

Jack Agati & Tom Peters Highlight Professional Development's Spring Seminars

SDSU's

College of Extended Studies is devoted to providing premier professional development opportunities to benefit both the individual, and the organization for which they work. This spring, CES offers two business seminars that will help participants learn business skills to improve their organization's bottom line, and enhance their personal and professional growth, and satisfaction.



Jack Agati

On March 21 Tom Peters will be live at the Sheraton San Diego Hotel and Marina to present *Reinventing the Rules for the Brand New Workplace*, a seminar designed to provide guidance and motivation in today's changing workplace. Peters will offer strategies for rising to the top and contributing to an environment where everyone can be their best.

To register, or for more information, call 1-800-689-9771.

On April 19, the College of Extended Studies is bringing back one of its most popular speakers, Jack Agati, who will present two fascinating seminars designed to provide insight into the social components of doing business.

Agati will spend the first half of the day discussing *Birth Order: What's it Got to Do with Business?* This seminar will explain how, based on birth order (first-born, middle, etc.), there are common characteristics people share.

"Understanding how birth order affects personality and work style helps us determine how to interact with people in the workplace," says Agati. "My seminar is designed to provide professionals with yet another tool in their arsenal to help them get ahead in the business world by relating with their co-workers and clients in a way that is effective and smart."

The second half of the day is devoted to *The Art of Encouragement*, a seminar

designed to teach managers how to motivate without money. This seminar explores the difference between praise and encouragement.

"The difference comes from the specific acknowledgement of the talent and skills that an individual brings to the table," Agati said. "Especially in these times, managers have to have more than money to motivate employees."

Agati has earned a national reputation for presenting material that is not only useful and relevant, but also for presenting the material in a fun and entertaining seminar that truly makes an impact on those who attend.

To register or for more information about either of these exciting business seminars, call (619) 594-5669 or visit www.ces.sdsu.edu.



Tom Peters



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CES Marketing



The Portal

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Dean's Message

Greetings and welcome to the third edition of The Portal. I recently celebrated my first year as Dean at CES and the time seems to have flown by. We have all certainly changed a lot this year and the events that have shaped our new programming have been varied and powerful. In the aftermath of September 11 we have had to deal with the effects of new and complex Visa requirements that have been imposed on some of our international clients for our American Language Institute. As the new rules and regulations are sorted out, we have to expect that we shall have fewer students for the short term for our programs. As a response, ALI is now offering exciting new programs, some where we sent our professors to other countries and others where we have created partnerships with corporations here in San Diego to provide English language training to their workforce, to better allow them to advance within the organization.



We have, as you will read, been involved in the transition of the International Training Center from their rather tight quarters here at CES to new facilities in the private sector that will allow them more flexibility as they grow into a more service oriented organization. Dr. Miguel Cardenas, the Executive Director of ITC, continues to provide us with his insights and observations of international video conferencing as a key member of our senior staff. Both SDSU and CES will continue to provide logistical and educational support for ITC as they expand their global reach.

We have recently announced to the SDSU faculty a new program that will make \$250,000 available for grant development. The purpose of this program is to support the development of projects delivered locally or at a distance that will serve non-matriculated student populations. Continuing education for the professions in the form of credit or noncredit certificate

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What's New at SDSU's College of Extended Studies

CES offers \$250,000 Grant for New Programs

The College of Extended Studies, in an effort to increase the scope and capacity of its self-support programs, has announced a request for grant proposals for the 2002/03 academic year. The primary objective of the CES grant program is to support the development of projects that will serve non-matriculated student populations delivered locally or at a distance. Continuing education for the professions in the form of credit or noncredit certificate programs are examples of desired programs. These programs must demonstrate their sustainability in a self-support environment.

All tenured, tenured track and adjunct SDSU faculty are eligible to participate in the CES grant program. The total grant fund is \$250,000. Proposals will be given equal consideration and the number and amount of awards will be determined based upon the number of successful proposals. To view the "Request for Proposals" please visit www.ces.sdsu.edu/grant.html.

