



SAN DIEGO STATE
UNIVERSITY

College of
Extended Studies

never stop learningsm

Upfront

An eSource from the
College of Extended Studies
San Diego State University

THE CAREER ISSUE

What's Inside

5 Steps to a New Career

How to Update Your Resume

Effective Email Etiquette

8 > Career Paths

www.neverstoplearning.net

Features

Career Transition 2

Business Writing 4

8 CAREERS >

Certified Financial Planner 6

Web & Mobile Apps Developer 8

EDTEC 10

Green Energy 12

Teaching English as a Foreign Language . . 14

Marketing and Media 16

Meeting and Event Planning 18

Project Management 20

Events 22

Spring/Summer Course Calendar

Project Management, HR, and More 24

Five Steps to a New Career

1 Examine all possibilities

Don't jump into another career without re-searching all opportunities, including careers that you may have never considered – you might just find the career of your dreams.

2 Assess yourself in detail

Take a look at yourself – your skills, values, and interests. Make a list of your skills – those you like to do and those you never want to do again. Ask questions like, “Am I a people person?” and “Do I want to sit for my job? Or, “Do I prefer to work on my feet?” Knowing what you want is a great step to another career.

3 Create a plan

Work with someone to go over what you would like to do or would be good at doing. Develop a detailed action plan including

strategy, finance, research, and education. Having a plan is essential to career transition success; without one you might make the wrong decision and find yourself not enjoying your new career.

4 Refresh your career network

Identify your next career, and then start developing contacts – this can be done by talking to work counselors, instructors, and classmates, and by joining industry associations.

5 Refine your resume and cover letter

Don't worry about years of experience in your new career. Employers also look at training, education, and a diverse skill set – and these are the items you want to focus on while updating your resume and cover letter.

Upfront Staff

Editor | Colleen M. Lee

colleen.lee@mail.sdsu.edu • 619/594-3995

Art Director | Leslie L.J. Reilly

Advisors | Dale Bonifield, Tamara McLeod

Contributors | Rhonda Beard, MC Brady,

Anne Bromley, Angela Cook, Steve Dolan,

Wendy Evers, Gabriel Fernandez, Annette Gregg,

Noah Hansen, Valita Jones, James Marshall,

Edwina McKinney, Emily Moore,

Marc Myers, Cameron Weaver

Upfront | Volume 3 | Edition 1 | May 2011

A publication of San Diego State University

College of Extended Studies

Upfront is an online source for engaging, informing, and cultivating conversations on workforce topics. It provides up-to-date information, insight, and trends on today's most talked about topics in professional development.





How to Update Your Resume and Cover Letter

So everything is in order, you are going back to school or went back to school and now you need to start sending out resumes to potential employers, and then you remember that your resume needs work. How do you update your resume when you don't have job experience in the industry?

Cover Letter

- Summarize your skills that are relevant to the job, and don't forget to mention how your transferable skills can benefit them.
- Ask the employer to take a chance by hiring you when you have the skills, but not the experience.
- Focus on the employer's needs, not on your own.
- Use a professional email address (e.g., an email address like SusieDrinksBeer@comcast.net is probably not going to get you a call back) and make sure your voicemail sounds professional.

Resume

- Highlight new skills and professional experience that is applicable in your new career.
- Emphasize transferable skills that support your new career.
- Leave out skills that are not relevant to that job.
- Rework your skill sets, so that they're more applicable (e.g., if you worked in sales, you might want to stress your communication and customer service skills).
- Focus on your skills rather than work history.

Now that you know what is involved in changing your career, it's time to prepare for a new work life.



Ready for a Career Change?

Given today's economic situation, people need to think and act differently in their approaches to the job market. Gone are the days of secure lifelong jobs. Today, you need training, education, and a diverse skill set to make yourself employable. It's no longer "What have you done for me, lately," it's "What have you done for yourself, lately?"

Fortunately, career change is attainable.

Let's get things started and review. More specifically, let's do a basic self-review to decide what to do – change your job, change your career path, or stay on the same track.

To decide what to do next, ask yourself important questions like:

- Do I want a career change?
- Am I unhappy in my current career?
- Is this the perfect time to change my career path?
- Do I have the skills, training, and education necessary to enter another industry?
- Is my personality better suited for a certain industry?

If you answered "yes" to any of these questions, it might be time to change your career path.

Effective Email Etiquette

By Anne Bromley

Email is the most common, and quickest, means of business communication. Just because email gets there faster, it doesn't mean that you should spend less time on the finer details. Think of email as part of your product or service. Would you give these any less attention? All business correspondence, whether written on a screen or on paper, projects an image of you.

An email document that is unfocused, wordy, or replete with grammar, punctuation, and spelling errors will tax the reader's patience and lessen your credibility. In the battle for the reader's on-screen attention, a carefully written email that is clear, concise, and error-free is sure to be noticed and acted upon.

Five Keys to Effective Email

1 Know Your Purpose

Remember that an email message is intruding upon your reader's time, space, and bandwidth.

You've got to ensure that your messages follow the ABCs of effective business writing – accuracy, brevity, and clarity.

"Brevity is the soul of wit," and is critical to effective email messages. Get to the purpose of your message in the first sentence. Make your points and provide your support as quickly as possible.

Avoid using big words to impress the reader. "Speak" through your message, using simple language and clear phrases. It's easy to misinterpret meaning when reading an email, so make sure your messages are absent of ambiguity. Read aloud before you click "SEND."

2 Know Your Audience

The ease of sending email is also the reason that many people hold these invasive messages in the same disdain as a telemarketing call. Does this person really need to know what I'm saying?

Distinguish between formal and informal situations. When you're writing to a friend or a close coworker, it's OK to use emoticons, abbreviations, and nonstandard punctuation and spelling, but these linguistic shortcuts are signs of friendly intimacy. They should not be used when applying for a job or writing to a boss. Always know the situation and write accordingly. When in doubt, use formality.

Respond promptly. If you want to appear professional and courteous, make yourself available to your online correspondents. Even if your reply is, "Sorry, I'm too busy to help you now," at least your correspondent won't be waiting in vain for your reply.

