



NewsLink



CALIFORNIA STATE UNIVERSITY, LONG BEACH

UNIVERSITY COLLEGE AND EXTENSION SERVICES NEWSLETTER

VOLUME 1, MAY 2009 ISSUE

UCES Launches New Programs

UCES is constantly developing new programs to serve our CSULB, local, and global communities. Here are three new programs that serve our diverse audiences.

MAY INTERSESSION

The new May Intersession is off to a greater than expected start. With over 85 course sections offered, and over 1,000 enrollments, UCES is on its way to achieving the goals set for this new session. The participation from all UCES staff has been a great example of our continuous effort to **Reach Higher**. Members from every part of the UCES team continue student recruitment at the Library, Student Union, and Horn Center information tables. Marketing for this program has also been a great team effort. UCES has been able to quickly get the word out to students via fliers, email, on-campus recruitment, and an Intersession Twitter site ([@CSULBInterSessn](https://twitter.com/CSULBInterSessn)) that provides students with up-to-the-minute course information sent to their mobile device or email.

May Intersession is a three-week term that will run from May 26th through June 15th. It is open to anyone who is a high

school graduate or over the age of 18. Formal admission to the university is not required nor does attendance constitute admittance to the university. For more information, please contact the UCES Customer Service Center at (562) 985-5561 or visit www.uces.csulb.edu/intersession.

GREEN AND SUSTAINABLE BUILDING CERTIFICATE PROGRAM

40 participants started the eight-week Green and Sustainable Building Certificate program in April. The program is for contractors and builders, those interested in green collar jobs, and homeowners wanting information on the benefits of “green” remodeling and energy efficient home upgrades. It provides participants with an understanding of green and sustainable building, sustainable technologies, protecting the environment, and the “green challenge.” Attendees learn about residential sustainable building and compare and contrast green building programs and learn how and when to apply them. They also learn about cutting-edge technological advancements in building science, building processes, and building materials for both new and existing buildings. Upon completion, they will have an understanding of how to conserve natural resources, and how to make your home more energy efficient, healthier, green, and more sustainable.

A MESSAGE FROM THE DEAN



We are pleased to bring this first edition of **NewsLink** to you. **NewsLink**

will be published twice a year, Fall and Spring semesters.

We hope you will join us in the excitement we have for the new projects we are spearheading and the results of our achievements in the program and services we provide. UCES is proud to be the major outreach arm of CSULB and as such we try to serve the Long Beach community, Southern California region and beyond...and in some cases, internationally.

We have highlighted a few of our newest programs in this edition, including the Green Building Certificate program. In this program, industry experts provide insights and address current best practices of green building design. The new May Intersession, primarily geared towards matriculated CSULB students, provides an additional opportunity to earn units toward a timely graduation. The story on our French students from the Epitech Institute and the story on Summer Study Abroad programs highlight our efforts to give foreign students access to CSULB and extend the CSULB family to foreign lands. There is a lot more to learn about UCES so enjoy this issue and the ones to come.

I hope **NewsLink** will connect you with UCES. Also, I urge you to visit our website (www.ccpe.csulb.edu) to find out more about us and all the exciting things we are doing.

Thanks,
Jeet Joshee
Dean

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The program was developed with the guidance and oversight of a 12 person advisory board consisting of CSULB faculty and staff, construction and “green” professionals, and personnel from local governmental agencies.

TEFL TRAINING PROGRAM

Opportunities are expanding throughout the world in the field of Teaching English as a Foreign Language. Students, alumni, and community members who are interested in living and working abroad, need qualifications beyond a four-year college degree. This eight-week intensive program is designed to prepare individuals to be an English instructor in a variety of settings around the world. The program covers the latest in learning theory and teaching methodology with an emphasis on their practical applications in the classroom.

The idea to develop this program came from the American Language Institute’s (ALI) relationship with Princess Cruises, developing their entire EFL curriculum and conducting teacher-training workshops. Princess Cruises was so pleased with the results of the customized teacher-training workshops they asked ALI staff to develop a TEFL training program. This experience revealed a need for a program of this type which could be marketed to an even broader audience.

