

# THE Portal

SUMMER 2004 VOLUME 4 ISSUE 2

Never Stop Learning



## Dean's Message

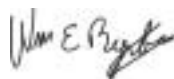
**G**reetings and welcome to the *Summer Portal*. Shortly after the last issue was published I received a letter from a dear colleague who is the Headmaster of an excellent K-12 school in New Jersey. He commented that, "The Portal was alive with exciting new programs that simply jumped off the pages." It was a wonderful tribute to the men and women of the College of Extended Studies who give so much of themselves to constantly increase the scope and quality of our offerings. We have all been affected by the lousy economy, the State's budgetary shortfalls as well as the after effects of the autumn fires. And yet, there is a spirit here at CES that seems to defy all of the bad news and is always looking for excellent opportunities for you; the folks that rely on CES to be there to assist you with your educational needs.

It is my hope that this issue will also "jump off the pages" for you. You'll have a chance to get an inside peek into our new building which we shall be opening in stages over the Summer. We are all looking forward to the opportunities this facility will present to us. One of the first occupants will be the Osher Lifelong Living Foundation. Thanks to a generous grant from the Osher Foundation, we shall be able to create a challenging

program for adult learners both here at SDSU and at other venues throughout San Diego. I think you'll enjoy reading the article in this edition and perhaps you'll be ready to sign up as soon as we open our doors.

Periodically we host international business students here at CES who wish to improve their business English while at the same time learn more about business practices in the USA. The article on how these students created and prepared commercial videos for Rubio's Restaurants is not only instructive, but very amusing. Our press coverage, thanks to our great Marketing department, has been extensive and innovative. Some of you might have seen the College of Extended

Studies being advertised on lighted placards on Yellow Cabs throughout San Diego. Others of you may have seen some of the many TV spots that covered our opening of the new Indian Gaming Certificate Program in April. It has been a good Spring for us and we look forward to another Summer where we'll be able to make sure that you have the opportunity to Never Stop Learning. Best wishes,



William E. Byxbee, Dean

## College Opens State-of-the-Art Facility

It's here! The College of Extended Studies is opening its new building to the public this summer. This sparkling new facility will add 22 new state-of-the-art classrooms to CES.

Besides providing classrooms for CES, the 60,000-square-foot project is designed to give new office space for the Department of Rhetoric and Writing and the SDSU Human Resources Department.

**"We are very excited about the possibilities this new facility will present to CES."**  
- Dean William Byxbee



see [New Building](#) on page 3

# College Receives \$100,000 Lifelong Learning Grant

In its continuing quest to give back to the community, the College of Extended Studies (CES) has received a \$100,000 grant from the Bernard Osher Foundation for lifelong learning programs.

With the grant money, CES plans to devote an entire room in its new Gateway Center West building exclusively to continuing education programs for individuals 55 years of age and older.

The Osher Foundation offers grants of up to \$100,000 per year for up to three years to develop and implement lifelong learning programs. Upon demonstrated success, the Foundation will consider establishing endowments of at least \$1 million to support individual Osher Lifelong Learning Institutes.

CES will utilize its grant in specialized courses where credit is not given. No tests or papers are required in these courses.

"We are all delighted to have been selected for this grant," said William Byxbee, CES dean. "For more than 25 years, SDSU and the College of Extended Studies have been actively involved with the organization and delivery of personal growth and enrichment programs for retired adults.

This grant will give us the opportunity to expand our offerings to more areas of San Diego and respond to the diverse needs and unique skill sets that retired adults bring to continuing education."

CES is responding to the fact that according to the U.S. Census Bureau in 2000, there were 871,215 people age 45 and above in San Diego County, representing 31% of the total population. By 2005, these same people will be 50 and above, the age group targeted by Osher Lifelong Learning Centers.