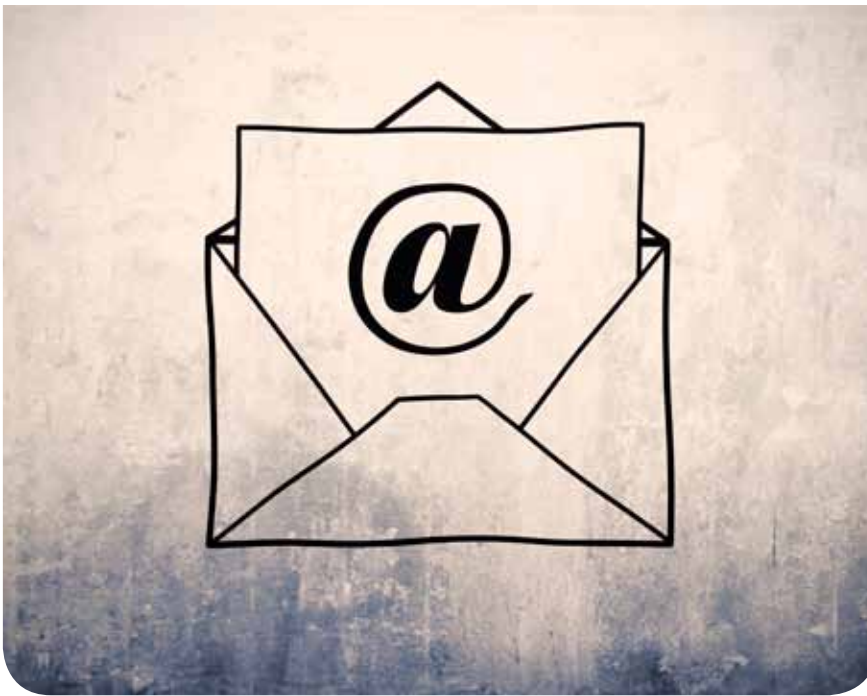
"Speak" through your message, using simple language and clear phrases.

3 Know the Basics

Guess what? Email is written correspondence, so follow the rules of basic business writing when you compose email messages.

- ✉ Make sure you have a clear objective and that you have a clear picture in your mind's eye of what you want to say and what you want to happen – before you start writing.
- ✉ For email, putting the bottom line first is a strategy that has little downside. State the most important items at the top of the message, flowing through to supporting evidence later.
- ✉ Make it easy to read, using headings or numbers to call attention to specific areas of your message. Emphasize key thoughts, ideas, and examples with bold or italic text.





✉ Never hit “Send” without stepping back, looking at what you’ve written, and editing when appropriate. You would be surprised at what gets blown away from your first email draft.

4 Know Your Netiquette

Email has no volume control. The reader can’t determine your facial expressions and body language. Consequently, human nature causes many people to interpret your message in the worst possible light. When contacting someone cold, always include your name, occupation, and any other important information in the first few sentences.

5 Know Your Image

Like anything you do, your email messages paint a self-portrait. If you send messages replete with misspellings, grammatical errors, and foul language, you’re telling everyone who reads the message that you don’t care about your work. This is an easy trap to fall

into because email is so simple to compose and send that we use the arm’s length nature of the medium as an excuse for professional laziness.

- ✉ Use standard capitalization and spelling
- ✉ Skip lines between paragraphs
- ✉ Avoid fancy typefaces
- ✉ Don’t use ALL CAPS
- ✉ Proofread

To learn more about SDSU’s College of Extended Studies Business Writing course, please visit www.neverstoplearning.net/bw.

Anne Bromley is a widely published writer and award-winning educator who has taught professional writing classes for over 20 years. In addition to conducting business writing courses at SDSU, she has published two collections of poetry with Carnegie Mellon University Press (Midwinter Transport and Scenes from the Light Years).

What’s Great About Email?

It’s so easy to create a permanent message and send it to tens, even thousands of people. What leverage! Guess what’s bad? It’s so easy to take your permanent message and send it to tens, even thousands, of people. That little fact is a reminder that you need to be extremely careful about what you say in your message and how you say it. Ask yourself, “Would I say this to someone’s face?”



Heed the words of Samuel Johnson who said, **“What is written without effort is in general read without pleasure.”** Take your time when composing your message so it is a pleasure to read.

Making Cents: For You and Others

Recently Yahoo! Finance posted a “Dream Jobs: Six-Figure Salaries and a Bright Future” article. Two of the five jobs – advisor and analyst – are in the financial industry. The position of financial planner was listed recently in *U.S. News and World Report* as one of the 20 hottest professions for the future.

Average Salary

Top financial advisors can make an average of \$140K a year and the industry is set to have a projected job growth of about 30 percent in the next seven years.

Why will financial planning be a hot profession in the future? Two words: baby boomers. They are currently middle aged and in a few years they are set to retire. What that means is that today they need to invest in their future retirement and need to make wise choices – choices with which they need help.

What do they do?

Financial planning has usually been associated with the wealthy; however, today (and definitely in the future) financial planners help individuals – regardless of income – plan their finances through investments. They help with current and long-term financial situations. The main aspect of the job is to help each person decide which kinds of investments are best, and advise on both where to put money as well as when to spend it on items like housing, education, and retirement.

Those on an alternate career path will find financial planning a good choice since life experience helps in this career.

Financial planners can also be teachers by offering learning workshops to provide clients information on how to control their own finances – since more and more people are required to be responsible for their retirement and for rainy-day situations like being laid off or unemployed for long periods of time.

Who should become one?

Those on an alternate career path will find financial planning a good choice since life experience helps in this career. Think about it. You have saved to purchase something expensive like a car or a house, paid for college, and most likely had your share of financial challenges, so all of these provide insight and definitely empathy for clients, which will make you a well-rounded advisor.



Advice from a Financial Planner

Four Things to Do Now

Even in a down economy, individuals need financial planners. In fact, creating a financial plan is even more imperative. Experts say, prepare now, and do the following:

1

Accelerate your debt payoff

2

Build your cash reserves

3

Ensure your retirement account allocation is diversified and conservative

4

Talk to a financial planner about smart investment decisions

To be successful, a financial planner must be familiar with the laws and legal restrictions concerning insurance, retirement plans, tax shelters, and trusts. They must have people and

Financial planners help individuals – regardless of income – plan their finances through investments.

communication skills, technical smarts, and sales acumen, as well as understand complicated legal and financial documents. All of these skills can be developed and refined through education.

