

Never Stop Learning

THE Portal

SUMMER 2003 | VOLUME 3 | ISSUE 2

SDSU College of Extended Studies

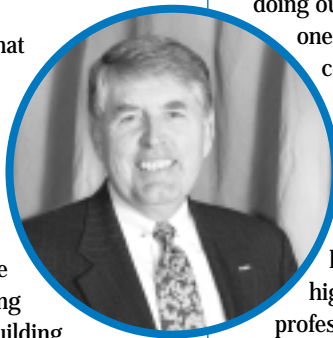


Dean's Message

Greetings and welcome to the *Portal* of the College of Extended Studies.

For those of you who have had the opportunity to visit us recently, you'll notice that the new building is taking shape and raising like the proverbial Phoenix. We are told that everything is moving as planned and we hope to have it up and running by June of 2004. Our building committee has been working overtime insuring that we are on schedule and under budget. We have begun the process of making available naming opportunities for various parts of the new building and we'll be sending you more details on that in the near future.

This issue is packed with articles on new programs being offered by CES. Of great personal and professional interest to me is the rollout of our new *Hospitality Certificate* program. Having been associated with food and wine for a number of years, I'm delighted that we are able to offer these new programs that will provide new opportunities for workforce development. Those of you that are interested in small business and technology will enjoy reading about our new certificate in *E-Business Essentials* and just in time for summer, a certificate program to allow you to become a Personal Fitness Trainer.



Our *Portal* personality for this issue is Jan Wahl. Jan has been an integral part of CES wearing many hats and always doing outstanding work. From being one of the founders of the writer's conference, to running all of the extension programs, to her newest job as director of special projects, she has always brought a keen intellect and good humor to her work and has set the bar high for excellence and professionalism.

Two of our most popular programs are featured in this issue. The degree and certification program in Regulatory Affairs has received a great deal of public accolade for its innovative curriculum. We also spotlight one of our most popular extension courses, *Nuts 'n' Bolts of Divorce Court for the Non-Lawyer*. While most of us would rather we didn't need to offer this course, the cold fact remains that divorce is a part of our culture and learning how to deal with the various aspects of this procedure is the major emphasis in this popular course.

And speaking of separation, remember that you can't separate the body and the mind and therefore you can Never Stop Learning.

Best wishes,

William E. Byxbee, Dean

New Certificate Programs Provide Career Growth

The College of Extended Studies has hit the trifecta this year by adding three new Certificate programs.

They include Professional Certificates in *Hospitality*, *Personal Fitness Trainer Online*, and *E-business Essentials*.

A general assumption about the hospitality and tourism industry is that its jobs are mostly of the entry-level and low-paying variety. However, industry experts say well-paying jobs do exist in the industry and are just waiting to be filled by qualified applicants.

Certificates are recognized by most employers as a significant academic accomplishment and can lead to new jobs, as well as promotions for those who obtain them.

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ALI Offers Worldwide Teaching Opportunities

If you would like to see the world, broaden your cultural experiences, while still being able to pay the bills, the American Language Institute (ALI) may have the answer for you. The overseas job market for well-trained English teachers remains strong.

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The ALI is offering the 120-hour amTEFL (American Teaching English as a Foreign Language) training course specially designed for North Americans without prior teaching experience who want to live and work abroad. The program provides a practical foundation in TEFL methodology, mentoring by veteran teachers, observed practice teaching experience, and worldwide job placement assistance. The amTEFL is now recommended by the chief English language officer of the U.S. State Department.

job market with a toolset of skills and a solid TEFL foundation," said Rob Shaffer, coordinator of teacher training. "Our program offers highly experienced



trainers and guarantees lifetime job placement assistance for graduates."

Requirements include a Bachelor's degree and interview before joining the course. There is an option to earn three units of ED X997.

