service Skills
- File Management and Recordkeeping

- Weekly Business Writing
- Modern Office Procedures
- Interviewing Skills, Resumes, Cover Letters, and Thank You Letters
- Appropriate Business Attire
- Communication Skills
- Classroom Seminars, Business Ethics and Workplace Issues.

It may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation and the skills to get—and maintain—a wonderful new job and career.

Office Careers training will prepare you for clerical office positions such as Office Clerk, Data Entry Clerk, Front Office Receptionist, Customer Service Representative, Administrative Assistant, Account Clerk, Payroll Clerk, Bookkeeping Assistant, Medical Office Receptionist, Law Office Receptionist or Assistant, Departmental Receptionist or Assistant, Order Taker, Order Processor, Clerk Typist, Human Resources Assistant or Intake Coordinator.



Entrance Requirements

An interview with the instructor, 6th grade level math and 8th grade level English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (831) 429-6415.

Graduation Requirements:

The student must complete

all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for lifetime placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.

Medical Office Training

This 12-24 week program is designed to prepare you for a medical office career in a wide variety of settings. You will become familiar with the terminology and procedures commonly used in a medical office, along with general billing procedures, computer literacy and office record keeping. Learning is self-paced, and training is tailored to your individual career goal, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Medical Office curriculum includes

- Medical Billing; Insurance Forms; Medical Correspondence
- Medical Terminology
- Medical Office Procedures; Receptionist Training

- Transcription
- CPT-4 Codes and ICD-9 Codes.

The program includes an overview of various types of medical practices, hospital departments, staff functions, ethics, the doctor-patient relationship, confidentiality, medical records, medical billing, and may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career. This body of knowledge will prepare you for entry level positions in a medical office, clinic, diagnostic lab or hospital.

Medical Office training will prepare you for clerical office positions in a medical practice, clinic, diagnostic lab or hospital in careers such as Medical Office Receptionist, Medical Office Clerk, Medical Data Entry Clerk, Medical Insurance Customer Service Representative, Administrative Assistant, Billing or Account Clerk, Payroll Clerk, Bookkeeping Assistant, Departmental Receptionist or Assistant, Human Resources Assistant, Intake Coordinator or Hospital Admitting Clerk.

Entrance Requirements:

An interview with the instructor, 8th grade level math and 9th grade level English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (831) 429-6415.

a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.

Graduation Requirements:

The student must complete all curriculum assignments, earn

Computer Applications & Business Skills Training

This 12-24 week program is designed for students who need to update their computer and office skills, students who need computer literacy to complement previous work experience, or students who need computer proficiency to meet a specific job goal. The program is tailored to meet the individual needs and goals of each student. Classes meet for three hours a day, mornings or afternoons, an accommodation that provides flexibility in meeting the scheduling needs of students. The Computer Applications & Business Skills curriculum includes

- Microsoft Office Suite (Windows XP, Internet Explorer, Word, Excel, Access, and PowerPoint), QuickBooks, and other software programs
- E-mail and attachments; navigating the Internet
- Typing/Keyboarding/10-Key calculator
- Customer Service Skills
- File Management and Recordkeeping

- Weekly Business Writing
- Modern Office Procedures
- Interviewing Skills, Resumes, Cover Letters, and Thank You Letters
- Appropriate Business Attire
- Communication Skills
- Classroom Seminars, Business Ethics and Workplace Issues.

The training may also include an externship for hands-on experience. Job Placement workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career.

Computer Applications training will prepare you for clerical office positions such as Office Clerk, Data Entry Clerk, Front Office Receptionist, Customer Service Representative, Administrative Assistant, Account Clerk, Payroll Clerk, Bookkeeping Assistant, Medical Office Receptionist, Law Office Receptionist or Assistant, Departmental Receptionist or Assistant, Order Taker, Order Processor, Clerk Typist, Human Resources Assistant or Intake Coordinator.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour call (831) 429-6415.

Graduation Requirements:

The student must complete all curriculum assignments, earn a

passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 360 hours), 8:30 a.m. to 11:30 a.m. OR 1 p.m. to 4:00 p.m., Monday through Friday. Classes meet for three hours a day, mornings or afternoons to provide flexibility in meeting the scheduling needs of students.



RETAIL CAREERS

Retail Occupations Training

This 8-24 week program is designed for the student who wants hands-on experience in the Retail field. This program will be individualized according to your specific needs and employment goals. Typically, your training will be in a Goodwill Industries' store in your own community. You will gain experience in an actual work environment where Goodwill Industries' Retail Store Managers and staff will assist you with your training. Weekly classes, workshops and one-on-one meetings with credentialed and certified instructors are also included to help you succeed in training.

Typical work standards such as punctuality, reliable attendance, appropriate attire, good work habits and a positive attitude are required. Hours may vary as is common in the retail field. A strict dress code will be enforced as demanded by the retail environment. Job seeking skills, preparation and placement assistance are available on both a group and individualized

basis during the final phases of training.

The curriculum includes

- Computerized Cash Register Operations
- Check Cashing and Credit Card Verification Procedures
- Stocking and Inventory Rotation
- Visual Merchandising
- Payment/Change Procedures
- Customer service and sales techniques
- Advertising Displays/Merchandising; Sales Discounting
- Wrapping and Bagging Merchandise; Sales Recording; Cleaning Shelves, Counters and Tables
- Inventory Control
- Opening/Closing Retail Store Procedures, Invoicing.

Retail Occupations training will prepare you for competitive employment in retail positions such as cashier, checker, sales clerk, stock clerk, order taker, order processor, inventory clerk, and other customer service related positions.

Entrance Requirements:

An interview with the vocational services manager and store manager, 6th grade reading level (students participating in outside ESL may have this requirement waived), and 6th grade math level (ability to add, subtract, multiply and divide), and the ability to work cooperatively in a retail setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orienta-

tion. To schedule a tour, call (831) 429-6415.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

8 to 24 weeks (up to 600 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.

Cosmetology Program

This course is designed to prepare students for competitive positions in the cosmetology industry such as cosmetologist, estheticians, stylists, colorists, make up artists and manicurists. The curriculum is covered five days a week for a 10 month period to meet the State of California cosmetology license exam requirements. Classes are conducted by a board licensed cosmetology instructor with extensive industry and teaching background. Students learn important basics during their freshmen class (first 160 hours), and with textbook and workbooks, and hands-on practice. During the first 160 hours of training you will learn and practice many procedures on each other, experiences which will enable you to progress onto the clinic floor to provide cosmetology services to clients. Training includes



- Haircutting and styling
- Barber & Cosmetology Rules & Regulations
- Color, Permanents and Highlights
- Wet Styling
- Manicures and Pedicures
- Thermal Hair Styling
- Business Skills
- Make-up & Facials
- Health and Safety
- Waxing & Hair Removal.

Entrance Requirements:

All applicants must first attend an informational Forum Presentation prior to starting training. Forums are held once a month and will provide you with an overview of the program, schedule, cost and procedures. Please call (831) 423-5806 for dates and times. You will complete a contact sheet to place you on the waiting list for the Cosmetology Program.

High school students who want to apply should contact their high school or ROP Counselor

or prior to admission and attend a forum. High school students begin the program in the fall of their Senior year and graduate into the adult program in the summer after their graduation from high school.

