



CIE Joins CCPE

At the end of the 2009–10 fiscal year, reorganization of some departments within CSULB's Division of Academic Affairs brought together the College of Continuing and Professional Education (CCPE) and the Center of International Education (CIE). Associate Vice President for International Education and Dean of CCPE, Jeet Joshee, will now oversee all international activities at the university including international student admissions, recruitment, study abroad programs, and building strong partnerships with institutions overseas. CCPE is already very involved in international education and partnerships through its American Language Institute (ALI) and International Training Programs Office. The inclusion of CIE within CCPE will create organizational efficiencies and will enable Academic Affairs to continue a strong commitment to international education despite diminished resources.

CIE Senior Director Nathan Jensen sees this reorganization as a positive move for future international students, "the incorporation of CIE into CCPE will bring about an unprecedented level of personal service to all of our international students. We will strive, in particular, to make ALI and University Study at the Beach students feel more a part of the university, increasing their participation in all aspects of campus life." Jensen, along with ALI

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Wenzhang Wang, Vice Minister of Culture of the People's Republic of China, presents President Alexander with a collection of Chinese books to be added to the CSULB Library collection.

CSULB Hosts Chinese Film and Culture Festival

CCPE, on behalf of CSULB, hosted the 2010 *Chinese Film and Culture Festival* on October 14–21. The free week-long event included the daily screening of recent Chinese films and a cultural heritage and craft exhibit that highlighted fabric and paper cutting art, leaf vein painting, calligraphy, and more. The goal of the festival was to improve communication between Chinese and American universities through a cultural and artistic exchange. The festival also included the kickoff of the Chinese and American College Student 3D Animation Competition. The event, primarily held in the CSULB Student Union, was attended by CSULB

students, faculty, staff, and the local community.

The festival was presented by CCPE in collaboration with the Ministry of Culture of the People's Republic of China, Beauty Media, Inc., a Chinese private media company, and ICN TV Network, a U.S. based Asian television company. This festival was the first of what is intended to become an annual event.

The lavish opening ceremony, held on campus in the William Link Theatre, included remarks from CSULB President F. King Alexander, the Chinese Vice Minister of Culture, Wenzhang Wang, the Chinese Consul General,

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A MESSAGE FROM THE DEAN

2011 marks the 40th anniversary of continuing education at CSULB and our commitment to helping people reach higher. In 1971 the Extended Education Act had just passed and CSULB needed to expand its range of educational services to non-traditional students, so the office of Summer Session became the office of Summer Session and Extension, now known as the College of Continuing and Professional Education (CCPE). Since that day in 1971, CCPE has remained dedicated to identifying and addressing the educational and training needs most relevant to our local and global communities.

To further illustrate the university's commitment to education in the global community, CSULB's Center for International Education has become part of our college (for more details, see cover story). This addition will enable CCPE to globalize the content of all our programs. This reorganization has some benefits for the local community as well; there will be increased opportunities for short term study abroad trips, more events that bring foreign cultures to campus, and more synergy with international efforts around the city.

Enjoy this issue,
Jeet Joshee
Associate Vice President and Dean

CITT Presents Inaugural Point/Counterpoint Forum

Point/Counterpoint, a new educational forum from CCPE's Center for International Trade and Transportation (CITT), held its inaugural event this past October. The event, which was free and open to the public, was titled "Panama Canal Expansion: The Battle for Jobs and Cargo. Who Wins? Whose Loses? Who Decides?" The event was well attended and nearly filled the 1,074-seat CSULB Carpenter Performing Arts Center.

The forum brought together scholars as well industry experts and leaders to review the facts surrounding the canal's expansion and offer their unique perspectives, as well as challenge existing assumptions concerning implications for West Coast ports, cargo volume, and jobs. To help bring clarity to the forum, panel speakers with knowledge of both the Panama Canal expansion and the shipping industry in general were invited to present.

Point/Counterpoint, which CITT Executive Director Marianne Venieris hopes will become a regular event, is a follow-up to the popular annual CITT Town Hall meetings which concluded in 2009 after a successful 10-year run. "This is our new signature event," noted Venieris. "We feel there is a strong need to have good reliable information on specific topics allowing people to come to their own conclusions about them."

