



## CCPE Introduces First Student Advisor, Yancie Carter



As part of its ongoing efforts to improve student success, CCPE welcomed new student advisor Yancie Carter to the Student Services Center in October 2013.

Yancie comes to CSULB with a passion for helping students. He has worked in higher education since 2002 and holds Bachelor's and Master's degrees in psychology.

Yancie remembers a moment early in his career when he helped a student with a difficult personal issue: "When I was able to show him a different way to approach and view the problem, and he 'got it,' I knew that I had chosen the right field!"

"Helping students and parents realize their goal of graduation day propels me to work diligently with each and every student that I encounter," Yancie said. "Treating each person with respect and humility allows me to serve the student and the institution."

Yancie works with students who need to take courses via Open University, those who are seeking admission to CSULB, disqualified students seeking reinstatement, and students seeking advisement on CCPE's many certificate and degree programs.



*Graduates of CSULB's Antelope Valley Engineering Degree Completion Program celebrate by throwing their caps in the air at the program's first graduation celebration in December*

## Engineering Degree Completion Students Attend Inaugural Graduation Celebration

Students in the first-ever graduating class of CSULB's Antelope Valley Engineering Degree Completion Program gathered in Lancaster in December to celebrate their achievements. All 18 students had completed their freshman and sophomore-level coursework at a community college or another university before joining the program and earning their Bachelor of Science in Mechanical or Electrical Engineering. The program is a collaborative effort between the CSULB College of Engineering and the College of Continuing and Professional Education, and classes take place in the Antelope Valley, which allows unprecedented access to the industry,

including internships with local companies and organizations.

"The program receives no state support, meaning that it exists exclusively based on student fees and the generosity of our communities, industries, and government organizations," said Program Director Ken Santarelli, EdD. "The cohort format allows development in leadership, teamwork, and communication skills as well as engineering technical skills. The highly personalized program is two-and-a-half years long and is structured so that students may elect to obtain work experience in engineering while attending classes," he continued.

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## MESSAGE FROM THE DEAN

I attended a wonderful luncheon not long ago. It marked the official second-year kickoff of what has already become an extremely successful project, one that has brought an unprecedented number of CSULB courses to the web.

The College of Continuing and Professional Education worked last year with an enthusiastic group of faculty members who were ready to take the plunge. Many had never before taught online. The result of the first Summer Online program exceeded our goals. Twenty-five courses in a variety of disciplines were created with instructional design and other support from CCPE's Technology Enhanced Learning Center. You can learn more about this effort in the article on this page. Course evaluations have been excellent, and many have made the transition to state-supported status.

The recent luncheon brought together even more faculty members for the 2014 effort, which will make an additional 41 online courses available in Summer. I'm grateful to everyone who has become part of this key element in the university's online strategy that is answering the needs of students with challenging, academically sound, web-based options.

I hope you enjoy reading about many of CCPE's other accomplishments in this issue.

Jeet Joshee  
Associate Vice President and Dean

# CCPE's Technology Enhanced Learning Center Team Presents at Three Conferences



*Marvin Mayo, Associate Dean Eric Bullard, and Debbie Hildreth Pisarcik at UPCEA West in Tucson*

In Fall 2013, the Technology Enhanced Learning Center's (TELC) Associate Director Debbie Hildreth Pisarcik and Instructional Designer Marvin Mayo traveled with Associate Dean Eric Bullard to speak about their successful Summer Online Course Project, which converted 25 traditional face-to-face classes to online classes, making it easier for students to earn units during the summer. The goal of the presentations was to provide a resource for other large institutions to begin conversations about offering more online courses.

"Our presentations looked at how we obtained buy-in from University leadership, solicitation and selection of faculty participation, financial models, instructional design perspectives, project assessment, enrollment information, student participation and persistence, best practices, and lessons learned," said Debbie Hildreth Pisarcik.