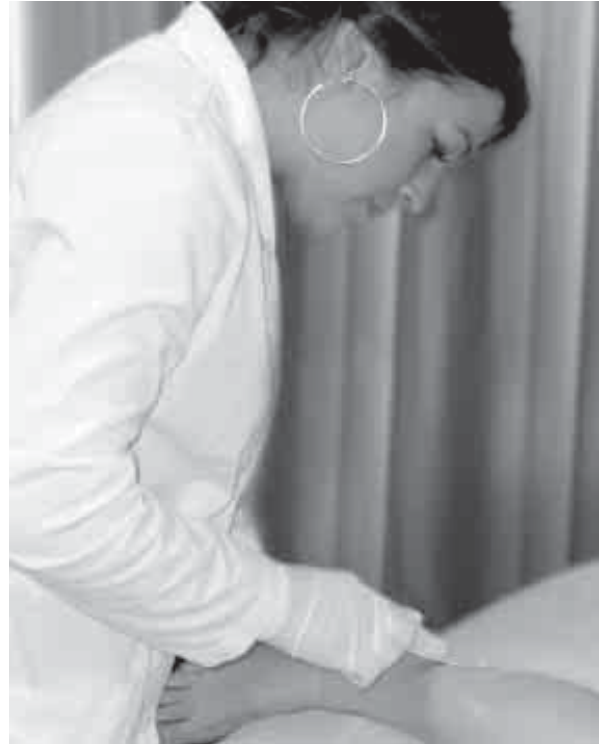
Start dates are scheduled when space is available, an in-person interview is completed, and the student has attended orientation. A student's status for admission to the School of Cosmetology can be obtained once he or she is placed on the waiting list by contacting us

through e-mail:

intake@scgoodwill.org or contacting our intake coordinator at 423-5806 ext. 202.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. The student's goal is to complete 1600 clock hours of Cosmetology training and pass the California State Board Exam to obtain licensure. Successful graduates



(Cosmetology Program continued)
will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

Full time students attend school from 8:30 a.m. - 5:00 p.m., Tuesday through Saturday.

Half time students attend school from 8:30 a.m. - 12:30 p.m., Tuesday through Saturday.

High School students attend school from 2:30 p.m. – 5:00 p.m., Tuesday/Wednesday or Thursday/ Friday. (High school students are

eligible to transfer into the full-time or part-time program when a proof of high school graduation is provided to Shoreline.)

Costs:

Cosmetology students pay according to the fee schedule that will be provided to them at the Informational Forum and in writing upon confirmation of enrollment. Fees are subject to change prior to enrollment. *All fees are due on or before the day of orientation.*

Esthetician Program - Make-up and Skin Care

This course is designed to prepare students for competitive positions in salons and dermatology offices. You will learn the latest techniques for quality skin care service, including make-up, facials, and special skin treatments using scrubs and exfoliants. The curriculum is covered five days a week for 30 weeks to meet the State of California esthetician license exam requirements. Classes are conducted by a board licensed esthetician instructor with extensive industry and teaching background. Students learn from their freshmen class (first 60 hours), textbook and workbooks, and hands-on practice. During the first 60 hours of training you will learn and practice many procedures on each other, experience which will enable you to progress onto the clinic floor to provide skin care services to clients. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to sixteen students, so you will receive one-on-one assistance to help you succeed in the program.

Training includes

- Customized Facials
- Chemical Peel
- Therapeutic Facials
- Safe Handling of instruments & Equipment
- Full Waxing Services
- Rules & Regulations
- Business Skills
- Hair Removal (Waxing)
- Health and Safety
- Make-up Application.



Entrance Requirements:

Applicants must first attend an informational Forum Presentation prior to starting training. Forums are held once a month and will provide you with an overview of the program, schedule, and procedures. Please call (831) 423-5806 for dates and times. You will complete a contact sheet to place you on the waiting list for the Esthetician Program. Start dates are scheduled when space is available, all referral paperwork is in place, and the student has attended orientation.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. The student's goal is to complete 600 clock hours of Esthetician training and pass the California State Board Exam to obtain licensure. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

30 weeks (600 clock hours), 6:00 p.m. to 10:00 p.m., Monday through Friday.

Costs:

Esthetician students pay according to the fee schedule that will be provided to you at the Informational Forum and in writing upon confirmation of enrollment. Fees are subject to change prior to enrollment. *All fees are due on or before the day of orientation.*

OFFICE CAREERS

Office Skills Training

This 12-24 week course is designed to put you on a successful career track by providing you with the computer literacy and professional skills needed for competitive employment in a variety of office occupations. Learning is self-paced, and training is tailored to your individual career goals, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training. The Office Skills curriculum includes

- Microsoft Office Suite (Windows XP, Internet Explorer, Word, Excel, Outlook, Access, and PowerPoint) and other software programs
- E-mail and attachments, navigating the Internet
- Typing/Keyboarding/10-Key calculator
- Customer Service Skills

- File Management and Recordkeeping
- Weekly Business Writing
- Modern Office Procedures
- Interviewing Skills, Resumes, Cover Letters, and Thank You Letters
- Appropriate Business Attire
- Communication Skills
- Classroom Seminars
- Business Ethics and Workplace Issues.

It may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career.

Office Careers training will prepare you for clerical office positions such as Office Clerk, Data Entry Clerk, Front Office Receptionist, Customer Service Representative, Administrative Assistant, Account Clerk, Payroll Clerk, Bookkeeping Assistant, Medical Office Receptionist, Law Office Receptionist or Assistant, Departmental Receptionist or Assistant, Order Taker, Order Processor, Clerk Typist, Human Resources Assistant or Intake Coordinator.

Entrance Requirements:

An interview with the instructor, 8th grade level math and 6th grade level English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (831) 883-5703.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 9 a.m. to 4:00 p.m., Monday through Friday.

Computer Applications & Business Skills Training

This 12-24 week program is designed for students who need to update their computer and office skills, students who need computer literacy to complement previous work experience, or students who need computer proficiency to meet a specific job goal. The program is tailored to meet the individual needs and goals of each student. Classes meet for three hours a day, mornings or afternoons, an accommodation that provides flexibility in meeting the scheduling needs of students.

The Computer Applications & Business Skills curriculum includes

- Microsoft Office Suite (Windows XP, Internet Explorer, Word, Excel, Access, and PowerPoint), QuickBooks, and other software programs
- E-mail and attachments; navigating the Internet
- Typing/Keyboarding/10-Key calculator
- Customer Service Skills
- File Management and Recordkeeping

- Weekly Business Writing
- Modern Office Procedures
- Interviewing Skills, Resumes, Cover Letters, and Thank You Letters
- Appropriate Business Attire
- Communication Skills
- Classroom Seminars
- Business Ethics and Workplace Issues.

The training may also include an externship for hands-on experience. Job Placement workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career.

Computer Applications training will prepare you for clerical office positions such as Office Clerk, Data Entry Clerk, Front Office Receptionist, Customer Service Representative, Administrative Assistant, Account Clerk, Payroll Clerk, Bookkeeping Assistant, Medical Office Receptionist, Law Office Receptionist or Assistant, Departmental Receptionist or Assistant, Order Taker, Order Processor, Clerk Typist, Human Resources Assistant or Intake Coordinator.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (831) 429-6415.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 9:00 a.m. - Noon, or 1:00 p.m. to 4:00 p.m., Monday through Friday.



