



Engineering Degree Debuts in Antelope Valley

The College of Engineering, in partnership with CCPE, will launch two engineering degree completion programs this fall in the Antelope Valley. The programs are designed for transfer students who have already completed lower-division coursework and are interested in completing their bachelor's of science degree in electrical or mechanical engineering. The program is a shared commitment between CSULB, industry, government partners, and community colleges in the greater Antelope Valley to ensure that this region has access to high quality affordable engineering education.

The program's location offers unprecedented access to industry professionals, real-world engineering projects, and internships with local companies. Students can attend classes for their freshman and sophomore years at an area community college, then take upper-division engineering courses at the Lancaster University Center, a former Antelope Valley Fairgrounds building that the city of Lancaster spent \$3.5 million renovating in 2004 to hold college classes. Students will be admitted and matriculated through CSULB.

The cohort-based programs will offer the same curriculum taught at CSULB. The goal is to begin the program in

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CCPE Staff pose for a 40th Anniversary Celebration picture on the steps of the CSULB Foundation Building

CCPE Celebrates 40th Anniversary

The College of Continuing and Professional Education (CCPE) at CSULB, has served the educational needs of its community for 40 years. And in that time, it has evolved into a valuable and vibrant outreach arm of the university—transforming the lives of students through its unwavering dedication to their educational and training needs.

As leaders in international and continuing education, we help individuals and organizations reach their highest potential. We believe in our mission, and are proud of our progress.

CCPE has just begun a yearlong celebration marking four decades of service to CSULB and the community. A

special commemorative brochure and website trace the history of the college and look to our future. It will also be marked by public lectures, a breakfast honoring CCPE's hundreds of on campus partners, and a "road show" that will share information about our mission. Video public service announcements and a documentary will reach further into the community. A gala reception in the fall of 2011 will be the centerpiece of all this activity.

CCPE will also be offering discounts on select professional development programs throughout this anniversary year. Please visit <http://www.ccpe.csulb.edu/40thAnniversary> to learn more about our plans and how you can join the celebration.



A MESSAGE FROM THE DEAN

In CCPE's 40th anniversary year, we continue to view innovation as the cornerstone of our success. Exciting advances in technology for teaching and learning are profoundly changing our field. We will rely on these advances to incubate new programs for new learners in a new world.

One of our core functions is to expand the academic strengths of the university beyond its physical boundaries. We will therefore continue to focus on developing self-support undergraduate and graduate degrees, as well as certificate programs that serve the critical needs of the workforce for California, the nation, and the world.

Our international efforts are aimed at making CSULB a truly global campus by opening doors to many qualified international students, offering excellent study abroad destinations to our own students, providing research opportunities for faculty, and creating more meaningful partnerships with institutions overseas.

In all our engagements, we will regard our local and global collaborations as key to our growth. CCPE is grateful for 40 years of great support and trust from our campus and our community. We will continue to reach higher for the next 40 years and beyond.

Sincerely,
Jeet Joshee
Associate Vice President and Dean

On-Line Textiles Collections Certificate Fast-Tracks Careers

The purpose of professional development programs at CCPE is to provide opportunities for individuals to learn new skills, enhance their knowledge, prepare for their future—and sometimes fast-track them to their desired career.

The Costume and Textiles Collections Management Professional Designation is just such a program. Developed by university faculty and experts in the field, under the direction of CSULB Family and Consumer Sciences faculty member Tawny Sherrill, the nine-month program takes participants from the basics of Collections Management to four months of fieldwork working with a museum, studio archives, historic sites, or corporate and private collections.

Fionn Lemon began the program in January of 2004. After completing the coursework she was assigned fieldwork at the Los Angeles County Museum of Art (LACMA); her first choice. After completing her hours she was offered a position at the Autry National Center on the Southwest Museum of the American Indian Preservation Project. In January of 2006, Fionn joined LACMA in the position of Collections Administrator, Costume and Textiles, where she was responsible for the organization and care of LACMA's renowned collections and overseeing ongoing rotations of the permanent collection throughout the museum. Fionn was also featured in the September 2010 issue of *Vogue* magazine working with a vintage piece for LACMA's highly successful *Fashioning Fashion: European Dress in Detail, 1700-1915* exhibit.

