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College of
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Upfront

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

The Military Issue SDSU and the GI Bill



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www.neverstoplearning.net

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Military Life | SDSU College of Extended Studies

Life After the Military— The GI Bill

After leaving the service, many veterans have difficulty transitioning into civilian life. They gain highly effective and very desirable skills – discipline, leadership, positive work ethic, time management – during their service; however, they often don't know how to transfer those qualities to the workforce outside of the military.

Enter education and the GI Bill. One of the benefits of serving in the U.S. armed services is the opportunity to use government money to further your education. Let SDSU help you with your transition.

GI Bill

The Post-9/11 GI Bill became effective in August 2009. Approved training includes graduate and undergraduate degrees, vocational/technical training, on-the-job training, flight training, correspondence training, licensing and national testing programs, entrepreneurship training, and tutorial assistance. It pays:

- Full tuition and fees directly to the school for all public school in-state students.
- For those attending a more expensive private school or a public school as a non-resident out-of-state student, a program exists which may help to reimburse the difference. This program is called the "Yellow Ribbon Program."
- A monthly housing allowance (MHA) based on the Basic Allowance for Housing for an E-5 with dependents at the location of the school. For those enrolled solely in distance learning the housing allowance payable is equal to ½ the national average BAH for an E-5 with

dependents (\$673.50 for the 2011 academic year). An annual books and supplies stipend of \$1,000 paid proportionately based on enrollment is also available.

This benefit provides up to 36 months of education benefits, and generally benefits are payable for 15 years following your release from active duty.

Eligibility

You may be eligible if you served at least 90 aggregate days on active duty after September 10, 2001, and you are still on active duty or were honorably:

- discharged from the active duty
- released from active duty and placed on the retired list or temporary disability retired list
- released from active duty and transferred to the Fleet Reserve or Fleet Marine Corps Reserve
- released from the active duty for further service in a reserve component of the Armed Forces

You may also be eligible if you were honorably discharged from active duty for a service-connected disability and you served 30 continuous days after September 10, 2001.

SDSU Certificate and Degree Programs – GI Bill Approved

Professional Certificates (Online)

Accounting and Finance
 Construction Estimating
 Construction Practices
 Construction Supervisory Series
 Educational Facility Planning, Advanced
 Global Business Professional
 Grant Writing
 Green Building Construction
 Green Energy Management
 Green Industry
 Instructional Design Certificate, Advanced
 Instructional Technology
 Nutrition for Optimal Health
 Project Management Online
 Reading Certificate

Regulatory Affairs, Advanced
 Six Sigma Foundations
 Sustainable Practices
 Water Management and Landscape Sustainability
 Web and Mobile Applications Development

Certificates Through Open University

Accounting
 Computational Linguistics
 Environmental Studies
 Gerontology
 Geographic Information Science
 Industrial/Organizational (I/O) Psychology
 Professional Writing
 Teaching English as a Second or Foreign Language (TESL/TEFL)

Online Degrees

Master of Arts in Educational Technology
 Master of Science in Regulatory Affairs

Professional Certificates (Classroom)

Academic Literacy Development for English Language Learners
 Administrative Dental Assistant
 Administrative Medical Assistant
 Business of Wine
 Business Writing
 Contract Management
 Contract Management, Advanced
 Digital and Social Media

Dual Language Certificate
 EKG Technician
 Executive Financial Planning
 Health Care Career Programs
 Human Resource Management
 Lean Enterprise
 Lean Six Sigma Green Belt
 Marketing and Media
 Medical Billing and Coding
 Meeting and Event Planning
 Pharmacy Technician
 Project Management
 Teacher Training - TESL/TEFL Certificate Program
 Web and Mobile Applications Development

Veteran Facts

- Veterans Day began as Armistice Day on November 11, 1919 – the first anniversary of the end of World War I.
- In 1938, November 11 became a national holiday.
- In 1954, President Dwight D. Eisenhower signed legislation changing the name to Veterans Day.
- A quarter of veterans 25 and older hold at least a bachelor's degree.
- There are approximately 25 million veterans of the U.S. armed forces alive today (7.5 % are women).
- There are about 37 million dependents (spouses and dependent children) of living veterans and survivors of deceased veterans. Together they represent 20% of the U.S. population.





Military | Green Building

From Green Uniform to Green Building

By Kelly Mcketchin

The green industry is one of the largest growing businesses in America. According to the *Huffington Post*, three of the top growing industries include solar power, wind power, and environmental consulting.

Fortunately, there are new and exciting green programs being offered by schools to individuals around the nation. One of those schools is the College of Extended Studies at San Diego State University, which offers green industry certificate programs comprising green construction, green energy management, sustainability, and water management.

An added feature is that active duty and veterans are eligible to enroll in these programs

using their GI Bill benefit to earn these green certificates.

One veteran, former Marine Jorge Castro, took advantage of his benefit and enrolled in the Green Building certificate program.

Castro works for a construction company, and having already completed his bachelor's degree in civil engineering, wanted something more to supplement his degree and to keep on top of current trends in construction. He started his journey to find a program to marry with his degree and his interests.

What he found was the online Green Construction program at SDSU. He says that he wanted "to better learn what was available in the industry and found that SDSU was a good match to my experience and needs."

The Green Building program has five classes in all – ranging from the guidelines of construction to the green design of buildings. Castro says, "the green building certificate is advantageous to my work because I use green energy construction to do a little bit of everything from houses to schools."

The result was that he was able to receive his military benefit and get all the classes paid for by the government. He acknowledges that "some people may not think that they can get the GI Bill for classes even after you graduate," when in reality, it is definitely possible.

For Castro, it has been a win-win situation. Education has led to an improved personal life and work life.

To find out more about SDSU's Green Building program, go to www.neverstoplearning.net/green

Military | Digital and Social Media

Public Affairs Path for Digital and Social Media Graduate

After graduating from Bowling Green State University in Ohio with a communications degree, Chris Menzie was skeptical about becoming a journalist since it's incredibly competitive and difficult to land a job. The industry was folding; however, he realized the field is what he liked and wanted to do.

"I made a choice to do whatever it takes to get my foot in the door. I thought it was a really good option for me to head into the military, and get the experience that I needed. Not only did I get specialist training, but also hands-on experience and I got paid a regular salary," says Menzie.

From 2005 to March 2011, he was enlisted in the U.S. Navy – then moved to San Diego after being stationed in Coronado with Naval Special Warfare where I worked on a ship (U.S.S. Boxer.) as a mass communication specialist.

