

California State University  
Long Beach  
College of Continuing and  
Professional Education



## *Annual Report 2011-2012*



Reach Higher

## Executive Summary



In 2011, the College of Continuing and Professional Education (CCPE) celebrated 40 years of service, a significant milestone for any organization. Over the past four decades, we have developed an outstanding record of offering exceptional educational programs and services to students and professionals around the world. We celebrated this important occasion by offering a lecture series, hosting an international film and culture festival, bringing our academic and corporate partners together at a formal reception, and recognizing the accomplishments of some of our outstanding students and faculty. The reception also included a short video highlighting CCPE's history and accomplishments over the past 40 years. In case you missed the video, you can watch it at [www.ccpe.csulb.edu/40thVideo](http://www.ccpe.csulb.edu/40thVideo). The anniversary also gave us an opportunity to look to the future and plan how best to continue serving our students and community.

Since its inception in 1971 as an extension unit, CCPE's primary function has been to serve adult learners. Over the years, our college's role in the context of the larger university has evolved, becoming one of the vital aspects of CSULB. Today, we not only offer a wide range of programs and services, but we also play a key role in extending CSULB's high-quality educational programs beyond the walls of the university. We help spur economic development in the region by collaborating with business and industry non-profit organizations, public schools, and various government agencies. We connect with workforce development agencies to provide important education and training. We reach beyond our regional service area with online programs, and are increasingly extending to all corners of the world with our international programs and services. As you read about our accomplishments this past year and the array of programs and services we offer, you will find that CCPE is much more than a traditional extension unit: it is an integral part and a core capacity of CSULB.

During the academic year 2011–2012, CCPE saw continued and sustained growth in many of its programs. Overall enrollment surpassed 37,000, an eight percent increase from the previous year. Nearly 72 percent of our enrollment comes from self-support credit and degree programs, including undergraduate and graduate degrees; Summer, Winter, and May intersessions; and Open University. While our non-credit program enrollment has been significantly smaller, we understand the importance of these programs and are committed to providing education to meet workforce needs. To this end, we created a new Professional Programs department, which will focus on skill and occupation-specific certificates, workforce development, and corporate education programs.

In the international education area, the American Language Institute (ALI) experienced unprecedented growth of 40 percent by serving over 1,100 students in 2011–2012 compared to 689 in 2010–2011. Similarly, the International Training Programs (ITP) office brought over 2,400 international management training participants to campus. Since gaining approval from the Chinese State Administration of Foreign Experts Affairs (SAFEA) two years ago, CSULB has become one of the top five education and training providers in the United States for SAFEA.

This past year also marks the consolidation and streamlining of various components of the international education programs at CSULB. Student support services at the Center for International Education (CIE) and ALI have been merged to serve all international students, from degree-seeking matriculated students to ESL students. A strategic recruitment plan was developed to include both CIE and ALI goals, and a concerted effort is being developed to double the international student population at CSULB over the next five years.

Comprehensive campus internationalization is one of CCPE's main goals. Development of a strategic plan is well underway; the plan clearly outlines our goals and objectives and addresses all aspects of international education



such as curriculum development, student experience, strategic partnerships, student services, and advising.

CCPE is also very proud of the unique programs we have been able to develop and enhance over the years. One of these, the Global Logistics Specialist Professional Designation program, celebrated its 15<sup>th</sup> anniversary this past year. Offered through CCPE's Center for International Trade and Transportation (CITT), the GLS program is considered one of the best in the country of its kind by professionals in the goods movement industry.

In an effort to highlight noteworthy CCPE programs such as GLS and to expand the ways in which we communicate with our students, our Advanced Media Production department, in collaboration with Marketing Communications and Professional Programs, began producing a series of short videos that feature on-site interviews with program directors, instructors, and students. They can be found on the Publications page of our website, as entries on our weekly blog, on Beach TV, and in our digital catalog, which provides links to in-depth content about our programs, instructors, and accomplished students.

Financially, CCPE continues to grow, which brings new revenue streams to the university. Due to shrinking state support for the CSU system, these non-state-supported revenue streams have been crucial to our academic partners at the university. During 2011–2012, our overall revenue reached more than \$30.5 million. Of this, a little over \$2 million came from grants, contracts, scholarships, and donations. Over 60 percent (\$18 million) of this revenue flows back to the university through direct reimbursements, revenue share, or to cover instructional salaries. For faculty teaching in self-support programs, the salaries are largely supplemental income. The remainder of CCPE revenue covers CCPE's expenses, program development seed money, and contingency reserves.

Only a small fraction of CCPE's total revenue, less than three percent, comes from the General Fund to cover

direct expenses of the Center for International Education, which mainly serves degree-seeking students. Even with state appropriations, a significant amount of funding needed for CIE operations is being subsidized through self-support funds.

In addition to providing much-needed financial support to the university, CCPE also recognizes the importance of community outreach efforts and takes an active interest in the social and economic well-being of our community. Around the winter holidays our staff embarked on an initiative called Season of Service, a series of outreach and charity events. Every member of the CCPE staff had the opportunity to contribute to various organizations and families to enrich lives through the simple act of service. These events brought positive changes to the lives of many people in our community as well as to our staff members who participated in the events. We will continue to seek out ways to be of service and improve the lives of our surrounding community.

This annual report documents our college's successes this past year and highlights some of the outstanding faculty and staff members who have contributed to the success of our students. As we look forward to another 40 years and beyond, we would like to take this opportunity to reflect on the 2011–2012 academic year and our most noteworthy accomplishments.



