



# NewsLink



CALIFORNIA STATE UNIVERSITY, LONG BEACH

VOLUME 1, NOVEMBER 2009 ISSUE  
COLLEGE OF CONTINUING AND PROFESSIONAL EDUCATION

## UCES renamed College of Continuing and Professional Education

By unanimous vote, California State University, Long Beach’s Academic Senate approved a name change for University College and Extension Services (UCES) on May 14, 2009. The college’s new name, College of Continuing and Professional Education (CCPE), reflects a nation-wide trend in continuing higher education’s evolving role in professional development and education.

CCPE Dean, Jeet Joshee, believes that this new name will help students and external partners better understand what the college has to offer and how it can help them with the vast educational resources of CSULB. “Our new name truly reflects who we are and what we do—continuing higher education, serving professionals, educators, and the workforce at a higher level. Our new name is truly driven by our new mission and vision,” says Dean Joshee.

In partnership with CSULB’s other colleges and academic departments, CCPE currently offers 12 Masters Degrees and two undergraduate degrees. The college also offers university credit courses to a large number of students through its Winter

Session, May Intersession, Summer Sessions, and Open University program, as well as non-credit professional certificate programs. As a major outreach arm of CSULB, CCPE also works with the public sector, non-profit organizations, industries, and corporate clients.

## CCPE Hosts International Exchange Programs

CCPE is a major channel for international exchanges at CSULB. This past summer CCPE hosted three training programs for students from Japan and China.

### ENGLISH PROGRAM FOR NURSING STUDENTS

Japanese Students from Yokkaichi Nursing and Medical Care University came to CSULB for the *English for Nursing Students Program* for the second summer in a row. This past August, 27 sophomore nursing students, and two faculty chaperones, attended this three-week program offered through CCPE’s American Language Institute (ALI). The program included housing in CSULB dormitories, site visits to local hospitals and senior living centers, lectures from nursing professionals,



## A MESSAGE FROM THE DEAN

CCPE plays a vital role in providing high quality professional development and workforce education programs to local, national, and international audiences. During this economic downturn it is especially important for us to remain agile and responsive to the needs of our constituency. CCPE is committed to offering educational programs that will help the current and future workforce.

With this in mind, we are excited to announce that in September 2010, CCPE, in collaboration with the College of Liberal Arts, will launch a new BA in Liberal Arts Degree Completion program. The degree is specifically developed for those individuals who have accumulated a number of college credits, but have not earned a degree (see the article on the opposite page).

Education is also a crucial part of revitalization on a global level. CCPE has recently established the International Training Programs Office at CSULB. This office will provide education and training to professionals from around the world, and an opportunity for local business and industry to interact with international visitors (see the article on the back page).

Enjoy this issue,  
Jeet Joshee  
Dean



Left to right: Yokkaichi Nursing and Medical Care University students visiting Long Beach Community Hospital, Sendai University students at Dodger game, and World War II documentary image of Navy trainer plane over the Port of Long Beach.

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CSULB School of Nursing presentations, and a visit to the CSULB Nursing Lab at Long Beach Memorial Hospital. The program has been a great success and ALI is now planning for the August 2010 program.

### EXERCISE NUTRITION PROGRAM

Students from Sendai University, located in northern Japan, participated in a customized program in *Exercise Nutrition* at CSULB this past August. The participants included eight students, three instructors and one administrative coordinator. The program, offered in collaboration with CSULB's Department of Kinesiology, incorporated lectures, site visits, and a Dodger game where they saw a grand slam home run! Due to the program's success, CCPE and Sendai University are already discussing repeating the program next summer as well as adding other programs in physical education pedagogy, sport management, and athletic training.

