

## MBAP Program Creates Smooth Transition for International Students



For many international students, American classrooms can feel like a strange environment.

Open group discussions and fast-paced critical thinking are often difficult when English is not a student's first language. That's why the Master of Business Administration Prep (MBAP) program, run by the American Language Institute, is a crucial step for international students to polish their English skills and familiarize themselves with graduate business studies at CSULB.

For Anh Vu, the MBAP program provided just the right transition from her native Vietnam to her present enrollment in the Evening MBA program. She initially chose CSULB because of its reputation and location, which she hopes will lead to internship opportunities after graduation in 2020.

"MBAP not only focuses on English skills like reading, speaking, listening, and writing, but also

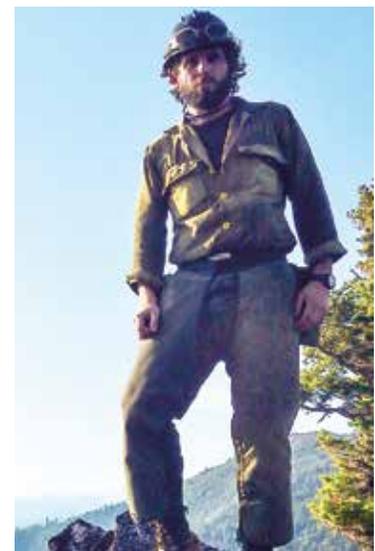
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## EMER Program Adds Fuel to Firefighter's Mission of Helping Others

When Gregory Vigneaux saw the recent string of California wildfires on TV, he asked himself, "How do we improve how we think about fire?"

Vigneaux has the experience to provide an answer, since he has fought fires in 14 states for the U.S. Forest Service and National Park Service. As part of specially-trained Hotshot Crews, Vigneaux traveled from fire to fire on a rigorous schedule. But he wanted to do more, and began expanding his

knowledge through CSULB's Master of Science in Emergency Services Administration (EMER) degree program.



EMER grad Gregory Vigneaux battling the 2013 Butler Fire in Klamath National Forest in northern California



The 2014 Coffee Creek Fire in Shasta Trinity National Forest in northern California

"I remember looking at the EMER courses and feeling that they resonated with the direction I wanted to go in," he said.

With his demanding job, the online EMER platform granted Vigneaux the ability to keep working while finishing his

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## MESSAGE FROM THE DEAN



CCPE continues to extend our reach towards many areas—both geographically, through our

international partners and students; and educationally, through our wide variety of programs.

This broad range is illustrated by the success of alumni including EMER graduate Gregory Vigneaux, who excelled as a firefighter before achieving academic excellence and a new career path (see front page). In a different area, Sarah Winston was able to advance in her profession through the Collections Management for Costume and Textiles program (p.3). Meanwhile, I'm proud to say that 100% of recent graduates of our HR Management Certificate program were able to find employment, as recognized by the SBWIB Award (p.3).

Internationally, we have been as busy as ever. CSULB Provost Jersey was in South Korea to celebrate the 70th Anniversary of our partner, Dankook University (p.4), while I joined colleagues in Japan for the 50th Anniversary of Sendai University (p.6). International students continue to find success at CSULB, as you'll read about with Vietnamese student Anh Vu (front page) and Ethiopian-born Yerusalem Gizaw (this page).

Enjoy this issue,  
Jeet Joshee  
Associate Vice President & Dean

## GLS Alum Yerusalem Gizaw Explores the World's Complex Connections

The world is getting smaller, even as the connections between people and places are getting more complicated. The U.S. economy is growing, but the consumer shift towards online commerce has permanently altered the supply chain that moves products from factory floors to customers' front doors.

For CSULB grad Yerusalem Gizaw, studying these complex trends has a special significance. After work-



2017 Global Logistics Specialist grad Yerusalem Gizaw

ing in other industries, she found herself unemployed, and decided to seek out a new area of specialization to provide a better life for herself and her family. The Global Logistics Specialist (GLS) program at CSULB was ideal for Gizaw's needs, combining online classes with site visits to the Port of Long Beach and team-building exercises.