Dr. Jeet Joshee  
Associate Vice President for International Education  
Dean, College of Continuing and Professional Education

## College and Department Highlights

CCPE offers more than 1,300 credit and professional development (non-credit) courses each year, along with specialized programs developed for international audiences and corporate clients. CCPE also administers special session degree programs offered in accelerated and online formats, as well as credit courses offered during May Intersession, Summer Sessions, and Winter Session. The college is comprised of programmatic revenue centers and supporting service units. Over the next few pages, you will find a partial list of highlights and achievements of our program and service units.

### Academic Programs

The Academic Programs department is responsible for the development and management of new and existing degree programs, academic certificate programs, and credit classes, as well as the administration of Winter Session, May Intersession, Summer Sessions, and Open University.

- A department restructuring occurred in 2011–2012 that aligns CCPE staff with each of the seven partner colleges to provide dedicated program support for all self-support degrees, certificates, and classes.
- Academic Programs developed CSULB's first Master of Science in Geographic Information Sciences degree program, which is modeled after a Professional Science Master's program and will launch in fall 2013. This was made possible through California State University Commission on the Extended University grant funding, and in partnership with CSULB's College of Liberal Arts and the College of Natural Sciences and Mathematics.
- A new Professional Science Master's certificate program, which was made possible through California State University Commission on the Extended University grant funding and in partnership with CSULB's College of Natural Sciences and Mathematics and the College of Business Administration, will launch in fall 2012. The program allows prospective students to take graduate-level courses in project management, regulatory affairs, quality assurance and control, accounting and fiscal management, and professional ethics.

*Left: Student John O'Connor conducting a remote sensing technique to map a heiau (a Hawaiian archaeological feature) on Kauai, HI*



## Faculty Spotlight



**Dr. James Koval, MFT**

**Role at CCPE:**

Director of the Master of Science in Emergency Services Administration (EMER) program, Professor of Family Studies in the Department of Criminal Justice

**Years Teaching at CSULB: 30**

**Favorite Subjects:**

Family Studies, Marriage and Family Therapy, and courses that focus on group process, communication and empathy, and leadership.

**Favorite Aspect of Teaching:**

“It is always challenging and exciting when people from diverse backgrounds come together for a common mission and work collaboratively to achieve levels of learning, insight, and practice that they never would have imagined at the outset of the program.”

- In an effort to assist teachers in the Long Beach Unified School District who lost their jobs, CCPE partnered with the Long Beach Unified School District, the Pacific Gateway Workforce Investment Network, and CSULB’s College of Natural Science and Mathematics and the College of Education to offer single-subject credentials in foundational-level math and general science. Generous funding in support of the program was provided by the Bechtel and Packard Foundations, and all program costs were covered by the Pacific Gateway Workforce Investment Network NEG Grant and the CSULB Math/Science Teacher Initiative Program. The program was acknowledged as a model by Secretary of Labor Hilda Solis, resulting in an article in the Department of Labor’s November 2011 newsletter.
- Graduates from the 2011 class of the Master of Science in Emergency Services Administration (EMER) degree program are now seeing their Capstone Projects implemented in the real world. Dawn Essenmacher and Raymond Melendrez developed a planning document for the creation of a management training facility, which is currently being implemented by the Oceanside Fire Department. Timothy Nordquist, an officer with the Los Angeles Police Department, worked with another student on developing an emergency training program that helps minimize employee stress, which is being considered by the LAPD as a model.

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*Sherri Gonser, science student in the single-subject credential program offered by CSULB and CCPE*

## Faculty Spotlight



### Marge Risinger, CMP

#### Role at CCPE:

Instructor in the Meeting and Event Planning certificate program

Years Teaching at CCPE: 20

#### Favorite Subjects:

“Anything to do with music, especially band, choir, and conducting. Music appreciation is now my favorite hobby.”

#### Favorite Aspect of Teaching:

“Sharing my expertise with others and watching them grow into professional planners.”

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- To help military personnel develop language skills overseas, Academic Programs worked with the Department of Defense and CSULB’s College of Liberal Arts to create online language courses in Arabic and Persian/Farsi. Twenty-five members of the military community completed a pilot of the training program in spring 2012.
- Academic Programs developed a Strategic Language and Culture certificate program (SLCC) in Mandarin Chinese, Korean, and Russian. This was made possible through California State University Commission on the Extended University grant funding and in partnership with CSULB’s College of Liberal Arts.
- Students in the Saturday Master of Business Administration (SMBA) traveled to Buenos Aires, Argentina for a weeklong international experience. They visited corporate managers at Volkswagen Argentina, Algabo (a company that manufactures hair and skin care products), and Greenpeace South America, which allowed them to experience international business environments and observe many of the concepts discussed in their preparatory research.



*Hogla Garcia, Laura Ostrom, and Sara Ziai prepare for a tour of Algabo in Buenos Aires*



## Faculty Spotlight



**Dr. John Wang**

**Role at CCPE:**

Director of Certificate Programs in Forensic Studies and High-Tech Crime, Professor of Criminal Justice and Forensic Studies

**Years Teaching at CSULB: 12**

**Favorite Subjects:**

Law Enforcement and Criminal Justice

**Favorite Aspect of Teaching:**

“Seeing emails from my former students or trainees telling me they got a job in the industry.”

## Professional Programs

The newly formed Professional Programs department is committed to designing and delivering innovative programs for individuals, businesses, government, and non-profit agencies, while reflecting the highest standards of educational quality and customer service. The department added 13 new programs in Fall Semester 2012, and an additional seven programs are currently in development.

- Professional Programs Director Regina Cash, along with Marjean Clements of the Southeast Los Angeles County Workforce Investment Board, presented a professional workshop at the California Workforce Association Conference in Monterey in September. The presentation showcased best practices of past and present successes and suggested next practices for continuing expansion of the thriving partnership between Workforce Investment Boards and the California State University.
- For Fall Semester 2012, Professional Programs introduced four new courses in Business and Management, seven new courses in Health Care, and two new courses in Personal Enrichment.



