

THE Portal

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SDSU College of Extended Studies



Dean's Message

Greetings and happy spring. For those of you who have recently visited our campus, I hope that you have been pleasantly surprised at how quickly our new building has developed. In early January they began to take all of the scaffolding down. It reminded me of those times a child's braces are taken off. For the first few weeks you can't believe what a beautiful smile had been lurking beneath a mouth of steel. It is taking all of us some time to realize how beautiful and practical our new building really is, and I trust that you'll all have an opportunity to come and visit us during our open houses early this summer.

Speaking of construction, in this issue you'll be able to learn more about our very successful *Construction Certificate Programs* under the direction of Bob George. Some of the other stories will inform you of our two newest certificates, both of which are subsets of our popular *Hospitality Certificate Program*. The first is focused on gaming and was designed to respond to the needs of the many casinos in San Diego County. In fact, we are very proud of the fact that the program has been designed and will be delivered by professionals within the gaming community. *The Wine Certificate Program* is designed to deal with three areas: wine appreciation, the business of wine and master sommelier.

Also in this issue you'll be introduced to Marla Federe, our director of the American Language Institute. With all of the issues surrounding homeland security that have negatively impacted

international students, Marla has been faced with unprecedented challenges and has handled all of them with grace and intellect.



Our lead story this issue is about The SDSU Writers' Conference, which celebrated its 20th anniversary in January and once again was offered to a sellout crowd. I had the pleasure of presenting Diane Dunaway and Assistant Dean Jan Wahl with plaques recognizing their status as founding organizers of this nationally reknown event.

Recently, the College of Extended Studies hosted SDSU President Stephen L. Weber and the Rector of the Autonomous University of Baja California, Alejandro Mungaray, as they signed an agreement to implement our new *Graduate Certificate in Transborder Governance and Public Administration*. The signing took place at a news conference in November that was featured in the *San Diego Union-Tribune*. The SDSU portion of the program is provided by a joint effort between the College of Extended Studies and School of Public Administration and Urban Studies. We have a great story that will give you more details on this innovative approach to international education.

In keeping with our Transborder theme, let me close by imploring you to ¡Nunca pare de aprender!

Best wishes,

William E. Byxbee, Dean

Sellout Crowd Has 'The Write Stuff' at Conference

It happened to Hazel Dixon Cooper in 2001. It happened to Maria Ritter last year.

Could it also happen that someone among the nearly 450 people at last month's sold out 20th annual SDSU Writers' Conference also writes a book that gets published?



Dean William Byxbee presented plaques to Jan Wahl (far right), CES assistant dean, and Diane Dunaway, conference coordinator, recognizing the two women as founding organizers of the highly successful annual event.

Dixon Cooper, attending her first conference three years ago, met with a publisher in her consultation appointment and ended up signing a six-figure book deal as a result. Ritter has written a book containing the story

see [The Write Stuff](#) on page 2

The Write Stuff continued from page 1



Don't mess with desperate writers...

of her family during and after World War II that is being released this month 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."

Aspiring writers attended this year's conference at the Doubletree Hotel in Mission Valley with similar hope of making connections with publishers, or even selling their book.

The SDSU Writers' Conference is one of the largest of its kind on the West Coast. It includes one-on-one

consultations and hands-on editing assistance. Participants learn ways to sharpen their writing skills and make connections with editors and agents of fiction, nonfiction, screenwriting and children's books.

Dean William Byxbee of SDSU's College of Extended Studies welcomed the capacity crowd in the ballroom of the Doubletree Hotel. He presented plaques to Jan Wahl, CES assistant dean, and Diane Dunaway, conference coordinator, recognizing the two women as founding organizers of the highly successful annual event.

The conference featured a whopping 771 agent consultations and advance reading appointments.

Among this year's seminars were:

- Bombs, Bugs and Bad Guys – A Writer's Guide to Bioterrorism
- From Swords to Six-guns: 1,000 Years of Weapons for Writers
- When Hollywood Calls You, Will You Be Ready?
- Romance: I Know It When I See It

The conference offered participants workshops on fiction and nonfiction.

