



SAN DIEGO STATE
UNIVERSITY

College of
Extended Studies

THE Portal

FALL 2004 | VOLUME 4 | ISSUE 3

Never Stop Learning



Dean's Message

Welcome to the new Extended Studies Center! After 20 months of mud, dust, congestion, and impossible parking, we are poised for the dedication of the new building on the 26th of October. Three days after our dedication we shall be celebrating the 30th Anniversary of the American Language Institute (ALI), one of the oldest and largest campus-based programs of its kind in the United States. I hope all of you will be able to join us for some of the many Open Houses we shall be conducting in the new Extended Studies Center so that you can see first-hand the state-of-the-art facilities, technologies, and just plain beautiful environment that we have created for your enjoyment.



Speaking of ALI, I'm sure you'll enjoy getting to know our new director of academics, Cherry Campbell who is profiled in this edition of *The Portal*. Cherry is putting together exciting new programs for ALI that are also reported in this issue.

It seems that with every new issue of *The Portal* we are reporting on new programs and this issue is no different. You'll be reading about our new *Lean Six Sigma Black Belt Certification* program as well as our new course, *Introduction to the Game Industry*, which focuses on the latest technology involved with

developing electronic gaming protocols. We shall also be offering a fascinating class in the *Mind of a Terrorist*, surely something that leaps from the front pages of newspapers throughout the world.

Our new *Business of Wine* program is off to a marvelous start with tremendous interest not only here in San Diego, but also nationwide as others realize what an innovative and useful certificate program it has become. Similarly our *Casino Gaming* certificate continues to attract large numbers of students and great national press coverage.

In the category of "it is never too early to plan" we provide you with the details of our 21st Annual Writers' Conference to be held in January. This is one that you really need to jump on since we sell out quickly and with good reason. If any of you have ever had any aspirations of writing you really need to read about this program and sign up to attend.

In closing let me again invite you to come and visit us and take a class, certificate, or just a tour of the new building so that you can see how easy and fun it is to Never Stop Learning.

William E. Byxbee, Dean

CES Celebrates by Hosting Four Open Houses



A new semester means it's time for new beginnings. For the College of Extended Studies, it also means time to showcase the College's new Extended Studies Center building, new program for adults 50 and better, and the 30-year-old American Language Institute.

CES occupies the first and second floors of the new four-story building. Layout includes 12 standard classrooms, five large capacity seminar rooms, a computer lab, and a multimedia presentation room. There is also a student lounge, reception area, conference room, and additional storage.

see [Open Houses](#) on page 2

Open Houses continued from page 1

There will be two open houses for the Extended Studies Center; from 5-7 pm Thursday, Sept. 16 for instructors, and a grand opening from 3-5 pm Tuesday, Oct. 26 which will include SDSU President Stephen L. Weber and Provost Nancy Marlin.

In addition, CES will host open houses for its new Osher Institute for Lifelong Learning program for people 50 years and better from 10 am-1 pm Saturday, Sept. 18, as well as an event celebrating the 30th Anniversary of the American Language Institute from 3-5 pm Friday, Oct. 29.



The sparkling new Extended Studies Center facility adds 22 state-of-the-art classrooms to CES. The first two floors of this new facility feature SMART classrooms with the latest in technology available to the College's customers – members of the greater San Diego community, individuals re-entering the workforce, and business people from the community.

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The third floor of the new building is occupied by the Department of Rhetoric and Writing, and includes faculty offices and instructional labs. The top floor houses the SDSU Human Resources Department, with the basement level reserved for parking.

Meanwhile, CES plans to devote an entire room in the new Extended Studies Center exclusively to continuing education programs for individuals 50 years of age and older through its Osher Institute for Lifelong Learning grant. The Sept. 18 open house for this program features refreshments, musical entertainment, free blood glucose screening, body fat testing, and healthy home evaluation (signing up for someone to come to an individual's home to evaluate for lead, etc.)

