



THE Portal

SUMMER 2007 VOLUME 7 ISSUE 2

Never Stop Learning

Dean's Message

My lover spoke and said to me, "Arise, my darling, my beautiful one, and come with me. See! The winter is past; the rains are over and gone.

Flowers appear on the earth; the season of singing has come, the cooing of doves is heard in our land.

The fig tree forms its early fruit; the blossoming vines spread their fragrance. Arise, come, my darling; my beautiful one, come with me."

- Song of Solomon 2 (10-13)

Well, perhaps those weren't my wife's exact words, but I seem to remember that they were pretty darn close. You see, she was offered and accepted her 'dream job', but it is on the east coast and she invited me to come with her. Now as you know, I've been in my 'dream job' for six and a half years so I know how important 'dream jobs' are and I also understand that you really only get one true love in your life so I jumped at the chance to share her joy.

This will be my last opportunity as Dean, to welcome you to our newsletter, *The Portal*. These past years have been the most delightful in my long career in education. I have had the privilege of working with the most energetic and talented professionals one could ever imagine. Together we have done much to change the College of Extended Studies into the vibrant, responsive entity it is today.



The good news is that it is going to get better! Dr. Joseph B. Shapiro has been selected to be the new Dean of CES.

Please read the article about Joe and his exceptional background, and plan on personally meeting him sometime soon. New deans bring new ideas and new perspectives on change. The bad news is that I shall miss everyone I have been honored to work with over these ever so brief years. There isn't a shadow of a doubt but that CES will remain one of the most dynamic extended education programs in the country. Changes at the top are like those little figures on wedding cakes, you can move them around but it doesn't change the quality of the cake beneath.

It was a great ride that taught me the importance of basic concepts such as: Never Stop Learning!

And now, the end is near, and so I face, the final curtain. My friend, I'll say it clear; I'll state my case, of which I'm certain. I've lived, a life that's full, I've traveled each and every highway.

And more, much more than this, I did it my way.

- Co-written by Paul Anka & Frank Sinatra

With best wishes,

William E. Byxbee

Joseph B. Shapiro Appointed as New Extended Studies Dean

Provost Nancy Marlin has announced that Joseph B. Shapiro has been appointed the new dean for San Diego State University's College of Extended Studies (CES).

Shapiro, who has worked in adult and continuing education for 30-plus years, has been the CES associate dean for the past five years. Prior to that, he worked for University of Maryland College (UMC)-Europe from 1984-2001 in multiple senior administrative positions, last serving as director of graduate and professional development programs, a position based in Heidelberg, Germany.

"I am very honored to have been appointed dean and look forward to expanding the services San Diego State University provides to the greater San Diego community through the College of Extended Studies," Shapiro said. "We want to expand on Dean Byxbee's accomplishments in reaching out and extending the resources of this great university to the people of San Diego and beyond, and to provide individuals and organizations with additional personal and professional education opportunities that improve quality of life and enhance our economy."

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New Dean continued from page 1

Dean William Byxbee, who has led CES since 2000, is retiring this summer to join his wife in the Washington, D.C. area.

“CES strives to create learning experiences that make an important difference in the lives of our students.”

“I have worked with Joe for a good number of years and I am delighted that he was chosen to continue the CES commitment to be the SDSU portal of opportunity for collaboration with businesses, education, government, and civil society,” Byxbee said. “His knowledge of extended studies and his vast international experience will enable CES to continue to provide self-support education and training that enhances careers and transforms lives and organizations.”

Shapiro was selected after a nationwide search by 12 members of the Dean’s Selection Committee chosen from throughout the SDSU campus. His appointment was made by Provost Marlin and will become effective in July.

“I am delighted that Dr. Shapiro will serve as the next dean of the College of Extended Studies,” the provost said. “Dr. Shapiro has decades of administrative experience in university self-support programs and has special expertise in international education, a major strength

of SDSU. I look forward to his leadership and to working with him.”

Shapiro earned a doctorate and a master of arts in education at Ball State University, specializing in the field of counseling. He worked for Ball State’s University Stateside and European programs from 1976-82 as a program director in Europe and faculty member



in both Indiana and Europe. He served as the graduate counseling program coordinator and faculty member for the Boston University Overseas programs from 1983-84 before working for UMUC-Europe.

While in Europe, he taught graduate courses in England, Germany, Greece,

Holland, and Italy; was president of the European Branch-American Personnel and Guidance Association; and received Certificates of Commendation from the Department of Air Force and the Army Continuing Education System for a quarter century of service to the men and women of the U.S. Armed Forces and the Department of Defense Dependent Schools overseas.

“One of our key goals is to create tomorrow’s futures for individuals and organizations through high quality adult and continuing education, professional development, and training programs,” Shapiro said. “CES strives to create learning experiences that make an important difference in the lives of students. We want our students to come away from our courses and programs with more than the knowledge and skills they had hoped for – with a sense of ‘WOW’ – a sense that CES provided a great education/training experience!”

