



THE

Portal

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SDSU College of Extended Studies

Dean's Message

This past spring has been a dynamic period of change for the College of Extended Studies. In addition to our normal activities, if indeed one can suggest that anything we do here is normal, we have been diligently working on the expansion of existing programs and the creation of new opportunities. We have relied strongly on positive partnerships to accomplish our goals and objectives. We have found that carefully selected partners in education allows us the flexibility to move in several directions quickly and efficiently. Rather than having to create an infrastructure for each new program or project, we can build upon the success of our partners in their areas of expertise. When we have shared visions, we can also share resources, thus providing viable, economically sound options for our clients. In this issue you will learn much more about our diverse and talented partners in education.

In another partner-related story you will meet Larry Stambaugh, the driving force behind Maxim Pharmaceuticals. I was lucky to pin him down recently for breakfast where we discussed his company and the ways in which our Professional Development programs have assisted Maxim in energizing their workforce. Speaking of Professional Development, you'll also be introduced to our newest member of the PD team, Liz



Sondhaus who has been working on our customized training programs. Also in this issue, you'll be able to read about Congresswoman Susan Davis who was here at CES to help kick off our new Emergency Management workshop, which received rave reviews not only from the Congresswoman, but from all of the participants as well.

We have recently begun yet another partnership, this time with the China Educational Association for International Exchange (CEAIE). This is a non-governmental organization that is closely associated with the Ministry of Education in China and is interested, as the name suggests, in international exchanges. On a recent visit to Beijing I met with Yang Meng, the executive director, to discuss ways in which SDSU and CES can partner with CEAIE. Our first exchange was arranged through our American Language Institute which recently hosted 15 leading educational professionals from China for a three-week intensive English program designed to help these educators refine their already excellent linguistic abilities. You'll have a chance to learn more about this program in this issue and you can look forward to hearing more about CEAIE and CES as we work on future projects together.

see [Dean's Message](#), page 2

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

Senators Hold Stage at CES

Sponsored by SDSU and Southern Illinois University at Carbondale, a bipartisan group of former statesmen met with students, faculty, staff, and members of the community at the College of Extended Studies on March 18 and 19. The forum was led by former United States Senator, Paul Simon, who gathered five of his colleagues to join him for the series of discussions on current events. The group met in the Global Telecommunications Center in the Gateway Building for two sessions, one of which was televised by C-SPAN. The topics of the two discussions were: *Lifestyle and Work of Senate and House (How can the atmosphere for work and the work product be improved?)*, and *Increasing U.S. Interest in International Affairs*. Other participating senators included Henry Bellmon, Hank Brown, David Durenberger, James Sasser, and Joseph Tydings. Senator Simon, now Director of the Public Policy Institute at Southern Illinois University, Carbondale, hopes that the group will forward to Congress some concrete suggestions that emerged from the sessions at SDSU.

see [What's New at CES](#), page 3

CES Teams Up with Global Knowledge to Offer Credit Courses in Information Technology

SDSU's College of Extended Studies has entered into an agreement with Global Knowledge, a worldwide leader in IT education and training solutions, to offer credit courses in information technology. Through this agreement, some students may qualify for tuition reimbursement funding offered by individual employers.

"The partnership with Global Knowledge will help SDSU's College of Extended Studies expand its offering of IT courses and allow students to earn credit for training courses."

SDSU's computer science department has approved 45 Global Knowledge courses for credit. In addition, the agreement provides SDSU computer science students and faculty the opportunity to access to up to five on-line courses from Global Knowledge per semester, providing flexibility and choice to those students in developing their course curriculum. Other programs are being reviewed for future course offerings.

"The partnership with Global Knowledge will help SDSU's College of Extended Studies expand its offering of IT courses and allow students to earn credit for training courses," said William

Byxbee, dean of SDSU's College of Extended Studies. "We know this will help the working adult because many employers will only provide tuition reimbursement for successfully completing credit classes."



Global Knowledge

Global Knowledge provides a wide array of training and software support solutions for IT professionals worldwide. The classes, which are held throughout the year, are held in locations across the nation, as well as through Global Knowledge's Virtual Classroom e-Learning and Self-Paced e-Learning Programs.