ALI will celebrate the fact it has helped international students and professionals improve their ability to communicate in English during its 30th anniversary event. Each year, it welcomes up to 3,000 students from over 70 countries. ALI's size allows it to offer a variety of programs to suit each student's needs and goals. ■



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Did you know that the College of Extended Studies offers degree programs for working adults?

Current degree programs include:

- Bachelor of Applied Arts and Sciences in Criminal Justice Administration
- Bachelor of Applied Arts in Public Administration
- Bachelor's Degree in Vocational Education (BE)
- Master of Arts in Educational Technology
- Master of Science in Biomedical Quality Systems
- Master of Science in Regulatory Affairs

Each of these programs offer intensive classes built around the schedules of busy adults whereby individuals may build up college credits toward their degrees.

For more information on these programs, visit www.ces.sdsu.edu/bachelordegrees.html.

Lean Six Sigma Black Belt Certification Joins CES Lineup

The new Lean Six Sigma Black Belt Certification program through the College of Extended Studies is designed to help companies become leaner and meaner in their operations.



Just what are Lean and Six Sigma?

The Lean approach to continuous improvement reduces the time from your customer request to the delivery of your product or service by eliminating non-value added steps in any work process. Six Sigma uses statistical analysis to identify areas of potential weakness in your processes.

“Six Sigma” got its name from the fact that a sigma of 6 translates into only 3.4 defects per million opportunities. A “sigma rating” identifies the number of

Although both Lean and Six Sigma can be taught in independent programs, Lean Six Sigma combines the best practices of each approach.

defects-per-million in any transactional, service, or manufacturing procedure. Most transactional businesses operate at 2 or 3 sigma, creating serious negative consequences for the business. For example, an organization operating at:

- 2.5 Sigma would generate 158,655 miscalculated pay stubs for every million processed
- 4 Sigma would drop 6,210 calls for every million calls to a call center
- Six Sigma would allow only 3.4 errors for every million insurance claims processed

Although both Lean and Six Sigma can be taught in independent programs, Lean Six Sigma combines the best practices of each approach, combining



the practical tools of Lean with the science of Six Sigma. Lean Six Sigma’s goal is to eliminate defects and costs associated with poor quality. Lean makes sure we are working on the right activities, and Six Sigma makes sure we are doing the right things right the very first time.

This program is highly recommended for professionals in operations, engineering, IT, administration, and those in management positions who are responsible for high-impact projects that will incorporate Lean Six Sigma methodology. Small, medium, and large organizations in industries such as biotech, health care, pharmaceuticals, service, public sector, and the military are all prime candidates for this program. ■

Vision

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



SAN DIEGO STATE
UNIVERSITY

College of
Extended Studies
never stop learning™

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.

21st Annual Writers' Conference Just Around the Corner

Maria Ritter of San Diego offers a perfect example of what can transpire after attending the SDSU Writers' Conference. She wrote a book containing the story of her family during and after World War II that was released earlier this year by the University Press of Mississippi.

"It has been a wonderful experience to get something published," Ritter said. "It all started at the Writers' Conference."

The SDSU Writers' Conference is among the largest of its kind on the West Coast.

The SDSU Writers' Conference celebrates its 21st year when it takes place Jan. 21-23, 2005.



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"It has been a wonderful experience to get something published," Ritter said. "It all started at the Writers' Conference."

The 2004 conference attracted a capacity crowd of 450 participants and speakers, and another sellout crowd is expected at next year's conference. The January 2004 event featured more than 80 concurrent sessions and scheduled a whopping 771 agent consultations and advance reading appointments. The sessions included classes such as *A Writer's Guide to Bioterrorism* and *From Swords to Six Guns: 1,000 years of Weapons for Writers*.

The SDSU Writers' Conference is among the largest of its kind on the West Coast. It annually includes one-on-one consultations and hands-on editing assistance. Participants will learn ways to sharpen their writing skills and make connections with editors and agents of fiction, nonfiction, and screenwriting while learning how to publish in the traditional manner or on the Internet.