Shapiro was born in Manhattan and spent most of his childhood in Hewlett, New York. He and his British wife Vivienne met in Istanbul, married in Greece, lived in Heidelberg, and moved to San Diego five years ago with their son Benjamin, eight, and daughter Emily, six. He has lived, worked and/or traveled in over 30 countries, given presentations in such international locations as Abu Dhabi, Bangkok, Berlin, Bucharest, Budapest, Cairo, Rabat, Sofia, and Tunis, and speaks good German, passable French, and a smattering of Dutch, Greek, Italian, and Russian. ■

Film School: Learn to Be a Star

Would you like to follow the career paths of such film directors as Quentin Tarantino, Guy Ritchie, and Baz Luhrmann? What about actors like Queen Latifah, Marcia Gay Harden, and Will Smith; plus hundreds of screenwriters?

Each had their careers launched in the *Two-day Film School*, now offered through SDSU’s College of Extended Studies.

This is the acclaimed filmmaking crash course, with over six billion dollars produced in success stories. In one weekend, you will learn how to direct, shoot, and edit your first feature film on budgets from \$5,000 (digital filmmaking)

to \$10,000,000 (studio deal making). Then you will discover how to produce, finance, and distribute that film.

Instructor Dov S-S Simens, spent a decade line producing, and taught at the three major film schools (UCLA, USC, and NYU), prior to forming the Hollywood Film Institute. He is the author of *From Reel to Deal*.

For more information, call (619) 594-2517 or visit <http://www.ces.sdsu.edu/film.html>. ■



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, please visit our web site at www.neverstoplearning.net.

Spanish Language Immersion in Madrid, Spain, Begins May 31

Two-day Film School, June 2-3

CBEST California Basic Educational Skills Test Prep, Begins June 2

Exploring Wine, Begins June 4

Personal Fitness Trainer (Online), Begins June 18

Writing for Children, Begins June 20

Real Estate Investing (Online), Begins June 20

Tax Workshop for the Small Business Owner, June 23

Summer Study in Paris, Begins July 1

Casino Marketing and Promotion (Online), Begins July 9

Forensic Sciences, Crime Scene Investigations, July 19-20

Travel Writing Workshop, Begins July 21

Italian for Conversation, Begins August 4

Principles of Professional Selling, Begins August 22

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 learningsm

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.

San Diego State University, College of Extended Studies
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College Features Personal Fitness Trainer Certificate Programs

According to the U.S. Department of Labor's Bureau publication Occupational Outlook Handbook, overall employment for personal trainers is expected to increase 44 percent from 2002 to 2012.

SDSU's College of Extended Studies will help train prospective workers in this field with its Personal Fitness Trainer Online Professional Certificate program, along with an advanced certificate program.

The Professional Certificate in Personal Fitness Training is a five-month program offered exclusively online designed to supply essential education integrating exercise science curriculum, practical training techniques, and a field internship experience.

This program is designed for fitness professionals from all fields, allied health professionals, physical therapists, chiropractors, physicians, wellness consultants, physical education teachers, nutritionists, and individuals seeking a new career as a fitness professional.

The online curriculum allows students to fit courses into their busy work and home schedules, go online wherever they are, and complete the certificate and internship assignment. Graduates will be able to maintain current employment if desired, but

will be uniquely positioned to obtain careers in a variety of settings.

Students will learn how to apply their client's health history, goals, and abilities into a systematic model that progresses individuals through different training levels and phases.

Advantages of the program include:

- Ongoing guidance, instruction, and interaction from faculty members that hold either a Master's or Ph.D. degree in exercise science, biomechanics, exercise physiology, kinesiology, physical therapy, nutrition, or an exercise science-related degree.
- A professional certificate from a nationally accredited state university.
- College courses that provide continuing education credits or continuing education units for personal trainers, group fitness instructors, physical therapists, athletic trainers, exercise physiologists, RDs, chiropractors, and for those fitness and health professionals seeking re-certification or career advancement.

The program is comprised of eight core courses and an optional field internship elective. Students may take one course at

a time. However, the program has been designed and sequenced to be taken in three consecutive modules. A new set of courses will be available every six weeks. It is highly recommended that the courses be taken in sets of three as indicated when registering so students won't get behind.

The Advanced Personal Fitness Trainer Certificate is designed for students interested in furthering their personal training education by incorporating specialized resistance training, functional movements, and nutritional programs for their clients.

This program came about after surveying and researching the fitness trainer industry needs. Courses were developed for an advanced certificate based on competitive demands for well-trained, knowledgeable fitness facilitators. Students who have completed the primary Personal Fitness Trainer Certificate, or who have three-five years in the industry may register for the advanced program.

For more information or to register, call (619) 594-6255 or visit http://www.ces.sdsu.edu/trainer_online.html. ■

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City of San Diego
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Tyco Health Care
UCLA Transportation Services
Unified Port of San Diego
Veridiam, Inc.
Viejas Enterprises

Blind Student Succeeds at American Language Institute

Celine Moret fits the profile of a typical student at SDSU's American Language Institute (ALI).

She is from a foreign country (Switzerland). She enjoys studying at the ALI, a division of Extended Studies.