*Meeting and Event Planning Certificate students in class*

## Faculty Spotlight



### Dr. Kristen Monaco

#### Role at CCPE:

Director of the Master of Arts in Global Logistics (MAGL) program and Professor of Economics

#### Years Teaching at CSULB: 11

#### Favorite Subject:

Economics. "I majored in American Public Affairs in college and had to take some basic economics courses and found it a really useful tool for analyzing public policy issues."

#### Favorite Aspect of Teaching:

"Seeing the students go on to great jobs in the industry. Logistics is key to the local economy and the MAGL program is beneficial for both students and employers."

## Center for International Trade and Transportation (CITT)

CITT is a multidisciplinary center for multimodal transportation studies and integrated logistics research, education, training, policy analysis, and community outreach at CSULB. CITT is also a partner with the University of Southern California in the METRANS Transportation Center. CITT's mission as a collaborative forum dedicated to the development, distillation, and broad dissemination of objective information about the goods movement industry is accomplished through the development and delivery of targeted education, innovative research, and outreach programs.

- In March, CITT hosted its annual Point/Counterpoint forum at the Carpenter Performing Arts Center. The event is an educational forum in which different perspectives on a pertinent industry issue are presented. This year's event, called *Will We Survive or Thrive in 2025: The Future of Southern California Goods Movement*, discussed whether the ports of Los Angeles and Long Beach are ready to accommodate the projected growth of containerized freight, which is expected to more than double by 2025. The forum opened with a video featuring two different fictitious visions: an overly positive view of the goods movement in the year 2025, and an overly negative view of the goods movement in the year 2025. Panel members then discussed which alternative future is likely to occur.
- Marianne Venieris, Executive Director of CITT and Deputy Director of METRANS, was elected as President of the International Business Association of Southern California (IBA) for 2011–2012. The IBA is a branch of the Long



Participants at the CITT Point/Counterpoint forum, left to right: Mortimer L. Downey III, Jeannie Beckett, Genevieve Giuliano, Gill Hicks, and Marianne Venieris



Beach Area Chamber of Commerce, whose mission is the promotion of international business and trade throughout Southern California.

- The Global Logistics Specialist (GLS) program at CITT celebrated its 15<sup>th</sup> anniversary in 2012. GLS started in 1997 and remains the only program of its kind on the West Coast. Well over 1,200 people have attended GLS classes and more than 900 have earned the GLS professional designation. The GLS program has been endorsed by leading trade associations and has received the Outstanding Program Award in the past from the University Professional and Continuing Education Association (UPCEA).
- The fourth National Urban Freight Conference (NUF), a biennial conference that examines the impact of goods movement and international trade in metropolitan areas, was hosted by CITT at the Hyatt Regency in Long Beach, California in October 2011. The conference featured distinguished keynote speaker Dr. C. Michael Walton, Professor of Engineering at the University of Texas at Austin.
- CITT hosted two freight-related workshops for Caltrans in spring 2012. The three-day trainings, held at the Port of Los Angeles and the Port of Oakland, were designed to introduce planners and engineers to what is involved in moving international freight effectively from ship to shelf. This year's workshops focused on the role of Caltrans personnel in preparing a statewide Freight Mobility Plan.
- CITT's Research Director, Dr. Thomas O'Brien, was part of an international team chosen to research the best practices in urban freight management for the National Academy of Sciences' National Cooperative Freight Research Program (NCFRP). The research focused on the management of truck and van transport in urban areas, identifying the state of the art with regard to routing algorithms, consolidated local delivery stations, alternative modes, off-peak deliveries, low emission zones, and other innovative last-mile solutions. The research team's final report will be released by the NAS in fall 2012.



*GLS students learning in the field*



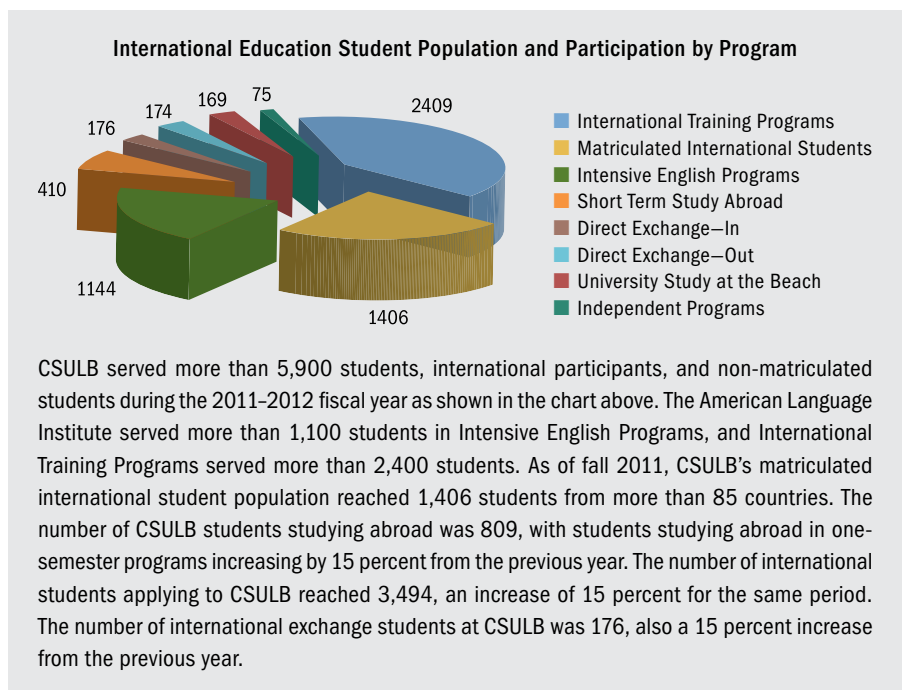
*Lance Grenzeback (left) and Gill Hicks (right), Cambridge Systematics, at the Caltrans Goods Movement Training led by Thomas O'Brien, CITT (center)*



