Dr. Irma Hill-Collier Joins CCPE’s Academic Programs

CCPE is pleased to welcome Dr. Irma Hill-Collier as the new Director of Academic Programs. Dr. Hill-Collier has over 18 years of experience working in adult and continuing higher education, most recently serving as Dean of the School of Professional Studies at Biola University. She holds a Bachelor’s degree in Political Science and Sociology from Illinois State University, a Master’s degree in Psychology from Pepperdine University, and a Master’s degree and Doctorate degree in Organizational Psychology from the California School of Professional Psychology. She is affiliated with the American Association of Higher Education (AAHE), the Council for Adult and Experiential Learning (CAEL), and the American Association for Adult and Continuing Education (AAACE). “Irma brings a wealth of knowledge and experience to the position of Director of Academic Programs and will be a valuable asset to CCPE and CSULB,” said Associate Dean Eric Bullard. “I enjoy the variety of programs, diversity of staff, and tremendous growth potential for CCPE and CSULB,” Irma said. As a newlywed, Irma married Lou Collier in May 2011.

CSULB President F. King Alexander Visits China

In September, CSULB President F. King Alexander traveled to China with CSULB Associate Vice President for International Education and CCPE Dean Jeet Joshee, and Director of International Training Programs Heidi Zhang, to participate in Henan University’s Centennial Celebration and to meet with officials of the State Administration of Foreign Experts Affairs (SAFEA) of the People’s Republic of China. In addition, President Alexander presented a paper at the joint conference of the International Association of University Presidents (IAUP) and the Association of Universities of Asia and the Pacific (AUAP). He also visited several other universities including Beijing University, Shanghai International Studies University, and Fudan University to strengthen partnerships with CSULB. Representing the entire foreign university delegation from around the world, President Alexander delivered a congratulatory speech during the opening ceremony of Henan University’s celebration. Henan is a partner university of CSULB. Several training groups, including the Henan President, have come to CSULB for management training in recent years. The main goal of the trip was to build relationships with additional universities in China. CCPE is continued on page 5
A MESSAGE FROM THE DEAN

This past year CSULB has made significant progress with our international education initiatives. New relationships have been forged with universities around the world that are creating essential global learning opportunities for our students to study culture and language, and more international students are choosing CSULB as their education destination. These students provide diverse social and cultural perspectives that enrich the educational experience for all CSULB students.

Our college is also working with CSULB faculty to develop 25 new online courses to be initially offered during Summer Sessions 2013. These offerings will cover a variety of disciplines and include impacted courses. The funding and support provided by CCPE for this initiative will enable faculty to convert their face-to-face classes to a completely online format. The project will also allow faculty to transition their courses to a suitable length for the fall and spring semesters.

Throughout these pages, you will discover what we are doing to further these initiatives on campus and abroad. We remain committed to serving our local and global communities by looking for new ways to provide access to CSULB's high-quality educational programs.

Enjoy this issue,
Jeet Joshee
Associate Vice President and Dean

Real Students, Real Stories:
Lisa Frenchie, BALA Graduate

After graduating from high school, Lisa Frenchie enrolled at CSULB and began taking undergraduate courses. During her junior year, she gave birth to a daughter, Evonne, and wasn’t able to finish her degree. Many years later, Lisa heard a radio advertisement for the Bachelor of Arts in Liberal Arts (BALA) degree completion program at CSULB. “I thought, this is great! I can go back to finish what I started,” Lisa said, explaining that she then found the program description online and applied, and was accepted about two months later. After four semesters in the program, she graduated with her Bachelor’s degree in May 2012.

Lisa, who works as a Compliance Analyst at a local college, explained that the BALA program applies to a broad range of fields, and teaches students skills in critical thinking, language and literature, analytical and scientific reasoning, philosophy, and communication. Lisa said that she decided to finish her degree because she needed to take care of herself. “A lot of people put their family and work in front of their education or similar goals, but you have to ask yourself, when are you going to take care of you? Your education is something you can put in your toolbox, and no one can take it from you. It helps build your self-esteem and confidence,” she said.