Medical Office Training

This 12-24 week program is designed to prepare you for a medical office career in a wide variety of settings. You will become familiar with the terminology and procedures commonly used in a medical office, along with general billing procedures, computer literacy and office record keeping. Learning is self-paced, and training is tailored to your individual career goals, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Medical Office curriculum includes

- Medical Billing; Insurance Forms; Medical Correspondence
- Medical Terminology
- Medical Office Procedures; Receptionist Training

- Transcription
- CPT-4 Codes and ICD-9 Codes.

The program includes an overview of various types of medical practices, hospital departments, staff functions, ethics, the doctor-patient relationship, confidentiality, medical records, medical billing, and may also include an externship for hands-on experience. Weekly Job Club workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career. This body of knowledge will prepare you for entry level positions in a medical office, clinic, diagnostic lab or hospital.

Medical Office training will prepare you for clerical office positions in a medical practice, clinic, diagnostic lab or hospital in careers such as Medical Office Receptionist, Medical Office Clerk, Medical Data Entry Clerk, Medical Insurance Customer Service Representative, Administrative Assistant, Billing or Account Clerk, Payroll Clerk, Bookkeeping Assistant, Departmental Receptionist or Assistant, Human Resources Assistant, Intake Coordinator or Hospital Admitting Clerk.

Entrance Requirements:

An interview with the instructor, 8th grade level math and 9th grade level English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour call (831) 883-5703.

Graduation Requirements:

The student must complete all curriculum assignments, earn a

passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 9:00 a.m. to 4:00 p.m., Monday through Friday.



Computerized Bookkeeping & Accounting Careers

Classes meet for three hours a day, mornings or afternoons, to provide flexibility in meeting the scheduling needs of students. The course may be taken concurrently with Computer Applications and Business Skills or Office Skills Training.

This 12-24 week program is designed to prepare you for a career in a wide variety of accounting positions. You will become familiar with accounting fundamentals, payroll procedures, accounts receivable, accounts payable, data entry, general accounting terminology and procedures, along with computer literacy and office procedures. Learning is self-paced, and training is tailored to meet the individual needs and goals of each student. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Computerized Bookkeeping & Accounting curriculum includes

- Windows; Excel
- Accounting Fundamentals
- Accounting Concepts; Accounting Cycles Recordkeeping
- Payroll Procedures
- QuickBooks, Peachtree and other software applications.

It may also include an externship for hands-on experience. Weekly Job Club workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career. This body of knowledge will prepare you for many entry level bookkeeping/accounting opportunities.

Computerized Bookkeeping & Accounting training will prepare you for clerical office positions such as Accounting Office Clerk, Accounts Receivable Clerk, Accounts Payable Clerk, Bank Teller, Loan Processor, Data Entry Clerk, Payroll Clerk, Bookkeeping Assistant, Order Processor, Human Resources Assistant, Receptionist or Assistant in an Accounting Firm, Tax Firm, or an Accounting Department.

Entrance Requirements:

An interview with the instructor, 9th grade level math and 8th grade level English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call: (831) 883-5703.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 780 hours), 9:00 a.m. to Noon or 1:00 p.m. to 4:00 p.m., Monday through Friday.

HOSPITALITY OFFICE CAREERS

Hospitality Office Careers (Area of Specialty)

This 6-8 week elective course is designed for students with existing computer and office skills and interest in a career in the hospitality industry in a hotel, motel, hostel, bed and breakfast, or similar setting. Shoreline's Office Skills Training may be taken concurrently with the program to meet the office skills requirements of this program. Learning is self-paced, and training is tailored to meet the individual needs and goals of each student. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training. The curriculum includes

- Hotel Terminology
- Front Office Procedures

- Hotel Business Etiquette
- Guest Relations
- Health and Safety Policies and Procedures
- Emergency Preparedness
- Customer Service Skills
- Filing & Recordkeeping.

It may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation, and the skills to get—and maintain—a wonderful new job and career. This body of knowledge, coupled with the computer proficiency you will gain in the core curriculum, will prepare you for a front desk or other office position in a range of hospitality settings.

Hospitality Office Careers training will prepare you for clerical office positions such as Front Desk Clerk, Reservationist, Call Center or Online Reservationist, Night Auditor, Night Desk Clerk, Concierge Assistant, Hotel Manager's Receptionist or Assistant, Event Coordinator's Receptionist or Assistant or Customer Service Representative.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (831) 883-5703.

Graduation Requirements:

The student must complete all curriculum assignments, earn a

passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion, along with certification from the American Hotel/Motel Association (AHMA), and will be eligible for placement assistance.

Schedule:

6 to 8 weeks, 9:00 a.m. to Noon or 1:00 p.m. to 4:00 p.m., Monday through Friday. Classes meet for three hours a day, mornings or afternoons, to

provide flexibility in meeting the scheduling needs of students.

RETAIL CAREERS

Retail Occupations Training

This 8-24 week program is designed for the student who wants hands-on experience in the Retail field. This program will be individualized according to your specific needs and employment goals. Typically, your training will be in a Goodwill Industries' store in your own community. You will gain experience in an actual work environment where Goodwill Industries' Retail Store Managers and staff will assist you with your training. Weekly classes, workshops and one-on-one meetings with credentialed and certified instructors are also included to help you succeed in training.

Typical work standards such as punctuality, reliable attendance, appropriate retail attire, good work habits and a positive attitude are required. Hours may vary as is common in the retail field. A strict dress code will be enforced as demanded by the retail environment. Job seeking skills preparation and placement assistance are available on both a group and

individualized basis during the final phases of training.

The curriculum includes

- Computerized Cash Register Operations
- Check Cashing and Credit Card Verification Procedures
- Stocking and Inventory Rotation
- Visual Merchandising
- Payment/Change Procedures
- Customer Service and Sales Techniques
- Advertising Displays/Merchandising; Sales Discounting
- Wrapping and Bagging Merchandise; Sales Recording; Cleaning Shelves, Counters and Tables
- Inventory Control
- Opening/Closing Retail Store Procedures, Invoicing.

Retail Occupations training will prepare you for competitive employment in retail positions such as cashier, checker, sales clerk, stock clerk, order taker, order processor, inventory clerk, and other customer service related positions.

Entrance Requirements:

An interview with the vocational services manager and store manager, 6th grade reading level (students participating in outside ESL may have this requirement waived), and 6th grade math level (ability to add, subtract, multiply and divide), and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orienta-

tion. To schedule a tour, call (831) 429-6415.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

8 to 24 weeks (up to 600

hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.



SCHOOL OF CULINARY ARTS

Culinary Training Program

In this 12-24 week course students learn a variety of culinary techniques that prepare them for jobs in all phases of food production. Graduates also receive job seeking skills preparation and job placement assistance on a group and individual basis. Curriculum includes Serv-Safe certification from the National Restaurant Association. (The Serv-Safe certificate is mandatory for all food service establishments as of January 2000.) This course is presented in a manner amenable to people with limited English skills. Training is offered on an open entry/open exit basis with intake every two to four weeks as space is available. Enrollment is limited to eight students. Classwork includes daily lecture followed by hands-on training. The students also participate in the operation of Shoreline's Conference Center, an opportunity which enables them to receive real kitchen and food preparation experience. Classes are typically held Monday through Friday from 9:00

am - 3:00 pm. Some nights and weekends may be required on rare occasions.