The conference offers participants workshops on fiction and nonfiction. Industry experts will be on hand to discuss how to produce screenplays from inception to finished product and how to attract the necessary attention to



get them produced. Top editors, agents, and industry professionals will be available to meet one-on-one to critique writing and offer specific advice about how to take a project forward.

Advance registration is now available. The fee to attend the conference is \$355 through Jan. 4, and \$395 after Jan. 4. Consultation appointments and advance reading appointments may be scheduled in any combination up to three, however, no more than two appointments with an editor are allowed for each paid participant.

The advance reading appointment fee is \$40 each, and it must be received with your appointment form and your work no later than Jan. 4, 2005. Advance reading appointments are not accepted after Jan. 4, 2005. ■

Campbell Becomes Academic Director for ALI

When Cherry Campbell was nine years old, she was bit by the travel bug while her family spent the summer in Europe.

"I was impressed with the people in Europe speaking many different languages," she said. "I thought that was a really great thing and a wonderful way to foster communication and understanding among cultures."

"The ALI draws the whole world to SDSU."

Campbell, the new academic director for the American Language Institute, has since been sharing intercultural communication through a number of different avenues.

She spent a year of college in Germany, earned a Ph.D. in applied linguistics, went on a Fulbright Lectureship to Poland, and trained 75 Peace Corps volunteers in Hungary to teach English, among many other activities.

But joining the ALI staff was like coming full-circle for the San Gabriel Valley native, who as a child often visited relatives in Pacific Beach and near SDSU.

"Moving here really feels like moving home," said Campbell, who joined ALI in April. "My mom was born in Encinitas, went to Hoover High with (baseball legend) Ted Williams, and was selected Fairest of the Fair in San Diego County."

Campbell attended South Hills High in West Covina. She studied as an undergraduate at UC Riverside, majoring in German and spending her junior year in northern Germany.

"I've been interested in languages since I was a kid," she said. "I lived in a German house at UC Riverside. We spoke German at meals and enjoyed German cultural activities."

Between earning her Master's and Ph.D., she taught intensive English in

Santa Monica and also attended a Spanish program in Cuernavaca, Mexico. After completing her Ph.D., she taught for one and one-half years at UCLA before going on the Fulbright Lectureship to Poland.

"Everything changed in that society while I was there. The day I left Poland, the new government took over after their first democratic election ever," Campbell said. "Later that fall, the Berlin Wall came down. It was quite a time over there."

She came back to UCLA from Poland, teaching writing for one year. Then the opportunity came about to train the Peace Corps volunteers in Hungary to teach English.

Campbell returned from there to California and became the program head of English studies for six years at the Monterey Institute of International Studies. Her program concentrated on English courses for international students working on their Master's degrees.

During Campbell's stay with ALI, she has been most impressed with the teaching staff and students.

"The ALI draws the whole world to SDSU. We have students here right now from Korea, Taiwan, Italy, Turkey, Spain, Japan, and the list goes on," she said.

"I'm impressed by the experience of the faculty," she added. "They nearly all have Master's degrees, and they have a lot of teaching experience here, and other places, even abroad. They're just top-notch."

Living in San Diego also fits that description for her.

"The other big draw was coming home to San Diego," she said. "I have vacationed here, and my family spent holidays here."

In Campbell's spare time, she enjoys travel writing and has even authored a book titled *Teaching Second-Language*

Writing. In addition, she relishes the opportunity to grow a sub-tropical garden in San Diego.

That must all be sandwiched around her busy schedule at ALI. ■



ALI Going Strong After 30 Years

After 30 years of existence, the American Language Institute is still going strong.

ALI offers a variety of programs to meet the specific needs and goals of international students, professionals, corporations, and government agencies. These programs include:

- English for Academic Purposes
- Intensive English for Communications
- The ALI Pre-MBA Program
- Business Certificate Programs
- Semester at SDSU
- Hospitality & Tourism Management Certificate
- English Language Teacher Training & Certificate Programs
- Internship Options
- Customized Group Programs
- Optional Practical Training
- Special Features

For more information on the programs offered by ALI, please visit <http://www.americanlanguage.org/programs.html> ■

College Offers New Online Course on the Game Industry

When Tom Meigs was asked to teach the College of Extended Studies' new online course on the *Introduction to the Game Industry*, he jumped at the opportunity.