To learn more about SDSU's College of Extended Studies Certified Financial Planner Certificate, contact Thomas Warschauer, Ph.D., CFP® at tom.warschauer@sdsu.edu or visit www.neverstoplearning.net/finplan.



Building a Platform for Success

As the earth's most highly penetrating communications technology, there are currently over five billion cell phones in use. It has been reported that more people throughout the world today own cell phones than toothbrushes. Mobile technology not only brings jobs and enhanced communication; it is often used to save lives.

Emergency notifications can be broadcast to thousands of people, and emergency callers' locations can be pinpointed through GPS. Insulin pumps that connect to cell phones are being developed for people with diabetes. Apple iPad applications are being developed for medical record keeping, billing, and scheduling to help

doctors transfer their records to a portable, electronic format. In developing nations, cell phones are essential for many workers to secure employment. As mobile devices become ubiquitous, and with the increasing complexity of the Internet, the demand for highly skilled web and mobile applications developers will continue to rise.

What do they do?

The life stage – design, modifications, development, and implementation – of web and mobile applications are at the heart of a mobile app developer. Web and mobile applications developers plan, research, code, test, and deploy projects. They usually work with a team to create apps for iPhone, iPad, Android, and other mobile devices. Examples of projects may include the development of a fully functional online store, or the creation of iPhone or iPad applications such as an application for mothers who wish to track their baby's weight, height, immunizations, and other medical information.

Who should become one?

A person can't make an immediate leap into this career; there are a few requisites for this job path. A few skills that web and mobile applications developers, should have:

- 1 Basic Development – HTML coding, JavaScript and cascading style sheets (CSS).
- 2 Coding/Programming – since development involves programming, it is a good idea to have skills in languages like Perl, Jython, Python, PHP, Java, C Sharp or Visual Basic.
- 3 Analysis and Testing – an understanding of analysis and testing of a development life cycle.

If there is a mobile /web apps developer in you, check out SDSU's College of Extended Studies Web and Mobile Applications Development program at www.neverstoplearning.net/mobile



ADD TO MY SKILL SET

Top 10 Free Apps*

10 Paper Toss | Just like the name says, the user tosses paper into a trashcan.

9 Skype | This app allows international phone calls or chat via text.

8 Bump | Let's get physical – trade your contact information by literally bumping your device with another one.

7 Google Earth | The earth is in your hands, browse images of the Earth brought to you by Google.

6 Weather Channel | Do you love weather watching? This app allows you access to the latest weather reports and everything weather related.

5 Flixster | One app provides so much: watch trailers, look at show times, and read movie reviews.

4 Shazam | Hear a song that you know but can't remember specifics – the Shazam app recognizes the song, artist, and album.

3 Google Mobile | This app provides access to your Google calendar, email, etc. – the best feature is that you can search the Web by voice.

2 Pandora | Create your own radio station, and listen to the music you want to hear.

1 Facebook | Keep your friends and family in your pocket – the social network champion is also the No.1 app.

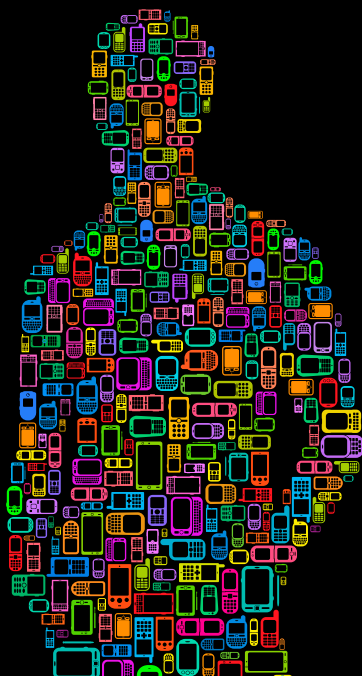
**List from iTunes*

The Future

According to the Bureau of Labor Statistics, computer software engineers “are among the occupations projected to grow the fastest and add the most new jobs. . . with more than 295,000 created between 2008-18.” There will be a 34 percent increase in computer software engineers between 2008 and 2018, making it one of the fastest growing occupations in the nation. By 2018, the projection is that there will be roughly 689,900 computer software engineers in the U.S.

Experienced mobile developers earn anywhere from **\$90,000 to \$150,000*** a year.

**According to Dice.com.*



Turning Education into Performance



For any organization, continuing employee education is important to stay competitive and to keep the company up-to-date in a changing world. Today, where there is learning, you will find educational technologists (EDTEC). EDTEC combines today's educational principles with cutting-edge technology to make learning engaging and effective. Systematic design of instruction and performance support provides the student or employee with relevant, hands-on experience. Learners are transformed into confident, competent performers, which leads to better performance for their organization.

What do they do?

Some of the titles of people practicing in the field of educational technology include instructional designers, corporate trainers, multimedia designers, performance technologists, and teachers. They may differ in their titles, but all

share the field's reliance on selecting the most appropriate hard technologies (computer, smart phones, videos, audio, mobile devices) along with the appropriate soft technologies (tools, models, learning theories, and strategies) to solve issues in the classroom or workplace. They are trained to understand the work, worker, and workplace – and to propose, then develop, solutions that bring about predictable improvements for the individual learners, as well as the organization in which they work.

How do they do this? They collect data to determine the nature of the problems – performance, safety, compliance, appraisals, etc. – and use the data to identify solutions. Applying learning theories, psychology, research, and technologies to solve instructional and performance problems, these professionals define skill deficiencies and develop instruction, training, and performance support strategies and tools to improve performance within a school, company, or organization.

Who should become one?

Do you enjoy solving problems, using or learning from technology, but are unsure about how to use the latest technologies and strategies to help people learn and perform? Then, EDTEC is for you. Professionals in this field have an interest in how people learn (both adults and children), want to apply new technologies to

help deliver training and other solutions, and are experts at orchestrating a range of solutions in organizations that result in people doing their jobs better. Together that makes the organizations they serve more efficient and effective – in measurable ways.