Training includes

- Hot and Cold Food Production
- Basic Baking
- Soups, Stocks and Sauces
- Meal Planning
- Nutrition
- Plate Presentation
- Recipes, Menus and Quality Control
- Knife Skills
- Tool/Equipment Maintenance and Operation
- Math Skills for Food Service
- Food Cost Control
- Purchasing and Receiving Procedures & Controls
- Buffet Service Techniques and Principles
- Conference Center Preparation and Planning
- Hands-on Experience in preparing food for conference center events
- Job Seeking Skills.



Entrance Requirements:

Students will interview with the instructor and demonstrate an interest in working in the fast paced field of culinary. A student must possess a 5th grade reading level and 6th grade math skills, ability to lift up to 25 pounds and the mobility to move freely in a kitchen environment. Students will be required to wear a uniform and approved shoes to class. To schedule a tour & interview, please call (831) 883-5718.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, pass the NRA serving safe food test, and maintain an over all attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 840 hours), 9:00 a.m. to 3:00 p.m., Monday -Friday. Some nights and weekends may be required.



SERVSAFE Manager Training and Certification Seminar

We offer certification training and testing to become certified for ServSafe at Shoreline Conference Center.

Food safety training is a commitment, a mindset and a smart business practice for every restaurant and food service operation in our industry.

Shoreline presents a one-day program (8 hours), on a quarterly basis to train, test and become certified. When you register and pre-pay for the training, you will be mailed the ServSafe Book, an invaluable resource which will help you to learn that food safety is the most important ingredient of every meal. Call our Certified ServSafe Instructor at (831) 883-5718 to receive more information. To learn more about food safety and the ServSafe certification program visit <http://www.nraef.org/servsafe/>

Office Skills Training

This 12-24 week course is designed to put you on a successful career track by providing you with the computer literacy and professional skills needed for competitive employment in a variety of office occupations. Learning is self-paced, and training is tailored to your individual career goal, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Office Careers curriculum includes

- Microsoft Office Suite (Windows XP, Internet Explorer, Word, Excel, Outlook, Access, and PowerPoint) and other software programs
- E-mail and attachments, navigating the Internet
- Typing/Keyboarding/10-Key calculator
- Customer Service Skills

- File Management and Recordkeeping; Weekly Business Writing
- Modern Office Procedures; Interviewing Skills; Resumes, Cover Letters, and Thank You Letters
- Appropriate Business Attire
- Communication Skills
- Classroom Seminars
- Business Ethics and Workplace Issues.

It may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation and the skills to get—and maintain—a wonderful new job and career.

Office Careers training will prepare you for clerical office positions such as Office Clerk, Data Entry Clerk, Front Office Receptionist, Customer Service Representative, Administrative Assistant, Account Clerk, Payroll Clerk, Bookkeeping Assistant, Medical Office Receptionist, Law Office Receptionist or Assistant, Departmental Receptionist or Assistant, Order Taker, Order Processor, Clerk Typist, Human Resources Assistant or Intake Coordinator.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (805) 544-0542.

curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.

Graduation Requirements:

The student must complete all

Legal Front Office (Area of Specialty)

This 6-12 week program is designed to prepare you for a variety of clerical office positions in the legal field.

You will become familiar with the terminology and procedures commonly used in a law office. Legal Front Office training can be taken as an add-on component to the 24-week Office Skills program or as an area of specialty within the Office Skills program. Learning is self-paced, and training is tailored to meet the individual needs and goals of each student. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The curriculum includes

- An overview of the different areas of legal practice
- Legal office departments and staff
- Trial procedures
- Legal documents
- Ethics, confidentiality
- Billing, recordkeeping
- Hands-on practice with practical applications.

It may also include an externship for hands-on experience. This body of knowledge, coupled with the computer proficiency you will gain in the core curriculum, will prepare you for a front office position in a law office or legal department.

Office Careers training will prepare you for clerical office positions such as Law Office Receptionist or Assistant, Legal Office Clerk, Data Entry Clerk, Administrative Assistant, Legal Department Receptionist or Assistant, Court Clerk, Court Reporter Trainee, Clerk Typist, Human Resources Assistant, Legal Document Assistant or Legal Document Recorder.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (805) 544-0542.

passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

6 to 12 weeks, 8:30 a.m. to 3:00 p.m., Monday through Friday.



Graduation Requirements:

The student must complete all curriculum assignments, earn a

Computerized Bookkeeping & Accounting Careers

Classes meet for six hours a day, to provide flexibility in meeting the scheduling needs of students. The program may be taken concurrently with Computer Applications and Business Skills or Office Skills Training.

This 8-24 week program is designed to prepare you for a career in a wide variety of accounting positions. You will become familiar with accounting fundamentals, payroll procedures, accounts receivable, accounts payable, data entry, general accounting terminology and procedures, along with computer literacy and office procedures. Learning is self-paced, and training is tailored to meet the individual needs and goals of each student. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Computerized Bookkeeping & Accounting curriculum includes

- Windows and Excel
- Accounting Fundamentals
- Accounting Concepts and Accounting Cycles
- Recordkeeping
- Payroll Procedures
- QuickBooks, Peachtree, and other software applications.

It may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation, and the skills to get – and maintain – a wonderful new job and career. This body of knowledge will prepare you for many entry level bookkeeping/accounting opportunities.

Computerized Bookkeeping & Accounting training will prepare you for clerical office positions such as Accounting Office Clerk, Accounts Receivable Clerk, Accounts Payable Clerk, Bank Teller, Loan Processor, Data Entry Clerk, Payroll Clerk, Bookkeeping Assistant, Order Processor, Human Resources Assistant, Receptionist or Assistant in an Accounting Firm, Tax Firm, or an Accounting Department.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (805) 544-0542.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

8 to 24 weeks (up to 780

hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.



Medical Office Careers

This 12-24 week program is designed to prepare you for a medical office career in a wide variety of settings. You will become familiar with the terminology and procedures commonly used in a medical office, along with general billing procedures, computer literacy and office record keeping. Learning is self-paced, and training is tailored to your individual career goals, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Medical Office curriculum includes

- Medical Billing; Insurance Forms; Medical Correspondence
- Medical Terminology
- Medical Office Procedures; Receptionist Training

- Transcription
- CPT-4 Codes; and ICD-9 Codes.

The program includes an overview of various types of medical practices, hospital departments, staff, ethics, the doctor-patient relationship, confidentiality, medical records, medical billing, and may also include an externship for hands-on experience. Weekly Job Club workshops are included, providing you with self-confidence, motivation, and the skills to get – and keep – a wonderful new job and career. This body of knowledge will prepare you for entry level positions in a medical office, clinic, diagnostic lab or hospital.

Medical Office training will prepare you for clerical office positions in a medical practice, clinic, diagnostic lab or hospital in careers such as Medical Office Receptionist, Medical Office Clerk, Medical Data Entry Clerk, Medical Insurance Customer Service Representative, Administrative Assistant, Billing or Account Clerk, Payroll Clerk, Bookkeeping Assistant, Departmental Receptionist or Assistant, Human Resources Assistant, Intake Coordinator or Hospital Admitting Clerk.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (805) 544-0542.

passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 780 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.

Graduation Requirements:

The student must complete all curriculum assignments, earn a

RETAIL CAREERS

Retail Occupations Training

This 8-24 week program is designed for the student who wants hands-on experience in the Retail field. This program will be individualized according to your specific needs and employment goals. Typically, your training will be in a Goodwill Industries' store in your own community. You will gain experience in an actual work environment where Goodwill Industries' Retail Store Managers and staff will assist you with your training. Weekly classes, workshops, and one-on-one meetings with credentialed and certified instructors are also included to help you succeed in training. Typical work standards such as punctuality, reliable attendance, appropriate retail attire, good work habits and a positive attitude are required. Hours may vary as is common in the retail field. A strict dress code will be enforced as demanded by the retail environment. Job seeking skills preparation and placement assistance are available on both a group and individualized basis during the final phases of training.