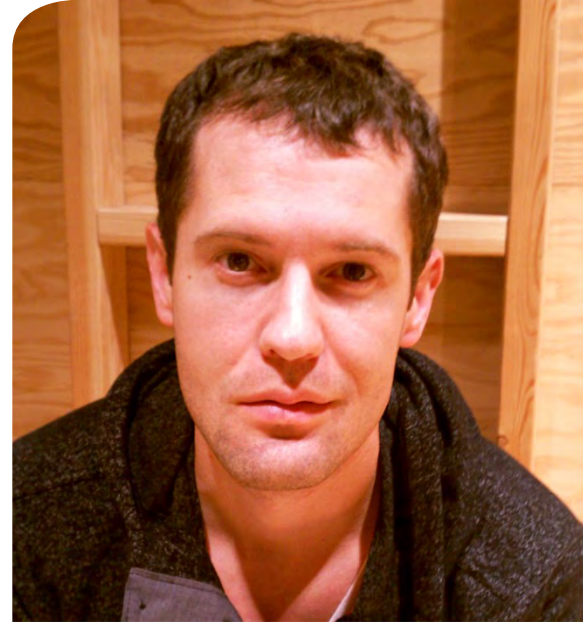
After discharge, he decided to stay in San Diego and look for work. However, he knew about the GI Bill and decided to investigate going back to school. "It was an easy choice for me. I decided to take the Digital and Social Media certificate program at SDSU. There are

other schools in this area, but SDSU's program offers a certificate from an accredited university, and I got the GI Bill to pay for everything," he says.

"I like how flexible the program was. It was convenient with a professional schedule – the classes were at 6 pm weekdays or 9 am Saturdays. I really liked that. It was like being able to continue doing what I'm doing during the day and still take classes at night. Another thing that surprised me about the program was that classes were taught by professionals. And, there were other students in my classes who had been journalists for 22 or 25 years, and they were reinventing themselves or upgrading what they already knew."

Classes at SDSU are taught by industry professionals and those instructors bring hands-on experience to the classroom. "The SDSU instructors do not just say here is the theory of what you are learning, but rather say 'I'm going to show you how to use something, this is how I use something.' They help you use your skills. For me, that was really helpful and it was a breath of fresh air compared to courses that I took in college."

Earning a certificate in digital and social media, Menzie thought would help him land a job. "Everything for communication is digital now, and telling a story is more than just being able to write, you have to know how to take pictures and put together audio visual



Chris Menzie

slideshows. I learned a lot about social media from the military, but I also needed to take a look at what the civilian world was doing and prepare myself with the newest, latest and greatest trends."

Today, Menzie works in public affairs for the Veteran's Administration San Diego Health Care System. "I was hired in May. I started the Digital and Social Media program in March. One of my duties is social media manager," he says. "I learned the tools I currently work with in the program. The courses gave me a better way to do things and make it faster. There are always ways of learning new things from people. Don't be afraid to get out there and put a little extra time either improving yourself or picking up the things to fill the gap between what people are using and what you should know."

Military | Project Management

Project Management Fits Dennis DuBard's Needs

Dennis DuBard grew up in Houston and attended Texas A&M. Then he was off to the Navy to serve his country. Never able to sit still, he wondered what his next move would be after serving 30 years. It was a big decision since he flew helicopters and drove ships. His next step brought him to General Dynamics/Nassco, where they build ships for the Navy.

Since his current job requires project management work he decided to look around and see if any university offered a project management program to further his skills. What he found was that SDSU had a Project Management program. "When I looked around I saw the program and thought it would be challenging and useful," he commented.

The more things a service person can do to make himself or herself marketable and have some specific training in very specific areas is worth the effort. "It's not hard. You just have to apply yourself, budget your time, and it's worth it in the end. And, given the way things are going, employers are going to want and need very specific types of skills versus a general business and background in education," he says.

"Being in the military helps you succeed in school. The service trains you and provides a regimented discipline – you have to prepare and study. That is an obvious transferred skill that prepares you for university courses. Another skill is budgeting your time. It all takes discipline and patience, and I think those are things you are used to doing in the service. Going to school becomes almost like a regiment. Certain days you've got to go to school and leave time for studying. I think it blends itself relatively easily."

A common theme with service members is that there is uncertainty if education is the right avenue to take after discharge. "I can understand why someone in uniform has hesitation in continuing their education. Because the service



Dennis DuBard

is all we know, we tend to be in a unique circle and sometimes it's hard to understand what goes on outside the service. So there is probably some apprehension about doing something else. For me to be honest, after starting my first class, the apprehension went away fairly quickly."

To further his studies, he used his GI Bill and says that it was an easy process. "I thought it might be a little challenging with some bureaucracy, but actually Robert Turner from SDSU had it all set up. I would absolutely encourage military personnel to use their GI Bill benefit. You've earned it and it's worth using. Continuing your education and earning certificates and anything that can help you succeed in the future, given this economy and market, should be the path taken. The more things you do to make yourself valuable to employers is worth the time and effort," he concludes.

Soft Skills That Employers Find Most Desirable in Veterans*

Disciplined Approach to Work – 66%

Ability to Work as a Team – 65%

Respect and Integrity – 58%

Leadership Skills – 56%

Problem-Solving Skills – 54%

Ability to Perform Under Pressure – 53%

Communication Skills – 45%

*Careerbuilder.com survey

Military | Executive MBA

Captain Brian Henderson Plans Future in Leadership

Marine pilot Brian Henderson's plan is to leave the armed services next summer – and he has been thinking about his life outside of the military. He decided to draw up a plan for his future.

"I thought about my next steps and I decided on two things. I wanted to utilize the GI Bill, considering it was available to me, and I wanted to use the time that I had left in the Marines to essentially set myself up for success on the outside," he says.

After talking with senior officers and people in the business community, he decided that earning an MBA would be one of the better graduate degrees for his future direction. Next, he had to decide on a school. "I found out about the Executive MBA program at San Diego State, and also found out that the GI Bill would pay for it completely. So, I said, 'That's what I'm looking for.'"

Today, he is attending classes and working toward his master's degree. He has much to say about his classmates, "I study with a pretty diverse group – and there are other military personnel in my class although the majority of my classmates are not in the military. Working with such a diverse group is beneficial because each person contributes a different perspective to our class discussions."

Henderson's goal is to position himself for leadership and management when he leaves the Marines. He believes that one of his strongest skills developed in the Marines was his leadership ability, but he realizes that

this skill must be able to transfer over to the civilian workforce – and that means education and experience.

"From the very beginning in officer candidate school the Marine Corps tests your leadership abilities. We are put in positions where we must lead our peers. This is perhaps the most difficult challenge for a leader because you can't use your rank as a crutch when giving orders. The classroom provides a similar environment; you are with a group of peers – there is no rank structure. You have to discover ways to lead people who are on the same level as you and develop your techniques. Education is giving me that," he adds.

"Working with such a diverse group is beneficial because each person contributes a different perspective to our class discussions."

"For example, in the Marines, I am in charge of a 40-man maintenance shop. I report to the major and I have to use my decision-making skills to get these 40 Marines to work as a team and achieve a specific goal. I must learn how to transfer those skills to the business world. For instance, a vice president might put me in charge of a certain sector or division.



Brian Henderson

"I'm learning how to take the vice president's intent or vision and get that group of people to achieve it just as I do in the Marines."

"I think that everybody should use their benefit. The government makes it available to service members. If you don't take advantage of things that your country or your govern-

ment is making available to help you out, you're basically selling yourself short. I always preach to the younger Marines to take advantage of what your government, what your country is allowing you to do. You're putting in four years or eight years or ten years of your life. Use what they are giving you."

Military | Executive MBA

Jose Rubio Pursues Degree with Future Growth in Mind

Jose Rubio has served in the U.S. Navy for 21 years; however, he is preparing for life after the military. Before returning to school to pursue an MBA, he researched programs and schools and decided on San Diego State University. "I chose SDSU since it is an unmatched program with a distinguished reputation and quality educators," he adds.