Nina Ito, ALI’s Academic Coordinator and one of the developers of the TEFL program, understands why there is a growing demand for this type of training. “After I received my B.A., I spent time teaching EFL in Madrid, Spain. I understand the enthusiasm young people have for wanting to live and work abroad!” The class size is capped at 20, which will allow the participants to have many chances to develop their teaching skills and methods. For more information about this program visit www.uces.csulb.edu/TEFL.



Center for International Trade and Transportation Town Hall

The 10th CITT State of the Trade and Transportation Industry Town Hall titled, *The Decade Ahead: Jobs, Cargo, Completion, and You*, was a great success. Over 850 people attended, including representation from all stakeholders involved in the international goods movement industry, as well as field representatives from various elected officials on the federal, state, and local levels. The video produced by UCES’ Advanced Media Production was a highlight, and CITT has already received many requests for copies to be shown to decision makers throughout the nation.

The International Longshore and Warehouse Union (ILWU) presented five plaques to recognize the university and key funding sources. The event organizers were also very pleased to receive unprecedented recognition including a proclamation from the California Legislator signed by 11 members, and a Resolution from the Board of

Supervisors of the County of Los Angeles signed by five supervisors.

This event also marks the end of the Town Halls, at least in the format of the past ten years. Industry stakeholders have been brought together, at least once a year, in a neutral forum. Controversial issues were discussed and all stakeholders learned something in the process. The goals set forth for the Town Hall Events have been met. CITT will continue to offer outreach events that will address the ever changing needs of the industry and the community in the future.



CSULB President F. King Alexander speaking at the CITT Town Hall



CSULB Partners with French Institute

In June, 2008, two representatives from Epitech came to CSULB and visited with representatives from UCES, Center for International Education (CIE), and the College of Engineering to discuss the possibility of Epitech students enjoying a study abroad experience here. Epitech, an Institute of Technology, belongs to the IONIS Group. IONIS Education Group is a leader in French higher education with 15,000 enrolled students and 50,000 alumni.

In January, 2009, 17 students from Epitech arrived at CSULB for the spring semester and are now attending 12 units of classes in Computer Science and Information Systems, as part of the UCES-University Study at the Beach (USB) program. The Epitech students will be attending the CSULB American Language Institute (ALI) this summer, taking advanced classes in Academic English.

There have been many members of the CSULB team involved in helping the students; including the program academic advisors (assisting students in finding open classes in non-impacted programs) Sato Nishiguchi, Kelly Martinez, and Christopher Mefford. UCES also coordinated with the Chair of Computer Science and Computer Engineering, Dr. Ken James, and with the Chair of Information Systems, Dr. Robert Chi, in finding the courses that Epitech wished the students to take. UCES held a reception in March to welcome the French students and thank all the people involved in making this program a success. Senior Vice President for Academic Affairs and Provost Karen Gould welcomed the students to the university. At the reception, one of the Epitech students confessed, "We are falling in love with Long Beach."

UCES has already received 20 applications for the next batch of Epitech students wishing to arrive in January 2010.

Goods Movement Leadership Academy

METRANS funding matched by funds from UCES will provide the opportunity to create and pilot the Goods Movement Leadership Academy within the Center for International Trade and Transportation at CSULB. The Academy will take education and outreach in the goods-movement industry to new levels of excellence.

Regulatory agency staff, along with elected and appointed officials, are sometimes required to recommend policy and draft legislation with only the shakiest of backgrounds in the deeply complex world of goods movement. CITT and METRANS have frequently discussed a university-based program focused on goods-movement training and education for these officials.

The Academy will bring top scholars, industry representatives, and junior to senior-level civil servants to Long Beach.

Participants in the week-long pilot offering of the Goods Movement Leadership Academy will receive formal classroom instruction covering

the structure of the transportation and logistics industries and other supply chain basics. Academy fellows will interact with key industry players and regulators, as well as with CSULB faculty members whose scholarly interests include trade, transportation, and the supply chain.