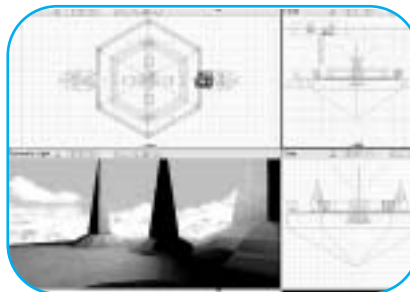


Students will learn about game development, game design and production, and the current challenges facing the game industry. In addition, they will learn how to prepare for a dynamic career and succeed on the technical, artistic, or business side of game development.

"I'm very excited to be teaching this course," Meigs said. "Nobody has

really shared this information before. There are a lot of interested students. I would have loved access to this 10 to 12 years ago, rather than stumbling in the dark like I did."

Meigs has worked as a game designer and producer for the past ten years for many leading electronic entertainment developers, including THQ, The Walt Disney Company, and Sony Pictures Digital Entertainment. Meigs has contributed to *Game Developer Magazine*, and his new book *Ultimate Game Design: Building Game Worlds*, published by Osborne/McGraw-Hill, is an industry favorite on the subject – recommended by many leading and legendary game designers. He is also the founding partner of an independent wireless gaming company.



The *Introduction to the Game Industry* course is being offered Sept. 15-Oct. 22 and Nov. 10-Dec. 17. The fee is \$88.

This highly interactive course is an excellent primer on all topics surrounding the computer gaming



**"Nobody has really shared this information before."
- Instructor Tom Meigs**

industry. Students will learn about game development, game design and production, and the current challenges facing the game industry. In addition, they will learn how to prepare for a dynamic career and succeed on the technical, artistic, or business side of game development.

According to Meigs, the course will offer a balance between developing a business background and being introduced to game design. Students will then have the opportunity to apply their skills in the workplace.

"This industry is definitely growing in popularity," Meigs said. "I consider it a privilege to teach a class like this in such a growing industry." ■

We are pleased to recognize our 2004 Professional Development members:

President Level
Sharp HealthCare

Director Level
Mission Federal Credit Union

Associate Level
FISC
Helix Water District
Naval Air Depot, Quality Assurance
Northrop Grumman, Continental Maritime

Class Explores the 'Mind of a Terrorist'



The instructor Dipak Gupta is a professor in the Political Science Department at SDSU.

How does the mind of a terrorist work?

Answers will be forthcoming in a course titled "Mind of a Terrorist," set for Friday, Oct. 1 from 3-9 pm and Saturday, Oct. 9 from 8 am-5 pm.

This course is designed to explore the mindset, created within a social, political, and religious context that leads young men and women to acts of terrorism, including suicide attacks.

Instructor Dipak Gupta is a professor in the Political Science Department at SDSU, and co-director of the Institute for International Security and Conflict Resolution. He is the author of several books including *Path to Collective Madness: A Study in Social Order and Political Pathology* and *Analyzing Public*

This course is designed to explore the mindset, created within a social, political, and religious context that leads young men and women to acts of terrorism, including suicide attacks.

Policy: Concepts, Tools and Techniques.

This course is open to the public. To register or for more information, please call (619) 594-5152 or visit www.neverstoplearning.net. ■

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.