Rubio believes that the Navy exposed him to many challenges, and gave him the skills to conquer his pursuits. "The Navy equips one

with basic discipline – one is immediately given the opportunity to apply skills in global settings to overcome obstacles and execute the specific mission. Analyzing and solving complex situations becomes a welcomed and instinctive practice over the years. These skills and work ethic, I believe would directly transfer to study and future professional life outside the military," he says.

Choosing what to study was his next challenge. He knew that earning an MBA would be his best option and he decided on that direction. He says, "I consider the MBA program as the capstone to my formal education growth since it encapsulates managerial, leadership, and financial strategic tools that strengthen my ability to make proper business decisions."



Jose Rubio

Today, he is enrolled in SDSU's Executive MBA program, and he also provides sound advice for those in the service who are thinking about using their GI Bill to go back to school, "Academic and intellectual enrichment are essential to self-improvement. It enriches one's ability in contributing to improve society. I highly recommend SDSU and its programs to any civilian or military working professional who wants to enhance his or her outlook."

"I consider the MBA program as the capstone to my formal education growth since it encapsulates managerial, leadership, and financial strategic tools that strengthen my ability to make proper business decisions."



Military | Executive MBA

Retired Serviceman Gary Hayslip Finds His New Path

Many individuals who grow up in a military family live many places. This was certainly the case for Gary Hayslip. Before graduating high school in Tennessee he attended 20 different schools, so school and the military have played a huge influence in his life. After graduating from high school he followed his father's footsteps and enlisted in the Navy and spent 21 years serving the U.S.

During his military career, he earned his bachelor's degree, so after retirement from the Navy he landed a job as a network engineer for the Department of Defense working in the executive management area. However, after some time at his job he discovered that he needed to round out his business knowledge. He realized if he wanted to become the CIO, he needed to earn an MBA. He found his solution at SDSU, when he enrolled in the Executive MBA program.

"I actually researched many schools. A friend of mine told me to take a look at San Diego State. I looked at the program and I liked the fact that it had been around for 20 years, it was established. I also liked the fact that when I went on LinkedIn they had very active groups. They were all talking to each other, and I saw that the alumni were very active with the organization. When I went to orientation night, everyone was very upbeat. Alumni who had graduated 15 or 20 years ago were still active and positive about the program. That's impressive," says Hayslip.

After starting classes, he discovered there was something else positive about the program: the instructors. "The instructors are top notch. What they are teaching isn't something they do part time. These are people that the subject they are teaching is their life -- it's what they live and breathe. For example, my statistic instructor, Professor Jim Beatty. I was impressed by how thorough the class was set up, the homework, and his knowledge and what he was bringing to the table to teach us."

The military prepares you for many things in life, and surprisingly it also prepares you for school. For example, in the military you are asked to take a problem and are told to break it down into pieces and then work on one small piece at a time until you have it completed. This example stresses time management and problem resolution, and they are drilled into soldiers. Hayslip says that it is beneficial when returning to school, "That's one thing I have found going back to school. I've found a lot of the tools that I learned from the military, I'm using to help coordinate my



Gary Hayslip

homework and my study time, since I have my full-time job and two teenage sons who are active in Boy Scouts and cross country. Believe me; if I didn't have time management down I don't know how I would be getting through this program."

Joining the service today is a bit different than it was 30 years ago where most enlisted men joined to travel and see the world. Hayslip says he noticed a change where many Navy men and women are going back to school. "People are now working on their education. I can tell you most of the junior military I work with they ask, 'What's a good school here? Where can I go? Who should I talk to? Which kinds of classes are good?' It's prevalent now. With the Post-9/11 GI Bill, money isn't an issue. Now it's what school, what degree program, who has the better bang for the buck, really. And, for me, that's SDSU."

Military | Executive MBA

Command Master Chief Teresa Carroll Sets Course on a New Career Using GI Bill

The Navy offers training as well as opportunity to learn and work in many different special technical fields as well as different environments such as aviation, surface ships, and subMarine force. The most important skill that the Navy teaches sailors is leadership – from the first day you enter until you leave. Most importantly, the skills a person learns in the Navy transfer to life in the classroom.

“The Navy taught me to be a good leader, while exposing me to many cultures and countries. In this global economy understanding other nations and cultures, and having sound leadership is important to any growing organization,” says Teresa Carroll.

Thinking globally is something that now comes naturally to Carroll. She lived in San Diego on and off until she was 11, then returned when she enlisted in the Navy (she has a total of 35 years, 20 active and 15 selected reserves). Through her service she has lived in Spain, Florida, and Oregon – and was deployed in the

Gulf of Arabia, Kuwait, and Djibouti Africa. Today, Carroll is a command master chief at the Fleet Readiness Center Southwest, which employs over 3,000 civilians and contractors, as well as 1,000 sailors. It was a big decision for her to return to school since she does have a busy schedule.

“My goal upon returning to active duty was to complete a master’s program before retiring from the Navy. I researched both the type of degree and school to attend. I chose the Executive MBA program because I felt it would offer more opportunities for my next career and job when I do retire. I chose SDSU because it offered a very challenging curriculum, incredible faculty, alumni network, and a schedule that fits someone with a full-time job. Most of all it is a great value for the cost associated with the program,” she adds.

The Navy is drawing down to a force level that is the lowest since WWII. The U.S. has the most advanced and strongest Navy in the world and to maintain that superiority – ensuring sea lanes and commerce are protected for all – is to retain the best and the brightest individuals. “We simply cannot retain the best and brightest unless we place importance on education. The Navy provides tremendous educational benefits as well as opportunities both at sea, deployed abroad, and here at home,” she adds.



Command Master Chief Teresa Carroll

When a sailor takes steps to further his or her education, there are often questions whether the transition to a “civilian” classroom will be a difficult adjustment. Carroll explains her experience “When I started my first class, I wondered what in the world I was doing. Would this program benefit me and could I fit in with my classmates? My real concern starting the program was what I, as a military member, can bring to the program when there were so many extremely impressive professionals in my class. I quickly found that they were just as interested in how I dealt with challenges and leadership as I was in how they dealt with the same issues.”

“My surprise was the warmth, acceptance, and the incredible dedication the school and classmates put into the program. Having an opportunity to work, learn, and socialize with very smart people, many of whom are CEOs or being groomed to be CEOs was incredible and very humbling. The instructors were all extremely knowledgeable, and had experience in the civilian workforce that added to what they brought to the class,” she summed up.

Military | Executive MBA

Master Chief Quintin Carson Works Toward MBA

Originally from Oakland, California, Quintin Carson joined the U.S. Navy in 1985. Today he still serves as an active duty serviceman—electronic technician master chief.

After finishing his bachelor's degree using funds from the Montgomery GI Bill, he decided to earn his master's degree, having no idea whether he could convert his Montgomery GI Bill to the Post-9/11 GI Bill. He discovered that going back to school was a possibility.

"I found out I had 21 months left on my GI benefit, so I converted it to the Post-9/11 GI Bill and started looking at schools," he says. "I looked at UCLA, UCSD, and USD, but when I looked at SDSU I noticed that they had an Executive MBA program. I read the comments of previous students and everybody had a lot of good things to say. I also looked at the college

rankings for MBA programs and SDSU ranked pretty high. So I said, 'well let me call SDSU; let me see if I can get in.' I made a phone call thinking I could enroll in the program next year, but after submitting my resume and setting up and completing my interview, I was told that I qualified and could get into the program the same year; it was great."