The team presented at UPCEA West 2013 Regional Conference in Tucson, Arizona, at CSU Counterparts 2013 (a gathering of extended, professional, and continuing education units from each campus in the California State University system) in Sacramento, California, and at the 50th Annual North American Association of Summer Sessions Conference in Denver, Colorado. Debbie explained that a large component of the presentations and the project itself focused on engaging faculty in the design process.

The online conversion project will continue with an additional 41 online courses for Summer 2014. TELC is holding kick-off meetings for faculty to meet each other and collaborate. AVP and Dean Jeet Joshee said, "I am delighted to see the beginnings of a collaborative community that will surely result in an even better environment for faculty involvement."

# Human Resources Management Certificate Program Celebrates 30th Year

2013 marked the 30th anniversary of CCPE's Human Resources Management certificate program, which provides information and real-world training in the eight primary areas of human resources: legal aspects, labor and employee relations, recruitment and selection, training and development, total compensation, benefits, coaching, and presentation skills and strategies.

The program began in 1983 and has been offered every Spring and Fall semester since then; it has been delivered in a number of formats and at various venues. The program is limited to 40 students and now has a waiting list every semester. "Approximately 2,000 students have

successfully completed the program and many have gone on to build their own companies and eventually send their employees to the program," said Penni Wells, an instructor in the program.

The program culminates with a symposium, where students present the results of their group project to a panel of four to six C-level executives who volunteer their time to ensure the students experience real-world interaction with key decision makers. This year's symposium featured panelist John Page, Senior Vice President and Chief Corporate Social Responsibility and Legal Officer at Golden State Foods.

Penni added that the program has

been approved for Workforce Investment re-training funds at the state and federal levels, providing skill sets for career enhancement or transition. For more information about CCPE's HR Management program, visit [www.ccpe.csulb.edu/HR](http://www.ccpe.csulb.edu/HR).



Former panelists Al McCurdy, Mary Miller, Ken Hampton, Lorraine Baranello, and Douglas R. Bender, HR Program Coordinator

## CSULB Student's Capstone Project Brought to Life at L.A. Elementary School



Members of the LAFD participate in an emergency training activity

Sgt. John Wolfe of the Los Angeles Police Department's Hollywood division made local news when the interagency training program he developed for surviving an active shooter in a school was put into

practice with collaboration from the LAPD, the L.A. Fire Department, and the L.A. Unified School Police. The full-scale exercise took place at Vine Street Elementary School in Hollywood on October 13, 2013. A student in the Master of Science in Emergency Administration Services (EMER)

program at California State University, Long Beach, John developed the training exercise as his Capstone Project for the program. "I chose this project due to the continuing threat of violence in schools," John said.

The EMER program at CSULB is an online Master's degree program that equips students with the skills required for designing, testing, and implementing an effective response to disasters and emergencies of all kinds. John applied for the program because of its direct relation to his field of work and the flexibility provided by the online format. "I thought the program would help me grow as a first responder and leader," John said.

"My research has repeatedly shown that interagency training and collaboration before a disaster occurs improves response. The Los Angeles Police Department, the Los Angeles Fire Department, the Los Angeles Unified School

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## CCPE Partnership Program Receives Two Awards

CCPE's Professional Programs department accepted two awards for its Foundational Level Math and General Science Program, which was developed in partnership with CSULB, the Long Beach Unified School District, and the Pacific Gateway Workforce Investment Board. 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.

CCPE's Professional Programs staff attended the South Bay Workforce Investment Board's 18th Annual Alumni and Awards Breakfast in Manhattan Beach, CA in October 2013 to accept the Excellent Achievement Award for the Foundational Level Science Education program. The criteria of the award included at least 90 percent of graduates successfully securing employment upon completion of training. "This is a true testament that the programs CCPE offers are not only rigorous and relevant, but they also lead to jobs,"



*Professional Programs' Regina Cash, Denis Arsenault, Penni Wells, Andrea Ravenwood, and Cindy Nathan*

said Professional Programs Director Regina Cash.