In the town hall meetings, experts were brought in to give their perspective on a specific topic and then answer questions.

The Point/Counterpoint series differs in that it deals with a pertinent issue of current interest to the goods movement industry where there are opposing opinions and better information would bring more clarity.

"Generally, a point/counterpoint discussion is like a debate; however the CITT Point/Counterpoint series is an educational forum and the desired outcome is not to have a winner or loser of the debate, but rather to gain salient information from all angles. In the end everyone in the audience will be a winner because we'll all be better informed," said Venieris.

As part of the Point/Counterpoint event, CCPE's Advanced Media Production (AMP) team created a 20-minute documentary about the Panama Canal's history. The short documentary was presented to frame the issues for the discussion that followed. In order to commemorate the canal's upcoming centennial anniversary, the video sought to capture the significant aspects of the original construction effort as well as the current expansion project underway today. The video, can be viewed at www.amp.csulb.edu/ccpe/citt.



Point/Counterpoint addressed the Panama Canal Expansion.

Working and Living in a Port City Seminar Series

The Ports of Long Beach and Los Angeles are gateways to a global marketplace. Growth of international trade, the availability of logistics and trade-related jobs, and public policies related to port operations directly affect our communities, businesses, and our regional and national economies.

CPPE's Center for International Trade and Transportation (CITT) is an important community resource for goods movement related education and information. Consequently, CITT staff is frequently asked to speak at events and associations that are sometimes peripherally related to the goods movement industry. CITT receives inquiries regarding the port, proposed legislature, calls from staff of various elected officials, from real estate professionals, and community groups wanting clarification on how the port works and its role in the city. Seeing an educational need within the local community, CITT Director's Executive Director, Marianne

Venieris, decided to develop a three-part seminar series to provide these different groups, in and outside of the industry, an opportunity to learn how it all ties together.

The seminar series consists of three courses, *Ports: Local Actors and Global Trade*, *Ports: Gateway to International Trade*, and *Careers: The Key to Success is an Educated and Skilled Workforce*. The series

is designed to provide participants with a broader perspective on the value of international trade to our communities.

The seminars may be taken individually for \$75 each or participants can register for all three seminars for \$175. Customized and on-site training for this series is also available. Call 562-985-2872 or email citt@ccpe.csulb.edu for more information.



A view of the city and the port of Long Beach.

CCPE Administers CSULB Summer Session 2010



Due to limited state funding, CSULB Summer Session 2010 was temporarily relocated to CCPE as a self-support session to ensure CSULB students would have access to courses they need for a timely graduation. For the past four years Summer Session had been a state funded term known as YRO Summer Session.

Although there were many uncertainties due to this transition, and

in spite of an extremely limited lead time, CCPE managed to offer a successful session.

10,180 students were served with 11,688 course enrollments and over 700 course sections offered. Enrollment Services, Student Financials, Academic Affairs, and CCPE worked closely to transition YRO Summer over to an ad hoc offering of a self support Summer Session to provide student support and maintain quality customer service.

CCPE maintained much of the

business practices established by the other divisions to maintain continuity with previous summer offerings, while the CCPE staff provided face to face recruitment at the Library and Student Union to accommodate any questions.

CCPE is grateful for the outstanding support it received from many departments, especially all the staff at Enrollment Services, Bursar's Office, Faculty Affairs, the academic department chairs, as well as the scheduling staff.



EDUCATION PROVIDER

CCPE CERTIFICATE PROGRAM GARNERS USGBC APPROVAL

CCPE is committed to enhancing the ongoing professional development of the green building industry through top-quality, third-party reviewed education courses and events. As a testament to this effort, CCPE's Green and Sustainable Building Certificate Program has been approved by the United States Green Building Council (USGBC) for 27 continuing education hours. Our comprehensive certificate program provides an understanding of green and sustainable building technologies, how to conserve natural resources, and how to make homes more energy efficient.

Through its certification of programs, the USGBC is committed to ensuring precision in the design, development, and implementation of the processes used to increase and measure green building performance and green practices. Programs approved for USGBC continuing education hours have been peer-reviewed and meet USGBC's high standards of content and quality.