Industry experts were on hand to discuss how to produce screenplays from inception to finished product and how to attract the necessary attention to get them produced.



"From Swords to Six Guns" gave aspiring writers an up-close and personal look at some of the typical weapons included in manuscripts.

Plans are already underway for the 21st annual SDSU Writers' Conference, scheduled for Jan. 21-23, 2005. ■

The Editor's Choice Awards were presented during the 20th annual SDSU Writers' Conference. They were based on manuscripts submitted by participants to their editors.

Award winners included:

| | | | |
|-------------------|------------------|---------------------|-------------------|
| Maureen Alsop | Roger Grein | Kathy Paulek | Stephanie Tsukada |
| Shimon Camiel | David Isaak | Jonni Pettit | Dana Weber |
| Melanie Denstaedt | Paula Margulies | Marcille Pilkington | Shel Weinstein |
| Joe Foley | Steve Montgomery | Nina Ronstadt | Matt Yocum |
| Denise Greever | Rhys Patterson | Jean Stewart | |

Class Focuses on 'Mind of a Terrorist'



How does the mind of a terrorist work?

Answers will be forthcoming in a course titled "Mind of a Terrorist," set for Friday, April 2 from 3-9 pm and Saturday, April 10 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 Policy: Concepts, Tools and Techniques."

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

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

*Call Tamara McLeod, Executive Director at (619) 594-5640 to see how a membership can benefit your organization.

San Diego State University College of Extended Studies

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Testimonials Support CES

Employees of Mission Federal Credit Union (MFCU), a Director Level member of the College of Extended Studies, have expressed their positive feelings about CES.

MFCU, through its partnership with CES, supports employee growth through such CES programs as "Best Practices of Leadership," "Foundations of Management," "Saturday Seminars," and business writing courses. Beyond the SDSU campus, CES also has provided on-site courses tailored for MFCU such as "Finance for the Non-Financial Manager," "Better Business Writing," and "Stress Management."

"We appreciate the interactive experience the College of Extended

Studies offers our employees to learn or reinforce specific skills," said Joseph Clouse, a vice president-training manager for MFCU. "Our employees tell us they love the workshops. This has been a wonderful partnership for us. The programs offered by the College truly enrich our staff's professional development."



Here's what some Mission Federal Credit Union employees say about the Saturday Seminars program, which next takes place April 24:

Miquee Kee of the MFCU branch network: "I try to attend a Saturday Seminar each time they are offered. I have always been able to find a session that grabs my interest."

"This has been a wonderful partnership for us. The programs offered by the College truly enrich our staff's professional development."

- Joseph Clouse, Mission Federal Credit Union

Scott Lehman, assistant branch manager of the Old Town/Linda Vista Branch: "I have been to five of them and it has helped me in my development and everyday practical use. I like the wide range of courses they offer that enable the student to choose those classes that benefit them most." ■

Marla Federe Leads Direction of American Language Institute



Marla Federe is up to the challenges of being the new director of the American Language Institute

(ALI), a division of the College of Extended Studies.

She looks forward to moving ALI ahead in the face of numerous international challenges post-Sept. 11, and hopes to see her department become a “Living Laboratory” of English language learning.

Federe has been with the ALI as the English for Academic Purposes (EAP) director since January 2001. Prior to joining ALI, she served as director of the

“The ALI has so many talented instructors. I would like to show them off to the world!”

**– Marla Federe,
ALI director**

English as a Second Language (ESL) program at United States International University in San Diego.

“Marla and I came to CES at about the same time and we have had the opportunity to see some remarkable changes in just a few short years,” said William Byxbee, dean of the College of Extended Studies. “I was delighted that after an exhaustive national search, Marla

was the clear favorite based on her experience, knowledge, and ideas for future development. Under her leadership I fully expect ALI to expand both its San Diego-based programming as well as developing new international locations for instruction.”

Federe earned her Bachelor’s degree in philosophy at UC San Diego, with a minor in economics. After graduating, she spent a year in Japan as an English as a Foreign Language (EFL) instructor.

