CCPE is pleased to announce the appointment of Terrence Graham as Associate Dean and Executive Director for International Programs at CSULB. Terrence comes to CSULB from the American Councils for International Education in Washington, D.C., where he most recently worked as the Director of Higher Education Programs. He has worked extensively in Russia, Ukraine, Belarus, Kazakhstan, and other Eastern European countries with international education expatriates, university leaders, faculty, and students to create partnerships and develop programs.

Terrence double majored in International Studies and English at the University of Dayton (Ohio) and earned his Master’s degree in Russian Language, Literature, and Linguistics from Ohio State University. He is finishing his Doctor of Education in Higher Education Administration at George Washington University. He is fluent in Russian and has some proficiency in Spanish, German, French, and Serbo/Croatian. He started his position at CSULB in August 2013.

CCPE Partners with Goodwill to Provide Job Training and Placement for Students

In partnership with Goodwill Serving the People of Southern Los Angeles County (SOLAC), CCPE is offering training and career services for students in the Medical Billing and Coding certificate program. The four-week, 84-hour program provides training for those interested in working with medical records and billing in the health care field. Classes take place at the Goodwill SOLAC headquarters in Long Beach.

Janet McCarthy, President and CEO of Goodwill SOLAC, says that working with CCPE has been a wonderful experience: “There is mutual trust and understanding, and the commitment is there. The fact that students get a certificate from CSULB is critical.” Eligible students also have access to Goodwill’s career services, which can include resume and interview guidance, externships, job placement, and assistance with the cost of the program.

“When you donate a shirt to Goodwill, a portion of those funds are going to help someone get to work. We’ve had folks come to us homeless who are now making upwards of $42,000 a year and are completely out of poverty,” Janet said. “We’re all working with the same population, so we should work together to get people back to work and help bolster the economy.”
MESSAGE
FROM THE
DEAN

It’s a pleasure to present another of our bi-annual newsletters to the CSULB community and beyond. I hope you’ll enjoy reading about the extraordinary breadth of programs and services featured in this issue.

Over the years, CCPE has teamed up with many community partners to provide high-quality education and training programs. In recent months, we have partnered with Goodwill Serving the People of Southern Los Angeles County to offer job training and placement in the health care field. Read more about this effort on the front page.

The Association for Continuing Higher Education recognized another successful partnership with its 2013 Distinguished Program Award for a Credit Program. The Foundation Level Math and General Science Credential Program helped laid-off multiple-subject teachers earn math and science teaching credentials.

Many more examples of CCPE’s dedication, effectiveness, and excellence are documented in these pages. I invite you to contact us if they inspire you to consider how CCPE may be able to help your college or department fulfill the mission of the university.

Enjoy this issue,
Jeet Joshee
Associate Vice President and Dean

Emergency Management Master’s Program Highlighted in FEMA Report

In 2010, the Federal Emergency Management Agency (FEMA) launched the Strategic Foresight Initiative (SFI) to promote broad, long-term thinking about the changes in the world that are affecting the emergency management community and their impacts. SFI has engaged all levels of government, non-profits, businesses, and individuals spanning a broad range of fields and disciplines.

The Master of Science in Emergency Services Administration (EMER) degree program at CSULB, which prepares students for leadership roles in emergency and disaster administration, has successfully integrated SFI and strategic thinking about the future of emergency management into its curriculum. As a result, the program was featured in a recent SFI report as one of 10 examples of independent efforts to fulfill strategic needs and help make the United States more resilient.

The report, titled Toward More Resilient Futures: Putting Foresight into Practice, highlights projects, individuals, and organizations that are pushing the bounds of current thinking and action in emergency management. The report says that the CSULB program is a model for integrating SFI into higher education. The program helps students understand the changes needed in local communities and agencies to implement SFI and promote greater resilience.

Single-Subject Credential Program Wins ACHE Distinguished Program Award

CSULB’s Foundational Level Math and General Science program received the Association for Continuing Higher Education’s (ACHE) 2013 Distinguished Program Award in the credit category. A partnership between CCPE, the College of Education, the College of Natural Sciences and Mathematics, Long Beach Unified School District (LBUSD), and the Pacific Gateway Workforce Investment Network, the program was created to provide hundreds of laid-off LBUSD teachers with additional training and credentials to secure re-employment as a math or science teacher.

Chris Steinhauser, LBUSD Superintendent, said that the school district has been able to hire back some teachers after they earned their credential through this program. “We wanted to prepare good educators for great jobs,” Steinhauser said.

“The program gave us hope for finding a teaching position when no one else was offering any help,” said Steve Richardt, a graduate of the science program. “I also felt that the instructors listened to us and tried to do what they could to make us successful.”
Advanced Media Production Creates Video for CSU Nursing Programs

CCPE’s Advanced Media Production department (AMP) was commissioned by the CSU Chancellor’s Office to create a video to promote the nursing programs offered at 19 campuses in the CSU system. The video highlights the various degrees the CSU offers in nursing (Bachelor of Science, Master of Science, and Doctor of Nursing Practice or DNP) and the vital needs in health care services that are met by the graduates of CSU nursing programs.