Sites such as the Fowler Museum,

the Autry Museum, Western Costume, Universal Studios, and Rancho Los Cerritos Historic Site have hosted students for their fieldwork, supervising 120 hours or more of hands-on tasks.

“The benefit to the sites in utilizing our students is that they walk in the door with technical knowledge and practical skills. They hit the ground running and immediately become a part of the team” says Sherrill. Bridget Campos, one such student, has made an indelible impression at the Autry National Center, being given responsibilities far beyond those of a typical ‘volunteer.’

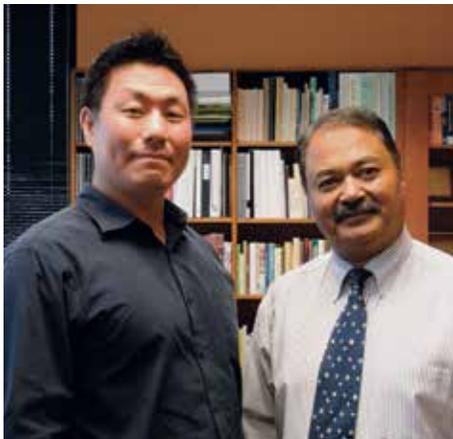
The program coursework is offered completely on-line, while fieldwork sites are picked based on the students' location. Says Sherrill, “We have had students from San Diego to Simi Valley, and from Hawaii to Montana, Massachusetts, and Vermont.”

This interactive program is the first of its kind to specialize in training collections managers. For more information go to www.ccpe.csulb.edu/collectionsmgmt or call Penni Wells at (562) 985-4486.



Collections Management student Bridget Campos works on a project for the Autry National Center

Earthquake Report from CCPE Partners at Sendai University



Mr. Yohei Kaga meets with AVP/Dean Jeet Joshee

Mr. Yohei Kaga, the University Training Center Manager from Sendai University, recently visited CCPE to discuss the future of the CSULB Exercise Nutrition program at Sendai University. He took a few minutes to share his experience during the recent earthquake and tsunami in Japan.

The Sendai campus was closed on the day of the earthquake. Earlier that day some students were taking entrance exams but they had finished and gone home by 2:40 p.m., when the earthquake hit. Mr. Kaga said, “There were cracks in the sidewalks and some openings in the ground, but the

campus didn’t have much damage.”

“I drove home that day and the streets were very chaotic. The trip normally takes me 30 minutes, but this day it took five hours to reach my apartment,” Mr. Kaga recounted. He spent the night in his apartment and then drove to Tokyo the next morning to be with his family. It wasn’t until he arrived at his parents’ house and watched television that he realized there was a tsunami and the extent of the damage to the city of Sendai.

Mr. Kaga needed to return to Sendai

for his passport and other supplies in preparation for his trip to California. “I rented a Prius because there was no gas in this part of Japan and that type of car uses so little gas. I packed it full of supplies for my friends and colleagues.”

There is still danger in the region from the damaged nuclear plant. Because of this, Sendai University has delayed the start of the next semester by one month, hoping that the radioactivity will be under control and classes can resume.



The Sendai University school library sustained minimal damage as a result of the March 11th earthquake

Textbook to “Take Care” of Language for Health Care Workers



Nurses and other health care workers have an inherent need to communicate. If they are not able to communicate successfully, their jobs may

be in jeopardy and, worse, patients may suffer. CCPE American Language Institute (ALI) Academic Coordinator Nina Ito, and Program

Manager Christopher Mefford, have written a textbook to address this issue. The textbook is designed to help nursing students, certified nursing assistants (CNAs), nurses, and other health care workers attain communicative competence by improving their vocabulary, communication strategies, and pronunciation.

In constructing the scope and sequence of the book, Ito and Mefford surveyed a variety of working nurses to learn which areas of the job (e.g.,

giving instructions, shift changes, etc.) are most crucial in day-to-day nursing in terms of clear communication. They also asked which language features (e.g., pronunciation, vocabulary, etc.) seemed to be most problematic for health care workers whose first language is not English. Some material in the book was pilot-tested with classes of ESL student nurses. The book is available through University of Michigan Press and can be purchased online.