The amTEFL course fee is \$2,500, with an optional graduate credit tuition of an additional \$250. For additional information and online application, please visit www.americanlanguage.org/amtefl.html or contact the ALI at (619) 594-5907 or ali@mail.sdsu.edu. ■

Would you like to live and teach abroad, even if you don't have any prior teaching experience? If you would like to see the world, broaden your cultural experiences, while still being able to pay the bills, the American Language Institute (ALI) may have the



The course is offered at SDSU from June 30-July 25 and September 8-October 3. It is also taking place at Chiang Mai University in Chang Mai, Thailand from July 28-August 22.

"After completing the course, our graduates are well prepared to enter the



College of Extended Studies

Vision

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

Mission

The mission of the College of Extended Studies is to provide self-support education and training to enhance careers and transform lives and organizations.

We are pleased to recognize these organizations that have joined our 2003 Professional Development membership program.

President Level
Sharp HealthCare

Director Level
IDEC Pharmaceuticals Corporation
Mission Federal Credit Union
San Diego Data Processing Corporation

Associate Level
Fisc
Naval Air Depot, Quality Assurance
Philips Lighting Electronics Mexico S.A. de C.V.

San Diego State University College of Extended Studies

Volume 3 | Issue 2 | Summer, 2003

The Portal is published three times annually by SDSU's College of Extended Studies. This publication is free and available to any interested parties. To contact the editor, or to be added or deleted from our mailing list, send correspondence to:

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Jan Wahl: Special Person for Special Projects

It takes a special person to handle the responsibility of being the director of special projects for SDSU's College of Extended Studies.

Jan Wahl is fitting the bill quite nicely.

"There have only been a few people I have hired and worked with here," Cobb said. "I'd match Jan with any continuing education person in the country. As far as I'm concerned, Jan stands head and shoulders above anyone else."

Her influence continues to impact the College through numerous successful projects.

Consider:

- The 2003 SDSU Writers' Conference drew a sellout crowd and a record number of agent consultations and advance reading appointments.
- Construction is well underway on the Gateway Center extension project that will add 22 state-of-the-art classrooms to the College.
- SDSU is offering extended credit for teachers in areas such as Guam, Japan, Korea and Okinawa through a Department of Defense program.

All of these projects fall under the supervision of Wahl, as do numerous other activities such as grants she works on in conjunction with dean William Byxbee.

Lifelong education has long been a staple for Wahl, an SDSU graduate who majored in health education and taught retired adult programs for 10 years at the community college level before assistant dean Larry Cobb hired her at the College of Extended Studies in 1984.

"There have only been a few people I have hired and worked with here," Cobb said. "I'd match Jan with any continuing education person in the country. As far as I'm concerned, Jan stands head and shoulders above anyone else."

Wahl is currently working on her Master's degree in educational technology through the University of British Columbia. This comes on the heels of her completing a graduate certificate in instructional technology last year at SDSU.

Jan was first hired part-time by the College of Extended Studies to coordinate its non-credit classes. She also coordinated credit classes, distance education, and travel study before taking over two years ago as director of special projects.

Because Wahl is a former instructor, her background is a perfect fit for programs such as the international teachers program in the Pacific Rim.

Another part of her job involves making international school contacts. A recent example came when the College of Extended Studies entered into an exclusive memorandum of understanding with the International School of Beijing to provide a complete educational partnership for all of the school's needs.

She's also had the opportunity to interact with schools in such locales as Jakarta, Tokyo, and Istanbul.

"It's interesting to interact with people around the world," she said.



Lifelong education has long been a staple for Wahl, an SDSU graduate who majored in health education and taught retired adult programs for 10 years at the community college level before assistant dean Larry Cobb hired her at the College of Extended Studies in 1984.

Wahl is a perfect match for that role, according to Cobb.