His surprises didn't end with enrolling into the Executive MBA program, he says, "the classes have been a pleasant surprise. I like the way the instructors teach. I like the fact that you have the opportunity to rub elbows with people outside of the military. Especially in my class, there is a mixed bag — from students like me who are in the military to scientists who have a Ph.D."

When asked whether he thought education is important during and after military service, Carson's response is, "Oh yeah. In the military we emphasize that the more educated a sailor or any armed service person is, the better it



ETCM(SW/AW) Quintin Carson

works out for that person and the military. I advise all servicemen to stop thinking about going to school and go do it. No more procrastination. Money is not an issue since there is the GI bill. The only thing standing in the person's way of getting an education is the person."

"I advise all servicemen to stop thinking about going to school and go do it."

Did You Know?

- The youngest U.S. serviceman was 12-year-old Calvin Graham, USN. He was wounded and given a Dishonorable Discharge for lying about his age.
- To conserve metal during World War II the movie Oscars were made out of wood.
- During the American Civil War all officers of the Confederate army were given copies of Victor Hugo's book *Les Misérables* to be carried at all times.

Military | BRIDGE

John Jacanin Embraces Biotech

The change from the military, regardless of what branch you're in, to the biotech field might not make sense to many people. However, for John Jacanin, who spent four years in active duty and four years active reserve, it was a natural progression.

"My father was a Navy officer. He worked his way up from enlisted to commissioned officer. We moved a bit, but primarily San Diego was my home. I grew up in Mira Mesa and went to Mira Mesa high school. After high school I didn't have any money for school, so I decided to join the U.S. Air Force," he says.

When he left the Air Force, he went to work for a commercial calibration firm, and then went into biotech at a biologics gene therapeutics company. "The military teaches you to be a directive type of person and when I moved into the biotech field, I quickly learned it was more of a consensus driven environment."

After getting his initial traction, Jacanin spent 20 years in the science industry – again he was thinking about taking another leap of faith. He was thinking about returning to school. One day a friend called him for an employment reference and they started talking about education. "She was just about to finish the SDSU Regulatory Affairs degree program at SDSU's College of Extended Studies. I told her I wanted to be a part of that program. She then told me about the BRIDGE grant. I explored it and got into the certificate program. I was just so excited about it."

He finally enrolled in the BRIDGE program and has experienced a tremendous amount. The classes are also helping with his current career of selling compliance-based software to life sciences and biotechnology and pharmaceutical companies. He is also enjoying the online option since he has a family and full-time job. "Since I'm working full time, grabbing my books and heading to campus during peak traffic hours is not an option. There's just no way for me. The program makes it doable on a Sunday afternoon or in the evening or early morning. You find the time to learn," he says.



John Jacanin

Education is important; and being supportive of military members' educational goals and making the use of their GI Bill benefit an easy process are top priorities at SDSU. "Military members should not feel intimidated. The guidance is there. If you think it takes fortitude and drive, well that's what military members have. SDSU is committed to supporting military members' educational goals, and making the use of their GI Bill benefit an easy process is a top priority," he adds.

"If you want to learn something new and don't want to feel intimidated, use your GI Bill and attend a program at SDSU. They are concerned about helping the military, and helping you succeed."

Military | BRIDGE

A Life Science Direction for Captain Andrew Orth

Most U.S. servicemen believe that the military prepares them for the future by emphasizing attention to detail, focusing on having a good plan, and learning how to adapt to situations when the plan doesn't happen as envisioned.

According to Captain Andrew Orth, who serves in the U.S. Marine Corps (USMC), the military also prepared him to be a leader by training him in real-life situations where he could commit to his command to accomplish a mission and an obligation. "If you are lucky there is a black and white book-answer on what to do. In most situations there is no concise book-answer to tell you what to do or how to do it and you have to rely on yourself and your team to come up with workable solutions that result in favorable outcomes for all parties involved," he says.

Orth grew up in Green Bay, Wisconsin, and went on to attend the University of Wisconsin Green Bay. In 1995, he enlisted in the Marines, and has been serving as an officer on active

duty since 2003. He has been deployed to Iraq, Afghanistan, and twice to Japan, and has trained in Korea, the Philippine Islands, Cambodia, and Australia.

Currently, the dedicated Marine carried his knowledge and experience to another level. Although serving as a Marine budget and fiscal officer at Camp Pendleton (his military occupational specialty is UH-1N utility helicopter pilot), he decided to return to school.

"The BRIDGE program was recommended to me by a friend. I researched the Life Science Immersion Program. I feel that it is important to never stop learning. In today's society, continuing education is required for a career in a rapidly changing environment and it is necessary to stay abreast of developments to remain competitive. A commitment to continuing an education is also an indicator of one's work ethic and potential abilities. I encourage the Marines who work for me to take advantage of the numerous education opportunities available to service members," he says.

Military personnel might be hesitant to use their education benefits since there is a false belief that receiving the benefit is difficult

and a lot of work; however, that is not what Orth believes. "My application into the BRIDGE program was very easy and convenient.

I was able to accomplish it online at home and the support personnel who manage the program were flexible, friendly, and responsive," he adds.

Moving forward and looking toward future career possibilities, Orth is interested in learning about the mechanics behind insurance reimbursements for medical expenses. After he completes the courses he intends to pursue an MBA, but for now he is focused on one education goal. "I am learning quite a bit about medicines, vaccines, and technical aspects of the machines involved in the health care field right now. I am surprised with the level of technical complexity and detail involved. It is rigorous and challenging. I feel it provides a very solid foundation for anybody planning on entering the medical device, medical support, or renewable energy fields," he says.



Captain Andrew Orth

"In today's society, continuing education is required for a career in a rapidly changing environment and it is necessary to stay abreast of developments to remain competitive."

Military Spouse

Military Spouse | Contract Management

Being married to a Marine for 24 years isn't exactly an easy life – career military men tend to move a lot and there is always a chance that you won't see your husband for months. However, growing up in Texas made Jackie Diaz strong and resilient. She is happily married and endured her husband's 20-year career with the U.S. Marine Corps.

During his career, Diaz did many things to support her husband and to keep herself busy and happy. She raised four children and also took university courses.

"I enrolled in the Contract Management certificate program to increase my skill set and hopefully have the opportunity to break into the procurement-purchasing field. I have strong clerical, customer, and personal service skills, and great knowledge of mathematics, administration, and management, so I thought I would be a good fit in contract administration. I was happy that SDSU and the U.S. government gave me the opportunity," says Diaz.

Going back to school isn't always a pleasant experience; Diaz says that taking classes through the Department of Defense's Military Spouse Career Advancement Account (MyCAA) and

SDSU was an "easy process." And, what she learned through taking classes was "invaluable."

And, going back to school is sometimes easier than deciding which school to attend. After looking at schools in the San Diego area, Diaz chose SDSU. "It just made sense to go to SDSU. Cost and location were a definite plus and the companies I wanted to work for sent their employees to SDSU for certificates," she adds.