CCPE AWARDED GRANT FROM CSU COMMISSION ON EXTENDED UNIVERSITY

CCPE has received another grant from the CSU Commission on the Extended University. This latest project will fund development of the Strategic Language and Culture Certificate (SLCC). Working with our partners at CSULB's Strategic Language Initiative, CSU Los Angeles and CSU Northridge, we will create a professional development program that certifies proficiency in some of the world's most critical languages, as it also provides the cultural skills that are an essential component of effective communication and collaboration.

California's economy is hugely dependent on global trade and contracts, yet it suffers from a serious shortage of professionals who can fill this need. The SLCC's hybrid online/face-to-face approach will provide an accelerated path for the international workforce of tomorrow, beginning with the Chinese (Mandarin), Korean and Russian languages.

Over time, other CSU partners will bring additional languages and cultures to the program. The first students will be welcomed in 2012.

CCPE's Mat Kaplan Receives CSULB Community Service Award



Kaplan, who has given nearly three decades of service to CSULB, the City of Long Beach, Lakewood, and many other organizations, has been honored with the Community Service Award for CSULB staff.

Likely the Aquarium of the Pacific's first volunteer, he is the voice of the of the *Aquacast* podcast and gallery tour.

He also serves on the Long Beach Red Cross public relations committee and hosts the annual Hometown Heroes breakfast.

Kaplan reviews planning and projects as a charter member of the Long Beach Citizen's Technology Advisory Committee and he has been involved with Long Beach community media since 1982. Kaplan has also been very

active in helping to make Long Beach a "digital city."

As Senior Director for Technology and Development in the College of Continuing and Professional Education (CCPE), Kaplan has lent his expertise and talent to many campus projects. He oversaw the creation of CSULB's Beach TV channel, which now broadcasts educational programs and CSULB events 24 hours a day. It is seen throughout the region on Charter cable and Verizon FiOS TV. Kaplan made a deal with Charter Communications that allows all CSULB colleges and departments to broadcast a 30-second media spot for free in over 40 Southern California markets. His efforts have resulted in many students getting internships and creating linkages between CSULB and the community.

MAGL Program Scholarship Winner



Ebony Loeb works full-time at Ports America in San Pedro and will graduate with her Master of Arts in Global Logistics (MAGL) this spring. This mother of two is the first student at CSULB to earn three merit-based scholarships from the Port of Long Beach, the Los Angeles Transportation Club, and the Council of Supply Chain Management Professionals, altogether totaling \$11,000.

She earned her bachelor's degree from Stanford University and worked as an elementary school teacher for several years. Her interest in the movement of goods originated from ordering school supplies and eventu-

ally led her to work in Ports of America's railroad department. From there, Loeb said she became fascinated by cargo traffic and knew she wanted to learn more about global logistics. "The degree means I will be able to look at larger issues and analyze business and terminal operations," she said.

Kristen Monaco, professor of Economics and director of the MAGL program, said the degree is unique because all the students have real work experience in the field. "Ebony is clearly very talented in balancing it all," Monaco said. "She is reflective of the quality of all of our students doing a juggling act while they are in the program."



International Students Bring Unique Perspectives to CSULB

Each semester CSULB welcomes international students to the campus. This semester, there are approximately 88 exchange students who are here for a semester and have “exchanged” places with a domestic student. But most international students are degree-seeking and register directly at CSULB. Many of the international students hear about and choose CSULB because they have friends or relatives who studied here. Most of them are pursuing undergraduate degrees and often start their academic pursuit at local community colleges and transfer to CSULB.

These students must apply and submit documents just like domestic students but the process and paperwork is handled by International Admissions in the Center for International Education (CIE). The CIE assists international students with admission, housing, getting involved in student organizations, maintaining legal status in the U.S., engaging with other students, and accessing university services. Engineering, Business, and Art are the most popular majors, but there are international students studying in a wide variety of majors in every college at CSULB. As of the Fall 2010 semester, CSULB has 1407 degree-seeking and exchange international students from nearly 90 countries.