"She is able to work with all kinds of people and make them feel good," Cobb said. "She has that ability." ■

College Makes Big News Through Airwaves, Newspapers

News is getting around about numerous events within the College of Extended Studies, as the College has been the beneficiary of some big "hits" recently in the media:

- Two feature stories have documented the career of our 80-year-old Spanish teacher Margarita Ponce. She was the subject of a 2-minute story on KBNT-Univision television, a leading Spanish-speaking station based in San Diego. In addition, Margarita was featured in the newspaper *Frontera*, Tijuana's second-largest periodical.
- Three local television stations covered the simulated homicide scene investigation by the Survey of Forensic Science II class. They

included NBC 7/39, KFMB-TV Channel 8 and KGTV Channel 10.

- Dean William E. Byxbee has been writing twice monthly articles for the *Job Giant*, a newsprint magazine with employment related stories which has a circulation of 75,000 copies per issue. Byxbee also penned an article on the College's new Hospitality and Tourism program for a special section in the *San Diego Union-Tribune*.
- The *Union-Tribune* also featured the College in two other stories; one concerning "Continuing Education and Lifelong Learning," and the other on "Retooling Skills for Today's Jobs."

- Jan Wahl, the College's director of special projects who is featured in this edition of the *Portal*, was the subject of a cover story for the *San Diego County Herald*.
- The College was the subject of several stories on SDSUniverse, the official faculty/staff Web site of San Diego State University. Topics have included Miguel Cardenas and the International Training Center, the Saturday Seminars through professional development, and a "People" story on Graphic Artist Lori Clabaugh.

Other publications that have included multiple stories on the College recently are the *North County Times* and *San Diego Business Journal*. ■

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They are also typically more relevant and focused for today's workforce than academic degrees and can be completed in a much shorter period of time.

Well-known Southern California restaurant, hotel, and tourism business professionals will teach different aspects of the *Hospitality* program. Core courses include *Hospitality Industry Overview*, *Behind the Scenes*, *Customer Service and Employee Relations*, and *Hospitality Law*. Among the electives are *Safety and Sanitation*, *Hazardous Analysis Critical Control Point*, and *Management and Leadership Skills*.



The mission of the Professional Certificate in Hospitality is to develop the awareness and practice of fundamental competencies needed for successful transition from hospitality associate to high-performing hospitality manager to increase long-term success.

A general assumption about the hospitality and tourism industry is that its jobs are mostly of the entry-level and low-paying variety. However, industry experts say well-paying jobs do exist in the industry and are just waiting to be filled by qualified applicants.



San Diego County also has one of the highest concentrations of gaming casinos in California. Recognizing this growth trend, the College of Extended Studies has Barona Valley Ranch, Sycuan, and Viejas casino personnel among the

members of its advisory board for the hospitality certificate. Other organizations represented on the board include the Hotel Del Coronado, Clarion Hotel Bay View, San Diego Convention and Visitors Bureau, Loews Coronado Bay Resort, San Diego Culinary Institute, and Busalacchi's Restaurant.

"The target audience for our new hospitality program ranges from entry-level managers to supervisors to support staff to coordinators within the professional fields of hospitality and culinary arts," said Wendy Evers, director of certificate programs for the College. "The program provides marketable industry-driven skills for improving operations, organizing the team, and developing a customer service driven environment while building career opportunities to transition to a career in hospitality."

This curriculum complements SDSU's previous program that includes a four-year interdisciplinary degree, a research institute, and continuing professional development in hospitality and tourism management. That program draws from SDSU's College of Business Administration and College of Professional Studies and Fine Arts.

The *Personal Fitness Trainer Online* program is a collaboration of CES, exercise industry experts, internship affiliates, and national fitness organizations. It is designed to supply essential educational and career opportunities to those seeking to start a career in the emerging fitness/health industry, and those actively involved in the personal training industry who desire advanced certifications, continuing education credits (CECs), and continuing education units (CEUs).