“I wanted to travel and experience another culture, but I really didn’t have any intention of going into the field of education as part of my long term career plan,” she said. “At the time, I felt that a good way to travel affordably was to teach English overseas. However, it

see [ALI](#) on page 5

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.

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|--|--|---|
| Be Your Own Private Investigator, Begins Feb. 18 | Lean Six Sigma Black Belt Certification, Begins March 8 | Casino Gaming, Begins April 1 |
| Learn to Buy and Sell on eBay, Begins Feb. 18 | CBEST California Basic Educational Skills Test Prep, Begins March 20 | Mind of a Terrorist, Begins April 2 |
| Your Screenwriting Career, Begins Feb. 18 | Understanding Budgets and Forecasts, Begins March 17 | Photography for Absolute Beginners, Begins April 15 |
| Scammon’s Lagoon Whale Watching Tour, Feb. 19-22, Feb. 26-29, March 4-7 or April 3-6 | Travel Writing Workshop, Begins March 20 | Saturday Seminars, April 24 |
| Getting Happily Published, Begins Feb. 21 | The Hidden Lives of Paintings, Begins March 24 | Survey of Forensic Science I, Begins May 11 |
| How to Start and Manage a Small Business, Begins March 4 | Thriving With Workplace Change, Begins March 24 | Russian Criminal Justice Program, Begins May 29 |

Legend

- Professional Development Extension Courses Certificates Travel Study Online

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didn't take long for me to become hooked on teaching English. I love the interaction with international students that teaching English provides."

Upon returning to the United States, she joined the USIU, English as a Second Language staff where she also went on to complete her Master's degree in TESOL (Teaching English as a Second Language) as well as begin work toward her doctorate in education.

Federe was named co-director of ALI last year along with Linda Lawton, who retired in September. She was named permanent director recently following a national search.

In her new position, she hopes to continue moving ALI forward as it faces a multitude of international challenges in the aftermath of Sept. 11.

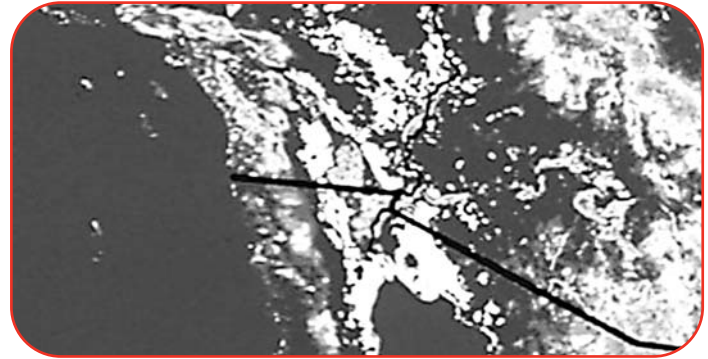
"I see us expanding more in the area of teacher training," Federe said. "The ALI has so many talented instructors. I would like to show them off to the world! I'd like to see us become a 'Living Laboratory' of English language learning and instruction where innovative practices are tested, adapted, utilized, and demonstrated on a daily basis. I'd also like to work more closely with campus departments in order to find ways that we can assist the university with its mission to increase internationalization. The ALI has a tremendous capacity to assist the university with this mission, and I hope to raise the consciousness on campus in regards to what we can do to help."

Recruiting overseas students has been made more difficult not only by Sept. 11, but also by factors such as Severe Acute Respiratory Syndrome (SARS), the war in Iraq, and tightening visa restrictions.

"We have to completely rethink the way things have been done," Federe said. "We have to take a fresh look at how we can best serve our students in this ever changing environment. I like that. I don't like standing still. We are now at a point where we are equipped and ready to move forward." ■

SDSU, Baja California University Offer Joint Graduate Certificate Program

San Diego State University and the Autonomous University of Baja California have joined forces on a new joint graduate certificate program in Transborder Public Administration and Governance, offered by both institutions.



The new joint certificate program will offer students instruction on both sides of the border.

