



The Portal

SDSU College of Extended Studies

Fall 2001 | Volume 1 | Issue 2

Dean's Message

Greetings and welcome to our second issue of The Portal. Since the first issue was published this Spring, we have been working on a variety of new programs that expand our reach, both geographically as well as cognitively. Through the College's Professional Development Division, career advancement training and job skill enhancement can be acquired in a multitude of programs, ranging from two-hour to week-long training seminars to multiple year Certificate programs. These programs, designed in partnership with San Diego's business community, are real world in application and of the highest professional quality. Programs are offered on weekdays and weekends with both daytime and evening options. Job skill enhancement topic areas range from basic management and advanced leadership skills to company-wide process improvement implementation. Customized programs are tailored to meet the specific business needs of an organization and can be held at SDSU or at the organization's location.

Additionally, the College offers 25 Certificate programs for those who may want to explore a new career area, or sharpen already existing skills. Programs range from Marketing and



"I've been floored by the number of times I'm approached overseas by former students who want to talk more about SDSU."

E-commerce, to Community Economic Development to Meeting and Events Planning. Certificate programs are designed around the premise that adult learners work, and therefore our schedules take this into account.

Accommodations for classes are in the evenings and some on Saturdays. CES also rolls out Certificate programs in various timelines to facilitate adults moving through their career paths. Some programs are offered in as few as three days such as our new

Hospitality Service Certificate, others may take up to two years as does our Human Resource Management Program.

More and more of the Certificate classes are being delivered as

PowerPoint presentations. Many are combination classroom and on-line classes. We even have in-house classes for large groups of employees at one business who have an interest but cannot leave their work site. We take our Certificates on the road when required by the client. We shall soon be offering two new Certificate programs in the areas of Casino Gaming Management, and the aforementioned one in Hospitality, which will train for entry-level positions in restaurants, bars and hotels.

Additionally, we are in negotiations to begin a training program for the

see *Dean's Message*, page 6

Writers' Conference Attendee Signs Six-Figure Book Deal !

Professional and aspiring writers alike attend the San Diego Writers' Conference with one thing on their minds, they all have a story to sell. Now, thanks to her participation in the 2001 SDSU Writers' Conference, Hazel Dixon-Cooper has a story to tell. Just five short weeks after attending the conference, she signed a two-book deal with publishing powerhouse Simon and Schuster, complete with a six-figure advance.

"For about the next month, I didn't know my own name," said Dixon-Cooper. "This is my first book and only the fourth conference I have ever attended. It was a whirlwind. The first week I signed with an agent, the next few weeks we polished the proposal and on March 2, I accepted the deal."

Dixon-Copper defines herself as an observer, as are many good authors. From an early age, she had a knack for writing and a keen sense of understanding people and what makes them tick. But, her responsibilities to her family and a day job as an administrative assistant caused her to put writing aside for nearly 15 years. She picked it up again about five years ago and now spends many nights and weekends working at the craft.

see *A Star is Born*, page 4

“Never Stop Learning” Denotes CES Branding Campaign

The College of Extended Studies develops new slogan and “look” with the launch of an exciting new branding campaign.

This fall, the College began a first-ever comprehensive branding campaign designed to increase San Diegans’ awareness levels of CES, and to increase the College’s student base. “Never Stop Learning” was aptly chosen as the branding tagline and accurately reflects the College’s mission of providing lifelong learning programs.

“The ads are very clever, and are designed to get people’s attention, as well as to increase their awareness of the College of Extended Studies,” commented William Byxbee, the Dean of the College.

The branding campaign focused on radio and print advertising from mid-August through late September with ads on almost every radio station in San Diego, as well as very creative and different print ads that appeared in the Union-Tribune and San Diego Reader. An expanded campaign will be appearing prior to the spring semester, and may include other advertising vehicles such as outdoor advertising, and even movie theater ads, according to Dale Bonifield, the College’s marketing director.



The campaign was preceded by an exhaustive market research study measuring the current levels of awareness that those who live in San Diego have of the College of Extended Studies. A follow-up research study after the spring campaign is also scheduled that will measure the effectiveness of the advertising campaigns.

“The pre-campaign research revealed some very interesting facts,” said Byxbee, “such as the fact that SDSU was recognized as offering extended studies programs by 37% of those surveyed, which was the highest percentage received by any university in San Diego.”

The College also targeted the growing Hispanic market with its advertising, running a comprehensive campaign with Spanish language spots on the leading Spanish radio station in San Diego.

“The Spanish spots worked out well, and we have had a good response from that market,” added Byxbee.

The driving force behind the creation of the advertising messages was the College’s attempt to stand out in a crowded advertising marketplace. The messages were designed to capture the attention of individuals by providing unique, interesting, and even bizarre facts that make people stop and think. Facts like, “Did you know that there’s a type of sea squirt that digests its own brain when its done using it?” and “Did you know that a snail’s reproductive

“Did you know that there’s a type of sea squirt that digests its own brain when its done using it?”

organs are in its head?” were used in the radio spots to stand out and catch people’s attention.