## Center for International Education (CIE)

CIE is the hub of most international programs, services, and activities at CSULB. The center recruits, admits, and advises international students to help them achieve their academic and career goals. It also provides a forum for international faculty and scholars to collaborate with CSULB faculty in research and teaching. CIE creates opportunities for the university's domestic student population to engage in global activities through various Study Abroad programs and actively partners with faculty committees, student groups, and other stakeholders to develop programs, help create policy to further internationalize the curriculum, and organize internationally focused events on campus and beyond.

In 2011–2012, CIE integrated student services, admissions, and advising functions to include students enrolled in all CSULB international programs including the American Language Institute (ALI). The integration has allowed a better connection between participants in the ALI Intensive English Programs and the University Study at the Beach program with degree-seeking international and domestic students. New services of CIE also include immigration services and support for faculty and staff on working visas.



*Top Left: Study Abroad participants in front of the Eiffel Tower, by Lisa Lindemann  
Bottom Left: Study Abroad participant in South Africa, by Linda Ogawa*

## Faculty Spotlight



### Rosemary Hiruma

**Role at CCPE:**  
Instructor in the Intensive English Program at ALI

**Years Teaching at CSULB:** 23

**Favorite Subjects:**  
Art, French, and Linguistics

**Favorite Aspect of Teaching:**  
“My students. I work with exceptional people from all over the world, who inspire and amaze me with all that they accomplish. Teaching is a challenging and rewarding vocation for me. I love what I do and feel very blessed to work with such wonderful students and colleagues.”

## American Language Institute (ALI)

ALI administers University Study at the Beach, a Study Abroad program for international students seeking degrees at their home institutions, and offers six levels of English language instruction to prepare international students for academic work at the university level. Short-term English language programs are offered in spring and summer for students with less time to study. ALI also offers and oversees a Teaching English to Speakers of Other Languages (TESOL) teacher training program in Seoul, South Korea, as well as a Teaching English as a Foreign Language (TEFL) training program for those who want to teach English overseas. ALI’s English as a Second Language program is the first California program to be accredited by the Commission on English Language Program Accreditation (CEA).

- University Study at the Beach enrollment experienced an increase of 33 percent in the past year, from 114 international students in 2010–2011 to 169 in 2011–2012. ALI’s Intensive English Program experienced an increase of 42 percent, from 575 international students in 2010–2011 to 975 international students in 2011–2012.
- In the spring of 2012, the University Study at the Beach program welcomed its first group of students in the Brazilian government-sponsored Brazil Science Without Borders Program to CSULB. This program sponsors Brazilian university students to study abroad for one year. The second group of 15 students arrived for English language studies in ALI this summer, and a third group

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*TEFL Trainee Angela Hermann shares a laugh with ALI students in the Conversation Lab*



## Staff Spotlight



### Nina Ito

#### Job at CCPE:

Academic Coordinator of the American Language Institute (ALI). “We help international students improve their language skills so that they can enter the university. I oversee all aspects of the curriculum and the teaching. As we strive to prepare each student for academic success, the consistency of our curriculum is a source of pride for us, and we believe the students who graduate from our upper levels are ready to succeed in college classes.”

#### Years at CCPE: 17

#### Favorite Aspect of CCPE:

“I love that we get the opportunity to work with special groups of students—for example, Japanese nursing students, Brazilian science majors, and French engineering students. There’s always something new and exciting on the horizon.”

#### Something Most People Don’t Know about Nina:

“As a child, I was told that my maternal grandfather was an innocent bystander who was killed during steel mill strikes in Pennsylvania in 1916, while my grandmother was pregnant with my mother.”

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of 15 Brazilian students taking credit courses will be arriving this fall for the 2012–2013 academic year at CSULB. In addition, ALI has applied to participate in the Brazilian government-sponsored TESOL program for Brazilian English language teachers.

- In the University Study at the Beach program, ALI has been welcoming 23 students annually from Epitech Institute in France for the past three years. The students take advanced English language classes at ALI and credit courses primarily in Engineering and Computer Science. In fall 2011, the first student from Biotech Institute, a member of the same consortium of French institutes as Epitech, began studies in Biotechnology at CSULB, and more Biotech students are expected in future semesters.
- ALI Academic Coordinator Nina Ito was sworn in as the 44<sup>th</sup> President of CATESOL (California Teachers of English to Speakers of Other Languages), the largest affiliate of TESOL in the United States. The first CATESOL president from an Intensive English Program, Nina was given the President’s gavel on April 15, 2012 at the annual CATESOL conference in Oakland.



*ALI student Abdullah Alolayt with his poster on the oud, a musical instrument often used in Saudi Arabia*

- ALI Director Lynne Richmond and International Outreach Coordinator Sato-ko Nishiguchi traveled to Asia in late March to participate in three important events that help recruit international students to CSULB. In Kuala Lumpur, Malaysia, they attended the EducationUSA East Asia and Pacific Triennial Conference, Country Fair, and U.S. Higher Education Fair to discuss U.S. education opportunities for East Asia and Pacific area students. In Bangkok, Thailand, they participated in the EducationUSA Pavilion at the Asia-Pacific Association for International Education, representing CSULB to educators from the region. In Phnom Penh, Cambodia, they participated in the first U.S./Cambodia U.S. Higher Education Fair, which was attended by more than 1,000 Cambodian students who were interested in studying in the U.S.