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## Grad Student Races to Top of the Grand Prix of Long Beach



(L-R): Sport Management student Caleb Kephart and IndyCar driver Graham Rahal

Caleb Kephart knew nothing about auto racing when he began his internship at the Toyota Grand Prix of Long Beach. The CSULB graduate student,

*"With enough hustle and enthusiasm, we can do anything we want."*

—Sport Management student Caleb Kephart

pursuing a Master of Arts in Kinesiology with an option in Sport Management, was excited to gain experience. Soon enough, his speed in learning was matched only by the cars zooming around the track.

"I got to do so many interesting and creative jobs not because I was asked to do them,

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## CSULB GRAD SARAH WINSTON SHARES THE ART OF TEXTILES AT MINGEI INTERNATIONAL MUSEUM

Many museum patrons enjoy the art on display without realizing that many more masterpieces are hidden away in the

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*“My newly acquired CSULB certificate was proof of my professional competence and helped create my new position within the museum.”*

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building’s storage facilities. While doing inventory for the Mingei International Museum in San



CSULB grad Sarah Winston working with textiles at Mingei International Museum in San Diego

Diego, CSULB grad Sarah Winston discovered that a third of the collection’s 25,000 objects were textiles—and that they needed extensive storage improvements.

She learned how to help the situation through the Collections Management for Costume and Textiles program.

“What appealed to me was the fact that it was

online, so I was able to continue working full-time without having to drive up to Long Beach,” said Winston.

Through fieldwork, Winston worked alongside a textile conservator and gained experience that re-wrote her job title from Registration Assistant to Textile Collection Manager.

“My newly acquired CSULB certificate was proof of my professional competence and helped create my new position within the museum,” she said.

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## CCPE EARNS SBWIB AWARD FOR 100% JOB PLACEMENT IN HR CERTIFICATE PROGRAM

CCPE was honored by the South Bay Workforce Investment Board (SBWIB) at its 22nd Annual Awards Ceremony last fall. The award recognized 100% job placement for CCPE’s Human Resources Management Certificate Program for the academic year. Every student who took the course was able to secure and maintain employment, utilizing their HR certificate and SBWIB’s support services.

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*“HR program graduates are the real winners. They have shown the initiative that makes them so valuable to employers.”*

—Penni Wells, CCPE Associate Director of Professional Programs

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During the ceremony’s dinner and reception, which was attended by local business and community leaders, the award was accepted by CCPE’s Tim

Moza, Associate Dean; Regina Cash, Director of Academic and Professional

Programs; and Penni Wells, Interim Associate Director of Professional Programs.



(L-R) SBWIB Award recipients and CCPE representatives Tim Moza, Associate Dean; Penni Wells, Associate Director of Professional Programs; and Regina Cash, Director of Academic and Professional Programs; with Wayne Spencer, SBWIB Chairperson

# CSULB CELEBRATES 70TH ANNIVERSARY OF INTERNATIONAL PARTNER DANKOOK UNIVERSITY

CSULB Senior Vice President and Provost Brian Jersky and Senior Communications Strategist Juliet Hidalgo visited South Korea to celebrate Dankook University's 70th Anniversary in November 2017. The celebration honored guests, alumni, and faculty from the top-tier university, which is a key partner of CSULB's Study Abroad student exchange programs in Asia.

Over the past 10 years, Dankook University and CSULB's Study Abroad at The Beach program have enjoyed a successful collaboration, with more



(L-R) Juliet Hidalgo, CSULB Senior Communications Strategist; Dr. Brian Jersky, CSULB Provost and Senior VP; and Ho-Sung Chang, President of Dankook University

than 100 students enjoying exchange opportunities across both campuses. For example, a short-term study abroad program took CSULB students to Dankook last summer, where

they took four weeks' worth of classes in Korean language, culture, history, politics, and business.