"The classes helped me gain a basic understanding of contract management. I learned a lot. I liked my instructors and I absolutely enjoyed attending classes on the SDSU campus. Some of the students in my classes were very knowledgeable in the field and already had many years of experience working in contracting. I was pleasantly surprised that I was able to keep up with all the other students."



Jackie Diaz

Today, she and her husband are starting yet another chapter of their lives together outside of the U.S. military. "My husband recently retired and was offered a civilian job in New Orleans, so I'm going to adjust and enjoy our life in the Big Easy. As for advice to other military spouses and education, I say, 'Go for it, you've got nothing to lose.' It was a great experience," concludes Diaz.



Two Minutes with Andriene Hyman, Navy Wife

- **Where did you grow up? Where do you live now?**
I was born in Visalia, California, Tulare County. I moved around a lot since my family was in the Air Force and Army. I lived in Panama, followed by Texas and different parts of Florida. So, you can say that I grew up everywhere. I just recently moved back to California.
- **Why did you choose to sign up for classes through the military spouse program?**
I love to learn.
- **Was using your military spouse benefit an easy process?**
It was a very easy process.
- **And, why did you choose SDSU?**
I heard it was one of the best universities around.
- **How long have you been married?**
18 months

Military Spouse | Online Education

For Lori Rattan, San Diego is a familiar place. Although she is originally from Colorado, she has spent many years in San Diego “My husband is in the Navy so we keep returning to San Diego,” she says.

One of the hardships for military spouses is that after a servicemember deploys, they not only take care of the family, but they also have to figure out how to develop their job skills.

One of the educational options open to military spouses is through the Department of Defense’s Military Spouse Career Advancement Account (MyCAA). It provides financial assistance for education and training for spouses of active duty and activated reserve components (Guard and Reserve) servicemembers worldwide.

After learning about the online programs offered by SDSU, Rattan thought about pursuing a certificate in Educational Technology. Once she realized she qualified for MyCAA benefits, she immediately signed up for the online program.

Military Spouse | Lean Six Sigma

Arriving in San Diego last October, Sharon Johnson knows the military. She and her husband have both served in the Navy for a combined 31 years. They met in the Navy and both serve our armed services today – he as active duty, she as active reserve.

So when she decided to return to school after moving to the area, she conducted research and her path led her to SDSU. “SDSU is a great school and it fit my needs. I’m trying to expand off of my MBA, which the Navy paid for. I used my GI Bill to get my bachelor’s and master’s degrees and now I’m using my husband’s GI benefit to continue my education in Lean Six Sigma and human resource management,” she says.

“I was really happy about the benefit because it ended up covering five classes. And the process was easy,” she said. “Jeanette Nevandro, the Cashier Supervisor at CES, helped immensely. Her knowledge of MyCAA ensured that my registration was completed correctly within the specified timeframe.”

There are many online and in-classroom program choices. With a family, a busy schedule, and the overriding truth that they will have to move during her study, Rattan decided on the online option. “I was really impressed with how SDSU set up their online courses. We met once a week online and interacted with the instructor and other students. The SDSU instructor and student online meetings worked really well.”

Along with many other students going back to school after a few years’ hiatus, Johnson came across a few positive surprises. She adds “I was surprised with all of the business ideas. There were so many thoughts on being an entrepreneur, and how to be an asset to the companies. Continuing education is a big deal and I was just fascinated at how everyone was on the same page.” Using your GI Bill is important to transitioning yourself to another path;

Going back to school recharged Rattan’s neglected web development skills. “After having a child, I spent all my time taking care of the family. I failed to keep my web development skills up-to-date. So when going back to school, my first step was to take the *Introduction to Web Development* class. It made me learn the new method of building websites and got me back into the swing of things.”

Regarding her entire SDSU experience, Rattan says, “I had a really good experience. I was lucky that I knew about SDSU’s online program and MyCAA. Although we’re moving again, I’m thrilled that I can continue taking classes online and apply them to the master’s program.”

however, many military spouses don’t know how to get started or are afraid to do it. Johnson offers advice, “Take full advantage of the GI Bill. Take full advantage and use every bit. SDSU makes it an easy process. I think being a military spouse is just such an advantage. Now with the economy it’s the perfect time. You are not going anywhere but forward. A military spouse and their families all qualify. We have a daughter and she is also using part of his Post 9/11 GI Bill.”




Lori Rattan



Sharon Johnson welcomes home husband LaWan.

Events – SDSU Writers' Conference



A Novel
Approach to Publishing
Your Story

28th Annual SDSU Writers' Conference – A History

San Diego State University's Writers' Conference is one of the most successful of its kind in the U.S. While SDSU has been around since 1897, its College of Extended Studies (CES) Writers' Conference began in 1984 (no relationship with the book *1984!*), and has adapted to unforeseen events to make the annual gathering a lesson in flexibility.

In 1983, two individuals, Irving Cooper and Diane Dunaway Kramer, met to discuss gathering writers together at SDSU. In the meeting, an idea emerged: Cooper, who was a screenwriting instructor at the time, would ask his film and screenwriter pals in Hollywood to take the short

two-hour trek to San Diego to lecture. The SDSU Writers' Conference was born. The first "mini" conference was a one-day event held at SDSU's Business Administration Building with about 25 attendees.

After a few years, the event flourished under the leadership of Jan Wahl and Kramer, who began inviting agents and editors from Los Angeles and New York to broaden the event's reach. The event eventually outgrew its original location and moved to the Aztec Center, where keynote speakers and writer luncheons were introduced. Two of the first keynote speakers were Jonathan Kellerman and his wife Faye Kellerman, authors of numerous bestselling suspense novels.

After a few years, SDSU's coordinator extraordinaire Erin Grady Alcaez began scheduling one-on-one sessions between a writer and editor or agent. The opportunity for writers to sit down

and have personal access to editors and agents is copied by many other national writers' conferences today, and is one of the most popular and talked about aspects of the conference. (Side note: Our once-coordinator Alcaez, today has five published books to her credit – talk about a conference success.)

The Writers' Conference staff began to embrace the motto "adapt to the situation" as they realized the conference venue and marketing strategy would change given national events. The events of 9/11 brought a change in marketing strategy – because of the uncertainty of national sentiment, whether to hold the event was questioned. Instead of spending a lot of money on marketing, SDSU mailed potential attendees a postcard that directed them to a web page to check on dates and details. The postcard-website combination is still used today—where money is spent on the event and not marketing

the event. Even more amazing is that the SDSU Writers' Conference was one of the first to have its own webpage in 2001.

In 2003, after experimenting with several off campus venues, the conference moved to the Doubletree hotel, where it is currently held. One location – serving as event and hotel host – made it convenient for out-of-towners and allowed attendees the opportunity to network outside of the conference walls.

Through the years the conference continues to adapt to changing events, and grow with new ideas and stewardship. Diane continues to be the creative co-director. Each year she develops relevant topics and special events and invites A-list speakers from the publishing world. Erin Grady Alcaraz still orchestrates the conference editor and agent appointments and in recent years has been a conference speaker.