Common Professions Before Going Into EDTEC

- **Corporate trainer** – wanting to measure effectiveness of training they develop to be sure to get the best ROI for their company.
- **Military** – wanting to learn how to produce consistent, high-stakes training.
- **Healthcare professionals** – playing a role in patient education or hospital training.
- **Web and mobile developers or multimedia professionals** – wanting to leverage their skills in support of e-learning or m-learning.
- **Educators** – looking for a way to incorporate technology into the classroom and improve teaching and learning.

EDTEC Professionals Speak Out

SDSU Assistant Professor of EDTEC

James M. Marshall, Ph.D.
Department of Educational Technology

I have had a rather colorful range of jobs before studying EDTEC – and one of the great things about EDTEC is that our toolkit and skills transcend any one content area or industry. Our tools and strategies are largely agnostic in terms of where they can be applied. That's one thing I love about our field. There are so many opportunities! I am currently working on projects for the Corporation for Public Broadcasting, San Diego Zoo Global (e-learning project, and evaluation of the Polar Bear Plunge exhibit), Mission Trails Regional Park, PBS, a major financial services company, the San Diego County Office of Education, and the U.S. Department of Education. Whatever your background, our graduates have much to contribute in terms of strategy and problem-solving.



James M. Marshall, Ph.D.

Workforce and EDTEC Graduate

Gabriel Fernandez

While serving in the Navy, I taught at Advanced Electronics School and was a departmental training officer onboard the USS Blue Ridge, which was the flagship for Seventh Fleet. During that time, I became interested in how occupational training relates to the actual work process and made a career out of rebuilding or establishing new programs in both the military and in workforce development.

I decided to pursue a career as an instructional designer and I knew I would have to go back to school to upgrade my skills and learn new technologies. The EDTEC program at SDSU had what I was looking for and I enrolled in the online Instructional Technology Certificate program through a grant from the California Employment Development Department.

While taking the Introduction to Educational Technology class with Professor Marshall, I was surprised to learn that many of the training techniques that I instinctively applied throughout my career were based on scientific principles. I learned how to articulate my reasons for choosing one technique over another by backing it up with research and data.

In fact, I used both my experience and the results of my Performance Analysis paper to sell my expertise when I interviewed for



Gabriel Fernandez

my current position the week before midterms.

I now work for the MAAC Project as a training manager for a new program, which provides health care training and employment services for the unemployed or underemployed in the community. I love what I'm doing and my company is working with me to ensure that I have the time to continue my education.

About MAAC

The MAAC Project is a multi-purpose social service agency with a 45-year history of serving various communities throughout San Diego County. Their mission is to promote self-sufficiency for low and moderate income families and communities of Southern California through advocacy for, and delivery of, social, educational, housing and employment services.

Making Lives Greener

The necessity of our energy coming from sources like wind, sun, and water becomes greater with each passing day. Clean and never-ending renewable power and fuel will lead us toward a sustainable tomorrow, and careers in this field will continue to develop and thrive.

A rush to green is underway, but expertise and integrity are often missing. Green job education is critical at all levels.

Recently, during a news conference, President Obama talked about the future of green energy, "... countries that lead the 21st century clean energy economy will be the countries that lead the 21st century global economy." The government is also calling for a one-third reduction in U.S. oil imports by 2025, which means that government money will continue to flow into

green industry for years to come. This means that jobs will be created, and those jobs will need green energy professionals.

What do they do?

Green energy is a vast industry, so there are many professional avenues a person can take. A few examples of job responsibilities are:

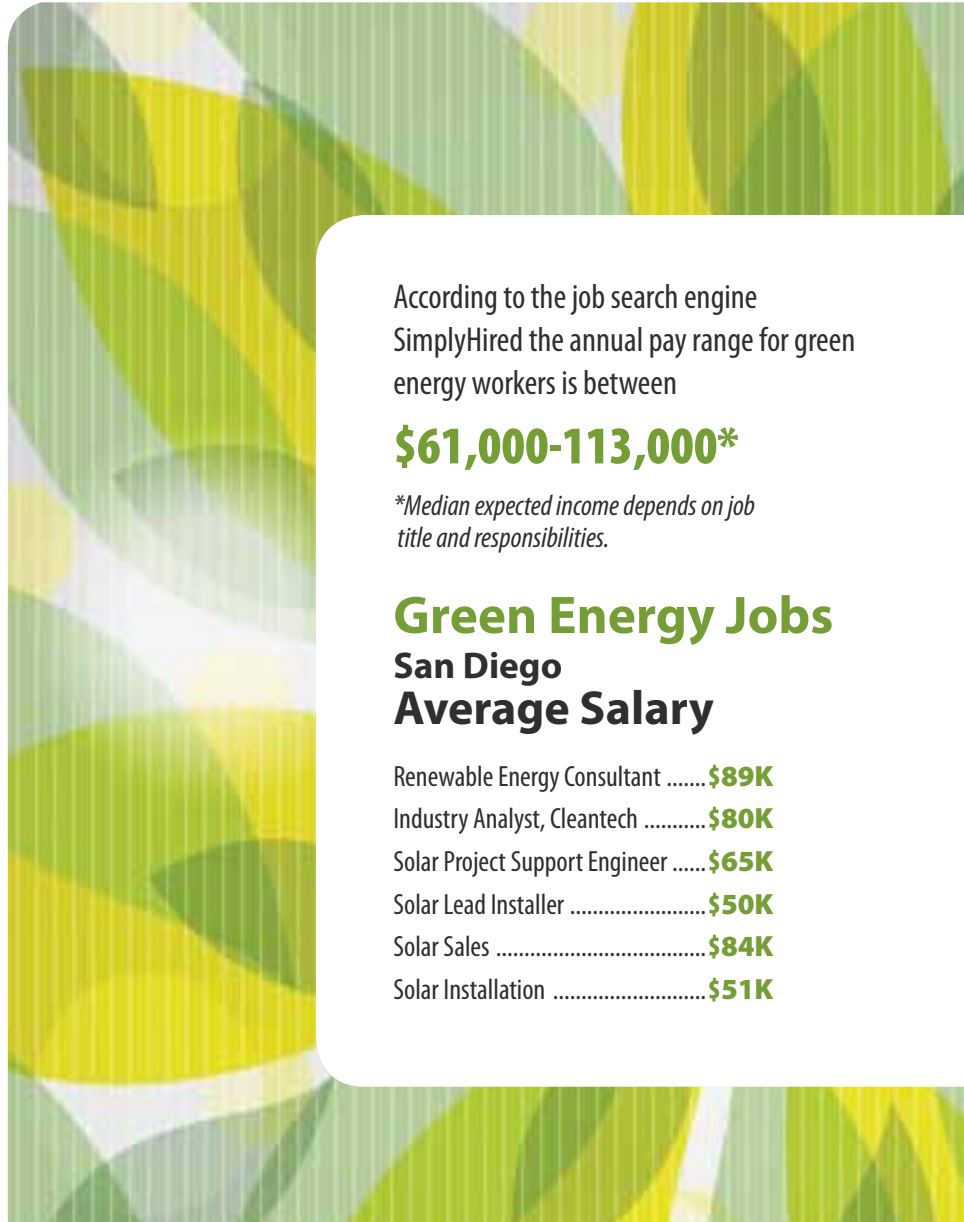


- Energy usage monitoring and improvement
- Development and design to reduce energy consumption
- Alternative and renewable energy technologies research
- Feasibility and cost-effectiveness of energy examination

Who should become one?

A rush to green is underway, but expertise and integrity are often missing. Green job education is critical at all levels and pathways from green collar to CEO. Anyone can move into a career in green energy regardless of work background. It's a growing industry, so individuals with a variety of skills – communications, design, management, sales and marketing, finance, accounting, HR, and IT – are needed. However, it helps to educate yourself in green and sustainable energy. It would benefit the green job seeker to improve their knowledge of green energy production and application of green energy production systems.

To learn more about SDSU's College of Extended Studies Professional Certificate in Green Energy Management, please visit www.neverstoplearning.net/green.



According to the job search engine SimplyHired the annual pay range for green energy workers is between

\$61,000-113,000*

**Median expected income depends on job title and responsibilities.*

Green Energy Jobs San Diego Average Salary

- Renewable Energy Consultant **\$89K**
- Industry Analyst, Cleantech **\$80K**
- Solar Project Support Engineer **\$65K**
- Solar Lead Installer **\$50K**
- Solar Sales **\$84K**
- Solar Installation **\$51K**

Green Jeans?

Green energy can even influence fashion

American's favorite clothing invention, the blue jean, has gone green. A few years ago, the Levi's® company conducted a green assessment of its jeans production. What was discov-



ered is that a pair of jeans is almost made entirely of water. Well, not exactly, but from start (cotton fields) to finish (purchase), one pair of jeans uses 919 gallons of water.

Levi's, after determining where they could use less water and energy, decided to reduce the amount of washing needed to soften jeans. The result was new Levi's Water<Less jeans, which use 28% less water in the finishing process.

A Job with No Boundaries

According to teachabroad.com, teaching English in a foreign country is a “hot” job. The most popular destinations include China, South Korea, Taiwan, Thailand, Mexico, Japan, England, Spain, United Arab Emirates, and India.

A recent story on ezinearticles.com also notes that teaching English as a second language (ESL) is an increasingly popular option nowadays. It allows teachers an opportunity to become familiar with people from other cultures and also to learn their culture through immersion.

Imagine what it would be like to travel the world and have a job at the same time.

What do they do?

English teachers abroad do the obvious – they teach students of all ages and levels English

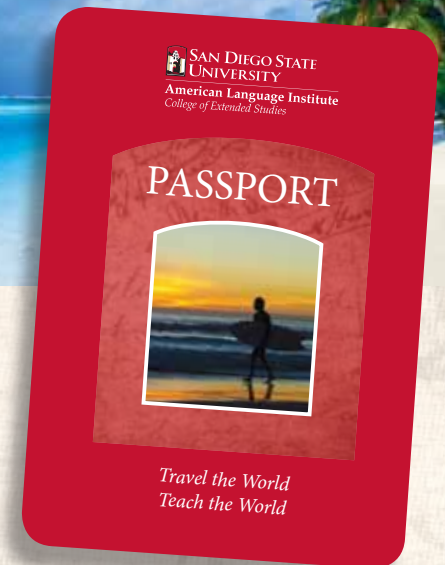
to non-English speakers. They also are able to learn the language of the land in which they are living. Teaching English as a foreign language serves as a prime opportunity to learn how the people use their own language.

One gets to see another culture up close and personal while teaching English abroad. There’s nothing like living in another country to experience how the people really live. The learning experience is reciprocal. Natives of a particular land will also get a taste of how Americans live their lives.

Who should become one?

Anyone with a degree can teach abroad; however, knowing how to teach is preferred. Individuals should find a location where they believe they will feel comfortable. That’s the best fit of all for someone who leaves the U.S. to teach English as a foreign language.

Training is intense for these types of jobs, but you can complete a TESL/TEFL certificate program in as little as four weeks. Such comprehensive teaching programs are for native



speakers as well as non-natives with high-level English proficiency. These programs provide instruction in methodology, second-language acquisition, and usually provide job placement assistance.

Before you plan on teaching abroad, make sure you have an idea of where you would like to work. The greatest demand for Americans is in Asia and Latin America; regions with close ties to the U.S. either geographically or economically.

To learn more about the SDSU American Language Institute’s TESL/TEFL Certificates, please visit www.ali.sdsu.edu/teachertraining.



Quotes from the Field

Pablo Serrano

Seoul Metropolitan Office of Education,
Korean public middle school

"While the job options in the U.S. for recent grads are worsening each day, the TESL/TEFL Certificate program provides the training and guidance to succeed working abroad. I highly recommend this program to anyone who is considering teaching overseas."



Jon Hershman

TEFL teacher, Coral Prince cruise liner

"Thanks to the knowledge and experience I gained through the program, I was able to set foot in over ten countries and meet beautiful, extraordinarily enthusiastic friends from around the world."





Break into Marketing

By Jennifer Personette Williams, Marketing Consultant, SDSU Instructor

I am often asked about the marketing and media industry. How to break into it? Is it as glamorous as *Mad Men* makes it out to be? Do you make six figures at the entry level? Let's look at industry options and what kind of person would be a perfect fit as a marketing and media professional.

What do they do?

Marketing and media folks do the obvious – market products and services. How they market depends on three main types of marketing and media jobs: agencies, corporate, and media.