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Also Inside:
Meet The New CES Associate Dean

Getting to Know Us:


Meet New Associate Dean Joe Shapiro



I am helping to perpetuate lifelong learning.”

Shapiro was born in Manhattan and he grew up in Hewlett, NY. He earned an Ed.D. in guidance and counseling and a M.A.E. in counseling from Ball State University, and a M.S. in computer science and a B.S. in management engineering from Rensselaer Polytechnic Institute.

Shapiro lives with his wife Vivienne, 11-month-old daughter Emily, and three-year-old son Benjamin in the Kensington area of San Diego. He has been an avid skier and has served as an apprentice professional ski instructor. Both he and his wife love foreign languages and food. Joe speaks English, German and a smattering of French. Vivienne speaks English, Greek, French and German. The Shapiros were married on the island of Corfu, Greece and enjoy traveling to the Greek islands whenever they get a chance.

“Joe is truly an asset to the College of Extended Studies team,” says Byxbee. “I am delighted that he is here because I know that his skills and experience are a perfect match for the College. On behalf of the College, I offer a warm welcome to Joe and his family.” 

Join us as we welcome the new associate dean of SDSU’s College of Extended Studies, Joe Shapiro. He comes to the College from University of Maryland University College (UMUC)-Europe.

“We are delighted to have Joe join us at CES,” said William Byxbee, Dean of the College. “He brings a wealth of knowledge, ability and insight in the field of lifelong learning. His academic and administrative experience will be a welcome addition to our programming.”

Shapiro joined UMUC-Europe in 1984 and last served as Director of Graduate and Professional Development Programs, a position based in Heidelberg, Germany. In this position he was in charge of graduate degree programs and professional development for educators.

He also served as Director of Annual Faculty Recruitment and as UMUC-Europe’s representative on general global UMUC strategic planning committees.

The graduate degree programs under Shapiro’s direction included master’s degrees in counseling, administrative management (public and private sector), and management

information systems. These programs were offered in 22 locations in seven countries in Europe. Shapiro managed all administration of the programs including hiring faculty, making class assignments, enrollment management, marketing, grant writing, contract proposals and more. He also was responsible for professional development programs for Department of Defense Dependent Schools, Europe teachers, counselors, and administrators.

Shapiro says in his new position he hopes to serve as a resource to help develop new programs and expand programs through grants

and increased collaboration with other departments at SDSU. Shapiro brings to the position a vision about continuing education.

“I think that people everywhere should have

the opportunity to take advantage of education, if they want it,” said Shapiro. “If we can help people become educated in ways that meet their needs, then education becomes an attitude, a way of life, a philosophy, a path toward success. I am an advocate of lifelong learning that truly never stops and if in this position I can help make education available to those who want it, then

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Dean's Message

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programs are some examples of desired programs. These programs, at their core, must demonstrate their sustainability in a self-support environment. It is our hope and desire to fund as many programs as possible so that we can continue to offer top quality educational opportunities to our learning community.

On a personal and professional note, I'm delighted to announce that Dr. Joe Shapiro has accepted the position as Associate Dean for the College of Extended Studies. You'll be able to read about him in an

interview on the opposite page, but what you might not learn is that in addition to his extraordinary international background, he also brings to CES a set of superior administrative skills that will allow us to continue the tremendous growth in breath and programming that have been a hallmark of the past year. We welcome Joe and his wife Vivienne and their two children Benjamin and Emily to the greater San Diego community and especially to our CES family.

We continue to receive extremely positive responses to our award winning marketing and branding campaign. Dale Bonifield, our Executive Director of Marketing and

Public Relations, oversees and manages the overall branding campaign. Bonifield accepted an award from LERN (Learning Resources Network) on behalf of the College of Extended Studies at the annual LERN conference held late last year in San Francisco. We are very pleased with this campaign and the numbers of new clients it has brought to our programs. Never Stop Learning is not just a branding statement, but a concept that all of us at CES live on a daily basis.