Lisa’s daughter is now attending college in St. Louis and is scheduled to graduate in 2014 with a degree in Communications Design. “Going to college was a requirement in my household. I told my daughter, you get yours, I’ll get mine, and then we’ll get our Master’s degrees together.” Lisa’s next goal is to earn her Master’s degree in Research Administration or Business Administration.

Read about what motivated other students to reach their goals at [www.ccpe.csulb.edu/realstudents](http://www.ccpe.csulb.edu/realstudents).
CCPE to Offer Authorization in Information and Digital Literacy Credential Program for Teacher Librarians

In partnership with the College of Education at CSULB, CCPE is proud to offer a new Special Class Authorization in Information and Digital Literacy. This credential program will prepare Teacher Librarians to teach content related to their area of service in departmentalized classrooms in preschool, K-12, and classes organized primarily for adults. This completely online program is the first of its kind in the state of California. The program is geared toward pre-service and practitioner Teacher Librarians who want to expand their skill set, teach information and digital literacy, and gain expertise teaching in online settings.

Participants will learn how to model and teach information and digital literacy; model and communicate the ethical, legal, and safe use of information and technology; and design and provide curriculum in information and digital literacy. They will also learn how to assess student interactions and optimize learning, and implement and evaluate developmentally appropriate content instruction, including different formats and venues.

Applicants must hold a valid California Teacher Librarian Services credential or a previously accepted equivalent, or be accepted into a California Teacher Librarian Services credential program.

Program coordinator Dr. Lesley Farmer said: “This innovative program demonstrates that teacher librarians are vanguards in 21st century teaching and learning. The state standards for this authorization are also the first ones that explicitly address online instruction, and serve as a model for other educational credential programs.”

Advanced Media Production Produces Video for CSU Board of Trustees Meeting

Advanced Media Production (AMP) recently produced a video about CSU’s self-support capabilities, capturing the exemplary programs and services offered by Extended University units like CCPE across the system. The video was shown at the January 2013 CSU Board of Trustees meeting. The presentation demonstrates how Extended University provides enhanced access and offers affordable educational opportunities for mid-career professionals and other adults who are returning to school.

CCPE’s Center for International Trade and Transportation (CITT) was one of the three self-support program centers featured in the presentation. In the video, CITT was highlighted as an example of a fully self-support center of excellence that successfully collaborates with a vital local industry sector—the ports of Long Beach and Los Angeles and their affiliated goods movement industry. CITT’s programs in research, education, and public outreach forums were mentioned as an example of how other CSUs can extend their capabilities to reach out to other local industries across the state. The video is available on YouTube at [http://tinyurl.com/CSUVideo](http://tinyurl.com/CSUVideo) and on the CSU Commission on the Extended University website at [www gateway.calstate.edu/ceu](http://www.gateway.calstate.edu/ceu).

CSULB’s EMER Director James Koval appeared in the CSU Board of Trustees video presentation.
CSULB’s Center for International Education (CIE) Celebrates Different Cultures During International Education Week

In November, CIE celebrated International Education Week with a variety of events that promoted international education and exchange. The kickoff event featured performances by the Beach Bollywood Dance Team, Salsa Team, Pacific Islanders Association, and more. Participants in the event tasted food from various countries such as France, India, and Saudi Arabia. International students set up booths to provide information about their home countries for those looking to study abroad, and participants won prizes such as gift cards.

Over the last 13 years, International Education Week, which is sponsored by the Department of State, has been promoting study abroad programs in more than 100 countries. Associate Vice President of International Education and CCPE Dean Jeet Joshee said he was glad to see the interactions between American and international students embracing and sharing their different cultures. “It is all about the students and the learning opportunity events like this create,” he said. “Without global awareness and understanding, it isn’t a well-rounded education.”

CIE Associate Director of International Student Services Melissa Lyon said that the festival offered something to students from every background. “A lot of students that may be thinking about studying abroad may have gotten their questions answered today,” she said. “That’s what we want; we want to promote international education, engage with international communities, and get students to go abroad and get outside of these borders and experience something transformative.”