Today, the conference continues to be a success with attendees coming from as far away as Switzerland. The CES administrative co-director Becky Ryan runs a fine-tuned operation and has welcomed new genres like chick-lit and hen-lit, as well as encouraging new media like tweeting and blogging about the event. She has noticed a positive trend in the last few years as the new, young adult generation of writers begins to attend with fresh new ideas of how to blend the new technologies with the old.

What started out as a lecture-based conference with a few attendees and faculty, participation has grown to over 60 publishing professionals, agents, and editors from New York and Los Angeles and attracts approximately 400 attendees. This once small regional event has become one of the most respected writers' conferences in the country, but it continues to provide individualized attention to each participant, which is key to its continued success.



NYC Agent Shares Tips to Become Published

She has been a part of the SDSU Writers' Conference since 1985 and is one of the most sought-after agents at the conference's one-on-one sessions. Loretta Barrett has had a long and very successful career in publishing and she talks to *Upfront* about the SDSU Writers' Conference and answers the questions that every author wants to know.



Loretta Barrett

How does an author get your attention?

I probably get 300 queries a week. An author's letter has to be good since we read an enormous amount of material that's unsolicited. So I often say at the Writers' Conference, if one agent says 'no,' go to the next one. Maybe that agent is too busy that month. Maybe that agent can't handle anymore clients. Just keep knocking on the door. I've taken a lot of unpublished people on.

What should an author do before attending the SDSU Writers' Conference?

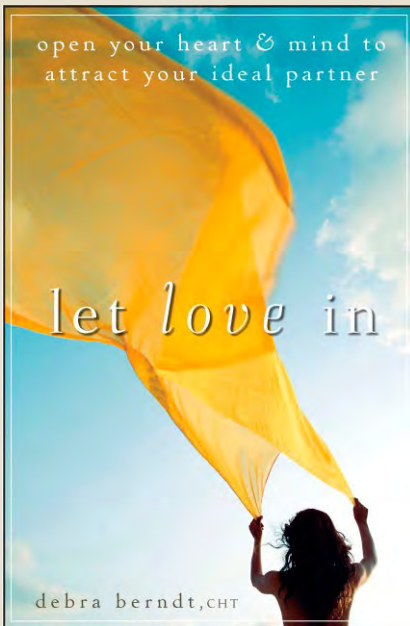
Publishing is a business. Writing is an art. And, writers have a vocation that is very different than a profession. Only write because you have to write. You would be miserable if you didn't. Writers should learn about the business. Spend two or three hours every week on the business side – meaning find out about the business and what's going on.

Continued on page 21 >>

Events – SDSU Writers' Conference

Conference Attendee 2005 and 2007

Debi Berndt, Author of *Let Love In – Open Your Heart and Mind to Attract Your Ideal Partner* (2010)



Born in New Jersey, Debi Berndt calls herself a Jersey girl – she is full of confidence, and she knows what she wants out of life. A few years ago she wanted to find love, so she decided to make the steps necessary to find it. What happened in the process eventually became a book, *Let Love In – Open Your Heart and Mind to Attract Your Ideal Partner*.

“For years I’d been doing hypnotherapy and I struggled with love and finding my true love. I used self-hypnosis techniques on how to attract my true love and that gave me the idea to write a book. I wanted to share the information with other singles,” says Berndt.

Taking the next step, Berndt hired a writing coach who suggested attending a writing conference. “She suggested the SDSU Writers’ Conference, since she went to the conference the year before me. I went to the conference armed with a great proposal,” she says.

The first conference Berndt attended she learned how important having a platform is, and what agents and editors are really looking for. “I got mostly ‘Get your platform together and come back.’ My book wasn’t ready yet,” she says. “However, I did get other value. I got to practice pitching and going to one-on-one meetings with editors and agents.”

The second conference she attended was the charm. “I had my platform together. My energy had changed. I was more confident. I drilled down and fine-tuned my pitches with agents and editors. I also networked with an agent at one of the informal tables. I then went to happy hour and had another conversation with the same agent. The thing about the conference is that writers get a chance to connect with these industry insiders. It’s not a glass wall,” she says.



Debi Berndt

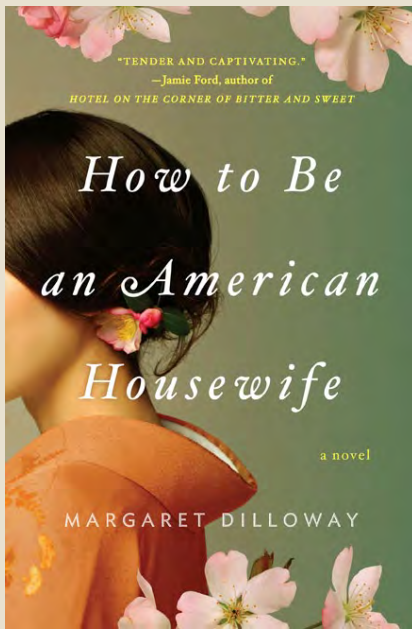
She finally found an agent and got her book deal. “I tried since 2004 to publish *Let Love In – Open Your Heart and Mind to Attract Your Ideal Partner*, and thanks to the conference I am a published author. Anyone who asks me about my book, I always recommend SDSU’s conference. I say ‘You have to go to this conference.’ I’ve been to other writing conferences before, but SDSU’s is the best.”

It all happened pretty quickly after the second conference for Berndt. Many doors opened in her life, beside finding love and publishing her book. She is now coaching, is no longer doing hypnotherapy, is traveling and speaking, and just taped a pilot for a TV show.

With all this good fortune, Berndt wants to share advice with future attendees of the conference, “You need to connect with your book and not try to write something that’s going to sell. You really have to believe in it and have passion behind it. Then the right words will come out when you write.”

Conference Attendee 2000 and 2003

Margaret Dilloway, Author of *How to Be an American Housewife* (2010)



Her father met her mother when he was in the Navy stationed in Japan. After they married they moved to California and raised a family – two boys and a daughter – in San Diego. Today that daughter is married with three kids and just published her first book.

Her book *How to Be an American Housewife* is about a Japanese war bride and the sometimes troubled relationship she has with her American daughter. The book's story is of the Japanese bride wanting to make one last trip back to Japan to make amends with her family, but she turns out to be too sick to go so she sends her daughter. The trip ends up changing both their lives in unexpected ways.

One would believe that the story is based on Dilloway's own story; however, she says it is not. "The plot is fiction, with a few true historical details. The relationship in the story is similar to the one I had with my mother, who passed away when I was 20," Dilloway says.

Dilloway credits the SDSU Writers' Conference for helping her move forward with her goal of publishing a book. "I first went to the conference in 2000, and then again in 2003. The first time I went, I didn't have any idea of what to do. I just went for informational purposes and workshops. The second time I met with an agent and got an agent."

The book that Dilloway originally wrote was never published but after working with another agent it was suggested that she "write a whole other book." "I tried since 2004 to get published, you just can't give up on yourself," she adds.

When discussing what she liked about the conference, Dilloway says "I liked how there



Dilloway

is a first-night reception and it's informal. The editors and agents sit around at tables and writers can talk and mingle with them. You also see them throughout the conference and it feels like they're accessible."

Dilloway's first book's success has led to another book that's coming out in spring 2012. It's titled, *The Care and Handling of Roses with Thorns*, and the story focuses on an amateur rose breeder who's close to perfecting a new breed of rose when her wayward niece comes to stay with her. This leads the main character to rearrange her life and rethink everything that she knows.