The *Professional Certification in Personal Training*, integrated with a field internship experience, is designed to prepare students for careers working at medically-based fitness facilities,

community wellness programs, personal training studios, physical therapy clinics, corporate fitness centers, and private and commercial health clubs. Students learn the principles of exercise science, techniques of leading educational

training sessions, and methods to develop personalized exercise prescriptions. The program is designed to provide personal trainers with the theoretical framework and practical training skills necessary to prepare students for certification testing from national organizations.



"CES is very excited about this new online certificate program in the flourishing health and fitness industry," Evers said. "I am happy to have Ken Baldwin as our coordinator. He has been in the fitness industry since 1992 and has won several industry awards, including 1999 IDEA Personal Trainer of the Year."

The *Online Personal Fitness Trainer* program will allow students from around the world to fit courses into their busy work and home schedules, go online wherever they are, and complete the certificate and internship assignment within four months.



The *E-business Essentials* certificate program is designed to help students keep pace with the third wave of the web, which represents thousands of businesses that have been quietly, but rapidly increasing their online operations resulting in higher sales and profits. The program delivers sound business strategies to owners and executives so they can manage online operations.

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College of Extended Studies Upcoming Programs and Classes

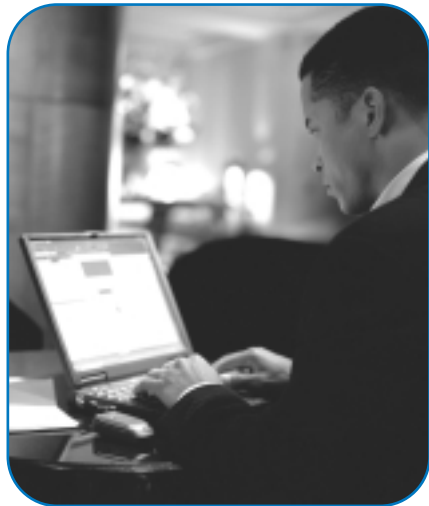
Below you'll find some of the upcoming courses at the College of Extended Studies. For a complete schedule, visit our web site at www.neverstoplearning.net.

- | | | |
|--|--|--|
| Women as Independent Investors, Begins May 20 | How to Start an Online Business, Selling on eBay, June 14 | The Administration of Criminal Law, Begins July 8 |
| German for Communication II, Begins May 22 | Personal Fitness Trainer Online, Certificate Classes Begin June 16 | Business Writing for Success, July 10 |
| Child Abuse: Working with Abused and Neglected Children, Begins May 27 | Stocks, Bonds, and Investing: Oh, My!, Begins June 18 | How to Get Grants and Gifts for the Public Schools, Begins July 12 |
| E-Business Essentials Online, Certificate Classes Begin June 2 | Caribbean Coastal Oceanography in Belize, Begins June 21 | CBEST California Basic Educational Skills Test Prep, Begins July 12 |
| Nuts 'n Bolts of Divorce Court for the Non-Lawyer, June 7 | Human Resource Management, Certificate Classes Begin June 26 | Saturday Seminars, July 19 |
| Reward and Recognition Systems, June 10 | Summer Creative Writing in Ireland, Begins June 26 | Alaska Sea Kayaking Expedition in Prince William Sound, Begins July 28 |
| The Secrets of Charismatic Presentations, Begins June 12 | Summer Study in Paris, Begins July 1 | Meeting and Events Planning, Certificate Classes Begin Aug. 20 |
| | | Write Now!! Effective Writing in English, Enroll anytime |

Legend

- Professional Development Extension Courses Certificates Travel Study Online Degree

Certificate Programs continued from page 5



E-Business has become a central component of most established corporations, and is quickly becoming the backbone of many startups and small businesses. While the popularity of dot.com companies has greatly decreased, Internet usage continues to grow and offer attractive market opportunities for businesses.

“Instead of just talking about the Internet in the course, we have decided to utilize the Web to deliver this certificate program to our students.”