Agencies tend to be the most laid back and avant-garde. Yes, they often wear jeans and start happy hour a little early. But they also burn the midnight oil, answer to clients that often “don't get it,” and they have to fight for their ideas to come to fruition. Agencies generally report to the director or VP of marketing at the company they are representing. They work with

this person to create the marketing strategy, creative concept, and marketing plan. Implementing the plan can fall on either the client or the agency depending on the agreement. Many marketers prefer the agency environment for the not-so-serious nature and the breeding of great creative.

Corporate marketing departments usually serve both internal and external communications. Strategy is driven by the chief marketing officer or SVP/VP of marketing and implemented by the director and manager levels. Corporate departments may have an in-house creative department or they may partner with an agency. These departments are more formal as they are in a larger corporate environment. Over the past five years, there has been a trend of corporate marketing departments working closely with the chief financial officer (CFO) as budgets have tightened and the CFO generally demands an ROI or similar metric to release additional marketing funds. Many marketers prefer the corporate for the opportunity to focus on a single brand.

The **media** realm is quite different than agencies and corporate departments, but they work

closely with both. Working in media is all about leveraging your magazine, website, or station audience for advertising revenue. The most common position in media is the sales person or account executive. This individual finds new and innovative ways to use their medium to maximize value for their clients (advertisers). They reach out to corporate marketers as well as agency media planners to pitch their audience and ultimately sell ad space. Account executives double as project managers as they see the ad through production, ensuring all goes well. Many self-starters enjoy the freedom and flexibility of a career in media.

Who should become one?

People who:

- Have a knack for thinking differently and finding unconventional ways of making things happen.
- Get excited about going the extra mile and can be described as an overachiever.
- Understand people, and have an interest in psychology – the way people interact and why they choose the paths they choose.

Marketing and Media

The Where. The Why. The How.

By Jennifer Personette Williams

Where

The U.S. cities* that offer the most marketing and media jobs are not a surprise, they are pretty similar to the largest cities in the country.

- New York
- Los Angeles
- San Francisco
- Chicago
- Atlanta
- Minneapolis
- Houston
- Miami
- Boston
- Philadelphia

** List was compiled by marketing professionals, job searches, and LinkedIn user conversations.*

Why

The best reasons to pursue a career in marketing and media:

- You want every single day to be different.
- You want a lucrative career where you have the power to create your own destiny.
- You want to see the fruits of your hard work pay off in results.
- You want to collaborate with different personalities and teams.

How

- Complete your undergraduate degree in marketing, advertising, or communications.
- If you have already received your undergraduate degree in another field, you can pursue your MBA in marketing or a professional certificate in marketing and media.
- Intern with an agency, corporate marketing department, or media company – there is nothing like on-the-job training. It is also a great way to test the waters and experience the environment.
- Start at the bottom. If you want to break into this industry and don't have the above experience, consider taking a lower-level position to get your foot in the door. If you have other professional experience, you will likely be on the fast track to advancement.





Planning for Your Future

Over the last several years, professional meeting and events have experienced growth even in this down economy. In fact, according to the Bureau of Labor Statistics, business meetings and events grew faster than the U.S. economy. The profession of meeting and event planning was named one of the 50 best careers of 2011 when considering high-opportunity jobs in *U.S. News and Report* and *Bloomberg BusinessWeek*.

What do they do?

Logistical and operational coordination of events and meetings are the main responsibilities of a meeting and event planner (MEP). Along with business meetings and events, MEPs can also manage every aspect of social occasions like weddings, anniversaries, parties, reunions, graduations, and fashion, art and music shows.

While MEPs consider the event type, they also must have to consider another important factor: event size. These two elements are the most important items to think about before planning, however, there are other aspects to the job:

Research. This plays an important part during the pre-event stage. An MEP must

determine or predict expected and unexpected event or meeting outcomes, so nothing is overlooked or forgotten.

Design and visualization. MEPs must evaluate all event items to calculate what is needed and anticipated aesthetically.

Management. There are many items to think about when planning an event or meeting like location, food, entertainment, chairs, tables, etc.

Who should become one?

If you consider yourself social and like to be the lead when making plans, it's likely you would be a great fit in the meeting and event planning field.

A college degree is not needed to become an MEP, but to break into the field you do need either experience, skills, training, or education. To succeed in the field, an MEP has to build his or her reputation, which means building your client base (people skills) and reputation (organization and business skills).

If you speak to any seasoned MEP, they will tell you there are certain personality traits that a person should have before entering the profession. The most frequent adjectives are passionate, patient, flexible, organized, calm, social, friendly, efficient, and creative.

To learn more about the SDSU Meeting and Event Planning Certificate, please visit www.neverstoplearning.net/meeting.

Meeting and Event Planning Advice from the Frontline

By **Annette Gregg, CMP, CMM, MBA**

Many students come into the first class of the MEP program with a relatively clear picture of what position they want in the industry: bridal planner, special event planner, or a festival manager, for instance. I challenge them to keep an open mind as they take the 10+ classes in the certificate program, because it's

almost inevitable that they end up discovering the depth of the meeting and event planning industry, and broaden their perspective of where they can go within it. That's the beauty of the profession; there is lifelong professional diversity and growth so long as a person keeps looking.

I've always considered the meeting and event planning industry a subset of a greater field, such as hospitality or marketing. For example, a tradeshow is a marketing tool for selling product; a public event venue is part of the hospitality industry through entertainment; or a convention is a marketing function for that host company. I have kept these larger disciplines in mind as I navigated through job changes in meeting planning, just so I could always have some places to grow in the future.

While meeting and event planners are logisticians at heart, I caution my students to keep an eye on the big picture while mastering the details. We must continue to expand skills that can be easily transferable to other positions. For example, "meeting planner" on a resume may come across as too specialized. However, a project manager that has budgeting, marketing, promotion, and time management skills demonstrates a depth of the position and job skills that are valuable in many disciplines.

My personal path has been dictated by a professional curiosity. I am a lifelong learner that



Annette Gregg

tends to get bored if I'm not challenged by new projects. So I've sought out positions and opportunities that pushed me into new directions, all within the hospitality industry. I began as a tradeshow manager for an international trade association, then switched to managing corporate conferences and university events. Later, I jumped to the supplier side (v. client side) of my industry, working for a convention center, and two destination management companies. I have held senior positions in meeting planning, sales, and marketing. And I can truly say I've enjoyed every step.