Leigh Ferguson, a senior journalism major and exchange student from Australia, told the Daily 49er: “I haven’t seen this much cultural diversity on campus yet, and it’s really cool to see that there are events like this to celebrate all the differences. I like that exchange students get a chance to promote their countries and their unique culture.”

Events throughout the week included an African Cultural Extravaganza, a poster showcase by students in the American Language Institute, a German American Exchange Workshop, a conversation about the literature of Salman Rushdie, and a luncheon for faculty who are interested in teaching a CSULB course abroad.
CSULB is one of 14 U.S. colleges and universities that have been selected by the Institute of International Education (IIE) to participate in the 2013 Brazil Initiative of the IIE’s International Academic Partnership Program (IAPP). A team from CSULB will take part in a year-long series of training activities to help CSULB implement and sustain partnerships with institutions in Brazil, culminating with a study tour to Brazil in the spring to meet with potential partner universities.

Brazil has become increasingly important to U.S. higher education with last year’s creation of the Brazil Science Mobility Program by the Brazilian government. This multi-year initiative will send 75,000 fully funded Brazilian students abroad for training in the science, technology, engineering, and math (STEM) fields with an additional 25,000 scholarships to be funded by the private sector. IIE has placed nearly 2,000 undergraduate students from Brazil at U.S. campuses in the first year of this program and an additional 2,500 per year are expected to come to the United States over the next five years. CSULB already participates in this program and is hosting 15 students from Brazil in spring of 2013.

“Cal State Long Beach has long been committed to international education, and creating global learning opportunities for our students is an integral part of the university education,” said Dr. Jeet Joshee, CSULB’s Associate Vice President of International Education and Dean of CCPE. “By participating in the IAPP Brazil 2013 initiative, we hope that the activities in the program will pave the way for us to achieve some of our strategic goals,” he continued. “Currently, our programs and presence are mostly in Asia and we want to increase our efforts in South America—and Brazil, in particular. We believe that the core IAPP services will benefit our faculty, staff, and students.”

Dr. Joshee will lead CSULB’s involvement in the partnership, including participating in a series of webinars offered by IIE, creating linkages with institutions in Brazil, and coordinating the delegation that will represent CSULB during the visit to Brazil. “These partnerships will create new learning opportunities for our students, promote faculty exchange, conduct joint research, and develop cultural competencies through curricular enhancements,” Dr. Joshee said. He added: “Additionally, the strategic plan calls for an international student recruitment plan with a balanced approach to reflect the diversity represented in various regions and countries of the world. We are very excited for this opportunity.”
CSULB Receives SAFEA Re-Certification

In December, CCPE’s Associate Dean Eric Bullard and Director of International Training Programs Heidi Zhang traveled to China to seek re-certification by the State Administration of Foreign Experts Affairs (SAFEA) of the People’s Republic of China. First granted in 2010, this certification enables CSULB to provide training programs directly to delegations funded by the Chinese government and its affiliated agencies.

The certification allows CSULB to receive these programs directly without going through a third party. It also recognizes that CSULB training programs meet the high-quality standards required by SAFEA. Bullard and Zhang visited Beijing, Chengdu, Hangzhou, Shenzhen, Shanghai, Nanjing, Hefei, and Shenyang, as well as a number of provincial SAFEA offices. They also traveled to Sichuan University and the University of Electronic Science and Technology of China in Chengdu, and Fudan University and Shenyang Normal University in Shanghai.

The team received positive feedback from Chinese officials who will help market CSULB’s training programs in China, ensuring the development of additional programs in 2013-2014. The International Training Programs Office is working on about 50 programs for 2013 and receives new requests daily.

From July 2012 to February 2013, the International Training Programs Office has offered 67 training programs for 2,060 participants, which is a significant increase from the previous year.