"Global Knowledge is pleased with San Diego State University's accreditation of selected courses as delivered through Classroom Learning, Virtual Classroom e-Learning and Self-Paced e-Learning," said Clay E. Shaw, director of alliances for Global Knowledge. "The university's recognition of our course quality, flexibility of offerings, and commitment to customer results exemplifies Global Knowledge's position in the marketplace as a leading provider of IT education solutions."

For more information, including registration, students and IT professionals may visit the College's web site at www.ces.sdsu.edu. ■

Dean's Message

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We have had other international visitors this spring. Dr. Joe Petrone from the Jakarta International School was here to discuss new course offerings. Over the past year we have offered 18 graduate courses for his teachers and administrators to maintain and upgrade their skills in education. The Jakarta International School is a part of the East Asian Council of Overseas Schools (EARCOS) and CES offers all of the member schools the same opportunities for professional advancement. We recently offered several graduate courses and I had a chance to make a presentation on distance education during the EARCOS Annual Conference in Kuala Lumpur.

Finally, our new summer catalog has been distributed and I hope that you will find time to review it and find the courses that are just right for you, or you can always find out what's new and interesting at the College by visiting our website at www.ces.sdsu.edu. We look forward to welcoming you to the opportunity to Never Stop Learning.

With best wishes,

William E. Byxbee

College of Extended Studies Upcoming Programs and Classes

- Understanding the Basics of Business, May 15
- Sea Kayaking in Bahia de Los Angeles, Baja California, May 24-30
- Beginning Chinese, June 4-August 6
- Budgeting and Forecasting for Managers, June 4
- Polishing Your Presentation Skills, June 6
- Hidden Market Job Search Strategies (On-line Course), June 12-July 19 and July 10-August 6
- Nuances of Networking, July 9-August 6

Legend

- Professional Development
- Extension Courses
- Travel Study

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What's New at CES

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New Partnerships with UKD Academy and Jakarta International School

UKD Academy and SDSU's College of Extended Studies have partnered to offer a certificate program in distance education and e-learning. The first course in the 10-month program began in March. The partnership makes it possible for students to receive credits for the 10 courses in the program, which was developed by the UKD Academy. The program is designed for professionals who are (or would like to become) involved in teaching and learning at a distance, and professionals who manage or staff e-learning and distance education programs.

CES has also joined with Jakarta International School (JIS) to offer credit for teacher training courses. JIS provides an outstanding educational experience for children of more than 50 nationalities living in Jakarta, Indonesia. The goal of the school is to maximize educational growth for each learner. The teachers emphasize the mastery of academic material, and they maintain high academic standards to challenge the best in each student.

New Business and Executive Coaching Certificate

The certificates department is designing a new professional certificate for business and executive coaching. The program is slated to begin in September, and can be completed within one year. The purpose of this program is to give students insight, skills, and knowledge to be qualified to assess and coach

executives, entrepreneurs and managers. In combination with professional experience, participants will be qualified to assess executive developmental needs and provide coaching that fosters the ability to lead and succeed. Students will learn core competencies that will make them a better executive coach.

President's Leadership Program Sees Graduates

The President's Leadership Program, which is coordinated by the College of Extended Studies, began this spring, and has graduated its first class of 23 participants. The program is a facilitated professional development program specifically designed to strengthen the leadership abilities of administrators at SDSU. The program consists of 16 hours, which are divided into five sessions, held weekly. The next session for SDSU managers is slated to begin this fall. ■

The College of Extended Studies Proudly Presents Our Partners in Education



ALI Hosts School Administrators from China

The College's American Language Institute recently completed a teacher-training program for a group of 17 administrators visiting from various regions in China. Each participant stayed with host families during the program from March 11-29.

The program included seminars on a variety of school administrative issues including: *Administrative Issues at American High Schools, Differences Between Teaching and Administration in China and the United States*, and more.

During their time with the College, they were able to attend the Senators' Forum, meet with Dean William Byxbee, and for fun they got to try country western dancing.

The program included seminars on a variety of school administrative issues.

At the conclusion of the program they were given a souvenir video and CD, prepared by one of their instructors, of the various program highlights. ■



Branding Campaign Successfully Positions CES as a Leader in Continuing Education

With the new tagline, "Never Stop Learning," the College's 2001-02 branding campaign was extremely successful according to Dale Bonifield, marketing director at the College.