With best wishes,



What's New at CES

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Dean Speaks about On-line Teaching at International Conference in Thailand

William Byxbee, Dean of SDSU's College of Extended Studies, presented his work on teaching on-line at an international education conference held recently in Bangkok, Thailand. The conference was the annual meeting for the East Asia Regional Council of Overseas Schools (EARCOS).

Byxbee was invited to lead a workshop to address the issues of teaching on-line classes, which has become increasingly popular because it is economical, it can serve many client needs, it provides access to programs and courses that might not be able to be part of mainstream curriculum, and it offers participants flexibility. The workshop also addressed major concerns for teaching on-line courses.

Byxbee is a member of EARCOS, an organization of 84 member schools in East Asia. The conference is held each November and is attended by school administrators from around the world.

College of Extended Studies Awarded for Best Marketing for new Branding Campaign - Never Stop Learning

CES received a "best in class" marketing award presented by the Learning Resources Network (LERN) for its 2001/02 branding campaign. The campaign includes thought provoking print and radio advertisements, a continuous new look for the College's publications and web site, and the use of a new slogan, "Never Stop Learning."

"SDSU's College of Extended Studies is a leader in innovative and responsive extended learning and the branding

campaign is the first step to increasing awareness and attendance in our programs - it is outstanding to be recognized for the quality of the campaign," said William E. Byxbee, Dean of SDSU's College of Extended Studies.

The college received one of several awards presented at the conference held recently in San Francisco. The College's Executive Director of Marketing and Public Relations, Dale Bonifield oversees and manages the overall branding campaign.

Bonifield attended the conference and accepted the award for CES. The College's graphic designer, Lori Clabaugh, prepared the entry and has expanded the brand concept by incorporating new design elements to the campaign.

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International Training Center Expands Outreach Efforts

Over the past decade, the College's International Training Center (ITC) has delivered high quality training programs via satellite to more than a million students in diverse areas of the world from Latin America to Cuba to Europe and beyond. The trilingual interactive broadcasts have featured many prominent presenters, and have helped promote modern business practices to areas of the world that would otherwise not have access to current best practices.

In an effort to explore and expand new business opportunities, while still maintaining its connection to the College of Extended Studies and SDSU, the ITC has become an independent non-profit entity.

"We are very excited to be expanding our outreach efforts," said Miguel Cardenas, the ITC's Executive Director. "We will be exploring new prospects with additional educational institutions, business, government, and service organizations that are interested in the unique outreach capabilities of the ITC multinational network."

The ITC will continue to produce and broadcast, live from San Diego, an annual series of 12 two-hour monthly videoconferences on a variety of business topics crucial to organizations that want to remain globally competitive. Some of the topics include: quality and standardization, information technologies, strategic visioning, environmental responsibility, trade and diplomacy, health in the workplace, and more.

ITC will also continue its training and certification program for site

coordinators in distance learning. Through this program, ITC has trained participants to function as distance activity administrators in educational institutions, governmental agencies,

"Operating from a new facility, the ITC will be actively pursuing partnership opportunities with business and government organizations that may have a mutual interest in the international marketplace."

and corporations. The training program teaches the managerial and technical skills required for the administration, coordination, and

promotion of the ITC videoconference seminars.

"The ITC serves a critical function in the education and training of important institutions throughout the world," said William Byxbee, Dean of the College of Extended Studies. "These new opportunities will allow them the flexibility to expand their capabilities."

Operating from a new facility, the ITC will be actively pursuing partnership opportunities with business and government organizations that may have a mutual interest in the international marketplace.

"Many of our receive sites have funding sources in place, and we hope to be partnering with appropriate organizations that will help us to expand our network," summed up Cardenas. 📶❤



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.