**"This Osher Foundation grant is such a perfect fit for the College of Extended Studies and its outreach efforts to the greater San Diego community,"**

**- Cindy Emmans, CES director of grants and contracts**

"This Osher Foundation grant is such a perfect fit for the College of Extended Studies and its outreach efforts to the greater San Diego community," said Cindy Emmans, director of grants and



contracts for CES. "The timing on this is perfect. We have the San Diego Trolley coming to San Diego State next year, which solves many transportation problems for people in this age group. Plus, our new building offers an excellent opportunity for learning because of the classroom we have set aside exclusively for this population."

The Osher Foundation began funding lifelong learning institutes several years ago to promote education for people "50 or better" who want to return to school "for the love of learning." The University of Southern Maine, located in Osher's home state, was the first Osher grantee in the late 1990s. Sonoma State University's Lifelong Learning Institute became the first state-wide recipient of a \$1 million endowment from the Osher Foundation last year. ■

## Emmans Directs CES Grants and Contracts

Dr. Cindy Emmans has been working with the College of Extended Studies for over two years, and officially became the director of grants and contracts for CES in August 2003.

Her background is largely academic with over 30 years of teaching experience in many venues, from a traditional music classroom to online



graduate courses for teachers. She has also worked extensively in the international arena, with organizations such as Radio Free Europe, U.S. Department of Defense, Boston University and the University of Maryland.

While serving as a tenured professor at Central Washington University in Ellensburg, she wrote successful grant proposals that enabled her to pursue

projects related to her specialty of teaching educational technology.

"The grant writing I've done in the past had to be squeezed in among a myriad of other tasks and the process was not as pleasant as it might have been because it was so difficult to find the time!" she said. "Here at CES, it's extremely rewarding to have a position that allows me to give grant writing the full attention it needs and deserves. It is also a wonderful work environment with support readily given from every level of the organization." ■

## New Building continued from page 1

The first two floors of this new facility will 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.



We are very excited about the possibilities this new facility will present to CES," Dean William Byxbee said. "As we begin new certificate programs, expand our extension offerings and increase our ALI student base, we now have a state of the art building to handle new demands. Not only is the space appropriate for our offerings but the ambiance that will be created with plants, fountains, beautiful art and furniture – as well as a great patio for relaxing over coffee and pastries – is sure to please the most discriminating visitor. I urge you all to come and visit us and take a tour, a class or a workshop."

CES occupies the first and second floors of the new four-story building. The 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.

A second floor walkway connects the existing Gateway Center East building to the new College of Extended Studies facility. A courtyard between the two buildings is to include a plaza area with trees, bushes, and seating, as well as a coffee cart.

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

Highland Partnership of Chula Vista is the project's general contractor. The architect is Mosher Drew Watson Ferguson. ■



### Vision

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

### SDSU

### College of Extended Studies

*never stop learning<sup>sm</sup>*

### 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.

# College Hails Yellow Cab Advertising

The College of Extended Studies is seeing yellow ... as in Yellow Cab.



For the second straight year, CES was chosen among the non-profit agencies to participate in Yellow Cab of San Diego's free top sign advertising program.

The College received the top sign ads this year for the months of April and May. Last year, CES was given its ad space in April. Twenty top signs have been donated to the College and displayed all over town by Yellow Cab drivers during their routes in April and May 2004. ■

## French Students Show Distinct Mexican Flavor

French students enrolled in the American Language Institute (ALI) recently added a Mexican flavor to their program.

Commercials for Rubio's Restaurants prepared by participants in Semestre de Management Interculturel (SMI) were showcased at a luncheon where Rubio's was on the menu. Under the guidance of instructor Joel Ortiz, students developed concepts, created storyboards, scouted for locations, and starred in the productions.

A panel of judges composed of professionals from academia, technology, and TV/film production awarded certificates of achievement to the winning videos.

## Students Praise CES Courses for Advancing Their Careers

Twenty-three civilian Marines recently graduated from the *Best Practices of Leadership* course taught by the College of Extended Studies. They couldn't have been happier with the class.