Initial industry reaction has been very positive. Goods movement companies see the planned program as extremely beneficial, and have signaled their willingness to provide support.



Epitech students and CSULB staff



**California State University
Long Beach**

University College and
Extension Services

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Dean

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University College and Extension Services (UCES) is one of California State University Long Beach's (CSULB) eight colleges, and the educational outreach branch of the university. We provide additional access to CSULB's exceptional academic programs and educational resources by offering over 550 credit and professional development (non-credit) programs. UCES provides individuals, institutions, organizations, and the global community the best educational choices for the best value.

NewsLink is published twice a year in May and November. For newsletter subscriptions, or if you would prefer to receive **NewsLink** in an electronic format, contact the **UCES Customer Service Center** at **(800) 963-2250**.

At UCES, we say **Reach Higher**. This reflects our core mission of growth. It is a mantra for UCES staff. It's also how we enable our customers to achieve more—encouraging them to strive for higher levels of performance in their professional and personal lives.

NEWS in BRIEF

Hollingsworth Fund

Southern California lost a good friend and booster late last year. Richard Hollingsworth touched the lives of far more people than knew his name. He headed the Gateway Cities Partnership, sponsor of projects and services that improved education and quality of life for thousands.

Richard also worked with UCES serving on the College's Advisory Board, and as the first Coordinator of the Global Logistics Specialist (GLS) Professional Designation Program. His guidance and dedication delivered international recognition for the GLS program.

UCES chose to honor Richard by creating The Richard Hollingsworth Professional Development Scholarship Fund. This fund will help students to succeed, giving them skills to advance their careers and serve society. To learn more about Richard and the Scholarship Fund, go to <http://www.ccpe.csulb.edu/CITT>.

2009 Commencement Webcasts

Once again this year, family members and others around the globe will see their loved ones shake hands with President Alexander as they receive their CSULB degrees. Advanced Media Production (AMP), a division of UCES, has been preparing for this year's live Commencement webcasts for the last several months. The online presentation will be available at www.csulb.edu/projects/commencement/webcast/. Tune in as the celebrations get underway on Wednesday, May 27, at 9am.

Summer Study Abroad Programs

In the past, UCES only offered a few study abroad programs during Winter Session. In summer 2008, UCES began to offer study abroad programs during the Summer Session. In cooperation with the academic deans, Academic Affairs, and Center for International Education, UCES planned and offered 65 courses to 500 students in 2008. There are an

estimated 67 programs scheduled in 25 countries with a potential for 1,000 students to participate in summer 2009. Programs are open to all CSULB students and students from other colleges and universities. Some programs are also designated for community members.

FHWA Grant

METRANS Researchers were awarded a three-year grant from Federal Highway Administration (FHWA) for Transportation Workforce Development. CITT Director of Research, Tom O'Brien leads a team of researchers from CSULB and USC in developing models for collaborative workforce development involving educational institutions and local and regional transportation organizations. The research project was funded by the FHWA as part of its Transportation Education Development Pilot Program and will assess the ways in which local and regional transportation agencies work with other public sector partners, the private and non-profit sectors, and the educational community to respond to workforce development needs. The CSULB research team

includes CITT Executive Director Marianne Venieris and Hamid Rahai from the CSULB College of Engineering.

MODS

The Second Annual Masters of Dance Seminar (MODS) held at the CSULB Walter Pyramid on March 28, 2009 was a huge success. MODS once again, brought together professional dancers and choreographers from Broadway, ballet, world-touring companies, music videos, film, and television. This unique experience provided over 350 young dancers with the opportunity to see and hear first hand, the vast industry opportunities available to them. Carrie Ann Inaba, who is best known as a judge on *Dancing with the Stars*, awarded two dance scholarships and invited the awardees to be her VIP guests at a taping of the hit primetime show. As an additional benefit this year, a dance showcase was added immediately following the seminar and highlighted various professional and non-professional dance groups and crews from industry, schools, colleges, and private studios.



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