March

- Scammon's Lagoon Whale Watching Tour, March 7-10
- ✍ Smart Growth without Borders: Local Actions to Regional Solutions, Presented by SANDAG, March 8
- ✍ Building Your Network for Success, March 8
- 📖 Travel Photography for Fun and Profit, March 9
- ✍ Emotional Intelligence, March 14
- ✍ Saturday Seminars, March 16
- ✍ Tom Peters: Reinventing the Rules for the Brand New Workplace, March 21
- ✍ Maximizing Workplace Diversity, March 22

April

- ✍ Creative Problem Solving, April 2
- ✍ Communication Skills for Success, April 4
- 📖 Backyard Astronomy for Absolute Beginners, April 4-May 2
- 📖 Songwriting and Collaboration, April 4-May 2
- Sierra de San Francisco Cave Murals Expedition, April 6-12
- ✍ Building Global Business Relationships, April 5

- 📖 Women as Independent Investors, April 10-May 1
- ✍ Jack Agati- All Business is Social, April 19
- 📖 Beginning Blues Harmonica, April 23
- ✍ Advancing Leadership Practices Series, April 23-May 28
- ✍ Saturday Seminars, April 27

May

- ✍ Action Management, May 1-June 29
- ✍ Business Writing for Professionals, May 2
- ✍ Telecommuting Series Begins, May 3
 - Telecommuting: Is it Right for My Organization? May 3
 - Telecommuting: The Human Resources Perspective, May 10
 - Telecommuting: Is it Right for Me? May 17
- Rancho La Mentada, Horseback Riding Adventure, May 3-5
- 📖 Introduction to MS Powerpoint, May 4
- ✍ Organizational Power and Influence, May 7
- ✍ Managing Diversity Conflicts and Decisions, May 7-21
- ✍ Writing Outside the Box: Tapping the Power of Your Imagination, May 9

June

- ✍ Polishing Your Presentation Skills, June 6
- ✍ Transitioning From Peer to Manager, June 18
- ✍ Transitioning From Manager to Leader, June 20

Legend

- ✍ Professional Development
- 📖 Extension Courses
- Travel Study

What's New at CES

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LERN is an international association dedicated to lifelong learning programming, offering information and resources to providers of lifelong learning programs. CES worked with Big Bang Idea Engineering to develop the award-winning brand strategy platform.

New! Professional Certificate in Project Management

Classes started in January for the new Project Management certificate program at CES, a registered educational provider through the Project Management Institute (PMI). The five-month program offers interactive classroom lessons and discussions that are augmented with on-line instruction and aligned with PMI's "A Guide to the Project Management Body of Knowledge" (PMBOK). Topics taught on-line are followed with live classroom discussions and activities.

The program is designed for project managers looking to update their skills or for those who have never had formal training. The program also serves as further preparation for project managers who plan to sit for the Project Management Professional (PMP) exam offered by PMI.

Instructors are PMI certified professionals and experienced project manager practitioners. Course topics include: Introduction to Project Management, Quality Management, Planning and Scheduling, Risk Management, Teambuilding, Procurement, Configuration Management, Performance Monitoring, Administrative Closeout, and Simulation.

For those interested in more information about the Project Management program, call (619) 594-5669 or visit www.ces.sdsu.edu/projectmgmt.html.

What are You Doing to Prepare Your Business for a Disaster? CES offers Emergency Management for Business and Industry

CES has designed a new emergency management program to help meet local business needs for crisis management preparation. The two-day program will be held during disaster preparedness month, April 4-5 from 8 am to 4:30 pm.

The seminar will help managers create a crisis management plan and provide the tools to get started immediately. This workshop will also include ready-to-use models, a complete emergency program implementation package, and interactive hands-on participation. Many businesses and institutions are required by California law to have written emergency plans. This program will supply participants with all the tools needed to create an emergency plan for their organization.

The cost for the program is \$299. To register, or for more information, call (619) 594-6255 or visit the College's web site at www.ces.sdsu.edu. A full class is expected for this timely seminar, advance registration is highly recommended.