CCPE Develops Courses for Professional Science Masters Program

A number of national reports and summits charged with identifying the steps necessary to assure the nation's competitiveness in the global economy have identified the need for scientists to successfully and seamlessly enter the technology-driven sector of corporate America. These reports indicate that scientists and engineers need to add business knowledge to their field of expertise. In response to this need, the CSU has taken a leadership role in the development of Professional Science Masters (PSM) degrees.

CCPE has received funding from the CSU Extended Education Commission to develop six, three-unit "science plus" online courses which can be taken individually, in partial fulfillment of a PSM, or collectively bundled together for an 18-unit certificate in Science Management. The purpose of these classes is to provide cross-training in specific professional skill sets that are not normally offered in conventional

thesis based science Masters programs. CCPE's intent is to provide a suite of classes that will be useful to graduates in all of the Science, Technology, Engineering, and Mathematics (STEM) disciplines as well as reentry professionals who want to gain the professional experiences that fulfill workforce needs and improve future career opportunities.

Two of the unique features of a PSM that differentiates it from a conventional thesis-based science MS degree are the requirement for an internship and the need for students to take professional development classes in management, policy, or law. These professional development classes are often referred to as "plus classes" and are taken in addition to the conventional content classes.

CCPE is partnering with course developers from CSULB's College of Business and College of Natural Sciences and Mathematics to build these courses. The first three courses will be offered in May 2011.

CCPE Participates in the 2010 Governor's Conference for Women

CCPE was excited to be part of the 2010 California Governor's Conference for Women this past October at the Long Beach Convention Center. The conference drew more than 30,000 people to three days of events.

CCPE staff talked with hundreds of attendees, and handed out catalogs, brochures, and other promotional items about the wide array of professional development and degree programs that CCPE offers.



Debbie Hildreth Pisarcik and Maria Martinez at the CCPE booth.

CCPE Receives Official SAFEA Certificate in China

Heidi Zhang, Director of the International Training Programs Office, traveled to China in October to meet with potential training clients. The main purpose for the trip was to attend the annual conference for the State Administration of Foreign Experts Affairs (SAFEA) in Shenzhen. During the conference, CCPE received our official SAFEA Certificate as an overseas training provider for the Chinese government, its agencies, and

private sector companies. CCPE also signed the MOU with SAFEA to offer the TEFL-in-China Certificate Program at CSULB. This certificate will enable people to get a working permit to teach English as second language in China.

Ms. Zhang also visited Chengdu, Wuhan, Shenyang, and Beijing to recruit for other CCPE programs like



Ms. Zhang (far left) at the signing of the MOU with SAFEA for the TEFL-in-China program

the Master of Arts in Global Logistics (MAGL), the Master of Science in Criminal Justice, and next year's international training programs.

NEWS in BRIEF

Intervention Town Hall Meeting

On Thursday, November 18, A&E, Charter Communications, and CSULB partnered with The National Council on Alcoholism and Drug Dependence, Inc., and The Salvation Army to screen an episode of INTERVENTION and hold a live town hall meeting on drug and alcohol addiction. The event, held in the CSULB Studio Theater, was attended by community members and was filmed for future broadcast.

CITT Students Awarded Scholarships

Two students enrolled in programs through The Center for International Trade and Transportation (CITT) were awarded scholarships this past September.

Global Logistics Specialist (GLS) student Damon Stathatos was awarded a \$1,500 scholarship from the Containerization & Intermodal Institute (CII) at the association's Connie Awards dinner. The Connie Award recognizes individuals who made outstanding

contributions to the intermodal industry. This is the second year in a row the CII scholarship has been awarded to a GLS student.

Master of Arts in Global Logistics student Steve Sun was awarded a \$3500 scholarship from the Los Angeles Transportation Club (LATC). The LATC has a long-standing tradition of awarding annual educational scholarships to students pursuing a Certificate, Bachelors or Graduate degree in the fields of Transportation, Logistics, Traffic Management, or any other related field.