Annette Gregg, CMP, CMM, is vice president of sales and marketing, Monterey County Convention and Visitors Bureau. She also serves as program advisor and instructor for SDSU's Professional Certificate in Meeting & Event Planning. Her diverse career began at the Food Marketing Institute in Washington DC. After planning conventions in Mexico, Hong Kong, and throughout the US, she went on to plan corporate and fundraising meetings and events. Annette has managed several successful teams including: the fundraising events team at UCLA, the 250-person event staff at the Los Angeles Convention Center, and the 200-person convention team at the San Diego Convention and Visitors Bureau.

3 Suggestions

1 Grow your professional curiosity.

By asking questions, taking chances, pushing yourself, you will stave off boredom and becoming stale in your work. Your clients will appreciate that you will never do the same event the same way, just because it's easy.

2 Remember to multi-task.

This industry rarely offers the luxury of working on one thing at a time. You will be interrupted with unforeseen circumstances constantly, disrupting your plan. If you are comfortable with not being able to see each step through to perfection, you will save yourself a lot of stress.

3 Think hospitality.

The big difference between straight project management and meeting and event planning is that we do what we do for audiences. If you find the attendees or the volunteers a "hassle" it might not be a good career for you. We will be faced with long to-do lists to get the meeting and event pulled off, but we can never be efficient at the expense of kindness to whom the meeting is for in the first place.

So, if you like a job where every day is different, you can use your creative right brain along with our logical left, and you get energized by people, then embrace your inner meeting planner and join us.

Making an Impact From Beginning to End



In the past, the project manager (PM) position has been one that just happened or evolved from another position. Today, it is one of the most sought-after professions, since almost every industry needs PMs. The magazine, *PMI Today*, reports that there are 393,413 active project management professionals (PMPs) worldwide.

Organizations say that well-trained and capable PMs make a significant impact on the company's success. The salary for properly trained project managers reflects this belief. The median salary for a PM, according to Salary.com, is about \$70,000 in the San Diego area. The Bureau of Labor Statistics predicts excellent job growth for PMs through 2014. And, the job growth outlook is much stronger for PMs in high tech and biotechnology.

What do they do?

A PM is the lead for the lifecycle (start to finish) of a project – defining objectives and managing project quality. Following deadlines and budget, a PM plans, executes, and finalizes a project (scope, goals and deliverables that support needs of senior management and stakeholders). Other responsibilities include: acquiring resources; coordinating team efforts, hiring contractors or consultants; delivering communications; serving as a liaison between team members and project stakeholders; developing reports, proposals, requirements documentation, and presentations; analyz-

ing results; troubleshooting problems; managing project changes; identifying risks; devising contingency plans; determining resource needs; resolving conflicts; identifying and managing project dependencies and the critical path; estimating resources and budget; planning and scheduling project timelines and milestones; tracking project milestones and deliverables; and, mentoring, coaching, motivating, and supervising project team members.

Who should become one?

Project management can be a stressful job – given that the PM is responsible for the entire oversight of the project. When successful PMs were asked who makes a good PM, they responded that individuals who have an analytical mind, good people and communication skills, and the ability to “take heat,” when the project has issues will succeed.

A PM should also have:

- ① Financial, business development, and communication skills as well as technical understanding.
- ② Professional qualities like leadership, ability to bring a team together, conflict resolution, and client management.
- ③ Organizational capabilities such as problem-solving, time management, internal process improvement, and knowledge of standard policies and procedures.

To learn more about the SDSU Project Management Certificate, please visit www.neverstoplearning.net/pm.



Ask Edwina The Expert

Q. Our new team member is causing disruption with our project team. We have been operating smoothly until this new member was added. What can we do to get them to become a good team member?

A. Unfortunately, adding new members to existing project teams frequently cause the team to go into a storming phase. Storming teams resurface issues of power and control. Re-introduce the project to everyone. Help the new member understand the scope and participants' responsibilities. Review the team objectives; introduce the original team members and their current assignments, and be specific about the skills and tasks needed from the new member to contribute to project success. You can also opt to "resocialize" the team with a luncheon meeting (pizza power) to integrate the new member.

Q. Our manager has unrealistic expectations of our project team. How can we get him to understand our project obstacles?

A. This manager needs a factual and specific explanation of the team obstacles. Constantly

whining, "we don't have enough time or resources" doesn't work. To help the manager understand project obstacles, review the project objectives, the project deliverables, and timeframe. Use a visual tool (Gantt Chart) to demonstrate project obstacles. Identify tasks, timeframes, and assigned resources. Point out the gaps/obstacles to project completion and their impact. You may need to make recommendations for added skill sets, prioritized deliverables, and/or breaking the project into phases if resources can't be changed.

Q. We have been assigned a project sponsor and I am not sure of their role. What is the purpose of the sponsor?

A. A project sponsor is the senior manager who "champions" the project. They are typically the ultimate project manager. A sponsor typically has business and budget responsibility for the project. They help develop the project objective, form and launch the team, monitor ongoing team activities, provide organizational intervention when the team faces obstacles, and communicates team progress and results to other senior managers. The sponsor is one of the most important stakeholders in any project.

Edwina McKinney has over 20 years experience as an internal and external consultant to hundreds of companies in the San Diego and Southern California area. She has considerable practical experience in teambuilding, meeting management, change management, and financial skills. She earned her B.A. in journalism from the University of Oregon and also did graduate studies at the University of Minnesota and Harvard University.





New certificate holders.



Past graduation event attendees.

Upcoming | Thursday, June 9

Annual Celebration of Student Achievement

The annual Student Achievement Celebration for individuals who have successfully completed a professional certificate program through SDSU's College of Extended Studies during the 2010-11 academic school year will take place Thursday, June 9 from 5:30-7:30 pm in the Aztec Athletic Center.

Give Yourself a Lift, Earn a Certificate

In today's fast-paced world, professional certificates can be an effective educational option if you are training for a new career, or looking to advance in your current job.

Most employers recognize certificates as significant, practically focused, professional accomplishments, which can be completed in a relatively short period of time and can help you rapidly develop the knowledge and skills to earn that promotion or get that new job.