The goal of the video was to provide a brief overview of the comprehensive nature of CSU nursing instruction and how it adapts to the evolution of nursing practices brought on by the new realities of health care legislation.

The video serves as a recruiting tool for new students, a fundraising vehicle for donor attraction, and a marketing piece for health care providers searching for new hires in the nursing field. The video will be shown at the September 2013 CSU Board of Trustees meeting.

CCPE Introduces Online Programs for Summer Sessions

In an effort to broaden the ways in which CCPE helps students reach their educational goals, CCPE’s Technology Enhanced Learning Center (TELC) worked with campus partners to convert 25 traditional face-to-face courses to completely online formats for Summer Sessions 2013.

In addition to a stipend, faculty members received instructional design, media, help desk, training, and course creation support from the TELC team.

Faculty member Glenn Zucman spoke about his experience teaching Introduction to the Visual Arts completely online for the first time. “The flexibility of online classes complements our busy lives and the way students experience technology today,” Glenn said. “A few of my students traveled around the world this summer, and yet were able to complete a college course at the same time.” He added, “Large classes with hundreds of students can be intimidating, and many students are introverts. By contrast, online students watch short videos and are able to have ‘eye contact’ with the instructor and interact with each other. I think online classes have real potential for student engagement.”

“We talk about different types of learners, such as visual and auditory. I think face-to-face, online, and hybrid should be in the vocabulary now. Some students respond well to the asynchronous nature of online classes, while others prefer the regularity of face-to-face classes. Knowledge is more personal now.”
CCPE Hosts Third Chinese Culture Festival

Along with China Central Television (CCTV) and International Daily News, the International Training Programs Office at CCPE hosted the third Chinese Culture Festival, this time focusing on regional Chinese cuisine.

The lead-up to the festival featured a contest and a drawing, both sponsored by CCTV and the popular Chinese television series A Bite of China, which offers insights into the geographical, historical, and cultural dimensions of Chinese food. The winner of the contest was presented with a nine-day tour of China, including hotel and airfare, and the winner of the drawing received round-trip airfare to China and three nights in a hotel in Yangzhou. Both the contest and the drawing focused on the show A Bite of China.

The opening ceremony, which took place in the Beach Auditorium at CSULB on April 22, featured distinguished speakers including China Central Television’s Bai Hua, CSULB Interim President Donald Para (then Provost), Consul General of China in Los Angeles Qiu Shaofang, former State Assemblyman Mike Eng, and a video message from Congresswoman Judy Chu. After a presentation of gifts, the audience was treated to a Bian-Lian (face-changing) performance, teapot juggling, and a musical performance by Veronica Lopez and the South California Philharmonic.

The ceremony was followed by a well-attended banquet that featured food demonstrations by Master Chef Martin Yan and Iron Chef Tony Wu and an eight-course Chinese meal. Events throughout the week included food and art demonstrations on campus.
46th Annual Multicultural Dinner Show Highlights Global Culture

Cuisine and entertainment from around the world were celebrated at the 46th Annual International Dinner and Culture Show, which took place on April 27 in CSULB’s University Student Union Ballroom. This year’s event was sponsored by the International Student Association (ISA) with co-sponsorship from Associated Students Inc. and support from CSULB’s Center for International Education and local businesses and restaurants. Following a dinner representing various cultures, the program featured international students and local acts performing musical entertainment and dancing from genres such as Bollywood, folklorico, salsa, belly dancing, flamenco, and Chinese folk music, as well as acts with Polynesian, Chinese, Aztec, and Lebanese origins. Students also presented a fashion show featuring traditional clothing worn in a variety of countries across the globe.

“This year’s show was truly a success,” said International Student Advisor Sasha Leonardo. “The house was packed with students, faculty, staff, family, and friends who all came out to support the performers and enjoy the delicious food. I am so thrilled that I was able to assist the students with this wonderful evening. We are all so proud of the show they put together for our campus community.”

Members of Danza Curicaueri perform an Aztec dance

CCPE HOSTS LOS ANGELES PROFESSIONALS IN INTERNATIONAL EDUCATION ROUNDTABLE

The International Student Services office (ISS) was proud to host the quarterly meeting of the Los Angeles Professionals in International Education Roundtable (LA PIER). Over 60 international education professionals, including program directors and foreign student advisors from Los Angeles-area private and public colleges and universities, gathered to confer on immigration regulations, enrollment trends, and best practices in the field. Presentations addressing international student employment regulations and strategies for paperless international offices were followed by a tour of the CSULB campus, the American Language Institute, and the Center for International Education.

AVP and Dean Joshee Receives International Leadership Award

Associate Vice President and Dean Dr. Jeet Joshee was honored with the inaugural International Leadership Award by the University Professional and Continuing Education Association (UPCEA) at its annual conference in April 2013. The award recognizes an individual for representing innovative leadership in educational programs and services, administrative practices, collaborations and partnerships, or research.