*Above: Cambodian students at the first U.S./Cambodia Higher Education Fair Right: Banners posted throughout campus*







### International Training Programs (ITP)

ITP offers a range of customized management training programs in a variety of subject areas with the goal of bringing CSULB's academic and professional programs to global audiences. ITP is dedicated to actively promoting academic and cultural exchanges internationally by fully utilizing the abundant resources and expertise of CSULB and the strong support of our community.

- ITP hosted 69 professional and academic training programs serving over 2,400 participants from overseas in 2011–2012. Additionally, 15 visiting delegations and 19 agencies came to campus to explore the possibility of collaborating with CSULB.
- Through ITP's efforts, CSULB has become one of the top five approved overseas training partners of the Chinese State Administration of Foreign Experts Affairs (SAFEA) in the United States. CSULB is an approved and certified training provider for SAFEA, which sends government-funded groups to the U.S. from China for their education and training needs.
- ITP was instrumental in CCPE's hosting of the second Chinese Film and Culture Festival in October. The opening ceremony included a Bian Lian (face changing) performance, and the Tianjin Peking Opera Troupe performed excerpts from traditional Chinese operas. The weeklong festival included eight movie screenings as well as art and heritage exhibits.



*Above: China's Henan Energy Saving Training Group observing the solar energy-powered lighting system at the Southern California Gas Company Left: A member of the Peking Opera on stage at the 2011 Chinese Film and Culture Festival*



## CSULB International Partners

CSULB is a globally engaged public university committed to internationalization through collaborative faculty and student exchange with institutions abroad, innovative curricular offerings, and through the diversity of our campus community. The following list of international partners is a sample of the many institutions that have formal agreements with CSULB:

### Argentina

Belgrano University

### Australia

Deakin University  
Salzburg University  
Wollongong University

### Brazil

UFSC University Federal Santa Catarina  
UPE University of Pernambuco

### Cambodia

CES University  
Pannasastra University

### Chile

Desarrollo University

### China

Beijing Language & Culture University  
Beijing Normal University  
China University of Political Science and Law (CUPL)  
City University (Business), Hong Kong  
City University (Humanities), Hong Kong  
Guangzhou Academy of Fine Arts  
Nanjing Normal University  
Qingdao University  
Tianjin Academy of Fine Arts

### Cyprus

Eastern Mediterranean University

### Finland

Abo Akademi

### France

Biotech University  
Epitech Institute

MICEFA (University of Paris)

Montpellier University

Rouen University

Strate College Sevres

### Germany

Hamburg University of Applied Sciences (HAW)  
International School of Management  
Oldenburg University

### India

Lucknow University

### Italy

John Cabot University  
University Ca'Foscari in Venice

### Japan

Josai International University  
Osaka Gakuin University  
Sendai University  
Tenri University  
Yokkaichi Nursing and Medical Care University

### Kazakhstan

KIMEP University

### Korea

Dankook University  
Hong Ik University  
Kyungpook National University (KNU)  
Yonsei University

### Mexico

Guadalajara University

### Netherlands

Amsterdam School of Business (HES)  
Haarlem University

### Peru

Pontificia Universidad Catolica del Peru (PUCP)

### Philippines

Asia and the Pacific (UAP)  
Santo Tomas

### Singapore

Singapore Management

### Spain

Carlos III  
University of Alicante

### Switzerland

Fribourg University  
Lausanne University

### Taiwan

Ming Chuan University  
Tamkang University  
Tunghai University

### Thailand

Thammasat University

### United Kingdom/England

Coventry University  
Nottingham-Trent (NTU)  
University of Hertfordshire  
University of Kent  
University of Leicester

### United Kingdom/Ireland

Limerick University

### United Kingdom/Scotland

Glasgow Caledonian University

### United Kingdom/Wales

Cardiff Wales University

### Vietnam

Hanoi Medical University  
National Economics University

## Staff Spotlight



**Jackie Mitchell**

### Job at CCPE:

"I work in the Finance department, processing payroll and accounts payable for specific programs. I work directly with vendors, program coordinators, and instructors, helping create a more enriching educational experience for students."

### Years at CCPE: 10

### Favorite Aspect of CCPE:

"We're certainly a family here at CCPE. Most people who work here stay here for a very long time, affectionately called 'Lifers.' We're a hard-working group but have a lot of fun as well."

### Something Most People Don't Know about Jackie:

"As I'm creeping up on 40 I've become more physically active than ever before, including zip lining, trapeze class, white water rafting, roller derby, and my first half marathon! My goal is to try as many new things that terrify me but hopefully won't kill me. I draw the line at bungee jumping and sky diving, however. I'm not crazy!"

## Finance and Business Services

The CCPE Finance and Business Services department provides operational support to the college in the areas of financial management, human resources, facilities management, customer service, and information technology. Units include:

- **Financial Management**

This administrative and service-oriented group not only provides the essential financial functions for the college, but also helps support the needs of CCPE's customer base. Administrative functions of the unit include maintaining the financial records for CCPE operating funds, reconciling revenue and expense accounts, monitoring accounts receivable, processing accounts payable, coordinating the completion of faculty contracts, and processing faculty payroll.

- **Human Resources**

The CCPE Human Resources unit serves as the primary interface to the campus Human Resources department and supports close to 90 CCPE staff members by providing information and services related to timekeeping, leaves of absence, staff and student recruitments, performance evaluations, position descriptions, and other personnel policies and procedures.