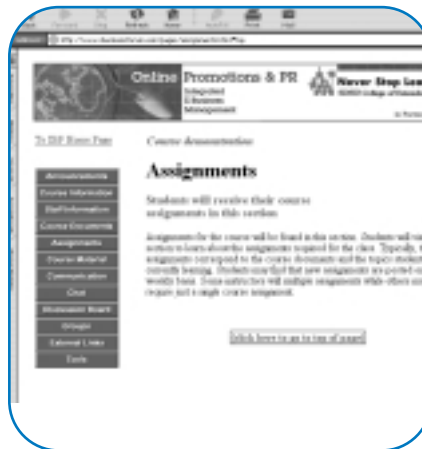
This four-course certificate program is ideal for entrepreneurs, business owners, marketing managers, or international and business students who want to learn how to do business on the Internet.

Courses in the program include the following:

- *E-business Models and Strategies* – Participants will evaluate online business models and identify how the Web can be used effectively in their organization.

- *Information and Internet Technologies for Business* – This course is designed for non-technical managers so they can understand, evaluate, and implement cost effective Web technologies for their business.
- *Integrated Online Marketing* – Students will learn how to create a dynamic marketing and effective plan for an online business.
- *Online Advertising and Promotion* – This course goes beyond simple banner advertising and shows how businesses can use online promotions to attract more customers to their sites as well as to their traditional brick and mortar locations.

“Instead of just talking about the Internet in the course, we have decided to utilize the Web to deliver this certificate program to our students,” Evers said. “By conducting online classes, we offer our students a convenient way to learn and personalize their educational experience.”



The I Business Forum (IBF), a consulting services and training firm, will be partnering with the College of Extended Studies to offer this certificate. IBF has worked with hundreds of firms on e-business strategies and Internet marketing. ■

The College of Extended Studies was chosen as the non-profit agency to participate in Yellow Cab of San Diego's free top sign advertising program for April 2003. Twenty top signs such as the ones below were donated to the College and displayed all over town by Yellow Cab drivers during their routes in April.



College Offers Master's Degree, Professional Certificate in Regulatory Affairs

Courses leading to a Master of Science Degree or a Professional Certificate in Regulatory Affairs are offered through the College of Extended Studies.

The Master of Science in Regulatory Affairs is the first degree program offered by The Center for Bio/Pharmaceutical and Biodevice Development (CBBDD). The CBBDD concentrates on the creation and implementation of innovative university curricula and training programs that respond to and promote the continued development and growth of the pharmaceutical, biotechnology, and biodevice industries.

The M.S. in Regulatory Affairs degree focuses on laws and regulations mandated by the Federal government, especially the Food and Drug Administration, related to discovery,

development, testing, manufacture, and post-market surveillance of pharmaceutical, biopharmaceutical, and medical device products for commercial distribution.

In the degree program students develop a detailed knowledge and understanding of current regulations with emphasis on their practical application to the development and commercialization of drugs, biologics, and medical device products.

Most courses in the program are offered through distance education via the Internet. This mode of course delivery is designed to provide the flexibility necessary for working professionals who make up the majority of students enrolled in courses. Normally students should be enrolled in no more than two online courses at a time.

For the Professional Certificate in Regulatory Affairs, a student must successfully complete three introductory courses, RA 601, 602 and 770. RA 601 covers the various steps in the development process for pharmaceuticals, biologics and medical devices, with a focus on understanding

Most courses in the program are offered through distance education via the Internet.

the regulatory impact on these processes. RA 602 provides a basic knowledge of the laws and regulations governing these industries. And in RA 770, students learn the basic concepts of good manufacturing practices. ■

CES Regulatory Affairs Student Never Stops Learning

Written by: Larry Gunderson

The smiling faces of the 18 to 25 year-olds one encounters during a walk across the San Diego State University campus lulls one into thinking that education is for the young. Let us consider Harrison Robbins, a student working to finish his thesis for his Master's of Science in Regulatory Affairs through the College of Extended Studies.

