



NewsLink



Dr. Jeet Joshee (center) and Mr. Changzheng Cui with staff at SAFEA certification ceremony.

CCPE is awarded SAFEA Certification

Under the leadership of College of Continuing and Professional Education (CCPE) Dean, Jeet Joshee, along with a dedicated team of CCPE staff, CSULB became one of five certified overseas training partners with the State Administration of Foreign Experts Affairs (SAFEA) of People's Republic of China.

On March 10, 2010, Dean Joshee and Heidi Zhang, Manager of International Training Programs at CCPE, met with the Director of the Department of Overseas Training, Mr. Changzheng Cui, Deputy Director, Mr. Yanchao Liu, and related officials from SAFEA in Beijing. At this meeting CSULB was given approval and became a certified overseas training partner/provider from the Chinese government. The certification enables CCPE to provide training programs directly to delegations from the Chinese government and all affiliated agencies funded by the government without going through a third party. It also officially recognizes that CCPE training programs meet the high quality standards required by SAFEA. This certification will advance CSULB's reputation in China and will further efforts to grow the international training programs area.

International Training Programs Update

The office of International Training Programs (ITP), led by Heidi Zhang, has been very active promoting various program opportunities around the world. The ITP office has secured 15 contracts this past year to provide training programs to universities, organizations, and government agencies throughout China, Vietnam, and Korea. The training commitments include short- and long-term programs, certificate programs, and degree programs. In addition to conducting training in foreign countries, CCPE has hosted a dozen visiting delegations in the past six months.

CCPE has also conducted eight successful short-term training programs on the CSULB campus, including field trips to local places of interest. The programs include: Enterprise Financial Management Training Program, Population Development and Family Planning, Occupational Safety Training Program, Sustainable/Renewable Energy Training Program, Education Leadership program, Freeway Rest Area Management Program, English Leadership Camp, and Effective Performance Management Training.



A MESSAGE FROM THE DEAN

The past six months have been very exciting regarding international outreach efforts at CCPE. The International Training Programs office has been busy with recruitment trips to Asia as well as hosting many delegations visiting Long Beach. (See article on front page). In March, I traveled to Beijing, China to meet with the SAFEA officials and receive the good news that our application for certification was accepted (see article on front page). CCPE also secured an agreement with Qingdao University to provide a graduate program in Criminal Justice. The Criminal Justice Master's Degree will be taught by CSULB faculty and is set to begin in Fall of 2010. We have also been marketing our Global Logistics Specialist (GLS) Professional Designation Program with great success in China. Shanghai is the world's largest cargo port, which is why the GLS online program is of particular interest. We have met with various groups in Shanghai to discuss the benefits of the GLS designation and things are moving forward. I hope you enjoy reading about our international and other successes.

Thanks,
Jeet Joshee
Dean



Left to right: The delegation from Henan, China on site visit for the Sustainable/Renewable Energy Training Program. Students on the CSU Road to College Tour bus. CSULB President Alexander (left) and CITT Executive Director, Marianne Venieris (right) at the workforce summit.

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CCPE believes that the abundant resources and strong academic reputation of CSULB, along with the support of our local community, create a unique and powerful educational experience and will continue to support our efforts to provide high quality training programs to international partners.

AMP to Participate in the "Road to College Tour"

Advanced Media Production (AMP), a division of the College of Continuing and Professional Education, has been awarded a contract from the CSU Office of the Chancellor to produce a documentary about the upcoming *CSU Road to College Tour*. As part of the CSU's effort to reach under-represented students in the state, the tour features a bus outfitted with information, laptop computers and CSU representatives traveling on a journey across California. The bus travels to schools in communities near CSU campuses and provides outreach information for 6th–10th grade students.

Along the route, an AMP producer and videographer will document the journey, collect interview sound bites and capture the essence of the proceedings. When the month-long tour has concluded, AMP will produce a short overview video to be distributed widely via the internet and DVD. The documentary should provide inspiring glimpses of the journey from San Diego State in the south to Humboldt State in the north.

This year's *Road to College Tour* is the second traveling engagement of what is hoped will be an annual event. Sponsored by AT&T, the program's goals are to increase awareness of the importance of early academic preparation and to increase access for underserved students.

California Transportation Workforce Summit

More than 150 transportation employers and educators gathered in Long Beach on February 1 and 2 for a workforce development summit. Titled *"Ensuring the Growth of California's Transportation Workforce: Developing the Right Workers for Today's Challenges and Tomorrow's Jobs,"* the summit was sponsored by the METRANS Transportation Center (a partnership of CSULB and USC), the Mineta Transportation Institute at San Jose State University, and Long Beach City College. It was designed to assess the abilities of today's transportation worker and identify the skills necessary for the next generation of California's transportation workforce, bring together professionals from a wide range of transportation industry segments, and showcase programs and partnerships that demonstrate innovation in meeting the state's workforce needs.

The February event was one of a series of gatherings being held around the country which will culminate in a national summit to be held later in 2010. The national summit will raise the profile of transportation workforce development needs with the elected officials and policymakers crafting the next major piece of federal highway legislation. The federal bill funds many educational and professional development programs. The national summit will also coincide with the development of a national transportation workforce development strategy.

For more information on *"Ensuring the Growth of California's Transportation Workforce: Developing the Right Workers for Today's Challenges and Tomorrow's Jobs,"* including a list of participants and links to presentations, please visit the Summit website at www.metrans.org/workforcesummit.