Introduction to the Game Industry (📖), Begins Sept. 15 or Nov. 10

Speed Spanish (📖), Begins Sept. 15 or Nov. 10

Creating Web Pages (📖), Begins Sept. 15 or Nov. 10

Beginner's Guide to Getting Published (📖), Begins Sept. 15 or Nov. 10

Compositional Painting: The Human Figure with Still Life, Begins Sept. 16

Lean Six Sigma Black Belt Certification, Begins Sept. 20

★ Wine Making Behind the Scenes, Sept. 25

★ Exceptional Guest and Leadership in Hospitality, Begins Oct. 11

✈ Sea Kayaking in Bahia de Los Angeles, Oct. 16-23

Tax Workshop for the Small Business Owner, Oct. 23

Saturday Seminars, Oct. 23

Go Native!, Nov. 2

★ Intro to Indian Gaming, Begins Nov. 4

21st Annual Writers' Conference, Jan. 21-23, 2005

✈ Baja Whale Watching Safari, Feb. 5-12, 2005

Legend

Professional Development

Extension Courses

★ Certificates

✈ Travel Study

Online

Degree

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Program Pours Energies into 'Business of Wine'

- By Lynn Alley, July 21, 2004

Deborah Lazear, who is teaching the first course in San Diego State's "Business of Wine" certificate program, checked the aroma of a wine at a tasting held for the program's advisory board.

San Diego State University's College of Extended Studies has expanded its training in the hospitality industry by launching a new professional certificate program - "The Business of Wine."

"Restaurants and bars want to hire people who already have a good idea of where wine comes from, how to manage it and how to sell it," said William Byxbee, dean of the college. "Anybody that can come to a potential employer with the basics has the edge."

According to the college's summer catalog, the program is designed for "restaurant managers, owners, winery employees, bartenders, bar managers, anyone engaged in wine sales, or anyone interested in moving into those careers."

The College of Extended Studies already has a hospitality certificate program and a certificate program aimed at preparing people to work at Indian casinos.

Byxbee said he hopes the initial "Business of Wine" course offerings will create the demand for a second and third level of training, perhaps ultimately leading to a sommelier training program.

Ian Lutes, director of wine and spirits for the Cohn Restaurant Group and a member of the program's advisory board, will be teaching one of the initial offerings. The class, "Red, White and Champagne," will run for three weeks in September at the Balboa Park Food &

Wine School, above The Prado restaurant. Students will learn the basics of wine appreciation.

"The program has been a long time coming," said Lutes. "There has always been a huge gap in the industry. This will be a very important program here."

Deborah Lazear, a certified wine specialist who is teaching the program's first class, said the appeal goes beyond professional training.

"From the restaurants' standpoint, it's hard to hire people who have this background ... This just may turn into a lucrative career," she said.

"There are also a lot of folks out there who really want to explore wine. They want a bigger comfort level but not necessarily a career in it. We can accommodate them, too."

The program's advisory board includes prominent members of the wine and hospitality industries, such as Orfila Vineyards winemaker Leon Santoro; master sommelier Eddie Osterland; Gary Parker, owner of the Winesellar & Brasserie; Linda Kissam, executive director of the Temecula Valley Winegrowers Association; Steve Thornton of Thornton Winery in Temecula; and John Alonge of the San Diego Wine and Culinary Center.

Wendy Evers, director of certificate programs at the College of Extended Studies, said most of the classes will be held off-campus at restaurants and other venues, partly for reasons of legality (students enrolling in the classes must be over 21) and partly just for "ambiance."

Lazear has already begun teaching the first class, "Exploring Wine." The four sessions cover the history of wine, wine regions of the world, the language of wine, and major grapes, including what's hot and what's not in terms of varietals. The course features guest speakers, tastings and hands-on activities.

If demand warrants, another session of the class may be scheduled, Lazear said.

In late September, a one-day class called "Winemaking Behind the Scenes" will be held at Maurice Carrie Winery in Temecula. The fee will be \$150.

"Tableside Service" will be the subject of an October class. In November, the business of selling wine will be addressed. The course focuses on retail business principles, regulations, sales, purchasing, negotiation and supplier relationships in the wine and hospitality industries. Cost of each course is \$240.

Five courses will be required to complete the professional certificate program, and other elective classes will be offered, Evers said. She said completing the program could take a year to two years.

"The classes are filling up quickly because the wine area is very popular with both employees and people who are generally interested in learning more about the wine industry," she said.

For more information, check out the College of Extended Studies' Web site at www.neverstoplearning.net or call (619) 594-6255 or (619) 594-5152. ■