Dilloway's advice for aspiring authors and conference attendees, "Make sure your story is as fully developed and polished as possible before you show it to anybody. Writers should decide what they want their overall body of work to look like because most of the time once you start writing a certain kind of book, if it's successful, you'll have to keep writing that kind of book. So, you really have to decide what you want your whole body of work to be like."

Events – SDSU Writers' Conference

Conference Attendee 2010

Shannon Messenger, Author of *Keeper of Lost Cities* (Fall 2012)

After a good old-fashioned Google search for “California Writers’ Conference,” Shannon Messenger who lives in southern California found the SDSU Writers’ Conference. Not sure if SDSU was one of the “good ones,” she asked a fellow writer if he knew anything about the conference.

Funny enough, this fellow writer had not only attended the SDSU Conference, but a few years prior to their conversation, he met his agent at the conference. He called the SDSU Writers’ Conference “The Magic Conference.” With a recommendation like that, Messenger was sold – and her journey to becoming a published author began.

Messenger wanted to attend the conference because she felt her manuscript was almost ready to query, and wanted feedback from those in the industry.

“I wasn’t expecting to have any agents request pages or to garner any attention. What I wanted was to see how they responded and see if they spotted any weaknesses or mistakes. That way I could maybe fix some of those problems before I sent it out and accumulated a gigantic stack of rejections,” Messenger laughs.

Messenger decided to attend SDSU’s conference and during three conference events – a breakout session, lunch, and a panel – she met literary agent Laura Rennert. After talking with each other, Rennert requested to read a few of Messenger’s book pages. “After meeting and talking at the conference I sent her my manuscript. She in turn offered to represent me. Meeting her was inspiring,” Messenger says. “I realized after taking a few years to find the right story to tell and then another year of learning how to actually tell it well, I was ready for representation and there she was.”

The reason that Messenger chose Rennert’s offer was because of their discussions at the conference, and under Rennert’s expert tutelage, Messenger was able to revise her draft into something worthy of publication. In turn, they both were able to sell it to an editor.

Messenger says, “Authors might see agents as scary. I built agents up to be these terrifying gatekeepers out to crush my dreams if they caught the slightest typo or mistake in my query. But they’re not.” Messenger goes on to say that every agent she has met was friendly and kind, and they made a genuine effort to talk to writers, offered tons of valuable advice and encouragement, and were incredibly gracious to everyone.

“Don’t be intimidated by agents. They are a group of people with an intense love for books



Shannon Messenger

and publishing, and they want to like your book. Sadly, that doesn’t mean it’ll end up being the right project for them – this is a subjective business, after all. But they aren’t on a mission to reject you, either. They’re hoping – just as much as you are – that they’ll find something they love,” Messenger adds.

After they submitted her book to editors, the book was sold as part of a three-book deal, so currently Messenger has two more books to write in order to fulfill her contract with Simon and Schuster. After that, she says, “I have a few other ideas I’m dying to explore on the page.”

As for advice to other writers, Messenger says this, “Keep writing and never give up. I know that probably sounds obvious, but I firmly believe that the only difference between a published author and an aspiring writer is time and effort. Everyone has a different journey toward publication. Some of us take longer, shelve more projects, face more rejections – whatever the challenges may be. But if you keep writing, keep going, and never give up on yourself or this dream you will get there eventually, I promise.”

SDSU Writers' Conference

A Tale of Culture, Inventions, & Books

1986

Best Seller • *Fatherhood*

Invention • The disposable camera makes first appearance

Culture • Pictionary creates a whole new craze as a popular party game

SDSU Writers' Conference • First keynote speakers appear at conference

1988

Best Seller • *The Cardinal of the Kremlin*

Invention • Doppler radar is invented

Culture • Women are invited to study at Magdalene College, Cambridge for the first time

SDSU Writers' Conference • L.A. and NYC agents and editors are invited to the conference

To see the entire timeline infographic, go to www.neverstoplearning.net/wc



NYC Agent *Cont. from page 17*

So, authors and writers need to be prepared before they attend?

When they go to the conference they'll hear a lot of hints and they should go home and follow up on them. It's a really good conference in terms of having access to first-rate editors and agents.

There's a lot to learn, but after you're there, you go home and follow up on it. It's hard work.

What else can you share with authors before the conference?

Here's what I want you to tell people: What's the secret about getting a first read. It's really important that their cover letter be good. It's really important that they include their bio. It's really important if the book they are selling is fiction and they're writing about blowing up a dam, if they're an engineer. Tell me you're an engineer. Or, if it's a book on the southwest tell me that you lived there. Writers don't give enough information behind the book. If it's nonfiction, have a website.

When you get to a point where you're paying money for a conference, you should go in and decide what you are missing. Ask "What am I missing to get published?" Also, there really is no simple answer to getting published; however, someone can tell you "no" but you have to keep on trying and making query letters. Keep believing in yourself – it takes a lot of hard work and if the third draft doesn't work, do the fourth draft.

Want to learn more about Loretta Barrett? For the extended interview go to ces.sdsu.edu/blog/barrett.



Events – Managing Water



Managing Water: Careers, Legislation, & New Trends

By Kelly McEtchin

Water is the most vital resource on earth. Since San Diego was founded on arid land, most of our water must be imported from other areas – 70-80% of San Diego’s water supply is imported. This brings the issue of water management as well as water conservation to the forefront.

On January 6, San Diego State University College of Extended Studies held their 4th Annual Green Event focusing on the issues of water, water careers, and water management in San Diego County. Called “Managing Water: Careers, Legislation, and New Trends,” students, jobseekers, and business professionals listened while a panel of water industry experts spoke about the new trends of water management and water conservation in San Diego.

After creating green certificate programs in green building construction, green energy management, and residential and sustainable practices, College of Extended Studies’ (CES) Senior Program Development Director Wendy Evers believes that adding another certificate program in water management and landscape sustainability is important.

San Diego sits at the end of the water pipeline and providing a safe and reliable water supply to support the 3.1 million residents is a major responsibility,” Evers stated. There is a five-year study predicting a growth rate of 10-20% for water-industry occupations, and she added that “the new water management and landscape sustainability certificate gives adult learners’ knowledge and skill preparation for a career in the water industry.”

Among the people attending were three key speakers who all work for the water industry within the San Diego County. They covered several topics on the water business ranging from water sustainable practices to career opportunities. Toby Roy, the water resources manager at the San Diego Water Authority, explained the importance of recycled water and the specific careers needed in the water industry. As an illustration, she reported that new gray water standards were emerging including the fact that San Diegans are allowed to use gray water in their washing machines. She also mentioned several job positions in the water industry including engineering, finance, operations, public outreach, legal, administrative, and management.

CES’s graphic designer Lori Clabaugh used an infographic called “The Story of Water” to show interactive elements from government agencies, non-profit organizations, and educational institutions around the world. She explained

that “educating people about water issues and explaining the science behind water studies, ‘The Story of Water’ shows people how they can create a career in the many new fields related to water resource management.” Upon clicking a job icon on the graphic, it provided a list of all the available water industry jobs in the area including water quality analysts, water treatment operators, organic farmers, and soil conservationists.