Dr. Joshee has been instrumental to the strategic growth of international programs and education at CSULB. Sue Maes, Dean of Continuing Education at Kansas State University, also received the award.
In May, the Center for International Trade and Transportation (CITT) hosted the 2013 State of the Trade and Transportation Industry Town Hall Meeting at the Carpenter Performing Arts Center at CSULB. Titled “Efficiency and Competitiveness: Securing Cargo and Jobs,” the meeting featured a panel of industry experts and was moderated by Thomas O’Brien, CITT’s Director of Research. “Our goal was to help the audience discover how efficiency across the supply chain impacts the region’s economy, affects the community, and provides job opportunities,” he said.

Setting the stage for the panel discussion was a video produced by CSULB’s Advanced Media Production department. The 20-minute documentary provides a comprehensive assessment of how logistical planning and implementation actually work in the harbor community and suggests how those logistical arrangements could be improved to provide greater efficiency and faster throughput for cargo container delivery.

Panelists included Vic La Rosa, President and CEO of Total Transportation Services, Inc.; Alan McCorkle, Senior Vice President of APM Terminals; Jeff Coppersmith, President of Coppersmith Global Logistics, representing cargo owners; Michael Podue, President of Marine Clerks Association, International Longshore and Warehouse Union-Local 63; and Roger Rowe of the West Long Beach Association, representing a critical community perspective.

CITT held graduation ceremonies on June 26 at the Port of Long Beach for students in the Global Logistics Specialist (GLS) program and the Marine Terminal Operations Professional (MTOP) program. In addition to recognizing the achievements of the graduates, four instructors were honored at the ceremony. Tom Gould and Susan Dexter received the George Marshall Favorite Instructor Award for the GLS program, David Tremblay received the Bill Wisener Distinguished Service Award, and Steve Ruggiero received the MTOP Outstanding Instructor Award. Harbor Commissioner Susan Wise offered welcome remarks, congratulating students on their accomplishments and acknowledging family members for their support.

Students in CITT programs received $55,050 in scholarships in 2012-2013 from the Port of Long Beach, the Harbor Transportation Club, the Container and Intermodal Institute, the Los Angeles Transportation Club, and the Council of Supply Chain Management Professionals. The winners of the Richard Hollingsworth Scholarship and the Kevin Turner Scholarship, GLS students Miguel Hernandez and Jared Sullivan, were also recognized at the ceremony.
Saturday MBA Students Travel to Morocco

Each year, CSULB Saturday MBA students travel across the globe for a weeklong International Business Experience advanced study course. This year, the group visited Morocco. Students were greeted in Casablanca by representatives from the ESCA School of Business, who arranged for the group to visit the Casablanca Stock Exchange, which is the third largest in Africa and was established in 1929.

“The students were able to get an inside view of stock and securities trading in the Northern African area,” said Kathy Rice, Coordinator of the MBA program. The students also visited the Casablanca manufacturing plant for Nexans Wire, the worldwide leader in the aircraft cable industry.

Next, the students traveled to Marrakech to visit Cartier Saada, which specializes in processing and preserving fruits and vegetables for high-end grocery markets and has been in business for over 60 years.

Brian Jackson, a student in the program, said that the international experience was eye-opening. “Being a part of a foreign culture for even just a week provides so many different experiences that cannot be taught in a classroom,” he said. “Being able to adapt and learn about people, culture, and language is necessary to be successful in business abroad.”

Nahi Abraham, another student in the program, said that the international experience was very unique. “Although I had visited many countries in Europe, Asia, and Africa, this trip was different because of the setting. Traveling with a group of students and visiting businesses made the experience richer than a normal tourist visit. Since I am the only student who spoke Arabic, I had the pleasure of helping students at the market with my bargaining skills. It was a great experience that I certainly enjoyed.”

Nahi added: “The preparation for the trip and the tutoring during the trip gave me the opportunity to understand a different country’s infrastructure, economy, social life, and potential future growth. In this respect, I am more knowledgeable about Morocco and am also more equipped to research any country as an investor to make financial decisions.”
Real Students, Real Stories: Tori Willis, Sport Management Graduate

As the Youth Marketing Specialist for the San Francisco 49ers, Tori Willis gets to combine her love of sports with her career. Heading into her fourth season with the 49ers, she works on general marketing projects, as well as youth programs such as Kids Club and Youth Football/Play 60 initiatives, and helps with team events. She graduated from the Master of Arts in Kinesiology, Option in Sport Management program at CSULB in August 2011.

During the first year of the program, Tori interned for Long Beach State Athletics as a marketing graduate assistant, and then began an internship with the San Francisco 49ers. When she returned to Long Beach to finish the program, she was hired as a game-day worker in the Premium Sales department for the Los Angeles Dodgers. After graduating, she was hired back by the San Francisco 49ers.

Tori said she recommends the program to “self-starters and highly motivated students who are looking to blaze their own trail.” She added: “This program is a great foundation for those who wish to pursue a career in the sport industry, but you have to put in genuine effort and time to reap all the amazing benefits the program yields.” Her advice to students is to “volunteer at a variety of events outside your comfort zone, follow your professional intuitions, and don’t be scared to narrow down your interests to find your ideal job.”