The Marines expressed their satisfaction with the *Best Practices of Leadership* in a March 18 article that appeared in the *Desert Warrior*, a newspaper serving Marine Corps Air Station in Yuma, Ariz.

"It was an awesome course. I've taken a lot of leadership courses before, but this one had to be the best," said Shirley Beyer, lodging manager for Dos Rios Inn and Lake Martinez, Marine Corps Community Services. "There was so much good information, good networking and team-building skills taught."

Colonel James J. Cooney, station commanding officer, also praised the course taken by the civilian Marines.

"All of them have a new confidence in their abilities, a certain poise they didn't have six months ago," he said. "I'm really delighted to see this with our civilian Marines."

Meanwhile, Michelle Larson recently earned a Professional Certificate in Meeting and Events Planning through CES. She also couldn't be more delighted with the course.

Larson has put her certificate to use by recently starting as a catering assistant at the Mission Valley Hilton. She took five core courses and three electives to earn a certificate, which in the business world nowadays is often considered as valuable as a four-year college degree.

**"I've taken a lot of leadership courses before, but this one had to be the best."  
- Shirley Beyer**

"That is very true," she said. "The three places I interviewed within the hotel industry were all amazed by my certificate. It was a deciding factor to see the certificate on my resume."

Larson attributes her start in the hotel industry to the education she received through CES. She termed the program as "excellent," and said that Theresa Breining was a "magnificent instructor" in meeting and events planning.

"I always thought it would be fun to work in the hotel industry," Larson said. "I had no idea what I would enjoy. Going through the class told me what I would enjoy." ■



ALI is a division of the College of Extended Studies. SMI is one of several ALI programs catering to international students wanting an emphasis in business. ■

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College of Extended Studies  
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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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# Casino Gaming Program is a Sure Bet Among Media

The new Professional Certificate in Casino Gaming program is turning out to be a sure bet among local media members.

Soon after CES sent out a news release on the program, the Los Angeles Times came calling. Tony Perry, the newspaper's San Diego-based writer, interviewed Dean William Byxbee for an article that helped attract interest to the program. (See page 6.)

Next came local Channel NBC 7/39 for an interview with Dean Byxbee and a feature story that was aired Feb. 16, one week after the Los Angeles Times story. Catherine Garcia, a weekend anchor and reporter for Channel 39, conducted the interview and reported the story on-air.


In the meantime, the San Diego Union-Tribune also called. The county's largest newspaper ran articles twice in late February that included the College of Extended Studies' Web site and phone number.

Beth Ford of KPBS radio also phoned to set up an interview with Dean Byxbee that was aired in early March. And to top it all off, KBNT-Univision Channel 17 broadcast a report on the casino gaming program to its Spanish-speaking audience in San Diego County.

It looks like the College has hit the jackpot with its newest certificate program! ■


## 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](http://www.neverstoplearning.net).

 Spanish for Business Professionals, Begins May 18


 How to Start and Manage a Small Business, Begins June 10


 Professional Certificate in The Business of Wine, Begins July 8

 CBEST California Basic Educational Skills Test Prep, Begins May 22

 A to Z Grant Proposal Writing, Begins June 16


 The Administration of Criminal Law, Begins July 12

 Methods of Inquiry, Begins May 24


 Learn to Buy and Sell on eBay, Begins June 16


 Professional Certificate in Casino Gaming, Begins July 12


 Challenges of Leisure, Begins May 24

 Photoshop for the Absolute Beginner, Begins June 16


 Saturday Seminars, July 17


 Personal Fitness Trainer Online, Certificate Classes Begin May 31

 Professional Certificate in Contract Management, Begins June 29


 Great Expressions: Portrait Painting, Begins July 21


 Golf – For Women Only! The Beginner Workshop, Begins June 1

 Summer Study in Paris, Begins July 1

 Alaska Sea Kayaking Expedition in Prince William Sound, July 2-August 4


### Legend

 Professional Development

 Extension Courses

 Certificates

 Travel Study

 Online

 Degree

## 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

# Los Angeles Times

MONDAY, FEBRUARY 9, 2004



DON BARTLETT/LOS ANGELES TIMES

**IN THE CARDS:** Pala Casino in northern San Diego County is one facility that could attract gambling-ology program graduates.