But one thing about her is very much different than other ALI students. She has been blind since birth.

Moret has been a well-liked regular student in the classroom during the spring 2007 semester along with her guide dog, Merlin, a valuable resource. She also finds others on the SDSU campus invaluable resources in her life at age 26.

"I think people here are very open-minded," she said. "In the U.S., you get used to meeting all kinds of people. Most people are very natural with me. They will ask if I need help, or anything."

In January, Moret came to SDSU in order to gain help with her English reading, writing, and listening skills. She plans to apply each English skill when she writes scientific articles for a Swiss newspaper starting in July, translating from English to French.

She spent April to September 2006 in Germany, learning to speak fluent German. She noted it's very important to be able to converse in German due to the number of people in her native country who speak the language.

Moret picked the ALI at SDSU after doing much research on the Internet.

"I was very impressed with ALI," she said. "It's a school for foreign people with the opportunity to go to a university. That's exactly what I wanted."

Since arriving, she has found the ALI to be everything she ever wanted. Not only does she love her classes in the English for Academic Purposes (EAP) program, she also is thankful what it will mean to her future.

"I'm very, very happy with the program," she said. "We have different classes for reading, writing, and listening at different levels. We didn't have that in Germany."

"I always appreciate going to biology class at SDSU," she said. "It's very interesting and useful because that's what I'll do. Living on campus has been a great experience. I've had the opportunity to meet American people and practice English."

Being blind, living on campus presented its challenges at first. She had to learn how to navigate her way around, with Merlin's help, despite not knowing the layout of the SDSU campus and surrounding area.

"The most difficult part was discovering the neighborhood and landmarks," she said. "To me, it's very important to be able to communicate with people. If I don't know my way around, I really have to be



able to communicate to get places. I really have to be able to understand."

Merlin, a 3 1/2-year-old who has been her guide dog for just under two years, has helped her make the adjustment to San Diego.

"He helps a lot," Moret said. "He's my eyes. He can find traffic lights, stairs, and doors. All you have to do is give him a direction like left or right. I have to know the way."

During her stay at SDSU, she has definitely proven herself to be on the right path in overcoming all obstacles. ■

College Ramps Up Internet Marketing Effort

SDSU's College of Extended Studies has ramped up its Internet and overall marketing by hiring a new technologies marketing specialist and information services company for the education market.

Krista Nielsen comes to CES after owning her own Internet marketing company, Lotus House Arts and Technology, for the past eight years.

The College has also joined Eduventures, which services the education market by providing research and analysis that enables organizations to develop strategy, increase sales, and improve operational performance.

CES is strategically positioning its

marketing efforts with increased emphasis on the Internet, which is becoming more and more the way people go when they seek out continuing educational opportunities.

"We serve the people," Nielsen said. "We have to listen and pay attention to our customers. Personal computers and handheld devices are ways to communicate with people and increase our ability of going one-on-one. We are getting the message to customers in a way that was not available 15 years ago."

Nielsen has a strong background in individual communication. Her Lotus House company proved as an invaluable marketing tool primarily for small to

medium entrepreneurial businesses.

Through a new CES social network, she hopes to bridge the line of communication to students more on an individual basis. She was brought on board to help the College stay in the forefront of marketing strategy.

"Online is not just for high school kids anymore," she said. "It's a very unique way to reach out to all age groups."

Eduventures offerings include targeted research programs, consulting services, and conferences. The company's Higher Education Consulting practice provides strategic planning and performance-enhancing insights for about 100 colleges and universities. ■

Disney Event Sells Out at Sycuan

A sellout crowd of about 300 people attended Disney Institute's renowned professional development program "The Disney Keys to Excellence" at the Sycuan Resort recently.

Sponsored by SDSU's College of Extended Studies, the full-day event revealed the "business behind the magic." Participants learned innovative Disney business strategies that can be implemented in their own organizations.

The event featured four 90-minute sessions on Leadership, Management, Service, and Loyalty.



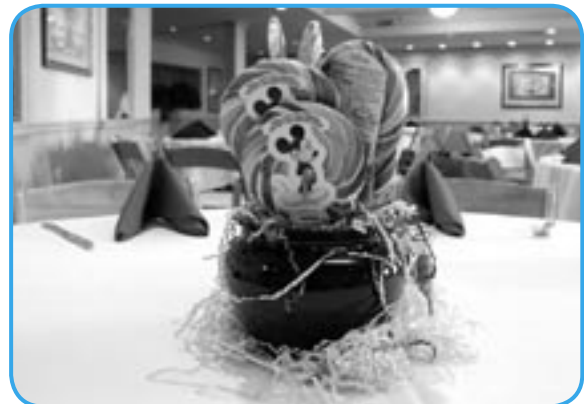
William E. Byxbee, Dean, College of Extended Studies; Steve Penhall, General Manager of Sycuan Resort; Randy Baker, Chair, SDSU, Sycuan Institute



SDSU College of Extended Studies Registration Team



Views of the separate luncheon area, including Disney lollipops for guests to take home from the custom centerpieces



Classroom-style seating to accommodate the 300 attendees