In concert with the advertising campaign, the College has redesigned its website and is redesigning its publications to reinforce the look, and the messages that

now define its marketing efforts. “Never Stop Learning” will truly be the College’s message for the foreseeable future. 📖❤️

THE PORTAL

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E-mail: extended.std@sdsu.edu
Mail: San Diego State University
College of Extended Studies
Attn: Marketing
Department
5250 Campanile Drive
San Diego, CA 92182

Phone: (619) 594-5704
Fax: (619) 594-8566
Web site: www.ces.sdsu.edu

San Diego Companies Make Use of Customized CES Programs

More and more companies throughout San Diego are making use of the on-site and “customized” programming features offered by the College’s professional development division to deliver training to their employees. Often, these programs are delivered with the help of professional consultants, SDSU faculty members, and industry experts from the community.

“Our clients appreciate the ease with which we deliver training and development programs right to their front door,” said Tamara McLeod, Executive Director of professional development at the College. “In addition, we incorporate each organization’s specific issues into the training so the result is consistent with the real needs of the workplace.”

McLeod adds that companies often save money because they can train more employees without incurring travel time. Also, by getting more people involved, consistent messages are often woven across many functional areas, thereby improving the outcome of the training.

One such local company that recently implemented an on-site customized program was Buck Knives, located in El Cajon. This 99-year-old company was interested in improving its manufacturing efficiency, and hired Professional Development to conduct a ten-week Lean Manufacturing program

managers, and Fleet Industrial Supply Center which focused on Knowledge Management for its staff.

In the words of one employee who recently participated in a customized program, “it was obvious that the instructor took the time to tailor his lecture to our organization – a vital use of energy and time.”


“Almost all of our programs can easily be customized to any company in any industry,” said McLeod. “We’ve held four-hour Saturday seminar classes, up to multi-year certificate programs at company sites.”

The College has also begun to offer degree programs on-site for the first time this fall with the introduction of the

Bachelor’s Degree in Public Administration that is being offered on-site for employees who work for the cities of Oceanside and Vista.

“The response to this program has been phenomenal,” says Francesca Ringland, the coordinator of working adult degree programs at the College. “We have over 50 students in this program, most of whom would not be able to continue their education without this on-site option.”

On-site and customized trainings and courses also offer students the convenience of utilizing new skills and knowledge together in a symbiotic way that actually increases the value of the learning.

For more information on customized and on-site programs, contact the Professional Development Division of the College today at 619-594-5669. 

We are pleased to recognize the following organizations that have joined our Professional Development membership program.

President Level

Ericsson
Hamilton Sundstrand
San Diego State University
Sharp HealthCare
Unisys

Director Level

GKN Aerospace
IDEC Pharmaceuticals
Mission Federal Credit Union
San Diego Data Processing

Associate Level

Advanced Marketing Services
FISC
Helix Water District
Mitchell International
Naval Air Station, Quality Assurance
North Island Financial Credit Union

Strategic Alliances

Greater San Diego Chamber of Commerce
San Diego World Trade Center

that completely changed how the company was conducting its manufacturing process.

Other companies to have recently implemented customized programs include Mitchell Industries in Kearny Mesa which recently completed the Advancing Leadership Series for their

Congratulations **Regulatory Affairs Graduates!**

Dr. Robert Wang (pictured on the left) and Dr. Larry E Gundersen (pictured here second from the right) congratulate the first-ever graduating class in the College’s Master’s Degree program in Regulatory Affairs. Shown left to right here are Ron Domingo, Lisa Travis, Laura Gu, Tracy Ross, Penny Layman, Penny Wollum and Alison Russell.



A Star is Born at SDSU's Writers' Conference

continued from page one



With some coaxing from her fellow writers in her hometown of Fresno, California, she decided to make the trip to San Diego to meet with the top-level editors and publishing agents who attend the annual event put on by the College of Extended Studies.

"The conference changed my life," she said. "It was set up so that a novice like myself was not intimidated to approach editors and agents. I am eager to return to the 2002 conference."

Her book is a non-fiction spoof on astrology called Born on a Rotten Day. She is working on the manuscript now and expects to complete it by December 1. The book is organized like a basic astrology book, but with a twist of humor and charm. Born on a Rotten Day debunks the myths, reveals the flaws, and examines the dubious virtues of each sign. It serves as a guide to understanding oneself and those around us from a comical perspective of astrology. There is a chapter on each sign in the zodiac. Sections within each chapter include an overview of the sign, tips for dealing with loved ones and co-workers, and more.