“Our campus’ re-certification by SAFEA affirms our ability to deliver high-quality training and education programs that are relevant in the global economy,” said Bullard. “These training programs enrich our campus community by providing opportunities for CSULB faculty, staff, and students. They also allow us to engage in meaningful dialogue with Chinese government and business officials, and faculty from institutions of higher education in China,” he continued. “CSULB training programs enable Chinese officials to learn about a variety of subject matter while simultaneously creating a forum for the mutual exchange of ideas related to business, government, and education,” Bullard added.

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TELC Staff Presents at the California Desire2Learn Regional User Forum

In December, CCPE’s Technology Enhanced Learning Center (TELC) presented at the California Desire2Learn Regional User Forum, which took place in The Pointe Conference Center at the Walter Pyramid at CSULB. Desire2Learn is an asynchronous (anytime, anywhere) platform that enables students to access course content, take quizzes, check their grades, and engage in dialogue with fellow students and the instructor in discussion forums.

The TELC team discussed how Cascading Style Sheets (CSS) can be used in conjunction with HTML in Desire2Learn to make web pages in online classrooms look more appealing, be more accessible to people with disabilities, and be easier to maintain than using HTML alone. “CSS provides the ability to tweak some code and change the look on thousands of web pages instantaneously,” said TELC Instructional Designer Ed Scuderi.

“We covered CSS basics, how to use a CSS template specifically designed for the Desire2Learn online classroom, and how to implement CSS style sheets in individual online classrooms,” he added. The goal of the hands-on presentation was to make it easier for online program developers to implement the Desire2Learn Learning Environment HTML template into their course content pages.

CSULB’s M.S. in Health Care Administration Program Ranked Among Top Business Grad Schools for Physician Executives

Each year the leading health care industry trade journal Modern Healthcare releases its “By the Numbers” report with rankings of hospitals, health systems, and academic institutions. CSULB’s MSHCA-Accelerated Program has consistently ranked among the leading business graduate schools for physician executives seeking a Master’s degree in health care administration as a high-value program. The increasingly competitive program is designed for working professionals with at least five years of experience in the health care industry. Students take online and Saturday in-person courses and can complete their degrees in as little as 22 months.
This past fall, CCPE began offering a new training program that prepares students to become Emergency Medical Technicians (EMT). EMTs care for the sick or injured in emergency settings, and people’s lives often depend on their quick reaction and competent care. Dr. Peter Kreysa, Program Director and CSULB Associate Professor in the Department of Family and Consumer Sciences, was awarded a grant from the CSULB Alumni Association to develop the program, which was approved to start in September 2012.

The EMT program helps students gain the skills needed to be a certified EMT in Los Angeles County. Once they successfully pass the course and the National Registry Exam, graduates can start seeking employment with a variety of institutions. “Most students who enroll in EMT programs are undergraduates or people who are not looking for a college degree but want to gain skills to work in the medical field,” Dr. Kreysa said. “I am confident that students who enroll in our program will be proud of their success and enjoy a satisfying, rewarding career.”

Two of the courses in the first cohort of the program were taught by husband-and-wife team Kathy and Dave Dollarhide. Kathy has been teaching in the health care field for more than 20 years and is a disaster coordinator at the St. Mary Medical Center Disaster Resource Center. Dave is Battalion Chief at the Fort Irwin Fire Department and has been a firefighter for more than 35 years and an EMT for 30 years. Joshua Owens, a graduate of the first cohort, said he thinks the Dollarhides were great instructors. “Kathy and Dave brought a ton of energy to the table while teaching EMT skills; Dave’s knowledge and experience as a fire chief was complemented by Kathy’s fun-spirited teaching methods that made for a memorable learning experience.”
After graduating from the Master of Science in Health Care Administration (MSHCA) degree program, Natalie Whitlock became the first CSULB student to receive the prestigious and highly competitive Southern California Kaiser Permanente Fellowship. The two-year fellowship is designed to identify promising candidates for management and future leadership positions within Kaiser Permanente. It will also provide fellows with hands-on experience that will contribute to their professional development.

The MSHCA program was developed by an expert team of faculty and industry professionals and prepares students for administrative positions in a variety of health care settings. Combining online and face-to-face weekend instruction, the curriculum includes an analysis of the U.S. health care system, managerial skills essential to the health care professional, financial management, ethics, public policy analysis, and strategic business in the health industry.