Cash and CCPE Associate Dean Eric Bullard traveled to Lexington, Kentucky in November 2013 to accept the ACHE Distinguished Credit Program Award during the ACHE Annual Conference and Meeting. This award required that the program served a unique audience, cooperated

in new ways with other institutions, and received positive responses from the target group as demonstrated in evaluations and measurable outcomes. "This program successfully proved that big machines like CSULB, LBUSD, and a workforce investment board can move swiftly and efficiently to provide support for a regional economic need," said Cash.

## CCPE Places First in Campus-Wide Decorating Contest



*CCPE staff pose in front of the Foundation Building after the 2013 Spooktacular event*

For the last four years, CCPE has been participating in Spooktacular, a campus-wide office decorating contest. This year, CCPE placed first in the Large Department category. This year's theme was Market Mayhem, where a maniacal butcher led visitors through a funhouse of food-themed horrors, with characters including Aunt Jemima, Cap'n Crunch, Frosted Mini Wheats, Chef Boyardee, the Cheerios Honeybee, Chiquita Banana, Snap, Crackle, and Pop, Mr. Peanut, and the Tapatío Man.

## CCPE Launches Redesigned Website

A well-designed, simple, and informative website is the most critical component of an educational institution's visual identity. CCPE's website is often the first impression students have of its programs and services, and information on the site must be well-organized and easy to find, as well as visually engaging. In 2012, CCPE formed the Website Redesign Committee, whose goal was to create a visually compelling website that incorporates CCPE's best practices and allows students to easily find the most pertinent information about its programs and services.

After performing careful research



Screen shot of CCPE's redesigned home page

for over a year, the committee launched its completely redesigned website in December 2013. The new website features a streamlined, customer-focused look that is optimized for mobile and tablet viewing, as the number of students using a smart phone to view the website increased by 90 percent from the previous year.

The design incorporates expandable content sections so that students read a brief paragraph about a program before deciding if they want to learn more. If they do, they can choose to expand the sections to find information that is clearly categorized, resulting in less scrolling and making it easier to find the information they need. The design is also more visually compelling, with more imagery and white space.

Visit the new website at [www.ccpe.csulb.edu](http://www.ccpe.csulb.edu) to see the change for yourself!

**EMER** CONTINUED FROM PAGE 3

Police, and the Los Angeles Unified School District all have some form of emergency response training, but rarely train together. I felt it was imperative for us to train together before a disaster occurs," he explained.

"The exercise involved two active shooters in the school, with ten victims down and multiple victims hiding. Challenges such as the fire alarm and backpacks containing possible explosives were added to the scenario," John said. The exercise involved about 20 LAPD officers, 20 school police officers, 50 LAFD firefighters and paramedics, 30 police and fire cadets, six school staff, five parents, five mental health counselors, and four dispatchers. Firefighters and police officers were divided into two groups, participating in either a morning or afternoon session.

John said that the post-exercise evaluation forms indicate the training was a success.

## NEWS in BRIEF

### Dr. Thomas O'Brien to Serve as CITT's Interim Executive Director

In January, Thomas O'Brien, PhD, was appointed as the Interim Executive Director of the Center for International Trade and Transportation (CITT). He will also serve as the Associate Director of the METRANS Transportation Center, a partnership between CSULB and USC. Dr. O'Brien was previously serving as Director of Research for CITT and METRANS.

### Professional Programs Department Receives Goodwill SOLAC's Partner of the Year Award

CCPE was selected as the 2014 Goodwill SOLAC Partner of the Year for their partnership with Goodwill SOLAC on the successful Medical Billing and Coding training program. Goodwill SOLAC CEO Janet McCarthy will present the award to CCPE's Professional Programs Director Regina Cash at an award ceremony in mid-February.