New Accelerated MAGL Program

The CSULB Department of Economics, in partnership with CCPE, currently offers an evening Master of Arts in Global Logistics (MAGL) program targeted to adult learners with relevant professional experience in supply chain management and logistics. The new MAGL Accelerated (MAGL-AP) program, slated to launch in fall 2011,

will provide the same degree as a full-time, site-based program targeting new graduates.

The MAGL-AP program is designed for those interested in graduate studies in supply chain management and logistics, but who lack work experience in the field. The program will include a six-unit internship assignment with a local logistics firm. For more information about the MAGL Accelerated program go to www.ccpe.csulb.edu/MAGLAP.

CCPE's International Training Programs Office Hosts Foreign Delegations

Since May of 2009, the International Training Programs Office has hosted a total of 45 delegations from several countries which include China, Vietnam, and Korea. Training topics for the delegations have included Green Technologies, Leadership, Real Estate Finance, Public Healthcare Administration, and Higher Education Management

CSULB HOSTS CONTINUED FROM PAGE 1

Yun Zhang, and the Lieutenant Governor of California, Abel Maldonado. The audience was also treated to dramatic performances by a troop of Ansai Waist Drummers and an amazing Bian Lian Face Changing master. The Face Changer moved about the stage and into the audience wearing a colorful costume and masks that changed in a split second.

The film screenings explored the way Chinese media producers envision their society for domestic and international audiences. Audience members participated in panel discussions with film critics and producers

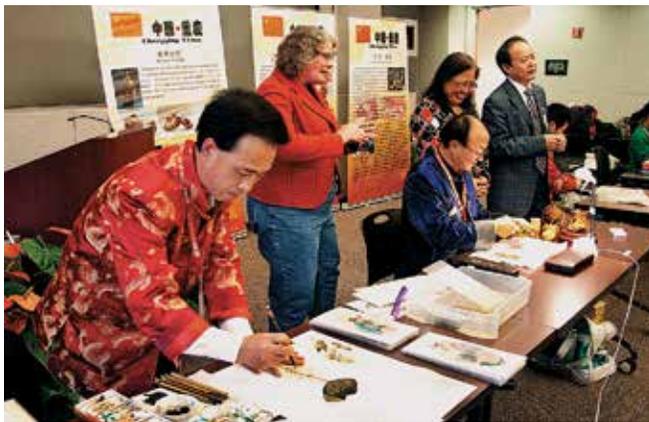
at the conclusion of some of the films.

The exhibition of Chinese intangible culture and world culture heritage included live demonstrations by highly skilled artisans. The artists created beautiful works of art and presented some of them to audience members. Also on display were detailed models

of China Fujian Tulou, an unusual type of Chinese rural dwellings, created specifically for the festival.



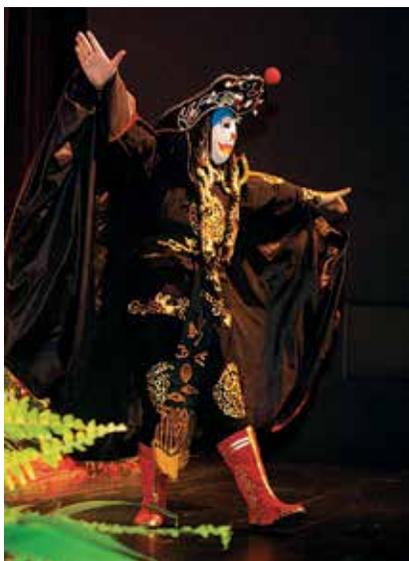
Left to right: CSULB Provost Para, Beauty Media President Yan, Consul General Zhang, CSU Trustee Yin, Vice Minister Wang, CSULB President Alexander.



The Chinese artists demonstrated and explained their traditional techniques through the use of a translator.



A paper-cutting artist holds up an elaborate design created at the demonstration.



The Face Changer performs at the opening ceremony to the amazement of the crowd.



Dignitaries marvel at the details of the Fujian Tulou Round House model on display as part of the Chinese Culture Exhibit.

CCPE Gets Top Prize at Spooktacular

CCPE showed its Halloween spirit and took home the top prize for the 2010 CSULB Spooktacular, the annual campus-wide department decorating and costume contest. After a ten year absence, CCPE returned to the contest to defend its multi-year winning streak. The team relied on the premise that decorating is not enough; the judges need go through an interactive experience. This premise had served CCPE well for so long that its winning streak actually prompted a change in the rules in order to level the playing field; introducing Large Department

and Small Department categories for the designation of third, second, and first prizes.