Natalie started the fellowship at Kaiser Permanente in July of 2012, after graduating from the MSHCA program in May. “It’s a unique experience,” Natalie said. “My preceptor is the Senior Vice President and Executive Director of the hospital in San Diego, and the fellowship gives me the rare opportunity to learn from seasoned executives. I work on various projects assigned by my preceptor; one project pertains to improving the patient care experience.” She continued, “Fellows are highly exposed to Kaiser Permanente as an integrated health care system. I attend many executive-level meetings and shadow leaders and front-line managers within the hospital to further my understanding of the complex health care delivery system.”

**NEWS in BRIEF**

**Associate Dean Eric Bullard Appointed to JCHE Board**

CCPE Associate Dean Eric Bullard has been appointed to the Journal of Continuing and Higher Education (JCHE) Editorial Board. The JCHE is a refereed journal published three times a year by the Association for Continuing Higher Education. The journal features articles and columns of professional interest. “JCHE provides a professional forum to publish research about continuing higher education and related topics, which is essential to reinforcing the successes of and validating the profession of continuing higher education,” Bullard said. He will serve from 2013 to 2015.

**CSULB Ranks Second Nationally in Number of International Students Enrolled**

In a recent article in The Chronicle of Higher Education, CSULB was ranked second in the nation among Master’s degree institutions that enroll students from other countries. The rankings are based on the latest “Open Doors” report by the Institute of International Education (IIE). CSULB enrolled 2,563 international students during the 2011–2012 academic year, with the majority of students coming from Saudi Arabia, India, and China. International students often choose CSULB because of its high-quality academic programs and location.

**Molina Healthcare Offers CSULB Students Paid Internships**

Molina Healthcare, a national health plan based in Long Beach, launched the Professional Development Program (PDP) for six CSULB student interns in summer 2012. College Liaison Jon Heiman said that more than 150 students majoring in business and health care administration applied for these highly competitive learning-earning opportunities. Molina Healthcare CFO John Molina, a CSULB graduate, proposed working with CSULB to help introduce students to the field of health care. Visit [www.molinahealthcare.com](http://www.molinahealthcare.com) to learn more.
CITT Announces The Manifest, a New Industry Event Calendar

Responding to an industry need, the Center for International Trade and Transportation (CITT) unveiled The Manifest this past November. This new event calendar is a clearing house of meetings and events for those involved in the global logistics and supply chain management industry. CITT Executive Director Marianne Venieris believes that this is a great planning and awareness tool for individuals as well as the many associations that attend and host industry-related events. “This is the ideal tool to make industry stakeholders aware of important events and meetings, as well as to assist event planners,” said Venieris. “People often don’t find out about important events until the last minute, and sometimes miss them entirely,” she said, adding that she is pleased to see that people use The Manifest to plan ahead for the events they are most interested in, and that event planners are now able to avoid scheduling conflicts.

Anyone with access to the link can create an account and log in to post events, meetings, and conferences (events will be posted after being reviewed by the editorial team). Visit www.ccpe.csulb.edu/TheManifest to see the calendar and set up a new account.

CITT Teaches Sessions from MTOP Program to Port of San Diego Workers

The Center of International Trade and Transportation (CITT) has signed a contract with the Port of San Diego to deliver training based on modules of CSULB’s Marine Terminal Operations Professional (MTOP) program to the port’s maritime operations staff. Some of the port’s priorities are to refine their staff training and development program to ensure that staff members possess the critical skills required to address customer needs, to develop an agile workforce that is prepared to meet the changing needs of the maritime industry, and to prepare staff to advance in their career at the port. The port’s Organizational Development and Learning Office researched best training approaches and chose CITT as a training partner to help lead this effort. The port selected various sessions within the MTOP program as part of this 15-month training and elected to utilize online tools to deliver the training remotely to employees in San Diego who work various hours.