### INTERNATIONAL FINANCE AND ELECTRONIC COMMERCE CERTIFICATE

This past August, Chinese students from Nanjing University of Science and Technology and Nanjing University of Finance and Economics came to CSULB for the *International Finance and Electronic Commerce Certificate* program. This two-week program included 30 hours of classroom instruction taught in English with the aid of translators. The courses were taught by CSULB professors from the College of Business Administration. The 60 program participants also had the opportunity to experience American cuisine and field trips to local attractions. CCPE worked in collaboration with Dr. Robert Chi, Department Chair of Information Systems at CSULB, to create this program specifically for students from China. This program has been offered for the past four summers and it is expected to continue to grow.

## AMP Premier WWII Documentary

Advanced Media Production (AMP), a division of CCPE, recently premiered a one-hour television documentary about Long Beach during World War II at CSULB. *Long Days Working Hard: Long Beach During World War II* was produced with a grant from the Long Beach Navy Memorial Heritage Association. An overflow crowd at the August 19 premiere gave the film a standing ovation. On November 15, the documentary will be sent to PBS television affiliates nationwide via satellite. All PBS stations will have an opportunity to record it and program it into their schedules during convenient time slots.

Writer and Producer Dave Kelly, Director of AMP, believes the documentary struck a chord with people dealing with economic uncertainty and troubling news on the international front. "There is a deeply felt longing today to see America persevere and overcome difficulty. That is the essence of what this documentary encompasses, a real sense of accomplishment on a grand scale," Kelly states. "People are heartened when they realize that we've had even tougher times in the past and through determination and hard work we were able to be very productive and very successful in the face of daunting circumstances." The documentary follows the historical trends that resulted in Long Beach becoming one of the country's top wartime cities for industrial development, jobs and economic activity.

A total of 18 on-camera interviews were recorded, including many with people who lived through the World War II era and had significant involvement in the Long Beach war effort. The son of Donald Douglas (founder of Douglas Aircraft) was interviewed, as were numerous men and women who worked at the aircraft plant during the war.

## CCPE Partnership with Times Media Korea

CCPE's American Language Institute (ALI) and Times Media Corporation, Korea, are partnering on three projects based in Korea: *TESOL* (Teaching English as a Second Language Training for Teachers of Adults), *TESOL for Children* (Teaching English as a Second Language to Teachers of Children), and an ALI Center, which will be modeled after CCPE's ALI program at CSULB. This past August, American Language Institute (ALI) Special Programs Coordinators Nina Ito and Christopher Mefford visited the central offices and classrooms of the Times Media training center in the bustling Gangnam district of Seoul. They observed classes, interviewed teachers and students, and reviewed the curriculum and facilities. CCPE is endorsing the curriculum and graduates of the programs will receive certificates from both Times Media and CCPE.

Plans are underway for Times Media to open a branch of the Intensive English Program of the ALI called the *CSULB ALI Center in Korea*. This program will allow Korean students to live at home while completing up to Level 3 of the program. Students may then transfer to the ALI at CCPE to complete Level 4 and receive the TOEFL waiver (English language requirement) to enter CSULB as undergraduates. Mefford says "We hope this center will be the first of many partnerships around the world to help prepare students to attend CSULB." The grand opening of the ALI Center will take place in February 2010!

## New CSULB Degree Completion Program

CCPE, in collaboration with the College of Liberal Arts, is pleased to announce the new *Bachelor of Arts in Liberal Arts Degree Completion* program. The degree is designed to provide working adults,

who have accrued some college credits, with a scheduling format that is more conducive to their lives. Courses are offered in a cohort-based format, which provides opportunities for networking, as well as an environment where shared interests, knowledge, and skills enhance the entire learning experience. The program is primarily geared toward serving the needs of the non-traditional student who would like to complete their degree. This degree completion program will begin in Fall 2010, pending final approval from the CSU Chancellor's Office. Classes will be taught face-to-face on the CSULB campus on Wednesdays and Saturdays. For more information visit [www.ccpe.csulb.edu/DegreeCompletion](http://www.ccpe.csulb.edu/DegreeCompletion).