The theme: "Twisted Disneyland" took the judges on an entertaining tour of some twisted versions of familiar areas of the famed resort. The judges were scheduled to arrive at 9:00 am so the twisted characters had to be in costume and ready to run by 8:30 a.m. The judges' tour took 15 minutes and went flawlessly, resulting in CCPE's first place win in the Large Department Category and first place in Group Costume.



CCPE staff as characters from "Twisted Disneyland" for Spooktacular 2010.

CIE CONTINUED FROM PAGE 1

Director Lynne Richmond, is working with other campus stakeholders to create a comprehensive plan for international student recruitment for all programs at CSULB. Some areas that will be streamlined for international students include advising, the visa document issuance process (which can be cumbersome and time-consuming), and other student services.

One project already underway is the implementation of the Studio Abroad software. CCPE's IT staff is helping to

customize and implement this tool so that CIE will have an online database of study abroad experiences that is searchable by major, cost, and length of study. The software will also enable CIE to track the global competencies of faculty and staff as well as communicate with prospective and current international students and alumni in a more effective way.

CCPE looks forward to the benefits of its newly expanded international team serving students here on campus and abroad.

California State University
Long Beach

College of Continuing and
Professional Education

Jeet Joshee

Associate Vice President and Dean

Michael Jones

Interim Associate Dean

The College of Continuing and Professional Education (CCPE) is one of the eight academic colleges and the self-support community outreach division of the university. The college provides additional access to CSULB's exceptional academic programs and educational resources by offering over 550 credit and professional development (non-credit) programs every semester. The programs, which include graduate and undergraduate degrees and certificates, are designed to meet the personal and professional development needs of more than 20,000 individuals each year. CCPE identifies and addresses the educational and training needs most relevant to its customers. Its capabilities extend internationally.

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CSULB Participates in First USA College Day in London

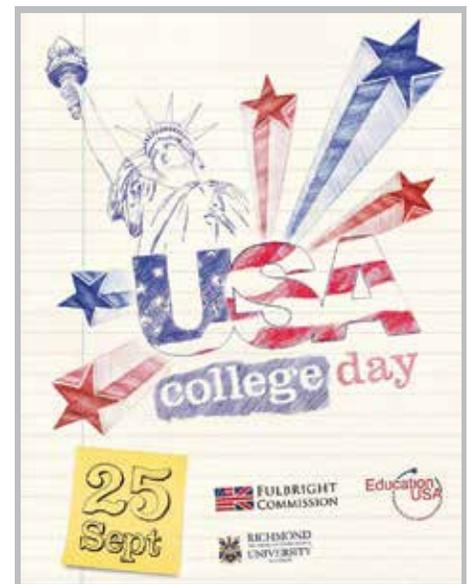
American Language Institute (ALI) Director Lynne Richmond represented CSULB at its first USA College Day London event, held at Kensington Town Hall this past September. This free event, now in its 33rd year, is the oldest and largest higher education fair of its kind in Europe. The fair had more than 100 booths representing U.S. institutions of higher education, including Dartmouth, Harvard, Duke, and from California, Marymount College, Stanford, and University of La Verne.

More than 4000 students attended the fair and many were especially interested in CCPE's University Study at the Beach (USB) and CSULB degree programs. The USB program is of particular interest in Britain as British students are very interested in

the "gap year" experience, a year that they take time away from their British university studies and go abroad for study or internships. Quite a few students were non-native speakers of English, and were also interested in the ALI Intensive English-University Prep Programs.

British students, having had little acquaintance with the California CSU system, are attracted to Southern California as a destination, to the numerous courses of study opportunities CSULB offers, and to the current dollar to pound exchange rate. With this first foray into marketing for British students, Richmond sees great potential for increasing participation in the USB and CSULB degree programs as the university continues to expand its United

Kingdom visibility with the assistance of Education USA events and Regional Advising Centres in the British Isles.



The USA College Day Program Cover.