International students seeking degrees are only part of our international story; we also have a large number of students on campus in our American Language Institute

(ALI) fee-based programs working on improving their English skills for university entrance or career. In addition ALI offer’s University Study at the Beach Programs for students with English fluency, and the eight-week Teaching English as a Foreign Language Training Program for domestic and international students, as well as other customized programs for internationals. This past year there were over 960 students from over 35 different countries in all ALI programs. Some of the ALI students go on to become international degree-seeking students here at CSULB or other universities and colleges in the U.S. while

others return home to finish their education or continue their career.

The International Training Programs Office (ITPO) brings international delegations to campus for educational programs. The programs are customized, ranging from a few days to months. Many of these delegations are from China. CCPE/CSULB is one of five schools awarded a certificate to be overseas training partners with the State Administration of Foreign Experts (SAFEA) of the People’s Republic of China. Last year the ITPO hosted 38 delegations with over 900 participants. Among them are government

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JOSHEE ELECTED CHAIR OF GLOBAL ASSOCIATES

Jeet Joshee, Associated Vice President for International Education and Dean of the College of Continuing and Professional Education at CSULB has been elected Chair of the Global Associates Knowledge Networks (GA) at its annual meeting in Toronto in April 2011. Global Associates is the international arm of the University Professional and Continuing Education Association (UPCEA) based in Washington D.C. which has over 400 institutional and 2500 professional members nationally and internationally.

Global Associates is dedicated to identifying global higher education and training needs, fostering collaboration, sharing best practices, and keeping its members abreast of developments in international education. The colleges and universities in the Global Associates membership are located in the United States as well as other countries around the world.

Joshee will serve as Chair and lead GA’s Executive Committee for year 2011–2012.



AVP/Dean Joshee, front row 2nd from left with other GA members during a trip to Turkey



The 45th Annual Multicultural Dinner Show included performances from CSULB dance clubs



The CSULB Salsa Club opened the show with an exciting and colorful performance

Dancing and Dinning at the 45th Annual Multicultural Dinner Show

On April 8 the International Student Association (ISA), with the support of the Center for International Education hosted the 45th Annual Multicultural Dinner Show. The theme for this year's event was *Around the World in an Evening*. True to the theme of the event, students of the ISA took the audience around the world through an exciting collection of performances and delicious food. The goal of the event was to represent many of the cultures at CSULB and provide a chance for those cultures to show unity.

Those attending were treated to dishes from Kenya, India, Cambodia, Greece, and Italy among others. The show began with a dance by the

popular CSULB Salsa Club and then quickly moved on to African drums and dancing by Dembrehah. The last performance was an exciting dance by the Beach Bollywood Club that had many from the audience joining in.

The evening's events revealed how groups of people with such different backgrounds and interests can work together to accomplish something extraordinary. The event was sponsored in part by the College of Continuing and Professional Education, Office of the President, Office of the Provost, College of Business Administration, Study Abroad Office, Student Traveler, and the Institute of Chinese Engineers.

ACCOLADES

Nina Ito, ALI Academic Coordinator, is now serving as President-Elect for the California Teachers of English to Speakers of Other Languages (CATESOL) Board of Directors for 2011–2012 and President for 2012–2013.

METRANS has been selected to receive the Organization of the Year Award at the 22nd Annual California Transportation Foundation (CTF) Awards. The CTF Award recognizes METRANS' leadership in transportation in 2010. The award will be presented on June 15 in Sacramento.

AMP Division Has Busy Spring

CCPE's Advanced Media Production (AMP) division is always busy in May. This year, in addition to its annual live broadcast of all nine Commencement exercises, AMP recorded and broadcasted the Carpenter Center appearance by one of the most distinguished visitors in the history of CSULB. The Dalai Lama received an award from Amnesty International on May 4. AMP provided the video for Amnesty's live webcast, and has made the event available on the university's Beach TV channel. Web visitors will have on demand access to this very special appearance.

The AMP team is also preparing a video and PSAs to publicize the 50th Anniversary of the formation of the California State University System. While many of the individual CSU campuses have existed for



Dalai Lama receives Amnesty International Award

much longer than fifty years, the creation of one unified governing body with complete oversight was created by the State of California in 1960.

INTERNATIONAL CONTINUED FROM PAGE 5
officials, professionals, business managers, educators as well as students.

CSULB students and staff benefit from each international student as they bring their unique perspective and cultural heritage to campus activities and into the classroom.