The College of Extended Studies hosted SDSU President Stephen L. Weber and the Rector of the Autonomous University of Baja California, Alejandro Mungaray, as they signed contracts for the program at a news conference in November that was featured in the *San Diego Union-Tribune*. The SDSU portion of the program is provided by a joint effort between the College of Extended Studies and School of Public Administration and Urban Studies.

The program is designed for government, private, and not-for-profit sector professionals who wish to learn about the governing and administrative systems on both sides of the border.

"This program is a logical progression and extension of SDSU's long commitment to transborder issues," said William Byxbee, dean of CES.



SDSU President Stephen L. Weber and Alejandro Mungaray from the Autonomous University of Baja California sign the historical agreement.

"This program is a logical progression and extension of SDSU's long commitment to transborder issues."

- Dean William Byxbee

"Combining our years of experience with joint degrees, certificate programs, and course offerings within Mexico, with our highly successful Public Administration programs provides a unique opportunity for students on both sides of the border."

Graduates of the program understand the structure and function of public administration and governance in California and Baja California, how the two systems interact, and transborder cooperation and governance.

The certificate program consists of six courses taken in sequence. Classes are conducted in both English and Spanish and take place in San Diego, Mexicali, Calexico, Ensenada, and Tecate. Classes meet for eight hours on Fridays and Saturdays. The credits for this graduate certificate may be applied toward a joint Master of Arts degree in Transborder Public Administration and Governance.

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Graduate Program continued from page 5

The program is bilingual and students are expected to have a working knowledge of both languages as well as a bachelor's degree (or licenciatura). Faculty members are from both SDSU and Autonomous University of Baja

Emanuel Mendoza, an industrial engineer and member of the Mexicali City Council, said he wants to see Baja California decrease its dependence on maquiladoras.

California, and students have been recruited from Southern California and Baja California.

Students told the *Union-Tribune* that they have a variety of reasons for enrolling in the program.

Emanuel Mendoza, an industrial engineer and member of the Mexicali City Council, said he wants to see Baja California decrease its dependence on maquiladoras.

Maria Candelaria Pelayo Torres, a law professor at the Autonomous University of Baja California in Mexicali, said she wants to craft cross-border contracts so institutions on both sides can collaborate on common problems.



Graciela Terrazas, a district ranger with the Cleveland National Forest, said she's in the program "for the networking and the understanding of both sides of the border." ■

College Adds Professional Certificate Programs in Casino Gaming, Wine

Casino gaming continues to be a multi-billion dollar annual industry in California. The state also has a long-time reputation as being a leader in the wine business.

In response to these facts, the College of Extended Studies this spring is adding Professional Certificate programs in Casino Gaming, and The Business of Wine "From Vineyard to Table."

"We have always been instrumental in providing quality programs that enhance the skills needed in workforce development," said William Byxbee, dean of CES. "These two new certificate

programs provide a magnificent opportunity for those interested in solid careers in either casino gaming or the business of wine. San Diego County is particularly dependent on tourism and these programs will prepare motivated workers to enter these fields with skills taught by working professionals."

"These two new certificate programs provide a magnificent opportunity for those interested in solid careers in either casino gaming or the business of wine."

- Dean William Byxbee

Casino Gaming

The *Professional Certificate in Casino Gaming* is designed to provide students with the opportunity to begin or further



their careers in the casino and gaming industry. Participants will obtain a strong basic background in Indian gaming history, regulations, gaming law, supervision, customer service, and leadership.

Industry experts will deliver instruction, emphasizing the latest developments, practices, and issues facing the gaming profession which can be applied immediately to the job. Content and competencies are geared directly toward the casino organization's needs, and are designed to provide students with the tools necessary to become successful in this exciting field.

see [Certificate Programs](#) on page 8



Construction Classes Keep On Building at CES

The Gateway Center addition is a perfect example of the construction taking place campus-wide at San Diego State University. There are also plans for a new bioscience center, social sciences/art gallery building, and a tennis and softball complex.

students may take three classes and earn a certificate in either On-Site Supervision, Project Management, or Supervisory Technologies. Participants may also take all nine classes and earn the Certificate in Construction Supervision.



certificate of completion for each course successfully completed.