New CSULB Saturday MBA Program

CCPE in partnership with the College of Business Administration (CBA), is pleased to announce the new Saturday MBA, a restructured Master of Business Administration degree program launching August 2010. The program is distinguished by its innovative, cross-discipline integrated curriculum. Instead of students concentrating on elective courses in a single specialization, the Saturday MBA takes management education a step further by integrating business concepts across functional disciplines.

“There was a time when just learning about business concepts and mastering a single functional specialty was adequate for personal success. However, business leaders now tell us, that for managers and recent graduates to differentiate themselves, they must develop a broad perspective to effectively solve organization-wide business problems,” explained MBA Director and Marketing Professor David A. Horne. “Many MBA programs have been grappling with the appropriateness of their current MBA instructional model. Our restructured Saturday MBA demonstrates that CSULB is beyond the analysis stage and is into the implementation of this cutting-edge curriculum.”

The 21-month program is accredited by the AACSB (Association to Advance Collegiate Schools of Business International). For more information visit www.ccpe.csulb.edu/SMBA.

Charter Partners with CCPE

CCPE and Charter Communications have entered into a unique relationship. Charter is Long Beach’s cable television franchise, with a long history of community service programming. With the loss of its own studio in January,

the company needed a facility that could support its various production needs.

CCPE’s Advance Media Production (AMP) department has agreed to host Charter in the AMP studio several days each month, and is now Charter’s home for creation of talk shows, and short interviews that are seen on *CNN Headline News* at the top of each hour. These informative features are seen in all of Charter’s Southern California service areas.

In return, CSULB is receiving a higher level of exposure on Charter’s systems. Public service announcements created by AMP are airing on up to 40 of Charter’s network channels, and some of the university’s most interesting stories and people are appearing on the *Headline News* inserts. It’s definitely a win-win that CCPE hopes will continue for many more television seasons.

GLS Program Approved for VA Benefits

Veterans who enroll in the Global Logistics Specialist Professional Designation (GLS) program will now be eligible for educational benefits under the GI Bill. The U.S. Department of Veteran Affairs recently approved the highly regarded program. In the past, only CSULB’s degree-granting courses qualified for VA educational benefits. Those benefits may now include a book allowance and housing assistance in addition to tuition/fees during their enrollment. Angeli Logan, The Center for International Trade and Transportation’s (CITT) Director of Programs, said: “CITT and CCPE are committed to serving and honoring our military. Active duty military personnel and veterans have long recognized how the GLS program provides specific job skills and the knowledge needed to transition successfully to a career in logistics.”

For more information go to www.ccpe.csulb.edu/GLS or call (562) 985-2872.

California State University
Long Beach

College of Continuing and
Professional Education

Jeet Joshee
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 16,000 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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Left to right: Saturday MBA learning teams will benefit from the innovative, cross-functional curriculum. Charter Communication program being produced in the AMP studio. Colonel Hamut (left) congratulates Captain Nathan Woodside (right) on receiving his GLS Certificate.





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NEWS in BRIEF

Dean Joshee Selected for UPCEA Leadership Positions



Jeet Joshee, Dean of the College of Continuing and Professional Education, has been selected to serve on the Board of Directors of the University Professional and Continuing Education Association (UPCEA) for 2010–2011. He will also serve a three-year term as a Commissioner on the association's International Affairs Commission, and will Chair the Opportunity and Equity Committee.

UPCEA is headquartered in Washington, DC, and is comprised of 425 regionally accredited public and private colleges and universities, international institutions, and non-profit organizations committed to professional and continuing higher education.

CCPE Hosts SOC Workshop

CCPE hosted the Servicemembers Opportunity Colleges (SOC) Consortium Workshop on February 3, 2010. The sold-out workshop had over 71 college and university professionals in attendance representing 31 universities and colleges throughout the region.

SOC is an organization comprised of approximately 1,700 colleges and universities designed to ensure that military service members are given sufficient educational opportunities. Topics included how universities can be military friendly and awarding credit for military training and experience. The program was facilitated by SOC staff and featured a session that included a panel comprised of CSULB student veterans and two experienced psychologists.

CCPE Associate Dean Takes Post at CSU Chancellor's Office

In April, CCPE Associate Dean, Sheila Thomas accepted the posi-



tion of State University Dean for Extended and Continuing Education at the California State University Chancellor's Office (CO). Her role at the CO includes facilitating strategic communication regarding policies, procedures and functions of CSU Extended Education, advocating for the interests of extended education, and providing guidance and direction to campus extended education units.

Thomas started at CCPE as Director of Programs in May of 2005. She was appointed interim Associate Dean (AD) in January of 2008, and became the permanent AD in January of 2009. CCPE staff wish her well at her new post.

EMER Program Redesign

The newly redesigned interdisciplinary Master of Science in Emergency Services Administration Program (EMER) is delivered exclusively online, utilizing the latest technology to create a dynamic learning environment. Emergency management research, policy, and practice is the program's foundation for developing solutions to the most common operational problems and natural, technical and human-induced disasters faced by professionals involved in emergency services.

Coursework has been specifically designed to have practical value to students' workplace responsibilities as well as provide the leadership, management, and administrative skills required for career advancement.

Classes begin August 30 for the Fall 2010 semester. For more information go to www.ccpe.csulb.edu/EMER.