Dankook University was founded in 1947, as the first four-year private

*“This exchange program partnership enables students to experience a culture different than their own, and see their potential to positively impact not only a neighborhood, a community, or a state; but the world.”*

—CSULB Senior Vice President and Provost Brian Jersky

college established after Korea's independence. CSULB is one of more than 90 universities from 30 countries worldwide that have an international presence at Dankook.

# GEOGRAPHIC INFORMATION SCIENCE DEGREE GIVES GRADS AN EDGE IN A HI-TECH WORLD

Geospatial sciences, remote sensing, and cartographic visualization may sound like esoteric terms, but they have an everyday impact on anyone who's ever used Google Maps.

CSULB alum Bryan Menegazzo is an expert in these subjects, thanks to his experience in the Master of Science in Geographic Information Science (MSGISci) degree

program. He works for New York's Department of Consumer Affairs as a GIS Specialist, and his data and analysis skills

were sharpened at CSULB in 2014–2015.

“The most important skill I learned from the program is writing

scripts in programming languages for interactive web maps,” Menegazzo explained. “This skill allowed me to enter my position. Having a master's degree helped me land jobs throughout my career. It gives you an edge over competition and qualifies you for promotions and better-paying jobs. For that, I am glad I attended the program.”

## GIS IN THE NEWS

### GEOGRAPHIC INFORMATION SCIENCE IS A MAJOR COMPONENT IN THESE CURRENT EVENTS:

UNITED NATION'S 17 SUSTAINABLE DEVELOPMENT GOALS

NEXTGEN 911 UPGRADE IN U.S. AND CANADA

GEOSPATIAL DATA ACT IN U.S. CONGRESS

THE 2020 U.S. CENSUS

Source: Urban and Regional Information Systems Association ([www.urisa.org](http://www.urisa.org))

# EAST MEETS WEST AT THE ANNUAL CSULB CHINESE CULTURE FESTIVAL

In cooperation with the Confucius Institute on campus, CSULB hosted the annual Chinese Culture Festival from September 25-28, 2017. The free series of events focused on traditional



Examples of Chinese calligraphy were demonstrated and given to attendees of the festival

Chinese art and music, with the aim of improving understanding



The traditional Chinese stringed instrument guzheng is introduced before a performance

between China and the U.S. through a variety of cultural and artistic exchanges. The events kicked off on the lawn in front of the university's bookstore, featuring performances of traditional Chinese instruments such as the *hulusi* and the *guzheng*, followed by an



The traditional art of paper-cutting was a highlight of activities at the Chinese Culture Festival kick-off event

opening ceremony dinner that evening. Throughout the week, the USU Ballroom was filled with exhibitions on traditional Chinese art and calligraphy, music workshops, and lectures on fashion trends, traditional medicine, social media, and international trade policies.

**EMER Vigneaux** Cont'd from page 1 degree. When he started another fire season in 2014, his perspective changed from just being "a pair of boots on the ground" to having a bigger role in disaster response.

Fatefully, Vigneaux sustained injuries on the job that brought his service as a firefighter to an end. Two major surgeries were followed by extensive recovery and therapy.

"The experience was difficult, and it presented unexpected challenges," said Vigneaux. "Fortunately, my master's degree was



The 2014 Galahad Fire raging through Kaibab National Forest near the Grand Canyon

preparing me for other capacities."

Thanks to support from his fiancé, friends, the firefighting community, and EMER instructors, Vigneaux was able to maintain a

perfect GPA, graduate Suma Cum Laude in 2016, and earn the Woodrow Wilson Award for academic excellence in the face of adversity.

Since then, he has worked as a research consultant and recently applied to a PhD program in Environmental Studies.

"I am looking to continue to help those who help others," said Vigneaux. "The EMER program was an unbelievably transformative and enlightening experience. I see the world from a very different perspective than before."