Harrison does not fall into the above-mentioned age range; in fact, he was born prior to World War II. At an age when most of us have already retired or are contemplating retirement, and with the encouragement and support of his wife, Sibyl and their five adult children, Harrison enrolled in evening courses, earning a Regulatory Affairs certificate from SDSU in 2001.

In the Fall of 2001, he applied and was admitted into the Master of Science in Regulatory Affairs degree program offered by the SDSU College of Sciences' Center for Bio/Pharmaceutical and Biodevice Development, as administered through the College of Extended Studies.

Today, with the completion of his coursework and plans firmly in place to complete his thesis, Harrison is on track to receive his latest diploma, adding to what literally would be a wall-full of diplomas and plaques in his office.

So, you say, it is not particularly unusual for a “careered” person to come back to college and earn a degree. Let's explore Harrison's lifetime learning record a bit further. He earned a B.S. and D.D.S. in Dentistry from the University of Illinois in Chicago.

While a practicing dentist, he went back to school, earning a M.D. from the University of Michigan. He then completed an internship at the University of Michigan's St. Joseph Mercy Hospital, followed by residencies at Stanford University Medical Center in general surgery, and then Stanford University, Indiana University, and the University of Connecticut. Shortly thereafter he became board certified in cosmetic surgery. And now, after a successful career in the medical field, Harrison has continued his passion for knowledge through our Regulatory Affairs program. He is certainly a prime example of one who never stops learning. ■

Larry Gunderson is the director of SDSU's Regulatory Affairs programs.

Divorce Courses Can Be Great Stress Savers

Divorce can be a messy situation, but the “Nuts ‘n Bolts of Divorce Court for the Non-Lawyer” continues to be a well attended class offered by the College of Extended Studies. In fact, interest in the course has resulted in a spin-off class titled “You and Your Divorce Lawyer: Working as a Team to Save Money and Win” being offered for the first time this fall at the College.

There are probably few things more stressful, confusing, or frustrating than going through the court system. Even so, close to 70 percent of the people involved in a divorce situation in San Diego County are representing themselves in court.

Many others prefer to have a lawyer, and the College’s new course concerning divorce is for those who choose to be represented by counsel. It is designed to teach them what they can do to actively assist their lawyer in the preparation of their case, and to save money – hopefully lots of it – while doing so.

The instructor for both courses is Sharron Voorhees, who has been admitted to the bar in California, Colorado, Nevada, and the Supreme Court of the United States.

“What I try to do is explain the overall system and give key points people need to know,” she said. “Divorce is a terribly difficult process. I’ve heard it said by many attorneys that divorce is more difficult than losing someone by death. It’s not final. You don’t have closure for a long time.”

Many of the instructor’s cases and articles have been published. She is a certified family law specialist, a certified appellate law specialist, and has served as a pro tem judge (a settlement judge) for the San Diego Superior Court.

Her class for the non-lawyer client, which is scheduled for Sept. 6, will provide basic information about court procedures and controlling law. Those planning to represent themselves will learn the fundamentals of processing their divorce.

“Divorce is a terribly difficult process. I’ve heard it said by many attorneys that divorce is more difficult than losing someone by death. It’s not final. You don’t have closure for a long time.”

The new course, which is scheduled for Nov. 1, is designed to teach students who are working with an attorney – or who intend to do so – how to be good clients. Topics covered include what to expect about cost, communication, and the divorce process.

No matter which course a student chooses, it will help him or her to have a lot fewer headaches in what can be a very difficult process. ■

The College of Extended Studies
presents

Saturday Seminars

never stop learning™

Unable to get away during the week?
Then join us for Saturday Seminars to improve your skills
in specific areas of management, leadership, and supervision.
Enroll in one or two half-day seminars or one full-day program and
learn practical, innovative techniques you can apply on Monday!

Enroll Online:

www.neverstoplearning.net

Fees are \$89 for one half-day seminar, or \$169 for one full-day or two half-day seminars. To register, call (619) 594-5669.