"We were able to increase the unaided awareness level by 21%, which is outstanding."

"Our major goal coming into the branding campaign was to increase the awareness level of the College of Extended Studies in San Diego," Bonifield said. "We were able to increase the unaided awareness level by 21%, which is outstanding."

The branding campaign took the shape of a comprehensive advertising campaign that included radio, newspaper, and theater ads. In addition, the College redesigned publications and its web site to reflect the new feel and look of the campaign.

"The total effort really paid off," said Bonifield, "we believe it was the combination of advertising, word-of-mouth, and our traditional marketing vehicles such as catalogs and brochures that helped to really increase awareness levels of those living in San Diego."

One highlight of the campaign was the humor that was employed in the radio spots, which served to catch people's attention in a very crowded marketplace. Using clever lines, like "Did you know that a sea squirt digests its own brain when it's done using it?" and "Did you know that a snail's reproductive organs are in its head?" helped to catch people's attention and relate to the fact that one can really "Never Stop Learning."

The branding campaign also won a major industry award, capturing the "Best in Class" marketing award at the 2001 LERN (Learning Resources Network) annual conference in San Francisco in late November. The campaign was also recognized with a Silver Award designation from the San Diego Advertising Club at its annual awards competition.

The increase in awareness levels were measured via a pre-campaign and a post-campaign market research survey instrument developed and implemented by Big Bang advertising, the College's partner in putting together the branding campaign.

The research also indicated that one of the major reasons why people enroll in courses through extended studies is to advance their careers.

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"Future branding efforts will continue to emphasize our philosophy of "Never Stop Learning," while at the same time focusing on how the College can help people to advance both professionally, and in their personal lives," stated Bonifield. ■

Congresswoman Susan Davis and Other Local Officials Speak at CES Emergency Management for Business and Industry Seminar

Congresswoman Susan Davis addressed attendees at the College's new Emergency Management for Business and Industry seminar on April 4 and 5. Other speakers included Chris Bach, emergency management coordinator, City of San Diego; Jim Yoke, disaster services, San Diego American Red Cross; Sergeant Carey Brooks, critical incident management unit, San Diego Police Department; and John Sylvester, supervising special agent from the FBI. The two-day program was held in the Global Telecommunications Center at the SDSU College of Extended Studies.

Congresswoman Davis gave a 30-minute presentation stating, "San Diego is a city that is vulnerable by sea because of

our port, by air because of our airport and military airports, and by land because of our major border with Mexico."

"San Diego is progressive and a target at the same time because of our industries; including biocom, telecommunications, and the different services of the military all in one town. I congratulate SDSU and the College of Extended Studies for this program, Emergency Management for Business and Industry."

The seminar was designed to help managers create a crisis management plan and provide the tools to get started. This workshop included ready-to-use models, a complete emergency program



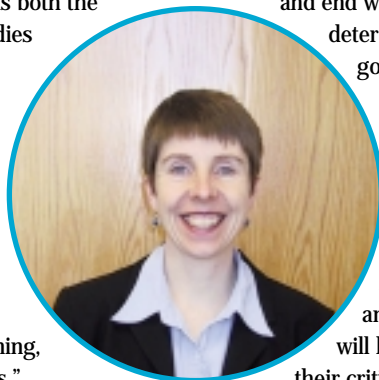
Congresswoman Susan Davis (middle) shared her views on emergency management with CES director of certificates, Wendy Evers (left) and CES instructor Bill Wolf (right).

implementation package, and interactive hands-on participation.

The program will be offered again in summer and the cost is \$299. For more information, please call (619) 594-6255 or visit the College's web site at www.ces.sdsu.edu. ■

Spotlight on New Director of Corporate Training Liz Sondhaus

Never Stop Learning is both the College of Extended Studies (CES) slogan and a personal motto for new director of corporate training Liz Sondhaus, who joined the College's Professional Development division in February.



"I truly believe in training, I think it can change lives," Sondhaus said. "Training is a tool that, when used properly can enhance performance and contribute to both individual and organizational success."