An excerpt from chapter one gives a brief overview of the signs. "Water signs are moody. Cancer, Scorpio, and Pisces are the drama kings and queens of the zodiac. Earth signs are hardheaded. Taurus, Virgo, and Capricorn are calculating, critical, and callous. Air signs are flighty. Aquarius, Gemini, and Libra are fickle, glib, and long-winded. Fire signs are selfish. Aries, Leo, and Sagittarius are egotistical and demanding."

Dixon-Cooper is a professional astrologer and teacher of astrology. She is a member of the American Federation of Astrologers and writes a horoscope column for a weekly entertainment magazine. Born on a Rotten Day is expected to hit the shelves in the summer or fall of 2002 and the sequel should be out in 2003.

"If anything, my experience has given me validation," she said. "Like all writers, I work very hard, and to have my book published tells me it has all been worth while."

The San Diego Writers' Conference is designed for writers of all levels to learn new writing skills, increase publishing savvy and meet editors, agents, and professional writers of fiction, nonfiction, and screenwriting. The 2002 conference is scheduled for January 18-20 at the Doubletree Hotel in San Diego's centrally located Mission Valley. Advance registration is suggested and starts October 30. Registration will also be accepted on a space-available basis at the conference, but pre-registration is highly recommended. For more information or to register today contact SDSU Extended Studies by phone at (619) 594-5152 or (619) 594-2517 or visit <http://www.ces.sdsu.edu> and click on upcoming events.

SDSU's College of Extended Studies also offers a number of writing classes in a variety of styles including novels, screenplays, magazines, poetry and more. For a course listing, please visit the web site listed above or call for details. ♡

College of Extended Studies Upcoming Programs and Classes

Listed below are just a few of the upcoming programs sponsored by the College of Extended Studies. For a complete schedule, see our web site at www.ces.sdsu.edu.

October

✍ Conquering Chaos at Work	Oct. 5
✍ Organizational Power and Influence	Oct. 11
📖 Sky Photography for Absolute Beginners	Oct. 11-Nov. 1
✍ Telecommuting Series Begins	Oct. 12
• Telecommuting: Is it Right for My Organization	Oct. 12
• Telecommuting: A Manager's Perspective	Oct. 19
• Telecommuting: Is it Right for Me?	Oct. 26
📖 Importing as a Small Business Class	Oct. 13
📖 Intermediate JavaScript Class	Oct. 13
✍ Fish Camp! Creating a World-Class Workplace	Oct. 16
✍ Systems and Strategic Thinking	Oct. 16
✍ Success Skills for Administrative Staff	Oct. 16
📖 Be Your Own Private Investigator Class	Oct. 24
📖 Beginning Blues Harmonica Class	Oct. 25
✍ Measuring and Managing Change	Oct. 30

November

✍ Leading People in Times of Change	Nov. 1
✍ Leadership Challenge Videoconference featuring Stephen Covey, Tom Peters, Ken Blanchard and Others	Nov. 7
✍ Breaking the Code: Communicating Technical Stuff	Nov. 6 & 13
✍ Managing a Diverse Workforce	Nov. 8
📖 Introduction to MS PowerPoint Class	Nov. 10
📖 Marine Animal Husbandry and Training at Sea World	Nov. 10 & 17
✍ Bob Nelson: "Retaining Good Employees in a Changing Economy"	Nov. 13
📖 Stress Reduction with Massage Class	Nov. 13-Dec. 11
✍ Facilitation Skills and Influencing Groups	Nov. 13
📖 Dreamweaver (on-line class)	Nov. 14-Dec. 21
📖 Advanced MS PowerPoint Class	Nov. 17
✍ Saturday Seminars	Nov. 17
✍ Resolving Conflict and Increasing Cross-Functional Collaboration	Nov. 27
✍ The Balanced Scorecard	Nov. 29

December

➔ Rancho La Mentada Horseback Riding Adventure	Dec. 7-9
✍ Creating High-Performance Business Units	Dec. 11
✍ Polish Your Presentation Skills	Dec. 13

January

📖 18th Annual SDSU Writers' Conference	Jan. 18-20
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Legend

✍ Professional Development	📖 Extension Courses	➔ Travel Study
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Getting to Know Us: Focus on Professional Development

Meet Tamara McLeod, executive director of professional development for SDSU's College of Extended Studies. McLeod joined Extended Studies three years ago; however, her connection with the university goes back more than 30 years. She graduated from SDSU with a bachelor's degree in marketing in 1972 and has remained connected to the university ever since. She has taught classes in the communication department and currently serves as president of the SDSU Alumni Association. Early in her career, she worked at KPBS as assistant director of public information and editor of *On Air* magazine.

"SDSU was a springboard for many of my personal and business relationships," said McLeod. "SDSU is interwoven into the fabric of my life."