- **Facilities Management**

The CCPE Facilities Management team serves as the primary interface to campus facilities departments and external facilities groups. Services provided by the unit include maintaining four CCPE staff sites, 11 classrooms, and two off-site storage facilities; monitoring space needs, moves, and upgrades; maintaining inventory of furniture and equipment; telecommunications coordination; key control; and maintenance of emergency preparedness procedures and supplies.

- **Customer Service Center**

This unit is the first point of contact for dissemination of course information and enrollment of students into college courses and programs. The Customer Service Center is also responsible for scheduling classrooms, resolving registration issues, and serving as a liaison between CCPE and campus enrollment services, student services, and various academic affairs departments.

- **Information Technology (IT)**

The IT unit supports the college's mission through technology-based solutions and keeps CCPE's computer and online resources secure. The unit designs and maintains the CCPE network infrastructure (servers, computers, and connectivity) and applications (database, general office tools, and more). IT also provides direct technical support for users and websites.

## Staff Spotlight



### Sakhorn Sipraseuth

#### Job at CCPE:

“My job title is Network Administrator but my responsibilities include maintaining all of CCPE’s servers, workstations, printers, and network. I help ensure that our technology is always working when students need to access it.”

#### Years at CCPE: 10

#### Favorite Aspect of CCPE:

“The most beneficial part of working for CCPE, besides working with technology, is the friends I’ve made. It’s great that we get together and have lunch or play tennis after work.”

#### Something Most People Don’t

##### Know about Sakhorn:

“I like going on hikes, and usually hike once or twice a month. Since my kids are still young, we just do a few miles at a time.”

## Advanced Media Production (AMP)

AMP provides award-winning video production service to CCPE, the CSULB campus, the CSU Chancellor’s Office, and the local community. AMP operates the Beach TV campus cable channel 24 hours a day, seven days a week, and provides studio facilities usage for the Broadcast Journalism program in CSULB’s College of Liberal Arts and the Film and Electronic Arts department in the College of the Arts.

- AMP produced a fictional newscast for the 2012 CITT Point/Counterpoint event, which takes place in 2025 and provides a glimpse of diametrically opposed perspectives concerning the goods movement industry.
- An AMP documentary about the Panama Canal produced for the 2011 CITT Point/Counterpoint event won a WAVE Award (Western Access Video Excellence) for Best Documentary Event in October. The WAVE Awards are sponsored by the Alliance for Community Media (ACM), a national organization for public, educational, and governmental television producers. The video then moved on to ACM’s national competition, which included about 1,000 entries, and again won Best Documentary Event at the Hometown Media Awards celebration in Chicago in August.
- Working with the CSU Office of the Chancellor, AMP produced a mini-documentary and a series of public service announcements (PSAs) for TV and radio that celebrated the CSU System’s 50<sup>th</sup> Anniversary. The PSAs featured prominent alumni of various CSU campuses and won Silver in the Council for Advancement and Support of Education (CASE) District 7 Awards of Excellence in March 2012.
- AMP provided high-quality, multi-camera internet coverage of all nine CSULB Commencement events, reaching thousands of viewers in 47 countries and 43 states and the District of Columbia.



*Opening still from the award-winning documentary on the Panama Canal produced by AMP*



## Staff Spotlight



**Marvin Mayo**

### Job at CCPE:

Instructional Designer for the Technology-Enhanced Learning Center (TELC). “I am part of the team that supports the design, implementation, and maintenance of technology-based learning for the college. Our team collaborates with faculty and staff to ensure the proper application and training of technology used in the virtual classroom.”

**Years at CCPE:** 11

### Favorite Aspect of CCPE:

“It feels good to impact lives through education and work with various members of the main campus and community. My job plays a big role in the success of an online student’s academic career, which is very rewarding.”

### Something Most People Don’t Know about Marvin:

“I am a big fan of music, mainly funk, soul, jazz, hip-hop, and electronic. I’m always looking to expand my knowledge and love digging for new songs to add to my collection.”

## Technology-Enhanced Learning Center (TELC)

TELC’s primary responsibilities include instructional design, media creation, accessibility support and consultation, and captioning services. TELC has continued to build on its success as a one-stop shop for online course design needs. The TELC team provides consulting, training, and faculty and student support through its help desk.

- TELC and Academic Programs have been involved in the development of six online Professional Science Master’s courses in partnership with CSULB’s College of Natural Science and Mathematics and the College of Business Administration. The courses are developed for and presented from a scientist’s point of view and focus on business skills such as professional ethics, human resource management, project management, finance and accounting, regulatory science, and quality assurance.
- TELC, in partnership with both on- and off-campus faculty and through grant funding, has developed five online professional development language programs: Arabic, Persian/Farsi, Chinese, Korean, and Russian. These programs are geared toward students who are in the military and those who are seeking advancement in their language proficiency by integrating cultural literacy into their programs.



*Peach trees blooming on the CSULB campus*

## Staff Spotlight



**Lorinda Owens**

### Job at CCPE:

“I’m the Marketing Development Specialist, which includes media buying, editing copy for the catalog and the web, procuring promotional items, strategic analysis, marketing planning, and creating relationships with outside vendors and internal colleagues to promote CCPE programs and the brand.”

### Years at CCPE: 17

### Favorite Aspect of CCPE:

“CCPE is a college where you can be creative and influential in helping individuals gain access to career training and other educational needs. Through the Marketing department, we provide the most accurate information about our programs in creative ways that allows students to see the benefits. I think we help make people’s dreams come true, which is a wonderful feeling.”

### Something Most People Don’t

#### Know about Lorinda:

“My dream is to one day own and operate a flower shop and a non-profit facility where youth can play sports and get lifestyle and educational tutoring.”

