

THE
PORTAL
COLLEGE OF EXTENDED STUDIES
SAN DIEGO STATE UNIVERSITY

Spring 2001 • Volume 1 • Issue 1

Dean's Message

Greetings and welcome to the first issue of the College of Extended Studies periodical, *The Portal*. We are delighted to have a new vehicle through which to communicate the various and exciting programs that are evolving here at CES. Some of you will be reading this via e-mail, others will have received a hard copy and still others will be opening the document via our improved homepage at www.ces.sdsu.edu. (Which, if you have not visited recently, you should to see what we have done to make it a more dynamic and interactive communications tool.) Either way you receive it, we hope that it will inform, provoke and entice you toward participation in one or many of our offerings, either here on the campus of SDSU, at your workplace, in one of our off-campus satellites, on-line, or in one of our national or international travel programs.

This issue will give you some background on new programs that will begin to transform the way we all perceive the College of Extended Studies. We are becoming much more focused on our role in the community and civil society. We have been engaged for the past several months with creating our strategic plan, a blueprint for everything that we do here at CES. We think that we have been clear and concise in our evaluation of what we are, where we are going and the ways that we shall interact with all of our constituents. This has also helped us create a new organizational chart which streamlines the interactions within the organization and encourages more joint projects and programs.



"We have been active in our search for new opportunities."

We have been active in our search for new opportunities. This has manifested itself in a number of ways which you will read about in this issue. We are now working as educational partners with CNN, NBCC, Saudi Arabia, DoDEA, AAIE, EARCOS, Apex Learning, T.H.E. Online, The College Board and others, all of which have come on board in just the past three months. (I encourage you to read further on page five to figure out all these acronyms!)

Lastly and of greatest importance, *The Portal* is designed to facilitate feedback from you, the client of our services. Without the continuous feedback from those that participate in our programs, we have no real way to improve and expand our services. Please write, phone, fax, or e-mail and let us know what you think of *The Portal* and CES and how we can best continue to serve your needs for personal and professional growth.

With best wishes,

William E. Byxbee
Dean

CES Portal Debuts

Welcome to *The Portal*, a newsletter developed by the SDSU College of Extended Studies (CES) to inform, educate, and entertain the College's customers, clients, and key constituents. This newsletter will be distributed periodically (three times a year) and will detail key programs developed by Extended Studies, feature some of the College's unique courses and instructors, and keep you up-to-date on educational offerings most important to you.

We have selected the name "Portal" to reflect our position as SDSU's gateway to the community. Whether you are a local business or resident looking to utilize the expert instruction and educational opportunities available through the College, or you are affiliated with SDSU and looking for a way to develop community-based programs, CES can assist you.

We invite public opinion about what appears in this newsletter, as well as story ideas on what you would like to hear about. Contact information is on page two. Similarly, if you have received this newsletter from a friend or colleague, and would like to be placed on our mailing list, (or deleted), simply contact the editor.

We hope you find *The Portal* of value.



College Partnership Provides Education for Working Adults

One of the longest running and most successful partnership programs between the College of Extended Studies and the SDSU main campus is the Working Adult Degree program run by Lou Rea from the School of Public Administration and Urban Studies.

The Working Adult Degree program offers bachelor degrees in the areas of both public administration and criminal justice that are totally geared to people who work during the day.

"This program is the most successful community outreach program I've been involved with in the 25 years that I've been at SDSU," said Rea, who partnered with Extended Studies in the late 80's to begin the program.

"We saw that there was a great need to offer such a program in the area of public administration, and because we were able to be a little innovative and creative in programming, we have been able to attract a steady flow of students into the program," he added.



Lou Rea from the School of Public Administration and Urban Studies, has been involved with the Working Adult Degree Programs for the past decade.

More than 150 students have graduated from the program since its inception, taking advantage of the evening and weekend scheduling of classes. The program has helped elevate the School of Public Administration and Urban Studies into the national spotlight as one of the top ranked public administration programs in the country.

"Lou has just been fantastic," says Francesca Ringland, who is the administrator of the program at the College. "We couldn't run the Working Adult program without him," she adds. "In fact, we would like to use the

"Since getting my degree in 1998 I have been promoted four times.." exclaims Cheryl Cook.

program Lou has developed as a model for other impacted degree programs at SDSU that might lend themselves to the same type of format."