The curriculum includes

- Computerized Cash Register Operations
- Check Cashing and Credit Card Verification Procedures
- Stocking and Inventory Rotation
- Visual Merchandising
- Payment/Change Procedures
- Customer Service and Sales Techniques.
- Advertising Displays/Merchandising; Sales Discounting
- Wrapping and Bagging Merchandise; Sales Recording; Cleaning Shelves, Counters and Tables
- Inventory Control
- Opening/Closing Retail Store Procedures, Invoicing.

Retail Occupations training will prepare you for competitive employment in retail positions such as cashier, checker, sales clerk, stock clerk, order taker, order processor, inventory clerk, and other customer service related positions.

Entrance Requirements:

An interview with the vocational services manager and store manager, 6th grade reading level (students participating in outside ESL may have this requirement waived), 6th grade math level (ability to add, subtract, multiply and divide), and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orienta-

tion. To schedule a tour, call (805) 544-0542.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

8 to 24 weeks (up to 600 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.



Office Skills Training

This 12-24-week course is designed to put you on a successful career track by providing you with the computer literacy and the professional skills needed for competitive employment in a variety of office occupations. Learning is self-paced, and training is tailored to your individual career goals, experience, and circumstances. Classes are held in a business office setting and are led by credentialed and certified instructors. Typical work standards such as punctuality, reliable attendance, appropriate office attire, and good work habits are required. Class size is limited to fifteen students, so you will receive one-on-one assistance to help you succeed in training.

The Office Careers curriculum includes

- Microsoft Office Suite (Windows XP, Internet Explorer, Word, Excel, Outlook, Access, and PowerPoint) and other software programs
- E-mail and attachments, navigating the Internet
- Typing/Keyboarding/10-Key calculator
- Customer Service Skills

- File Management and Recordkeeping; Weekly Business Writing
- Modern Office Procedures
- Interviewing Skills; Resumes, Cover Letters, and Thank You Letters
- Appropriate Business Attire
- Communication Skills;
- Classroom Seminars
- Business Ethics and Workplace Issues.

It may also include an externship for hands-on experience. Job placement workshops are included, providing you with self-confidence, motivation and the skills to get—and maintain—a wonderful new job and career.

Office Careers training will prepare you for clerical office positions such as Office Clerk, Data Entry Clerk, Front Office Receptionist, Customer Service Representative, Administrative Assistant, Account Clerk, Payroll Clerk, Bookkeeping Assistant, Medical Office Receptionist, Law Office Receptionist or Assistant, Departmental Receptionist or Assistant, Order Taker, Order Processor, Clerk Typist, Human Resources Assistant or Intake Coordinator.

Entrance Requirements:

An interview with the instructor, 8th grade level math and English, and the ability to work cooperatively in an office setting. Start dates are open entry and are scheduled any Monday when space is available, all referral paperwork is in place, and the student has attended orientation. To schedule a tour, call (805) 544-0542.

Graduation Requirements:

The student must complete all curriculum assignments, earn a passing grade on required exams, and maintain an overall attendance of 90% or better. Successful graduates will be awarded a Certificate of Completion and will be eligible for placement assistance.

Schedule:

12 to 24 weeks (up to 720 hours), 8:30 a.m. to 3:00 p.m., Monday through Friday.



JOB PLACEMENT AND CAREERS ASSISTANCE

Santa Cruz, Monterey and San Luis Obispo Counties

Job Placement Services for Graduates

All successful graduates of Shoreline training programs are eligible for job placement assistance. An experienced job placement specialist from Shoreline's staff will assist you in your search for employment in the field of your Shoreline training and will guide you in creating a professional resume, cover letter, and thank you letter. In addition, you will continue to attend weekly job search workshops where you will learn interviewing skills, receive job leads, and ongoing support in your job search. Placement assistance will be available to you throughout your new career.



POLICIES & PROCEDURES

ACCREDITATIONS

Shoreline is accredited by CARF – The Accreditation Commission. This accreditation recognizes Shoreline for maintaining as its primary objective the implementation of the highest quality services through individualized and integrated programs. Shoreline's vocational programs are approved for students served through the State Department of Rehabilitation.

Courses described in this catalogue are approved by the Bureau for Private Postsecondary Education (BPPVE). Final course approval assures that training programs and their operation comply with standards established under laws pertaining to private postsecondary education institutions. (*see Approval Disclosure Statement*).

APPROVAL DISCLOSURE STATEMENT

Shoreline has received approval to operate from the BPPVE. An approval to operate means that the Bureau has determined and certified that the institution meets the minimum standards for integrity, financial stability, and education quality, including the offering of bona fide instruction by qualified faculty and the appropriate assessment of students' achievement prior to, during, and at the end of its programs.

Approved Courses:

- Computerized Bookkeeping and Accounting up to 780 hours
- Office Skills Training up to 720 hours
- Medical Front Office Training up to 780 hours
- Retail Occupations Training 300 to 600 hours
- Computer Applications/Office Skills Training 200 to 800 hours
- Culinary Training up to 840 hours
- Hospitality Training up to 780 hours
- Cosmetician/ Esthetician 600 hours
- Cosmetology 1600 hours
- Cosmetology Brush-Up 400 hours
- Cosmetology Instructor 600 hours
- Manicurist 400 hours

CHARTERS

Shoreline Workforce Development Services is chartered by the State of California as a nonprofit educational corporation and is recognized by the U.S. Internal Revenue Service as a nonprofit, 501(c) 3 tax-exempt educational institution.

ACADEMIC INTEGRITY

Shoreline expects all members of its academic community to abide by ethical standards of conduct. Honesty is essential to preserve and maintain Shoreline's integrity and reputation. Any activity that falsely represents one's own academic performance or interferes with that of another is academic dishonesty. The most common forms of academic dishonesty are cheating and plagiarism. To cheat is to

employ deception or dishonesty in the completion of any type of assignment; to plagiarize is to pass off as one's own another person's ideas, data, or language without specific and proper acknowledgment. Thus, to avoid plagiarism, one must always specifically acknowledge one's indebtedness to any borrowed ideas, words, or data. Academic dishonesty is not tolerated, and any student found to have committed any act of academic dishonesty may be subject to disciplinary action, including loss of all credit for the class work. Academic dishonesty may also result in dismissal.

ADMISSIONS & ENROLLMENT PROCEDURES

Applicants are encouraged to apply for services through the

Department of Social Services, Department of Rehabilitation, Private Industry Council, or with assistance from a Worker's Compensation vocational rehabilitation counselor. If vocational services are approved, applicants are referred through their counselor or worker to schedule a tour with the Instructor or Program Specialist. The applicant will be provided with an overview of the program(s) and information on curriculum, schedules, policies, and procedures during the tour. The Instructor will review the applicant's expectations, limitations, objectives and career goals. The applicant is encouraged to ask questions and may observe the classroom and/or training facilities. If the referring counselor or worker and the applicant agree to choose Shoreline for vocational services, the counselor will initiate referral paperwork and authorization for services. The applicant will then be advised of the scheduled orientation and start dates. Our training and employment services are offered on an open entry/open exit basis when space is available and all referral paperwork is complete.