Before coming to the College, she worked as a training director at California Training Cooperative, an Irvine based company that serves corporate clients throughout California. In this position, she led a team of trainers and administrative specialists to manage the corporate training needs of their clients.

"Training works best when it is used to meet specific performance goals," she said. "This means that it needs to start with assessment to help plan the program

and end with evaluation to determine if the performance goals were achieved."

As director of corporate training, she plans to develop the customized training programs by incorporating assessment and evaluation tools, which will help CES clients tackle their critical performance goals. She is also responsible for managing the growth of the Professional Development On-line programs and coordinating the President's Leadership program.

"Liz brings an outstanding background in both corporate and academic settings to this new position," said Tamara McLeod, executive director of SDSU's College of Extended Studies Professional Development division. "Her advanced education and practical experience, particularly in the areas of assessment, measurement, and curriculum development, are an ideal match for clients seeking on-site programs tailored to their particular needs and outcomes."

Sondhaus not only believes in "Never Stop Learning" in her professional life, but she has lived it in her personal life. She has a doctorate in clinical psychology from Washington University in St. Louis, a master's in organizational psychology from the California School of Professional Psychology in San Diego, and a bachelor's degree in history from Carleton College in Northfield, Minn.

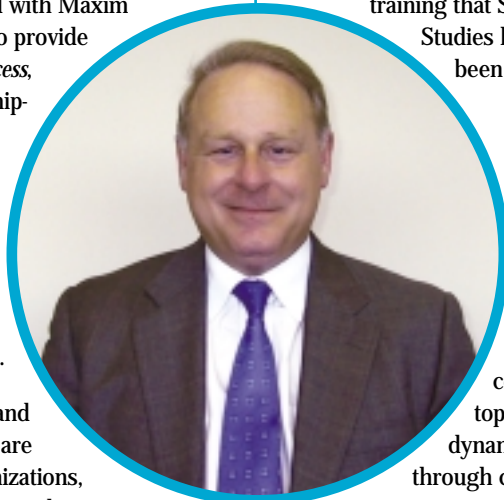
Putting her psychology background to good use, she has also worked as a therapist, and as a researcher, managing research projects at Washington University's School of Medicine, including a study of post-traumatic stress disorder in Vietnam veterans.

"My varied experience has definitely been applicable in all of the fields that I have worked," she said. "The common thread in my professional life is that I have always held positions that allow me to help people. I have a passion and commitment to helping people improve their lives and I think that in the professional world, training makes an extremely valuable contribution toward this goal." ■

On-site Leadership Training a Success at Maxim Pharmaceuticals

SDSU's College of Extended Studies recently partnered with Maxim Pharmaceuticals to provide *Managing for Success*, an on-site leadership-training program customized for managers at Maxim. This three-phase program began in October and concluded in April.

"Management and supervisory skills are critical to all organizations, regardless of their product or service," said Larry Stambaugh, CEO of Maxim Pharmaceuticals. "I believe that companies need to take an active role in helping their employees fill any knowledge and experience gaps by providing training programs that address these issues. SDSU's College of Extended Studies worked closely with us to develop a successful program that is backed by theory but emphasizes the practical, hands-on approach that is immediately transferable back to the worksite. In the 30 years that I have been



developing my associates, I believe the training that SDSU's Extended Studies has provided has been the best yet!"

Managing for Success provided Maxim's managers with a foundation for successful leadership through a combination of topics including team dynamics, guiding through change, communication, problem-solving, coaching, and managing multiple priorities.

"I like that the program was tailored to address Maxim's associate training needs," Stambaugh said. "The program's content supported the specific competencies required for our managers to be successful. While the program covered all the bases of management, it was also adjusted to address participants' additional needs and concerns."

The program was designed to give all managers who attended a collective base knowledge of management.

In the 30 years that I have been developing my associates, I believe the training that SDSU's Extended Studies has provided has been the best yet!"

"Most companies in San Diego would benefit from this type of training and I would definitely recommend the SDSU College of Extended Studies to other organizations," Stambaugh said. "My associates have been very appreciative of the training. Senior managers and directors enjoyed the program and told me that they found the information practical and useful. Employee training builds morale throughout the organization and often results in positive attitudes and increased productivity." ■



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