# CSULB HELPS JAPAN'S SENDAI UNIVERSITY CELEBRATE 50TH ANNIVERSARY

Japan's Sendai University, which specializes in kinesiology and physical education, celebrated its 50th Anniversary last fall with a week-long series of events. Located northeast of Tokyo, Sendai has enjoyed a longstanding student exchange partnership with CSULB's Center for International



(L-R) CCPE Program Developer Hitoshi Furuya, CSULB Study Abroad students, and CCPE Dean Jeet Joshee at Sendai University

and recent graduates who had participated in study abroad programs at Sendai.

At the welcome ceremony, a commemorative plaque was unveiled on campus to commemorate the CSULB-Sendai partnership. On November 1, the main event was held at Xebio Arena in the city of Sendai, where each partner institutions demonstrated a variety of activities connected to Sendai's curriculum. The CSULB students per-

formed *Suzume Odori*, the traditional "sparrow dance" of the Sendai area, showing their dedication to a partnership that will continue for many more years to come.

Beach included CCPE Dean Dr. Jeet Joshee and CCPE Program Developer Hitoshi Furuya, along with five CSULB students



CSULB Study Abroad students performing *Suzume Odori*, the traditional sparrow dance of Sendai

Education (CIE), and invited representatives from CSULB among 19

educational institutions from 13 countries. Representatives from Long



(L-R) Sendai University President Yoshikichi Abe, CCPE Dean Jeet Joshee, and Sendai Chairman Taiji Hozawa

**MBAP Vu** Cont'd from p.1 gives me a review of basic business theories," said Vu.

With a class of nine students, Vu felt welcome and comfortable when she began MBAP studies in 2017, forming close bonds with fellow international students while strengthening her business knowl-

edge. That made it easy to proceed into the MBA program, after which she plans to earn more experience and run her own business.

"One year at CSULB has changed my thinking," said Vu. "I have a more open mind, and my communication skills have improved a lot."

**GLS Gizaw** Cont'd from p.2

"The program fit perfectly into my lifestyle," she said, "because I needed to focus my energy on something positive to face the challenges brought by a recent loss of a loved one and loss of a job. I learned how everything we do is interrelated

in terms of supply chain."

Gizaw's dedication paid off when she was awarded a GLS scholarship and was selected to speak at her July 2017 graduation ceremony. She looks forward to further exploring the complex interrelationships of the supply chain industry.

## CSULB STUDENTS GET THEIR HANDS DIRTY AT VANCOUVER CRIME SCENE

Last summer in Vancouver, during their first day of class, CSULB students came upon a crime scene. It involved a helicopter crash, a white powder, a cell phone, body parts, and other grisly evidence.

The scenes were fake, but the news was real: eight students from the Criminal Justice department were on a Short-Term Study Abroad trip focused on Comparative Forensic Sciences. The scenario had been expertly staged for educational purposes



*CSULB Criminal Justice students in safety suits with BCIT instructors and Canadian Royal Mounted Police in Vancouver*

by CSULB's partner university, the British Columbia Institute of Technology (BCIT), which provided students with hands-on

experience in classifying evidence, documenting clues, preparing items for lab exams, and eventually, solving crimes.

In the following days, course lectures focused on subjects related to the crime scene, including forensic toxicology, fingerprinting, drug and firearm analysis, DNA testing, GPS data, and more. The group also visited six Canadian criminal justice agencies and universities to observe their practices. Each lecture helped students to eventually solve the crime in question at the end of their two-week trip.

"I strongly believe the  
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## THE WORLD COMES TO CSULB FOR INTERNATIONAL EDUCATION WEEK

The Center for International Education celebrated the annual International Education Week (IEW) on November 13–17, 2017. IEW is an initiative of the U.S. Department of State and U.S. Department of Education to celebrate the benefits of international education and exchange.

The week kicked off with a lively festival including a traditional dance by the Pacific Islander Student Association, and a musical performance by a student playing the *erhu*, a traditional Chinese instrument. Over a dozen campus partners and students hosted interactive activities and displays

showcasing different foreign cultures and global perspectives.