The program is designed to mirror the traditional public administration and criminal justice programs offered by SDSU during the day, offering the same curriculum with the same faculty members. The only difference is the class schedule, and the fact that many times "cohorts" of students complete the program together, learning from one another as they relate their day-to-day job experiences in the classroom.

Many students who finish the program would have no other way to obtain a bachelor's degree if not for the Working Adults program, and many realize career advancement upon obtaining the degree.

"Since getting my degree in 1998 I have been promoted four times, and am currently a senior management analyst working for the City of San Diego's Metropolitan Wastewater Department," related Cheryl Cook, a graduate of the program.

"After attaining my degree, I was able to advance in my career rather quickly. The Extended Studies program was perfect for me, in that it is designed for working adults. The classes were interesting, and the instructors very helpful. I've recommended the program to several of my friends."

The program has been so successful that the cities of Oceanside and Vista have teamed to sponsor an on-site version of the public administration degree program for their employees, scheduled to begin this fall.

"The faculty members love teaching in this program because the students are so different



Cheryl Cook, senior management analyst for the City of San Diego's Metropolitan Wastewater Department, received her degree through the Working Adult Program in 1998.

from one another, and many are already working in the field," says Rea, who also teaches the Introduction to Urban Planning class in the program.

"I have enjoyed working with the College of Extended Studies tremendously," summed up Rea. "I feel this program is an example of the excellence in community outreach that we have achieved through the School of Public Administration and Urban Studies, the College of Extended Studies, and SDSU as a University."

THE PORTAL

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College Hosts Dignitaries for SDSU Visit

The College recently hosted two dignitaries, Ted Iliff, executive editor for CNN and Thomas Clawson, executive director of the National Board for Certified Counselors (NBCC) for several meetings held at San Diego State University.

Both men met with program directors at the College to discuss possible partnership arrangements between SDSU and CNN, as well as between SDSU and NBCC. In addition, Iliff, Clawson, and CES Dean William Byxbee also met with various SDSU campus groups.

Iliff also lent his expertise to several Journalism classes, speaking to SDSU students about his involvement with CNN.

“He was a big hit with the SDSU students,” commented Byxbee, “for them to actually see and hear from an individual who is working in a major national media was quite exciting for them.”

In his current position with CNN, Iliff oversees writing and copyediting for the network, working with executive producers to build and maintain strong production teams for CNN’s weekday and weekend newscasts. He was formerly executive producer for CNN International, where he worked from 1992-98. He has also held positions with Radio Free Europe, USA Today, and UPI.



Thomas Clawson,
executive director
of NBCC



Ted Iliff, executive
editor for CNN

Clawson oversees the NBCC, which is the largest certification agency for professional counselors in the United States, certifying more than 32,000 practitioners and providing licensure examinations for 42 states. Prior to joining NBCC in 1989, he was an associate professor and department chair with Boston University, and has spent considerable time working in Europe. He received his doctorate (Ed.D.) in counseling from the College of William and Mary.

Both men hope to be back to SDSU soon, to further discuss possible partnership agreements with CES and SDSU.

College Inks Contract to Teach English to Japanese Teachers

The American Language Institute at the College recently signed a contract with NCB, in Japan to conduct EFL teacher training in Tokyo for Japanese English teachers who teach English to Japanese youngsters.

“SDSU, the College of Extended Studies, and the American Language Institute (ALI) have a long-standing relationship with NCB, and we are thrilled to be spearheading the effort to bring fluency in English to elementary school children in Japan,” said Clive Roberts, the Director of the ALI.

“Historically, English teaching in Japan has stressed reading and writing skills,” added Roberts, “however, the ALI methodology focuses on real-world proficiency and genuine communicative competence, which will be a new concept instituted with this agreement.”

Since the agreement was signed several months ago, JoDee Walters, a Master ALI teacher has been preparing the first module of the curriculum to teach teachers of elementary school children in Japan. Walters left for Toyko in late March where she will teach three modules between April and the end of December.

“Historically, English teaching in Japan has stressed reading and writing skills..”

Additional curriculum for an intermediate and an advanced module is also being developed, in anticipation of providing the NCB a full 11-month instructor during 2002.

“This breakthrough agreement positions both the College of Extended Studies and San Diego State University as leaders in providing English instruction in Japan, and it opens the door for a wide variety of future arrangements which will benefit the University,” said Dean William Byxbee.

“It’s interesting that one of the core competencies of SDSU has always been to provide education to those who educate our children, and this agreement allows us to continue that excellent tradition,” he added.