American Language Institute Brings English Training into the Workplace at Pfizer

The American Language Institute (ALI) recently completed a 16-week intensive English pronunciation course for research scientists at Pfizer Global Research and Development, formerly Agouron, in La Jolla. The course was very successful as participants, coworkers, and supervisors all reported significant improvement in communication.

Two additional courses are being planned for this spring; a repeat of the first course is planned for another group of employees, as well as an advanced follow-up course for graduates of the first program.

ALI has conducted numerous on-site English language programs to assist all levels of employees. For more information about ALI's Workplace English program, call (619) 594-5907.

New! Personal Fitness Trainer Certificate Program

This spring CES kicks off a new Personal Fitness Trainer certificate program. The certificate is a collaboration among CES, fitness industry experts, internship affiliates, and national fitness organizations. The certificate program is designed to supply essential educational pathways and career opportunities to those seeking to start a career in the emerging fitness/health industry and for those actively involved in the personal training industry who desire advanced certifications, continuing education credits (CECs), and continuing education units (CEUs).

Take Professional Development Courses On-line

The workplace is rapidly changing... are you ready for what lies ahead? This spring, CES' Professional Development division introduces Professional Development On-line - web-based training designed to provide users with the tools needed to succeed professionally and personally. Professional Development On-line will help participants:

- Gain the knowledge, skills and abilities needed immediately on the job
- Learn at a personal pace
- Access courses 24/7 via the Internet
- Receive information conveniently, affordably, and Just-in-Time
- Acquire valuable reference materials and job aids
- Expand training options
- Receive a certificate of completion from SDSU

To register for classes or for more information visit www.ces.sdsu.edu/pdonline.html. 

Spotlight on CES Instructor Edwina McKinney

From a cattle ranch outside Cheyenne, Wyo., to Nike headquarters, CES instructor Edwina McKinney has administered training to all types of businesses.

“Business is business, best practices for business can be translated regardless of the type of product or service,” says McKinney, who has been teaching professional development seminars for the College of Extended Studies (CES) since 1991.

“What I do is help my customers look at the processes that are in place and work with the company to reduce process steps and make their business run more efficiently; no matter what type of business they are in.”

McKinney is currently teaching courses in *Quality Business Practices*, *Project Management*, *Measuring and Managing Change*, and *Finance for Non-Financial Professionals* for the CES Professional Development division.

“Edwina is a wonderful person to work with,” says Cathy Dellas, director of public programs for CES. “The individualized attention she provides to her clients and participants guarantees that her programs not only meet but exceed their expectations. Her ability to help participants learn new skills and techniques, and show them how to immediately transfer the techniques

back to their workplace is what makes her programs so successful.”

Before she started training on her own, McKinney worked as a systems engineer training manager for 17 years at IBM. In addition to teaching at CES, McKinney performs training for many local corporate clients, including NASSCO, Qualcomm, Kyocera, and Cubic, as well as government agencies such as the City of San Diego and the Port of San Diego.



McKinney grew up in Portland, Ore. and graduated from the University of Oregon with a bachelor's degree in radio and television journalism. During her tenure at IBM, she attended graduate studies at Harvard University where she specialized in finance. She has also attended the University of Minnesota where she took graduate classes in international communication.

When asked how she ended up in training, McKinney said, “I always liked teaching and providing solutions and information that my students did not have before. There is nothing better than the moment when the light goes on and the student understands a new concept.”

With all this variety it is no surprise that she is always on the go. During a typical month McKinney will travel at least twice around the nation to conduct training courses.

“Often I work with companies to develop customized training to address the specific needs of the organization,” McKinney said. “I have always enjoyed working with CES because of the flexibility to create training that really meets the needs of the customer, I believe that makes a big difference.”

McKinney lives in the Clairemont area of San Diego and has a son who lives in Newport Beach. ♡

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