Throughout the week, departments across campus also spon-



*A student matches fact-filled index cards with the countries they describe*

sored multiple events including the annual African Extravaganza hosted by the Africana Studies



*Students discuss a joint U.S.-Brazil study abroad project, one of many on display during International Education Week*

department; an international internships panel coordinated by the Career Development Center and Education Abroad office; and an international film screening organized by the University Library.

**Sport Management** Cont'd from p.2 but because I volunteered and asked,” said Kephart. “With enough hustle and enthusiasm, we can do anything we want.”

The Grand Prix provides Sport Management students with training in many facets of sport marketing, sales, and client servicing alongside some of the biggest names in racing, advertising, and branding. Networking relationships among alumni, instructors, and current students are crucial in fostering these opportunities. In fact, Grand Prix hiring manager Richard Martinez is an alumni of the CSULB program.

In his new role, Kephart assisted Grand Prix staff in hosting nearly 200,000 attendees on an average weekend. This included social media, VIP ticketing, community relations, sponsorships, and more. Kephart was impressed with the collaborative culture at the Grand Prix, from the CEO to the interns, and everyone in between.

“It’s an environment that people want to be a part of, whether they are attendees, sponsors, volunteers, or any number of stakeholders in the race,” said Kephart. “I am proud to say that I am a part of that family now.”

**Criminal Justice** Cont'd from page 7 comparative perspectives and experiences of forensic science will enhance our students in finding jobs, continuing graduate studies, and pursuing oversea careers,” said Zheng Wang, CSULB’s Comparative Forensic Sciences instructor.



CSULB Criminal Justice students placing markers while looking for clues at the site of a staged helicopter crash

The final day of class featured a mock trial, with students given roles of group leader, DNA expert, and witness. Students also provided forensic evidence in court against real Canadian attorneys.

“Being able to see, touch, and hear everything that goes on in the field instead of reading or hearing it during a lecture was such a valuable lesson for me,” said CSULB student Stephanie Tran. “This study abroad trip pushed me to be sure that this was what I wanted to do as my career for the rest of my life.”

## Upcoming Opportunities and Events

### Faculty Opportunities

#### Professors Around the World (PAW) Grant

Deadline: Monday, April 16

CSULB’s global faculty incentive program provides grants from \$500 to \$2,500.

[www.ccpe.csulb.edu/paw](http://www.ccpe.csulb.edu/paw)

#### Incentive Awards to Internationalize Teaching and Learning

Deadline: Saturday, April 21

[www.ccpe.csulb.edu/IncentiveAwards](http://www.ccpe.csulb.edu/IncentiveAwards)

### Student Opportunities

#### ASI-CSULB Study Abroad Scholarships

Deadline: Tuesday, March 15

These are available to assist CSULB students in good standing who wish to study, intern or volunteer abroad.

[www.ccpe.csulb.edu/csulbscholarships](http://www.ccpe.csulb.edu/csulbscholarships)

### Upcoming Events

#### Center for International Trade and Transportation’s Town Hall Meeting

Thursday, March 29

6pm at the Daniel Recital Hall

Topic: “Next Generation Clean Air Action Plan”

[www.ccpe.csulb.edu/CITT](http://www.ccpe.csulb.edu/CITT)

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## CALIFORNIA STATE UNIVERSITY LONG BEACH COLLEGE OF CONTINUING AND PROFESSIONAL EDUCATION

**Jeet Joshee**, Associate Vice President and Dean

**Timothy Mozia**, Associate Dean

**Terrence Graham**, Associate Dean and Executive Director for International Programs

**John P. Lyons**, Associate Dean for Operations and Administration

The College of Continuing and Professional Education (CCPE) is an interdisciplinary college that works closely with its university, business, community, and international partners to serve California’s workforce and economy. Working with the

university’s academic colleges and departments, CCPE provides expanded access to CSULB’s exceptional educational programs and resources. CCPE offers a diverse range of degrees, professional development certificates, and international education

programs in many disciplines.

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