ATTENDANCE POLICY

Policies and standards at Shoreline prepare graduates to meet the demands of future employers. Attendance is considered in the evaluation of each student's performance when making recommendations to employers. Students are required to maintain an overall attendance

of 90% or higher and are encouraged to schedule any necessary appointments outside of class time.

Students are required to attend all classes daily and are expected to be ready for class at the scheduled time. Shoreline does not differentiate between excused and unexcused absences. The student's participation in class is essential to success in the program and in the workplace.

Cosmetology/ Esthetician students must complete and turn in timecards according to the procedures set forth on the first day of class and maintain attendance in accordance with the absence incidence policy for the School of Cosmetology.

BRUSH-UP PRIVILEGES

Brush-up privileges are offered to graduates who wish to refresh the skills they learned at Shoreline. The privilege applies only to those courses successfully completed in the student's original program, provided space is available and such courses are currently offered. Due to continuing changes in the technology field, brush-up privileges do not include training in software upgrades. The privileges are subject to the discretion of the Instructor and program manager.

CAREER ASSISTANCE

The Job Placement Specialist counsels students and alumni in career assessment, job search procedures, and interview

techniques. During their course of study, students may receive part-time job search assistance. As students near graduation, the job placement specialist assists students in conducting an active job search. Successful graduates are eligible for lifetime career assistance.

CLASS SCHEDULES

Classes are typically held daily, Monday through Friday, and Cosmetology/Esthetician students also meet on Saturdays. Please refer to course descriptions for specific times. Our class size is small allowing one-on-one personal instruction from our professional staff. All classes are individualized and tailored to meet the employment goals of each student. Our open enrollment policy permits students to begin school at any time of the year. Our vocational training programs include both work skills and proper work place behaviors. These programs simulate business and industrial sites, and students are expected to dress appropriately. Upon graduation students are provided with lifetime job placement services.

CREDIT FOR PREVIOUS TRAINING

When a student enrolls in training, previous work experience and demonstrated skills are considered in developing the student's individualized training plan. The program length and content may then be adjusted accordingly. Cosmetology and esthetician students

must provide a proof of training document to receive credit or consideration for previous training.

DISCRIMINATION/EQUAL OPPORTUNITY POLICY

Shoreline's policies and programs do not discriminate on the basis of race, color, creed, sex, marital status, age, national origin, physical handicap, disability, medical condition, ancestry, or any other consideration made unlawful by federal, state, or local laws. Shoreline does not tolerate discrimination by any of its staff, students, partners or associates.

DISMISSAL POLICY

Upon review by the Administrator, a student may be dismissed from training for excessive absenteeism, an incident of being intoxicated or in a drugged state of behavior, possession of weapons, possession of drugs or alcohol upon premises, behavior creating a safety hazard to other persons or self, disobedient or disrespectful behavior to a student, administrator or staff members, or any other stated or determined infraction of conduct.

DRESS CODE

At Shoreline, student appearance standards have been established to be at or above those normally required for business or industry in the area. The dress code helps prepare students for the workplace and fosters a professional appearance, which is a positive factor in job placement. Failure to abide by the

dress code may result in dismissal.

DRUG AND ALCOHOL ABUSE POLICY

The use of illicit drugs and abuse of alcohol are dangerous to students, employees and the general welfare of Shoreline. There are local, state, and federal sanctions for unlawful possession, use, or distribution. Such sanctions include fines and imprisonment. Shoreline maintains a drug and alcohol free environment and considers the dangers of drug and alcohol abuse a serious concern.

ENGLISH-AS-A-SECOND-LANGUAGE INSTRUCTION

Although many of our programs are taught in languages other than English, Shoreline does not provide a curriculum of English-As-A-Second-Language instruction. Courses are available by contacting your local adult education provider.

EXCEPTION POLICY

An exception is any action to temporarily change a policy or any action not covered by a policy in effect. All Shoreline Staff have a responsibility to follow the policies that have been established. If an exception is made, the Senior Vice President of Shoreline has the responsibility to make an exception to the policies in effect. No exception will be made without the advice and consent of the Instructor and the student's counselor, if the exception is for the student.

EXTRACURRICULAR ACTIVITIES

Shoreline supports extracurricular activities that are consistent with its mission and appropriate to its business and technology programs. Students are encouraged to participate in activities that may enhance their employability or workplace success.

GRIEVANCE PROCEDURE

A student who has a grievance relating to school matters should discuss the issue with the Instructor or other person involved. If the issue is not resolved through discussion, the student may request and file a formal grievance complaint form with the Administrator. The Administrator makes an appropriate investigation of the facts of the case and renders a decision within a reasonable time.

Through the Grievance and Appeal process, students of Shoreline have the opportunity to question and appeal any occurrence in which they feel they have been harmed by completing the Grievance Complaint form. At the beginning of each student's program, the Instructor or intake coordinator will inform students of the Grievance and Appeal procedure. Generally all appeals are handled as follows:

By the Instructor
-Two Working Days

By the Site Leader/Manager
-Five Working Days

By the Sr. Vice President
-Seven Working Days

By the President
-Ten Working Days

Direct any unresolved issues to the Bureau for Private Postsecondary & Vocational Education
1825 North Market Boulevard,
Suite S-202

Sacramento CA 95834-1924

NOTE: If you were referred by the Department of Rehabilitation, the Social Security Administration, the Workers Compensation system, or the One Stop Workforce Investment Board (WIB), there are internal grievance procedures within these referring agencies that you may use in addition to Shoreline's grievance procedure.

GUIDELINES/RULES OF CONDUCT FOR STUDENTS

Rules of conduct are necessary for the safe and orderly operation of any business. Discipline may be initiated for various reasons, including but not limited to, violations of our rules of conduct. The severity of the action generally depends on the nature of the offense and one's work record and may range from verbal counseling to immediate dismissal. However, it is impossible to provide a complete list of the kinds of conduct that may result in disciplinary action.

Be punctual. If for some reason you will be late or absent, call in or e-mail during the first 30 minutes of class. You must inform your Instructor and your counselor/worker of your absence. In the case of a prolonged absence, you must call in each day you are absent. Please refer to each program's Attendance Policy for specific guidance.

Always try to schedule your appointments after class hours. If you must miss training hours due to appointments, please inform the Instructor at least one day in advance.

Try to attend to personal business (restroom, phone, etc.) during breaks and lunch time.

Do not wander into other areas or distract students or others in the building.

Students are to park their cars in designated parking spaces only.

IN CASE OF EMERGENCY - Remain calm and listen to the Instructor's directions. He/she has been trained for emergency situations.

Cell phones are to be turned off during scheduled class time. Do not walk through the building talking on your cell phone.

Students should not receive personal telephone calls or visitors during class/working hours without approval from the Instructor. If you have an urgent situation and need to receive a call or visitor during class time, notify your Instructor of the situation and ask for permission.

Class time should be spent on approved and assigned work only. Students should not work on personal projects or Internet activity during class time, breaks, lunch, or before and after school.

Students should observe all health and safety rules and practice safe conduct at all times. Protect the health and welfare of yourself and others. Use safety equipment properly.

Report accidents or injuries to your Instructor or a staff member

immediately. Be careful and orderly in the classroom, at work stations, in the building and on other company property.

Students should be neat and clean and maintain adequate personal care and grooming.