CES Sends Students Around the World

One of the most exciting programs offered by the College of Extended Studies is its wide variety of travel study courses that are available to SDSU students, and the general public as well.



Plaza Mayor, located in Madrid, Spain.

Hundreds of students (and students at heart) take advantage of these programs every year, combining the excitement of travel to exotic places with an educational component that assures each student is also learning about the place and people they are visiting. The essence of all travel study programs is to acquire knowledge and units through academic work and to develop a cross-cultural understanding through immersion.

The College sponsors several language immersion programs including Spanish in Costa Rica, Madrid and Cuernavaca, Italian in Florence, and French in Paris.

“The students who participate in these programs come back changed forever,” says Ginny Foster, coordinator of the Travel Study program at the College. “They think they’re only going to learn the language, and what they end up learning is a whole lot more. They learn about the people, the culture, the way of life, and they end up making friends and memories that will last a lifetime,” she added. “It is also a time of great personal growth – the participants learn a lot about themselves!”

In addition to the language immersion programs, some of the programs scheduled for this summer include a trip to Moscow to study the Russian Criminal Justice program, sponsored by SDSU professor John Cleary, and a 10-day study of the barrier reef of Belize in the Caribbean, sponsored by SDSU Professor Emeritus Dale Ingmanson.

Other study programs planned for the summer involve four different programs in China including: a study of women’s issues in China that will take students to several major cities and historical sites, a study of Intercultural Communication in China, a tour along The Silk Road (China through Uzbekistan) and a tour of the Cities and Rivers of China. Sponsoring SDSU faculty members for these four programs are Doreen Mattingly, Mei Zhong, Leon Rosenstein, and James Clapp.

The Travel Study department also offers exciting “wilderness adventures” that are open to the general public. Like all programs offered, these trips combine the allure of travel with fascination of learning about what you are exploring and seeing.

“Certainly, some of our most popular wilderness adventures are our whale watching trips to Baja California,” stated Foster. “Most participants are surprised at how much they learn about the whales, in addition to being able to get up close and personal with them in their annual migration to the warm waters of Baja.”

Other adventures include trips to explore ancient cave murals in Mexico, horseback riding on a working Baja California ranch, hiking into the Grand Canyon, and canoeing in Alaska.

For more information on all these programs, visit the College’s web site at www.ces.sdsu.edu.



Tortuga Island, Costa Rica.

CES Aligns with Apex Learning

The College of Extended Studies recently signed an innovative contract with Apex Learning to provide academic credit for on-line classes developed by Apex. The first credit hours will be awarded this spring.

Apex Learning is a builder and operator of on-line “virtual” schools that was started by Microsoft co-founder Paul Allen.

“Apex partners with states and school districts to make quality education more accessible for their students and teachers..”

“Apex partners with states and school districts to make quality education more accessible for their students and teachers,” says Jan Wahl, director of special projects for CES, and the person responsible for the College’s involvement. “This agreement positions the College and SDSU as an important participant in providing educational access across a diverse audience, as well as across a wide geographical area,” she added.

Apex provides the on-line infrastructure, accredited courses, and support services to build and operate virtual high schools and on-line teacher development institutes. They also provide on-line assessment and review tools.

K-12 teachers can access the programs at any-time, from any location. The workshops are organized by subject area tracks and include assessment, classroom management, general methods of teaching, special needs, standards, and technology. Students can generally earn one or two semester units per workshop.

This summer, CES is offering 18 on-line courses in cooperation with Apex.

For more information, see the Apex web site at www.apexlearning.com.





The Gateway Center building, home to the College of Extended Studies.

CES Plans for Future

The College of Extended Studies recently completed its strategic plan for the upcoming year. As part of the process, the College adopted the following mission and vision statements.

CES Vision Statement

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

CES Mission Statement

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

In addition to many departmental goals that were formulated by division within the College, CES also developed three major overriding goals for the College as a whole:

1. To become the recognized premier networking unit of the university.
2. To be the SDSU leader in innovative and responsive approaches to the development and delivery of programs and services.
3. To leverage our unique geographical location and international prestige to continuously expand CES opportunities.

New Partnerships

CNNCable News Network
NBCCNational Board of Certified Counselors
DODEADepartment of Defense Educational Activities
AAIEAssociation for Advancement of International Education
EARCOS.....East Asia Regional Council of Overseas Schools
T.H.E. OnlineTechnological Horizons in Education

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.