## NUF Conference 2009

The third METRANS National Urban Freight (NUF) Conference was held this past October in Long Beach. The event was very successful with 225 national and international participants in attendance. The conference brought together researchers and practitioners from North America, Europe, and Asia to examine the impacts of goods movement and international trade in metropolitan areas. "The NUF Conference focuses on the urban aspects of goods movement, a major research area for METRANS," said Dr. Thomas O'Brien, METRANS Associate Director for Long Beach Programs and Director of research for CITT. In addition, there were sessions that highlighted METRANS' new comparative research collaboration on major ports and regions and discussions on freight and livability issues. A special panel of industry experts provided attendees with valuable insight into the way that industry uses freight-related research coming out of universities. Other sessions covered environmental issues and mitigation, new modeling and simulation methods, and operational strategies for increasing efficiency of goods movement systems.



### California State University Long Beach

College of Continuing and Professional Education

Jeet Joshee

Dean

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Associate Dean

The College of Continuing and Professional Education (CCPE) 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. CCPE 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 CCPE Customer Service Center at (800) 963-2250, or go to [www.ccpe.csulb.edu/newslink](http://www.ccpe.csulb.edu/newslink).

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Left to right: Nina Ito and Christopher Mefford at Times Media in Korea, the building which houses Times Media on the 5<sup>th</sup> floor, MOU signing ceremony for International Training Programs Office.





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# NEWS in BRIEF

## Transportation Workforce Summit

CITT/METRANS will be hosting a regional workforce development summit in early spring 2010. The summit, titled *“Partnerships for Transportation: A California Workforce Development Summit,”* will be offered in partnership with the Mineta Transportation Institute at San Jose State University. The purpose of the summit is to identify critical transportation workforce development issues in California and highlight effective programs being undertaken by California’s universities to address those issues. For more information, contact Tom O’Brien at [tobrien@ccpe.csulb.edu](mailto:tobrien@ccpe.csulb.edu).

## CCPE Awarded Grant from CSU

The CSU Commission on the Extended University has awarded

CCPE a \$50,000 grant to develop Science Management online courses to complement the proposed Professional Science Masters (PSM) degree program to be offered through CSULB and other CSU campuses. Courses will be developed in collaboration with faculty from science, geographic information systems, and business, and will provide science graduates with a basic grounding in the most important professional development skills for entry into middle management positions. These online courses will satisfy the nine units of “science-plus” courses that are minimally required as part of a PSM degree program.

## CCPE International Training Programs Office

CCPE is proud to announce the addition of its International Training

Programs Office (ITP). ITP’s goal is to bring CCPE’s academic and professional programs to global audiences. Program Manager Heidi Zhang is dedicated to actively promoting academic and cultural exchanges by fully utilizing the abundant resources and expertise at CSULB. Zhang is preparing CCPE’s credentials to become a certified overseas training channel member for the State Administration of Foreign Experts Affairs of China (SAFEA) which will enable CCPE to offer programs to Chinese government officials and public employees. For more information about ITP, contact Heidi Zhang at [hzhang@ccpe.csulb.edu](mailto:hzhang@ccpe.csulb.edu).

## New MTO Professional Designation Program

This comprehensive training program was developed by the Center for International Trade and Transportation at CSULB in collaboration

with Marine Terminal Operators (MTOs). The program addresses all aspects of terminal operations and increases career opportunities for individuals seeking entry into this dynamic industry. The MTO program is structured in a modular format and will be offered for the first time in Spring 2010. Please visit [www.ccpe.csulb.edu/citt](http://www.ccpe.csulb.edu/citt) or call (562) 985-2872 for more information about this exciting new program.

## CSULB Summer Sessions

Beginning summer 2010, CSULB Summer Sessions will be administered by CCPE. For the past four years they have been state-supported sessions. Summer Sessions dates for 2010 are June 1–August 20. There will be two six-week sessions and one 12-week session. Classes will be held days and evenings. For schedule and registration information call (800) 963-2250 or email [Summer@ccpe.csulb.edu](mailto:Summer@ccpe.csulb.edu).