Components of the program count towards the MTOP program and students can decide to complete the remaining sessions at CSULB to earn the professional designation.
CITT and METRANS Introduce METRANS Associates Program

In Fall 2012, METRANS Transportation Center (a partnership between the University of Southern California and CSULB) introduced the METRANS Associates Program. METRANS works to solve the transportation problems of large metropolitan regions through interdisciplinary research, education, and outreach.

METRANS Associates enjoy unparalleled access to USC and CSULB faculty, other policy experts, and thought leaders in transportation. Additionally, METRANS Associates receive access to exclusive educational opportunities and outreach programming that explores timely and relevant topics in transportation. The program provides access to an elite network of professionals working in the field. METRANS Associates will also have access to the tremendous intellectual capital provided by graduate students and faculty at USC and CSULB, who are available to assist with a variety of planning and analysis projects within transportation.

Currently, Gold Associates include the Port of Los Angeles and the Port of Long Beach; Silver Associates include the Southern California Association of Governments; and Bronze Associates include the International Longshore and Warehouse Union (ILWU) and BNSF Railway Company. To find out more about this program, please visit [www.metrans.org](http://www.metrans.org).

### 2013 CITT TOWN HALL

The 2013 CITT State of the Trade and Transportation Industry Town Hall meeting will take place on May 15, 2013 at the CSULB Carpenter Performing Arts Center from 6–8:30 pm. This year’s theme is Efficiency and Competitiveness: Securing Cargo and Jobs. Visit [www.ccpe.csulb.edu/citt](http://www.ccpe.csulb.edu/citt) for more information.

METRANS Designated as a Center of Excellence

The METRANS Transportation Center, a research partnership between CSULB and USC, has received the distinguished Center of Excellence (CoE) designation and award from the Volvo Research and Educational Foundations (VREF). The project titled METROFREIGHT: The Local/Global Challenge of Urban Freight includes three additional partners: IFSTTAR, Paris; Hofstra University, New York; and KOTI, Seoul, Korea. VREF plans to promote the practical application of new knowledge within Future Urban Transport, and one of the requirements is cooperation with cities’ industry partners to collaborate with the CoE researchers.

California State University Long Beach
College of Continuing and Professional Education

Jeet Joshee
Associate Vice President and Dean

Eric Bullard
Associate Dean

Michael Jones
Senior Director, Finance and Business Services

The College of Continuing and Professional Education (CCPE) is one of the eight academic colleges and the self-support educational outreach division of the university. CCPE plays a key role in extending CSULB’s high-quality educational programs beyond the walls of the university by offering a wide range of programs and services that help spur economic development both locally and globally. We collaborate with business and industry, non-profit organizations, public schools, and various government agencies to provide education and training. CCPE reaches beyond our regional service area with online programs, and is increasingly extending to all corners of the world with our international programs and services.

**NewsLink** is published twice a year, in February and September. For newsletter subscriptions contact the CCPE Customer Service Center at (800) 963-2250, or to read it online go to [www.ccpe.csulb.edu/newslink](http://www.ccpe.csulb.edu/newslink).

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CCPE to Work with Campus Faculty to Create Online Courses for Summer Sessions

CCPE is excited to announce that several classes that take place during the CSULB Summer Sessions will be converted to fully online formats, making it easier for students to earn additional credits during the summer. A request for proposals (RFP) was sent to campus faculty that solicited 25 faculty members to participate in a pilot course conversion project for Summer Sessions 2013. The RFP resulted in more than 50 submissions from every college, covering a broad range of classes. As a result of the overwhelming response, CCPE will extend the project again in Summer Sessions 2014. CCPE’s Technology Enhanced Learning Center (TELC) has begun working with the 25 faculty members to convert their face-to-face classes to a completely online format.

Professor James Koval is working with TELC to convert his Family and Personal Development class to a completely online format. He believes this is a wonderful opportunity for faculty and students: “Deeper conversations take place in online settings than in traditional classrooms—students might be afraid to raise their hand in a face-to-face class but they have to participate in the online discussions. Online courses create a learning community that allows people to engage in ways they often do not in a traditional classroom environment.”