Shoreline Workforce Development Services Policies prohibits the following:

Insubordination, including but not limited to deliberate refusal to comply with class assignments or instructions and deliberate disobedience of any Shoreline rule or regulation after it has been specifically called to one's attention.

Posting, inscribing or distributing any literature or other material on bulletin boards or other company property without permission from a staff member, and removing or defacing literature or other material which has been properly posted.

Continued inefficient or careless performance and/or failure to meet reasonable standards of efficiency and productivity are prohibited.

Sexual harassment or other unlawful harassment of other students, staff, or visitors is prohibited as well.

Physically or verbally abusive conduct or speech threatening the safety of others is prohibited as well as the use of abusive language, profanity or improper behavior. Fighting, horseplay (rough, boisterous behavior), or disorderly conduct, whether or not provoked, on company premises during class/working

hours are also not tolerated.

Also prohibited are the falsification of any reports, communication or records including but not limited to employment applications, medical notes, claims for benefits, timecards/timesheets and/or store sales/reports/deposits.

Also Prohibited are the following:

- Unauthorized use of company equipment or vehicles.
- Deliberate misuse, careless use or damage to Shoreline's property
- Destruction, defacement, concealment or theft of company property or the property of students, staff, visitors and others, whether or not such property is actually removed from the company premises.
- Unauthorized buying or selling of Shoreline property, including unsalvageable items, while in the company's possession is prohibited
- Possession, use, distribution or sale of alcoholic beverages, drugs or narcotics on company premises or during class/working hours is cause for immediate dismissal.
- Possessing or bringing fire-arms, weapons on or to company property is a reason for immediate dismissal.

GRADING POLICY

Achievement is measured by a variety of criteria and may include written, oral, or online tests and assignments, practice sets, textbook-workbook problems, special team and individual projects, demonstration, online proficiency exams, and other

assessments. Generally, an overall score of at least 75 percent is required for satisfactory completion. See specific program requirements which may be different. Students are able to retake tests in order to meet course requirements. Students are provided a progress report of their grades quarterly and in most programs monthly.

INFORMATION TECHNOLOGY POLICY

The use of any computer software or information technology equipment by students shall be in compliance with all laws and Shoreline policies. Students may not violate any intellectual property right and may not compromise or tamper with or utilize the software or equipment for inappropriate or unauthorized purposes. All such property belongs to Shoreline or is under Shoreline's control and may be inspected or monitored by Shoreline personnel at any time and for any purpose.

INTERRUPTED SERVICE POLICY

Shoreline grants a student a leave of absence of up to 30 days off during the course study without the loss of status or standing. Interrupted service should be requested in advance to the instructor and approved by Shoreline administration. Interrupted service is granted only to students in good standing and allows them to return to their program without penalty or additional fees. Students must return within 30 days, or they will

be dropped from their course of study and will need to reapply. No more than one Interrupted Service will be granted.

ORIENTATION

Students are scheduled for orientation on or before the first day of class to complete necessary paperwork and to review program schedules, policies, expectations, and procedures. Orientation may be conducted by the Intake Coordinator, the Instructor, or other Shoreline staff members. Students will receive copies of the paperwork they are asked to sign. Cosmetology and Esthetician students must also attend an informational Forum Presentation prior to starting training. The informational forums are held once a month.

PLACEMENT POLICY

All successful graduates of Shoreline training programs are eligible for job placement assistance. An experienced job placement specialist on Shoreline's staff will assist candidates in their search for employment in the field of their Shoreline training and will guide them in creating a professional resume, cover letter, and thank you letter. In addition, graduates may continue to attend weekly job search workshops where they learn interviewing skills, receive job leads, and ongoing support in their job search. Placement assistance will be available to successful graduates throughout their new career.

PROBATION POLICY

A probationary period is in effect the first part of the program for the Instructor to further assess the student's aptitude and potential for training and for students to determine whether this program is appropriate for them. Every student will enter the program with an initial four weeks probationary period.

Probation may occur when a student has to improve attendance and/or academic performance.

Records will be kept of attendance and academic achievement while a student is enrolled in a training program in accordance with the Individual Program Policy. When a student's Overall Attendance drops below the course requirements, he/she will be placed on Attendance Probation.

When a student's performance falls below norms and standards of the program, he/she will be placed on probation. When a student is placed on probation, a staffing will be held consistent with the policies already created for the aforementioned. A student on probation (initial, progress or attendance) will not be granted Interrupted Service, exceptions to policies or other rights and privileges normally given to students.

PROGRAM COMPLETION REQUIREMENTS

Our training and employment services are offered on an open entry/open exit basis. When completion of course work and

reliability are reflected in good attendance and punctuality is established, a Certificate of Completion will be issued to each student. To qualify for graduation students must

- Complete the required coursework as outlined on the course description and vocational service plan
- Demonstrate the appropriate competencies in the areas as outlined on the vocational service plan
- Achieve and maintain a minimum Overall Attendance of 90%
- Demonstrate positive essential employability skills and appropriate workplace behaviors, adhering to Shoreline's Rules of Conduct.

Students in Office Careers must pass the Computer Proficiency Certification test.

Students in the Culinary Arts Program must pass the ServSafe Certification Test.

Students in the Cosmetology/ Esthetician Program must pass the comprehensive final examination and practical examination, and must complete at least 50% of the clock hours of program while attending Shoreline.

Further completion and graduation information may be obtained from the Instructor/ program manager.

PROGRAM PLANNING/PROGRESS POLICY

In conjunction with the Instructor, each student will develop an individual training plan. Competencies achieved will be recorded on the training plan to

indicate progress. Regular progress reports will be issued and reviewed with students.

REFUND POLICIES AND PROCEDURES

In the event of a withdrawal, termination, or early completion of classes, all past due tuition charges must be paid. The institution will calculate a refund of any unearned tuition payments. This refund will be calculated using the terms and conditions as outlined by the student enrollment agreement. The student registration fee is non-refundable.

An applicant may cancel enrollment prior to entering classes by giving written notice to the school. If the cancellation occurs within three business days of the agreed upon start date all monies paid (excluding the registration fee) will be returned. Examples of the refund calculation are available from Shoreline Administration. All equipment, supplies, books, uniforms, and professional tools of the trade are considered the property of the student; there are no refunds for any of these items once purchased.

RIGHTS OF PERSONS RECEIVING SERVICES

Shoreline is committed to protecting the human rights, dignity, and safety of all persons receiving services. As demonstration of this commitment, Shoreline holds to the following as rights of all persons receiving services:

- To receive services from staff who are held accountable to the mission, values, and philosophy of Shoreline

- To make choices and, in so doing, to guide the direction of their own programs.

- To participate fully in the development and implementation of their service delivery plans.

- To receive positive approaches for behavioral concerns.

- To agree or withhold agreement from any proposed case management, coaching or instruction method.

- To request the involvement of persons of their own choosing in planning their programs and choosing their services.

- To participate in services which are free from physical or verbal abuse, including yelling, cursing, pushing, public reprimands, derogatory comments, etc.

- To work or train in environments providing for reasonable accommodations that maximize progress in learning and earning potential.

- To seek management consultation at any time.

- To work or train in a safe, comfortable environment, i.e., sufficient lighting, good ventilation, etc.

- To provide input and recommendations regarding services to staff management.

- To receive consideration of each person's unique situation and needs in the application of the rules.

- To discuss private or personal concerns in privacy.