APRIL

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| ✍ Best Practices of Leadership Seminar | April 26 |
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MAY

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| ✍ Process Management Seminar | May 1 & 8 |
| ✍ Creating High Performing Business Units Seminar | May 10 |
| ✍ The Art of Managing Conflict Seminar | May 15 |
| ✍ ISO 9000 Training and Seminar | May 16 & 17 |
| ✍ Grand Canyon Hiking Trip | May 26-31 |

JUNE

- | | |
|--|-----------------|
| ✍ Backyard Astronomy Class | June 2 |
| ✍ Credit On-Line Summer Courses Begin | June 4 |
| ✍ Mastering Business Etiquette Seminar | June 5 |
| ✍ ISO 14000 Training and Seminar | June 6 & 7 |
| ✍ Lean Manufacturing Seminar Series | June 7-Sept. 6 |
| ✍ Dr. Robert Cooper Presentation | June 12 |
| ✍ Noncredit On-Line Summer Courses Begin | June 13 |
| ✍ Saturday Seminars Professional Development | June 16 |
| ✍ Accelerated Elementary Latin and Greek Classes | June 18-Aug. 9 |
| ✍ Transitioning from Manager to Leader Seminar | June 19 |
| ✍ Off-Road Adventures Class | June 23 |
| ✍ Language Immersion in Florence | June 29-July 28 |
| ✍ Introduction to Javascript Class | June 30 |

JULY

- | | |
|---|-----------------|
| ✍ Language Immersion in Madrid | July 1-28 |
| ✍ Language Immersion in Paris | July 1-Aug. 1 |
| ✍ Intermediate Javascript Class | July 14 |
| ✍ Alaska Canoe Trip | July 18-27 |
| ✍ Language Immersion in Cuernavaca | July 21-Aug. 11 |
| ✍ Introduction to Web Page Design Class | July 28 |

AUGUST

- | | |
|------------------------------------|-----------|
| ✍ Rock and Roll in the 1960s Class | Aug. 2-23 |
| ✍ Intermediate Web Page Design | Aug. 11 |

Legend

- ✍ Professional Development
- ✍ Extension Courses
- ✍ Travel Study



Did You Know?

The College of Extended Studies *is involved in a wide variety of local, regional, and national lifelong learning ventures. As an introduction to the variety of activities the College is involved in, we have listed some highlights below.*

- SDSU's College of Extended Studies annually provides seminars, classes, and training programs to 75,000 individuals throughout the world.
- Stages one of the largest writer's conferences on the West Coast attracting more than 400 aspiring writers from throughout the world; this annual conference, held each January, is now in its 17th year.
- Each year, the College presents leading business and motivational speakers to the San Diego business community. This spring, over 1,000 local San Diegans saw Stephen Covey speak live at the Convention Center.
- Offers 25 certificate programs in dynamic areas like E-Commerce Strategy, Internet Marketing Management and Web Development, as well as in traditional areas like Human Resources, Quality Business Practices and Accounting.
- Hosts one of the largest University-based ESL programs in the country, the American Language Institute, which annually attracts more than 3,000 international students from more than 70 countries, who come to SDSU to learn English and become educated in areas such as business and computer technology.
- Develops cutting-edge programs such as its new program in Lean Manufacturing, which helps local business to not only remain competitive, but to become leaders in their respective industries.
- The College's International Training Center transmits monthly seminars to audiences throughout the world via satellite, reaching more than 300 receive sites and 30,000 students with their business-related programs that are simultaneously presented in three languages.
- Offers business-related training and development programs through its Division of Professional Development, enhancing the careers of thousands of workers in San Diego on an annual basis. Programs are provided in areas such as management, leadership, and quality, and many are customized to client needs and held on-site at client locations.
- Provides programming to local teachers in convenient delivery methods such as via the Learning Channel on weekends. One such course, "Teaching the Special Child in the Regular Classroom," is broadcast live each Saturday morning to more than one million homes.
- The College provides open access for everyone in the San Diego community to take regularly scheduled SDSU classes through its Open University program. More than 5,000 people annually take advantage of this opportunity.
- Every year, more than 2,500 seniors take advantage of the College's Retired Adults Program located in Rancho Bernardo. These courses are typically very low in cost, held during the day, and feature expert faculty from SDSU and the local community.
- Provides international learning experiences for undergraduates who wish to learn new languages and experience new cultures in Europe and Latin America.
- In coordination with the College of Education, CES provides workshops, seminars, and courses for international school teachers and administrators in the Department of Defense Dependent Schools and International Schools worldwide.



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