In fact, Complete College America compiled a recent survey concluding that, "to significantly boost America's post-secondary graduation rate we must reinvent higher education to meet the needs of the new American majority of students who must balance the jobs they need with the education they desire. For

many students, certificate programs are the perfect solution, providing essential pathways to achievement on campus and in careers."

Within the report titled "Certificates Count: An Analysis of Sub-baccalaureate Certificates," Complete College America suggests a national effort to double the number of long-term certificates produced within the next five years, and then double that number again over the subsequent five years.

"Certificate programs in high-value career fields are proven, fast and efficient – but under-utilized – pathways to build skilled workforces and boost wages," Stan Jones, president of Complete College America, recently told a panel discussion co-hosted with the Committee for Economic Development in Washington, DC.

Said Charles E.M. Kolb, president of the Committee for Economic Development:

"Certificates position graduates for immediate workforce success. It's critically important that education, policy, and business leaders all agree and align priorities to ensure that students are earning credentials both valued and supported by employers."

If you're like most people, you'll change jobs, and even careers, many times during your lifetime. In fact, the US Department of Labor reports that workers between the ages of 18 and 38 are expected to change jobs an average of 10 times during their lives.

Is now the right time for you to take a certificate program? Only you know for sure.

If this doesn't seem like the ideal time to enroll in a certificate program, always keep the thought in the back of your mind. You'll be glad you did.



Executive Financial Planner Advanced Certificate

Federal Taxation of Individuals

July 26-Oct. 18, 2:30-6 pm

Tuesdays

For details, contact emoore@mail.sdsu.edu or www.neverstoplearning.net/finplan**Professional Certificate in Digital and Social Media**

Advanced Social Media

June 2-23, 6-9 pm

Thursdays

Photo Editing with Photoshop

July 12-August 2, 6-9 pm

Tuesdays

For details, contact tmcleod@mail.sdsu.edu or www.sdsudigimedia.org**Professional Certificate in Marketing & Media**

Defining and Positioning a Brand

June 8-29, 6-9 pm

Wednesdays

Interactive Marketing Strategies

July 14-August 4, 6-9 pm

Thursdays

For details, contact tmcleod@mail.sdsu.edu or www.neverstoplearning.net/marketing**Professional Certificate in Human Resources**

Introduction to Human Resources

July 11-Oct. 3, 6-9:30 pm

Mondays

Human Resource Management and the Law

July 12-Sept. 27, 6-9:30 pm

Tuesdays

Compensation

July 14-Sept. 29, 6-9:30 p

Thursdays

For details, contact rbeard@mail.sdsu.edu or www.neverstoplearning.net/hrm

ment Spring & Summer Course Calendar

| Casino Gaming Online Courses Summer 2011 | |
|---|-------------------|
| Surveillance and Security | August 8-Sept. 12 |
| Table Games Management | August 8-Sept. 12 |
| For details, contact acook@mail.sdsu.edu or www.neverstoplearning.net/casino | |

| Master's Degree in Educational Technology Instructional Design Advanced Certificate Instructional Technology Certificate May 25- August 17 | | |
|---|-------------------------------|------------|
| EDTEC 540, Educational Technology | Check website for dates/times | |
| EDTEC 541, Web Multimedia Development | Check website for dates/times | |
| EDTEC 570, Advanced Teaching with Technology | Check website for dates/times | |
| EDTEC 650, Distance Education Summer 2011 (600-level courses for master's and advanced certificate students only) | Check website for dates/times | |
| EDTEC 700, Seminar in Educational Technology | July 6-27, 4-7 pm | Wednesdays |
| For details, contact dritchie@mail.sdsu.edu or www.neverstoplearning.net/edtec | | |


Professional Certificate in Contract Management | All classes from 6-9 pm

| | | |
|--|-------------------|------------|
| Business Resilient Contracting | May 19-June 23 | Thursdays |
| Effective Negotiation Skills and Techniques – Level II | July 12-August 16 | Tuesdays |
| Contract Types and Effective Contract Methodologies | July 14-August 18 | Thursdays |
| Acquisition Planning and Solicitation Development | July 6-August 10 | Wednesdays |

For details, contact cm-ces@sdsu.edu or www.neverstoplearning.net/contract

Professional Certificate in Project Management | All classes from 6-9 pm

| | | |
|--|-----------------------------|----------------------|
| Procurement | May 11-June 15 | Wednesdays |
| Microsoft Project for Project Managers | June 21-July 26 and June 29 | Tuesdays & Wednesday |
| Human Resources and Communications | June 23-July 21 | Thursdays |
| Project Risk Management | July 28-August 25 | Thursdays |
| Earned Value Management | August 2-30 | Tuesdays |
| Project Management Professional Certification Prep Express | August 15-Oct. 3 | Mondays |

For details, contact pm-ces@sdsu.edu or www.neverstoplearning.net/pm

Professional Certificate in Lean Six Sigma Green Belt

| | | |
|--------------------------------|--------|--------|
| Presentations and Certificates | June 3 | Friday |
|--------------------------------|--------|--------|

For details, contact lss@sdsu.edu or www.neverstoplearning.net/leansixsigma

Web & Mobile Applications Development Advanced Certificate | Fall 2011

August 29 -Dec. 17 (See website for details)

Introduction to Web Application Development

Human Computer Interfaces

Human Computer Interfaces

For details ,contact lewis@cs.sdsu.edu or www.neverstoplearning.net/mobile.

ment Spring & Summer Course Calendar

| Construction Certificates Online June 27-Sept. 23 |
|---|
| Professional Certificate in Construction Estimating |
| Introduction to Construction Estimating |
| Essential Construction Math |
| Construction Blueprint Reading |
| Estimating and Bidding II |
| Construction Materials and Processes |
| Professional Certificate in Construction Practices |
| Introduction to Construction Estimating |
| Essential Construction Math |
| Construction Blueprint Reading |
| Estimating and Bidding I |
| Construction Materials and Processes |
| Professional Certificate in Supervisory Series |
| Leadership and Motivation |
| Problem Solving and Decision Making |
| Cost Awareness and Production Control |
| For details, contact construction-ces@sdsu.edu or www.neverstoplearning.net/construction |