- To be supported in using the Grievance Policy if they believe

that any of their rights are in jeopardy, or have been violated.

SAFE WORKPLACE AND CAMPUS POLICIES

Shoreline strives to provide a safe work and campus environment and encourages good personal health for all students and employees. If you are aware of, or are the victim of a campus crime, please notify your Instructor or any Shoreline staff member immediately.

SAFETY POLICIES AND PROCEDURES

Fire Evacuation Procedures

Immediately report a possible fire or threatening situation to your Instructor or a staff member.

A staff member will activate the alarm system and announce that an evacuation is in progress, and all students, staff, and visitors should leave the building immediately according to the posted exit plans.

A staff member will call the Fire Department.

The staff person in charge oversees the evacuation and is generally the last person to leave the building.

You will be directed to a safety area outside such as the parking lot. Stay with your Instructor and fellow students.

Do not smoke and do not use the phone unless there is a life-threatening situation.

Traffic is diverted away from the building.

The staff person in charge will check with each department to make sure everyone is accounted

for and is safe.

In an actual emergency, the staff person in charge will continue with emergency procedures and/or instruct you to leave the grounds.

In the case of a drill, the staff person in charge will announce, "ALL CLEAR!" You can then return to the building and resume your work.

Earthquake Procedures

Remember that, in case of earthquake, the first step is NOT to evacuate the building. Your first action, after helping others in need, should be to get under a heavy piece of furniture, or in a doorway. If you cannot get under a heavy piece of furniture or in a doorway, you should use "duck and cover" procedures by dropping to your knees, tucking your head in front of your knees, and clasping your hands around the back of your neck. Once the earthquake tremor has stopped, you should then proceed to evacuate the premises, if appropriate.

"Announcement: We are having an Earthquake Drill - Seek Cover !"

Shoreline staff will instruct students, employees, and visitors to seek cover and assume a protective position in their work area.

Everyone is to remain in this position until the "ALL CLEAR" announcement is given.

Remember to seek cover in a doorway or under a table or desk and to remain calm.

Assist others in seeking cover, particularly children, elderly, and those with disabilities.

Move away from windows, glass, hanging objects and shelves.

Stay towards the center of the building if possible. Do not use stairs or elevators. If you are in a staircase or a hallway, stop and tuck where you are. Protect yourself by kneeling on the floor with your head tucked in front of your knees, clasping your hands around the back of your head.

Catch your breath, assess the situation around you, stay calm, and set priorities.

Do not use any electrical appliance or any type of open flame. Air out the building if necessary.

Turn on a transistor radio for emergency information.

To save water, do not flush toilets since they may be a good source of emergency water, and sewer lines may be broken. The Staff person in charge will check each department before announcing "ALL CLEAR."

After the earthquake check for injuries and administer first aid as necessary. Check for fires and gas leaks. Turn off utilities, if necessary.

Bomb Threats

While the chance of receiving a bomb threat is extremely remote, remember the procedure outlined in your safety training for handling such a call. Always notify your supervisor if you should receive any threatening phone calls.

Keep the caller on the line and listen for such details as the tone of voice, background noises or any other information that could help authorities locate the caller. Notify someone as soon as

possible, but don't hang up.

Get someone to call 911 on another line. Keep the caller engaged and on the line until the authorities arrive and take over the situation. When the situation is resolved, Shoreline staff will need written statements from all parties involved.

STAFFING POLICY

A staffing is a meeting between the student, Instructor and referring agent. Staffings with the student are regularly held in order to address any problems or concerns regarding his/her training program.

STUDENT CONDUCT

The Rules of Conduct for Shoreline students are patterned after those of employees in business and industry. Students are expected to observe Shoreline policies and to act in a manner that is a credit to Shoreline and to themselves. Students should be cooperative and show respect for school officials who are acting in the performance of their duties. Misuse of property or behavior that is disruptive, violent, intimidating, destructive, dishonest, or discourteous reflect examples of misconduct.

Shoreline maintains the right to discipline a student in violation of its policies and procedures. Violations are subject to a three step process: First offense – verbal warning; Second offense – written warning; Third offense – dismissal, subject to the Senior Vice President's discretion.

Actions that may warrant immediate dismissal include, but are not limited to, threatening the safety of others; possessing alcohol, drugs or dangerous weapons on campus; theft, misuse, or vandalism of Shoreline or another's property; academic dishonesty; harassment; or the intimidation of others.

STUDENT RECORDS AND PRIVACY RIGHTS

The Family Educational Rights and Privacy Act of 1974 (FERPA), 20 USC 1232g protects the student from having his/her records released to persons or institutions without the student's written consent and allows the student to review his/her own official education records to make sure that no misleading, inaccurate, or otherwise inappropriate information has been included in his/her file. FERPA does not require the student's written consent for the release of "directory information", which includes; name, field of study, dates of attendance, certificates received, name of most recent educational institution attended and other information as defined as "directory information," by FERPA. A student may review his/her records with the Instructor or designee upon request. A student has the right to ask for amendments to records that he/she feels are inaccurate or misleading. Students are required to sign a release of information prior to starting a program.

Shoreline maintains your records for a minimum of five years in accordance with the BPPVE (Bureau for Private Postsecondary and Vocational Education) Reform Act of 2005. Copies of your records may be obtained by a written request to the administration of the school.

SMOKING

Shoreline is a non-smoking facility. Smoking is restricted to designated areas outside the building.

STAFF & FACULTY

Shoreline faculty and staff are highly trained professionals with substantial tenure in the fields that they teach. All hold a "Certificate of Authorization for Service" issued from the BPPVE. At the tour, you will be provided with a printed copy of the instructor's qualifications and experience. A complete roster of Shoreline's staff and faculty is available by visiting our website.

STUDENT TUITION RECOVERY FUND

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending schools approved by, or registered to offer Short-term Career Training with the BPPVE.

You may be eligible for STRF if you are a California resident, prepaid tuition, paid the STRF fee, and suffered an economic loss as a result of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees to any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. The school's breach or anticipatory breach of the agreement for the course of instruction.
5. There was a decline in the quality of the course of instruction within 30 days before the school closed, or if the decline began earlier than 30 days prior to closure, a period of time as determined by the Bureau.
6. The school committed fraud during the recruitment or enrollment or program participation of the student.

You may also be eligible for STRF if you were a student that was unable to collect a court judgment rendered against the school for violation of the Private Postsecondary and Vocational Education Reform Act of 1989.

TUITION

Students who are referred by third party agencies are not charged any fees for tuition,

books, or materials.

Students who are responsible for their own tuition will be informed of the tuition cost at the time of the tour and informational interview. Payments are due at the time of enrollment unless otherwise indicated. You will be provided with a printed copy of all fees and costs at the time of your tour. Current program costs are available on our website.

Cosmetology and Esthetician students pay according to the fee schedule that will be provided to them at orientation and in writing upon confirmation of enrollment.

WITHDRAWAL FROM SCHOOL

A student may withdraw from Shoreline at any time for any reason. Any student desiring to withdraw must first meet with the Instructor who will complete the appropriate paperwork. The Senior Vice President authorizes the withdrawal and provides for the student's records to be updated at the time of the withdrawal.

Shoreline reserves the right to terminate a student if at any time a student's attendance, punctuality, conduct, or class performance falls below the level deemed appropriate by Shoreline. Please see "Refund Policy and Procedures" regarding tuition refunds related to withdrawals.