## 2 Schools May Increase Odds for Gaming Jobs

Grossmont College and San Diego State hope to offer certification in gambling-ology and employment in the growing casino industry.

By **TONY PERRY**  
Times Staff Writer

**SAN DIEGO** — Here in the Indian gaming capital of California, the casino and the campus have entered into a marriage of mutual financial benefit.

Two local institutions of higher learning are planning certificate programs in gambling-ology to prepare students for jobs in one of the few growth industries in the state: Indian casinos.

Grossmont College in El Cajon hopes next month to get approval to award a certificate of achievement for students finishing courses in the program Tribal Gaming: Culture and Policies. Officials at the two-year college hope the program will evolve into an associate of arts program, with units transferable to four-year colleges.

Last week San Diego State University announced plans for courses leading to a professional certificate in casino gaming from the university's College of Extended Studies.

Among the courses: Gaming Security and Surveillance, Table Games, Slot Analysis, Revenue Techniques, and Deterring and Detecting Casino Cheats.

For the gaming industry, the San Diego State certificate should mean an expanded pool of job applicants and something possibly even more significant, officials said.

"You have to admit that this legitimizes the industry in this community, which was a long time coming," said Steve Penhall, general manager of Sycuan Casino & Resort.

For Penhall, the gaming industry has been a profit without honor in San Diego County, which has nine Indian casinos and six more in the planning stages — more than any other region in the country.

According to an economic analysis done by the county government, the casinos attract more than 40,000 gamblers a day, have a cumulative payroll exceeding \$270 million a year, spend \$263 million a year on goods and services, employ more than 12,000 people — and have become major players in local politics and charities.

Although other sectors of the local economy are sagging, casino gaming is booming, officials say. "There are more jobs in casino gaming than people to fill them," Penhall said.

William Byxbee, dean of San Diego State's College of Extended Studies, said the gaming program was geared toward practicality.

"It's not going to be theoretical," he said. "It's going to be very practical." For example, Byxbee said, the slot machine class would explore the complexities of how to make a slot attractive to the public. It's more difficult than one might imagine, he said.

"It's a whole mathematical construction, determining how much money has to be paid to make people want to play."

Tentatively, the San Diego program will involve five classes at \$240 per class. Internships at the casinos are a possibility.

"People need jobs, and the hospitality field is where the jobs are," Byxbee said.

California tribal government employment grew 17.8% in the year ending in July, more than

that of any other private or public sector of the economy, according to the California Employment Development Department.

Most of the growth came in the casinos, resorts and hotels run by the tribes.

San Diego State already offers certificate programs in 28 employment areas, including construction inspection, contract management, the business of wine and fitness training.

Buddy Frank, vice president for slots at Viejas Casino, said the San Diego State program would be modeled after one at the University of Nevada, Reno.

As gaming spreads across the country, several colleges are offering related programs. The University of Nevada, Las Vegas, offers a minor in gaming management in the College of Business Administration.

Colleges that have recently begun casino gaming classes include Tulane University, Michigan State University and the University of Massachusetts.

Each college has its own approach. At Grossmont, where courses have been offered for three years, the emphasis is on the culture, history, theory and legal complexities of Indian gaming, plus a course named Cross-Cultural Studies 178 in Gambling Behavior: Addiction and Problem Gaming. The decision on whether the program merits a certificate rests with the chancellor of the state's community college system.

Like Penhall, Frank, who might teach one of the San Diego State courses, said that having the intellectual imprimatur of a major university would help the image of casino gaming.

"People have to realize that gaming is mainstream," he said. "It's no longer just guys in trench coats and dark glasses."

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From *The Los Angeles Times*