CSULB Banned, Blacklisted, and Boycotted Project

With leadership from the Carpenter Performing Arts Center and involvement by nearly every corner of CSULB, *The B-Word Project* is an exciting examination of censorship in our and other societies. CCPE is a full partner in this project funded by the Doris Duke Charitable Foundation through the Association of Performing Arts Pre-



senters. The college will offer *Censoring the Cinema: Sex, Obscenity, Indecency and Immoral Behavior*, a Communication Studies course taught by Dr. Craig Smith, Director of CSULB's Center for First Amendment Studies. CCPE will also provide extensive media support throughout the more than a year of events.

ENGINEERING CONTINUED FROM PAGE 1

groups of 25 students and complete the degree program in two-and-a-half years. Officials say the program will help provide engineers needed by local business and government agencies. An advisory council based in the Antelope Valley to support the program includes representatives from Edwards Air Force Base, China Lake Naval Weapons Center, Southern California Edison, Lockheed Martin, NASA, and other area employers.

CSULB already has connections with Antelope Valley as CSULB aerospace engineering students launch rockets from a site bordering Kohn



CSULB Engineering students prepare to launch a rocket at Kohn Dry Lake in the Antelope Valley

Dry Lake in the Antelope Valley.

The application period for the two new programs began April 1 and continues through June 1. Information and updates about the program are posted at www.ccpe.csulb.edu/Engineering.

SAVE THE DATE!

4th METRANS National Urban Freight Conference

October 12–14, 2011 • Hyatt Regency Long Beach, CA



This conference examines the impact of goods movement and international trade in metropolitan areas. For conference information go to www.metrans.org or call (562) 985-2876.

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.

NewsLink is published twice a year in May and November. For newsletter subscriptions contact the CCPE Customer Service Center at (800) 963-2250, or go to www.ccpe.csulb.edu/newslink.

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CITT and METRANS Host Linkages Conference

On March 3, the Center for International Trade and Transportation (CITT) and METRANS brought together a unique gathering of researchers, industry representatives, and government officials from the United States, Mexico, and Canada to explore common trends that influence the economic competitiveness and environmental sustainability of Pacific Port Gateway Regions. The event was led by Thomas O’Brien, Director of Research for CITT at CSULB, Peter Hall of the Urban Studies Program at Simon Fraser University in British Columbia, and Carlos Vásquez León of the Urban and Environmental Studies Program at Colegio de la Frontera Norte (COLEF) in Mexico.

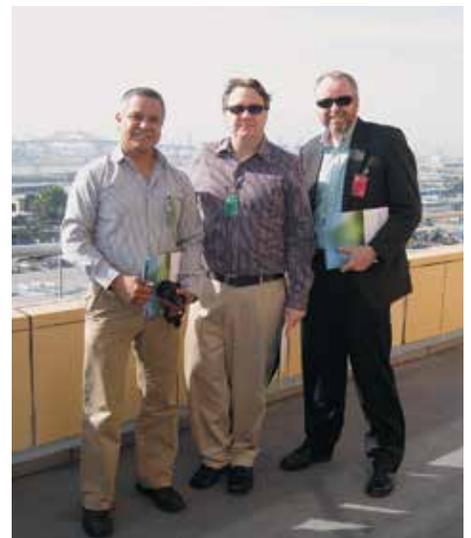
Held at CSULB, the event was titled *Collaborators and Competitors:*

Understanding the Connections Between Canadian, American, and Mexican West Coast Ports and Gateway Regions.

The objective was for representatives from the goods movement industry, local communities, government stakeholders, and researchers to explore the common trends that influence the economic competitiveness and environmental sustainability of Canadian, U.S., and Mexican Pacific Port Gateway Regions, as well as the unique pressures that drive policy making at the local, state/provincial, and national levels.

“This was an important event because it’s rare to have researchers from all three NAFTA (North American Free Trade Agreement) countries in the same room,” said O’Brien.

Session topics included trade trends on the North American West Coast, cross border issues, environmental policy, and technology innovation at U.S., Canadian, and Mexican ports.



Conference organizers Carlos Vásquez León, Tom O’Brien, and Peter Hall at the Port of Long Beach