Students who successfully complete the Certificate in Construction Supervisory Series will also receive a certificate of recognition from the AGC. Each course represents 45 hours of instruction.

Construction Practices

The *Professional Certificate in Construction Practices* includes discussions bringing together those who share similar problem-solving and decision-making challenges.

To earn the certificate, students must complete eight of the following 10 classes: *Estimating and Bidding I*, *Estimating and Bidding II*, *Construction Project Operations*, *Construction Cost Control* (or *Cost Awareness and Production Control Online*), *Construction Planning and Scheduling* (or *Construction Planning and Scheduling Online*), *Construction Supervision*, *Construction Materials and Processes*, *Legal Aspects of Construction* (or *Contract Documents and Construction Law Online*), *Introduction to Construction Estimating* (Online), or *Construction Blueprint Reading* (Online).

The units earned from these courses may be considered for continuing education.

This program is authorized by SDSU's Colleges of Business Administration and Engineering and is offered in cooperation with the Associated General Contractors, San Diego Chapter. ■



The College of Extended Studies has long been a leader in the construction education field with its two certificate programs under Bob George, CPE. Programs include the Professional Certificate in Construction Supervisory Series, and the Professional Certificate in Construction Practices.

"The courses are widely popular," George said. "Students give us a lot of feedback saying the courses made a difference in their careers."

Each professional certificate program is now taught exclusively online. Students come from many states throughout the U.S., plus such faraway places as Iceland, Russia, Uzbekistan, and Granada.

"The on-line courses are a lot nicer for the students and instructor," George said. "The bottom line is that students get an equally high-quality education with all the conveniences of an online class."

Construction Supervisory Series

In the *Professional Certificate in Construction Supervisory Series* program,

Each professional certificate program is now taught exclusively online. Students come from many states throughout the U.S., plus such faraway places as Iceland, Russia, Uzbekistan, and Granada.



The certificate program is based in part on, and includes, the very popular Associated General Contractors Supervisory Training Program (STP) series. Students are issued an AGC

Certificate Programs continued from page 6

Course topics are: *Introduction to Indian Gaming, Gaming Regulations on Sovereign Soil, Gaming Security and Surveillance, Customer Service in a Unique Environment, Diversity in the Workplace, Table Games, Slot Analysis, Revenue Techniques, and Deterring and Detecting Casino Cheats.*

Two preview classes will be offered this spring. The entire certificate program will follow in the summer and fall.

Benefits of the program include:

- Allows employees to continue working while gaining the knowledge, skills, and philosophies necessary for the San Diego casino industry.
- Provides students an opportunity to acquire new skills in a short period of time.
- Features an optional “take it on the road” philosophy of bringing the classroom to the casino for employers seeking classes at their business site.
- Allows students to learn about one factor of the industry via individual classes or take the entire program for a *Professional Certificate in Casino Gaming*.

The Business of Wine

The *Professional Certificate in The Business of Wine* is for anyone interested in a career in the wine and restaurant industry, or who simply is a devoted wine enthusiast.

Instructors include wine experts and guest speakers from high profile restaurants and wineries in San Diego. Many classes will be offered off-site. Topics will include: in-depth wine tastings and evaluations, working with vendors and distributors, choosing a successful wine list, and interaction between food and wine. Participants also will learn more about the service and protocol associated with serving wine.



Topics will include: in-depth wine tastings and evaluations, working with vendors and distributors, choosing a successful wine list, and interaction between food and wine.

Course topics are: *The History of Wine; Buying and Selling Wine; Wine Presentation; The Tasting Sequence; Marketing the Wine List and Label; Storing, Decanting, and Pouring; and Food Selection and Wine.*

Program benefits include:

- Increases practical knowledge and professional expertise in all aspects of the wine business.
- Develops an industry perspective of contemporary operations.
- Provides a more thorough study of industry processes and expectations.

For more information on these new programs, please call (619) 594-6255 or visit www.neverstoplearning.net. ■



SDSU

**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.

never stop learningsm