### CSULB Ranks No. 1 in Number of International Students

CSULB ranked number one among Master's comprehensive institutions, according to the Institute of International Education's 2013 Open Doors report. There were nearly 3,000 international students at CSULB during the 2012–2013 academic year. The report found that the number of international students at colleges and universities in the United States increased overall by seven percent in 2012–2013.

# CITT and METRANS Receive Awards from Department of Transportation

The METRANS Transportation Center, a partnership between the University of Southern California and California State University, Long Beach, received two awards from the U.S. Department of Transportation amounting to more than \$6 million. METRANS works to solve the transportation problems of large metropolitan areas through interdisciplinary research, education, and outreach.

METRANS will receive a \$1.4 million award for two years, with a 50 percent match from CalTrans, that will total \$4.2 million to research

system integration, the study of how transportation modes (highway, rail, bus) and users (passengers and freight) are interdependent in a metropolitan environment. The research will explore both system management and policy strategies that promote more efficient and sustainable urban transportation.

“Much of the work is tied to freight, but we are still looking at broader questions of economic competitiveness and the relationship between transportation and competitiveness in large metropolitan areas,” said Dr. Thomas O’Brien, Interim Executive

Director of the Center for International Trade and Transportation at CSULB.

The second award will provide METRANS with \$500,000 per year for two years, to be matched 100 percent by non-federal sources, for a total of about \$2 million. “This funding will allow us to continue our efforts with the Town Hall, the Urban Freight Conference, and expanding the range of our professional development programs,” Dr. O’Brien noted.

“It injects new life into the center, allowing us to engage more students in our programs,” he added.

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## CITT Executive Director Marianne Venieris Retires

Marianne Venieris, Executive Director of the Center for International Trade and Transportation (CITT) at CSULB, has retired after more than 17 years of outstanding



*AVP/Dean Jeet Joshee with Marianne Venieris and Interim CSULB Pres. Don Para*

leadership. She is largely responsible for making CITT the most respected provider of training and education to Southern California’s goods movement industry. CITT is also an important center for trade and transportation research, and is the trusted partner that brings together all sectors of a sometimes fractious business.

In the 1990s, Marianne worked with her late husband, Richard Hollingsworth, to create the successful Global Logistics Specialist (GLS) professional designation program, hiring industry

leaders and experts as instructors. This led to developing the Marine Terminal Operations Professional designation program. Other offerings followed, including

online classes for Hazmat training and an accelerated Master’s degree program in global logistics. Many program graduates are now industry leaders, with some returning as instructors. Leading companies, professional associations, and individuals provide scholarships that enable disadvantaged students to complete programs.

Marianne also served as Deputy Director of the METRANS Transportation Center, a partnership between the University of Southern California and CSULB that has received millions

of dollars in research grants.

Among many other honors, Marianne has received proclamations from the Gateway Cities Council of Governments and the Long Beach Board of Harbor Commissioners. Harbor Commission President Doug Drummond said: “(Marianne) has broken more new grounds than anyone I know in the academic world. Her students enrich both ports of San Pedro Bay and stretch out around the world. She is really a change agent.” Drummond is one of two commissioners currently enrolled in the GLS program.

AVP and CCPE Dean Jeet Joshee agrees: “I’m very grateful for Marianne’s decision to continue her involvement with CITT and CCPE as Senior Advisor and External Liaison. Her colleagues are delighted that she will remain an important contributor to the success of our institution.”

# CCPE's Study Abroad @ the Beach Department Offering International Summer Sessions



Study Abroad @ the Beach, which allows international students to study at CSULB for one or two semesters, will be offering CSULB's Summer Sessions to international students around the world. Students who are seeking degrees at their home institutions will be able to benefit from early registration for impacted courses that are normally full during the Fall and Spring academic terms. The flexibility of the three-session Summer format will be convenient for the varying school calendars used in students' home countries.