## Marketing Communications (MarCom)

The MarCom department provides expert information and quality service to fulfill the communication needs of CCPE, as well as serving CSULB’s campus and community partners. The department’s primary goal is to raise public awareness of CCPE and its programs, and to increase the response rate to CCPE marketing messages, ultimately resulting in enrollments. The department collects marketing data, produces marketing plans, conducts research, and produces reports in addition to publishing a large variety of print and electronic marketing materials. MarCom works closely with CCPE program units to conduct market research and competitor scans that will inform CCPE’s marketing strategies, the marketing message, and the most appropriate delivery method.

- In an effort to continue to provide timely information in the most efficient ways, MarCom designed and launched a blog in December 2011 called *Education Solutions: Where Careers and Education Intersect*. The blog provides interesting information about CCPE’s programs and services with an emphasis on careers. A new post is published every Monday, and topics range from alumni and instructor profiles to program highlights and advice on how to land a job or get a promotion.
- 
- MarCom began producing a digital, interactive version of the CCPE course catalog in spring 2012. The digital version allows readers to go directly to the website to register for classes and find additional content such as video clips, links to newsletter and blog articles, and course testimonials.
  - MarCom completed an unprecedented number of projects (more than 525) projects during the 2011–2012 fiscal year. The projects ranged from comprehensive marketing campaigns spanning every type of media to forms used in the various administrative processes throughout the organization.
  - This past year MarCom increased its efforts to integrate Social Media channels (including Facebook, Twitter, and LinkedIn) into program marketing plans. The Summer Sessions campaign included a Facebook contest designed to generate an increased number of “Likes” on the Summer Sessions Facebook page. The contest generated approximately 530 new “Likes” and raised awareness of Summer Sessions as option for accelerating time toward graduation.

## Summary of the Data

As a self-support unit, CCPE does not receive state funding and is required to cover all program development and infrastructure support using a portion of the revenue derived from its many course offerings. This past year, CCPE generated over 30 million dollars in revenue through fully self-sustaining programs. CCPE contributed about 18.3 million dollars, directly or indirectly, to the university in the forms of faculty compensation, instructional services, and direct transfers. Approximately 7.2 million dollars was transferred to CSULB academic partners as revenue share, to the campus General Fund, and the CSU Office of the Chancellor.

### CCPE Enrollment for 2011–2012

CCPE experienced a sustained growth in enrollment during the 2011–2012 academic year. Overall enrollment was 37,276, an eight percent increase from 2010–2011. Credit programs such as Summer Sessions, special session undergraduate and graduate degree programs, Open University, and other credit offerings comprise about 72 percent of CCPE’s enrollment. The balance of CCPE enrollment is tied to non-credit programs such as those offered by CITT, ALI, and CCPE’s various professional development certificate programs, short-term workshops, and seminars. (Figures 1 and 2)

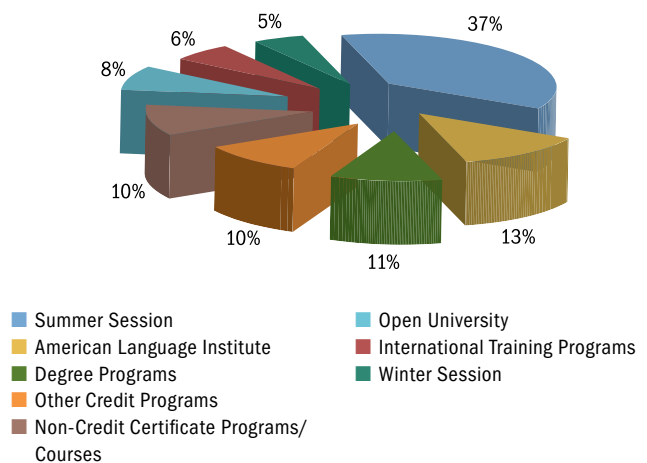
### CCPE Revenue and Expense for 2011–2012

CCPE’s total revenue and funding for 2011–2012 was \$30,514,490. Approximately 97 percent of these funds are derived from self-supporting activities, and approximately three percent is received from the campus General Fund for direct support to the Center for International Education (CIE). More than 60 percent of CCPE’s revenue and funding goes toward instructional salaries, revenue share to campus academic partners, and reimbursement to the campus General Fund and to the CSU Office of the Chancellor. The remaining funds are utilized to cover CCPE’s expenses, program development costs, facilities maintenance and operations infrastructure support, and contingency reserves. (Figures 3 and 4)

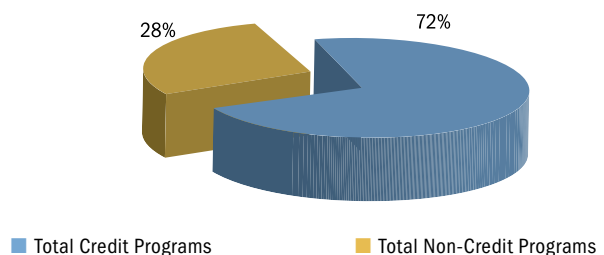
### CCPE Grants, Contracts, Scholarships, and Donations for 2011–2012

CCPE’s activities in grants, contracts, scholarships, and donations are mostly centered in four units: The Center for International Trade and Transportation (CITT), the Corporate Education/Professional Programs department, the American Language Institute (ALI), and Advanced Media Production (AMP). During 2011–2012, the total amount received for grants, contracts, scholarships, and donations was \$2,116,315. When comparing this amount to 2010–2011, this category is down overall by approximately five percent due exclusively to a reduction in grants. (Figure 5)

CCPE Enrollments by Programs (Figure 1)