McLeod came to Extended Studies after working in the local public relations industry for over 20 years. Prior to joining the College of Extended Studies, McLeod (formerly Smith) spent 13 years as managing partner at Smith-Masar-Johnston, a marketing communications firm. She has also served as vice president of the Gable Agency, one of San Diego's largest public relations firms. She was named 1990 "PR Professional of the Year" by the Public Relations Club of San Diego, and is past president and board member of the Public Relations Society of America's San Diego Chapter.

"I joined Extended Studies because I wanted to support lifelong learning for professionals," she said. "I feel the work



we do here really has an impact on the community and in turn gives me the opportunity to continue to stimulate growth and learning as an individual."

In her current role, she oversees the professional development division, which offers a variety of courses, seminars, and certificate programs to meet the educational and training needs of business, industry, and government. She manages the development and delivery of programs to ensure professional development classes are providing the business and governmental communities with the state-of-the-art training and tools essential for advancement.

"I am proud that we offer classes that are taught by seasoned professionals and industry experts who offer participants the knowledge and tactical skills that they can

immediately use for career advancement," she said.

SDSU Extended Studies' Professional Development Division is dedicated to helping companies organize, operate, and manage their businesses more effectively through education and training. The division offers training and development programs for all levels of employees - from executive managers to administrative staff.

McLeod lives in the San Carlos area with her husband and nine-year-old daughter. She enjoys spending time with her family and has been involved with a gourmet-cooking group for over 20 years. 🍷❤️

Studying Abroad Leads One Former ALI Student to a Career with CNN in Tokyo



It was San Diego's beautiful weather that sweetened Junko Ogura's decision to travel from Japan to take classes at the American Language Institute (ALI) to learn English.

"Students who want to study abroad are required to have a good knowledge of English so they can catch up with American students and comprehend lectures," said Ogura. "I felt the American Language Institute at SDSU's College of Extended Studies would give me a great opportunity to learn English and gain the university experience in the U.S. And I also remember one of the reasons why I chose SDSU was the great weather in San Diego."

Ogura attended classes in ALI's English language program for foreign students, while taking classes in psychology at SDSU and a local community college.

"Studying abroad is about so much more than just the classroom," she said. "The experiences I went through while adapting to a different culture are the memories that I treasure and which have been a great influence in my career."

After studying abroad Ogura started a career in television production with the PBS Tokyo office as an associate producer. Then she worked as a freelance producer for such networks as NBC, ABC, PBS, CNN, TBS and BBC before she took a job, about a year and a half ago, with the Tokyo Bureau for CNN as an office manager/news producer.

"Journalism and psychology may seem very different, but the lessons I learned while studying psychology have been a big help for me in producing news stories and I feel they have led me to be successful in this business," Ogura said.

Ogura lives in Tokyo with her husband and four-year old son. 🍷❤️

Dean's Message

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cabling industry combining the educational components with the social responsibility issues that are facing the nation as we attempt to diminish the digital divide.

Many of you are familiar with our long running Writers' Conference which is held each year in January. We received a wonderful surprise when one of our participants from the last conference wrote to tell us that as a result of her interactions with editors and agents, she has received a generous contract for her new book and a sequel. You can get more details about this in the comprehensive article that begins on page one of this issue, as well as getting specifics about how you can participate in the next Writers' Conference from January 18-20, 2002.

As I travel to make presentations or offer courses, I'm always delighted to run into someone who has graduated from SDSU or attended one of the great CES programs. They always have fond memories of the caring and friendly faculty and staff who have helped enrich their lives. While I almost

expected to hear this from travels within the USA, I've been floored by the number of times I'm approached overseas by former students who want to talk more about SDSU. This spring I was in Bangkok, Singapore, Seoul, and Shanghai, and in each of these locations I met alumni, former ALI students, and others who in some way were connected to SDSU and CES. Recently I was in Vancouver, BC for a wedding of a friend and was placed at a table with some guests from Tokyo. One of the guests saw my SDSU pin and mentioned that she was a graduate of SDSU. Not only that, but she came to SDSU for our ALI program, and stayed to graduate. She is now the office manager for CNN in Tokyo and is arranging our first-ever ALI/SDSU Alumni meeting this December. I hope you'll enjoy reading about Junko Ogura on page 5 of this issue.

I hope you'll enjoy this issue of The Portal and continue to provide us with the feedback that allows us to tailor our programs to your specific needs.

With best wishes,



William E. Byxbee, Dean

VISION STATEMENT

To be recognized as the portal of opportunity at SDSU for business, education, government, and civil society.



MISSION STATEMENT

Through self-support education and training we will enhance careers and transform lives and organizations.

NEW PARTNERSHIPS

National Management Association
ActiveEducation
Global Knowledge
Teacher Education Institute
San Diego Chamber of Commerce
San Diego World Trade Center



San Diego State University
College of Extended Studies
5250 Campanile Drive
San Diego, CA 92182-1925



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CES Marketing