"International students will earn official CSULB credit towards their academic, professional, or personal goals," said Interim Associate Director of Study Abroad @ the Beach, Chris Mefford. "Domestic CSULB students will also benefit as the presence of international students will diversify the classroom and bring new perspectives to open their hearts and minds," he continued. "International Summer Session opportunities will be one more step toward our goal of bringing the world together through higher education."

## CSULB Celebrates International Education Week

CSULB celebrated the diversity of cultures on campus and the transformative potential of international education through International Education Week, from November 12-15, 2013. At the International Education Week Festival on November 13, international students hosted booths offering information about their home countries and campus representatives answered questions about



*Danish students at their country booth at the IEW Festival*

Study Abroad, Passport Services, international career opportunities, and more. Internationally themed events were held on campus throughout the week, including a lecture by Ambassador Cameron

Munter on U.S./Pakistan relations, an African Cultural Extravaganza, a presentation on Modern Art Education in China, and Study Abroad information sessions.

California State University  
Long Beach

College of Continuing and  
Professional Education

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The College of Continuing and Professional Education (CCPE) is a leader in continuing higher education. It is a self-support, 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.

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

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**ENGINEERING** CONTINUED FROM PAGE 1

At completion, students receive their Bachelor of Science degree from California State University, Long Beach. The program is accredited by the Western Association of Schools and Colleges (WASC) and is in the process of seeking ABET accreditation, independent of the main campus.

The celebration featured keynote speaker Shawn H. Phillips, PhD, Deputy Chief of Space and Missile Propulsion at the Air Force Research Laboratory, as well as a welcome and introduction from CSULB College of Engineering Dean Forouzan Golshani, PhD, and congratulatory remarks from Edward Knudson, President of Antelope Valley College. Distinguished guests from Antelope Valley College, CSULB, the city of Lancaster, and the greater Antelope

Valley were in attendance. Andrew Bernard, who graduated in the Electrical Engineering class and received several scholarships, also addressed the crowd. The celebration concluded with a recessional and dinner.

“This celebration recognizes a major life-changing accomplishment on the part of our students who will become highly productive citizens and leaders in their profession and in our region. It is also a major milestone for the CSULB Antelope Valley Engineering Program and all of the Antelope Valley education, community, industry, and government partners who

have worked so hard to make this event possible,” Dr. Santarelli said.

Associate Vice President of International Education and CCPE Dean Dr. Jeet Joshee is also pleased with

the success of the program. “I’m very proud of these 18 graduates. Their achievements have rewarded and strengthened our commitment to this exciting and innovative collaboration,” said Dr. Joshee. “We congratulate them, and we thank our out-

standing CSULB and Antelope Valley partners. CCPE looks forward to even greater accomplishments that we will achieve together.”



*Electrical Engineering graduate Derek Abramson with Dean Golshani*

**2014  
CHINESE  
CULTURE  
FESTIVAL**  
MUSIC & ART

## 2014 CHINESE CULTURE FESTIVAL: MUSIC AND ART

FROM MARCH 10-14, 2014, CSULB WILL BE HOSTING THE CHINESE CULTURE FESTIVAL, THIS TIME FOCUSING ON MUSIC AND ART. THE OPENING CEREMONY WILL FEATURE PERFORMANCES BY AN ORCHESTRA, A CHILDREN’S CHOIR, A CALLIGRAPHER, AND A TAI CHI MASTER, AS WELL AS REMARKS FROM CHINESE DIGNITARIES. THROUGHOUT THE WEEK, THE WORK OF ACCLAIMED CHINESE ARTISTS WILL BE ON DISPLAY AT THE UNIVERSITY STUDENT UNION BALLROOM. FOR MORE INFORMATION, VISIT THE WEBSITE AT [WWW.CCPE.CSULB.EDU/CHINESEFESTIVAL](http://WWW.CCPE.CSULB.EDU/CHINESEFESTIVAL).