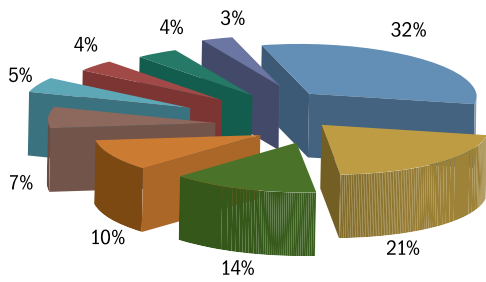


CCPE Credit and Non-Credit Enrollment (Figure 2)



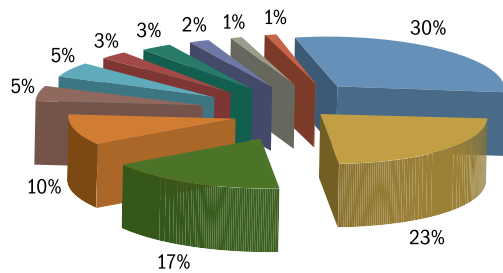


Revenue and Funding Sources (Figure 3)



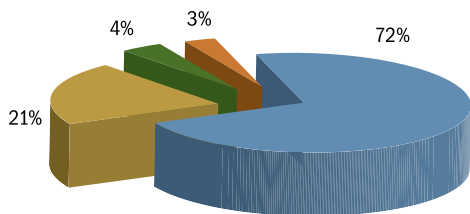
- Summer Session
- Degree Programs
- American Language Programs
- Open University
- Non-Credit Certificate Programs/Courses
- Other Credit Programs/Courses
- Winter Session
- Other Revenue Sources
- General Fund Support for CIE

Expenditures (Figure 4)



- Instructional Salaries & Benefits
- Staff Salaries & Benefits
- Academic Partner Transfers
- Transfers to Other Funds
- Other Operating Expenses
- CSULB General Fund Assessment
- Instructional Materials & Related
- Study Abroad Travel
- CSU State Pro Rata Assessment
- Marketing & Related
- Contractual Services

Contracts, Grants, Donations, and Scholarships (Figure 5)



- Contracts
- Grants
- Donations
- Scholarships

Right: The main quad of the CSULB campus



## A Culture of Partnerships

In addition to our many campus academic partners, CCPE works with several businesses, industry, community, non-profit, and public sector partners to develop programs based on market demand and specific customer needs. Below is a partial list of CCPE's current and past partners:

The Air Force Flight Test Center	Long Beach Area Chamber of Commerce
The Air Force Research Laboratory	Long Beach Business Journal
Alameda Corridor Transportation Authority	Long Beach Community Action Partnership (LBCAP)
American Planning Association, Los Angeles Section	Long Beach Education Business Advisory Committee
Antelope Valley Board of Trade	Long Beach Police Department
Antelope Valley College	Long Beach Transit
Aquarium of the Pacific	Long Beach Unified School District
BNSF Railway Company	Los Angeles Transportation Club
California Advisory Council on Military Education (ACME)	Metropolitan Transportation Authority (MTA)
California Air Resource Board	Naval Air Warfare Development Center, China Lake
California Department of Transportation (Caltrans)	Northrop Grumman
California Marine and Intermodal Transportation System Advisory Council	Pacific Gateway Workforce Investment Board
California State Lands Commission	Panama Canal Authority
Calnet, Inc.	Port of Long Beach
Cerro Coso College	Port of Los Angeles
Charter Communications	Professionals in Human Resources Association (PIHRA)
City of Lancaster	South Bay Workforce Investment Network
Clearwire Corporation	Southeast Area Social Service Funding Authority
Collaborative Community Network—Southeast LA County Workforce Investment Board (SELACO WIB)	Southeast Los Angeles County Workforce Investment Board
Council of Supply Chain Management Professionals Southern California Roundtable	Southern California Regional Transit Training Consortium (SCRTTC)
Council of University Transportation Centers	Southern California Roundtable Council of Supply Chain Management Professionals
Expanding Pathways Innovation and Implementation Council (EPIIC)	Transportation Research Board (TRB)
Federal Highway Administration	U.S. Customs and Border Protection
Government of Canada	UCLA Lake Arrowhead Transportation-Land Use- Environment Symposium Steering Committee
Greater Antelope Valley Economic Alliance	University of Southern California METRANS Transportation Center
Greater Los Angeles World Trade Center Association	USC Sea Grant Program
Harbor Transportation Club	Women's Transportation Seminar (WTS-LA)
International Longshore and Warehouse Union—Locals 13, 63, 94, and SCDC	

## In Closing...

As we are actively engaged in developing a new strategic plan for the college, we will remain true to our mission of helping individuals and organizations reach their highest potential. Our programming focus will be to offer advanced graduate degree programs that cater to the needs of working professionals in various disciplines. We intend to increase our online programs and work with our regional Workforce Investment Boards and the Employment Development Department's Trade Adjustment Assistance Training Program to offer excellent educational programs and services to meet the needs of California's workforce.

Internationally, we will continue to create new opportunities for our students to study abroad and establish meaningful partnerships with institutions abroad that will foster new teaching and research opportunities for our

faculty and staff. We will also increase our recruitment and marketing efforts to bring top-notch international students to CSULB.

We believe our success is measured by the success our students have achieved through furthering their education at CSULB. So many of our students have attained new heights in their careers and new levels of fulfillment in their lives, and we are honored and proud to have been a part of their journey. Throughout the coming year, you can read more about the students, staff, and faculty who contribute to our success on our weekly blog. I would also like to invite you to read about and be inspired by real students who are striving to fulfill their potential at [www.ccpe.csulb.edu/realstudents](http://www.ccpe.csulb.edu/realstudents).



*CCPE staff on the steps near Friendship Walk*

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