Clabaugh concluded that the significance of the infographic is that “the content be relevant to the user whether they want education about water science, if they are looking for a growing career field for their own futures, or showing people how we can help the quality of life for the world’s growing populations.”

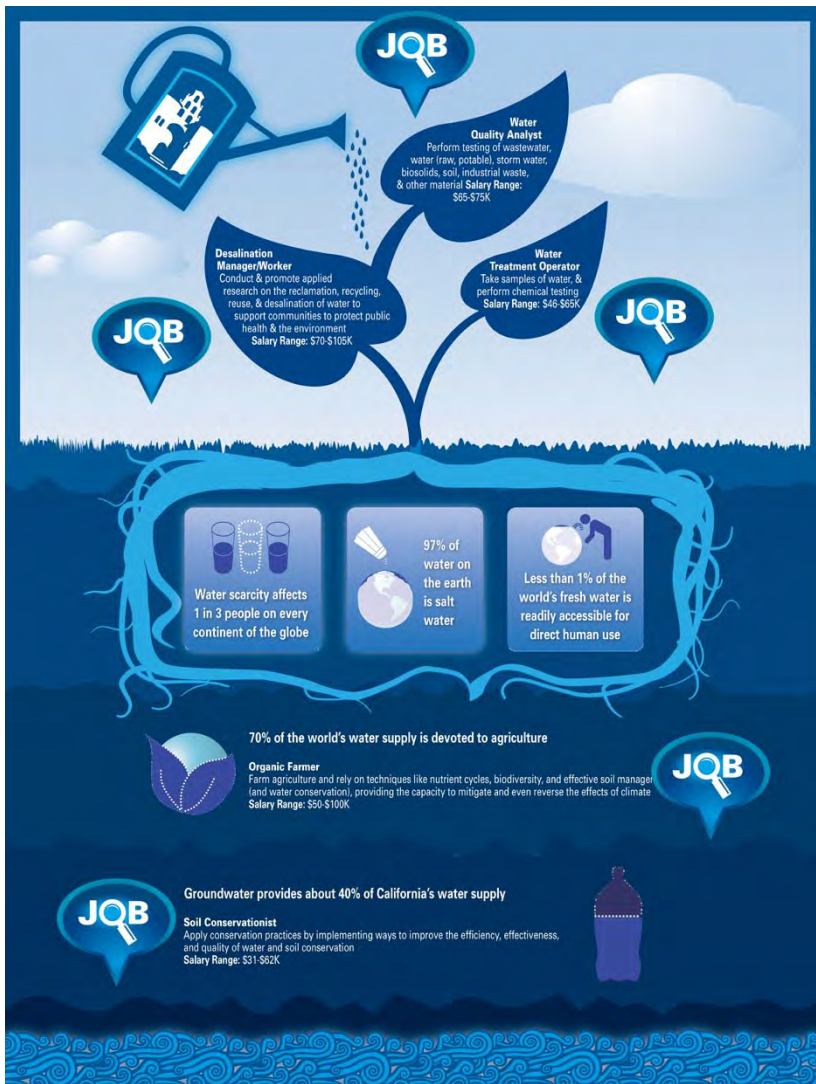
Cathleen Pieroni, industry expert and water resources specialist, provided the benefits of using the Water Purification Demonstration Project. In her presentation, she offered a sustainable and local way of getting potable water to residents instead of importing from far away areas. She demonstrated how water purification is attainable in San Diego County by putting recycled and purified water into the San Vincent Reservoir, which could be held until needed. This demonstrated the possibility of finding alternative solutions to recycling our own water instead of importing it.

Another alternative solution was brought up by water resources manager Robert Yamada. A new trend increasing in San Diego is the use of seawater salinization plants. In other words, water can be taken from the sea and a porous "RO Element" would filter out most of the salt to make it potable water. So far, the Carlsbad desalination project is on its way

and another plant is being discussed for Camp Pendleton. He also claimed that "the average treatment operator is about 55 years old" and hence there will be room for new employment opportunities in the future.

The water industry is a growing and important industry not only in the San Diego County but also around the world. It is an infinite

resource and with the increasing population, new ways of water management and landscape sustainability must be implemented. As Pieroni quoted Mark Twain, "Whiskey is for drinking; water is for fighting over."



Three Water Careers

Water Quality Analyst

Perform testing and sampling of wastewater, water (raw, potable), storm water, biosolids, soil, industrial waste, and other material

Average Pay: \$65,000-75,000

Desalination Manager/Worker

Conduct and promote applied research on the reclamation, recycling, reuse, and desalination of water to support communities to protect public health and the environment

Average Pay: \$70,000-105,000

Organic Farmer

Farm agriculture and focus on techniques like nutrient cycles, biodiversity, and effective soil management (and water conservation), providing the capacity to mitigate and even reverse the effects of climate change

Average Pay: \$50,000-100,000

Events – Managing Water



Cathy Pieroni listens to speakers.



The distinguished panel (L to R): Cathy Pieroni, water resources specialist, City of San Diego; Toby J. Roy, water resources manager, San Diego Water Authority; and, Bob Yamada, water resources manager, San Diego County Water Authority.



Attendees enjoy networking at the event.

Water – By the Numbers

1% of the world's fresh water is readily accessible for direct human use

2% of the earth's water is frozen in glaciers

10% of San Diego's drinking water comes from local rainfall

13% of the global output of desalinated water comes from the U.S.

15% of U.S. residents get water from their own water supplies (private wells/other sources)

20% of the world's population does not have access to safe drinking water

33% of the world's population lives with water scarcity

40% of California's water supply is groundwater

50% of water consumed in American households is used for watering lawns

65% of the produced water generated in the U.S. is injected back into the producing formation

70% of the world's water supply is devoted to agriculture

75% of the earth's surface is covered with water

80% of the brain is made up of water

90% of San Diego's water supply is imported

91% of Enceladus (saturn's moon) is comprised of water vapor

97% of water on the earth is salt water

100% is the dedication that SDSU has for water

Spring 2012 Course Calendar

Professional Certificate in Digital and Social Media		
Publishing on the Web	Jan. 19-Feb. 9	Thursdays
Photography in the Digital Age I	Jan. 28-Feb. 18	Saturdays
Beginning Social Media	Feb. 16-March 8 or April 12-May 3	Thursdays
Photography in the Digital Age II	Feb. 21-March 13	Tuesdays
Video Production for the Web I	March 3-24	Saturdays
Increasing Traffic to Your Website I	March 15-April 5	Thursdays
Advanced Social Media	April 10-May 1 or May 10-31	Tuesdays or Thursdays
Video Production for the Web II	April 14-May 12	Saturdays
Increasing Traffic to Your Website II – Intelligence and Analytics	May 8-29	Tuesdays
For details, contact mabeyta@mail.sdsu.edu or www.sdsudigimedia.org		

Professional Certificate in Marketing & Media		
Defining and Positioning a Brand	Jan. 25-Feb. 15	Wednesdays
Creating the Marketing Plan	Feb. 22-March 14	Wednesdays
Developing the Creative Brief	March 21-April 11	Wednesdays
Interactive Marketing Strategies	April 18-May 9	Wednesdays
For details, contact mabeyta@mail.sdsu.edu or www.neverstoplearning.net/marketing		

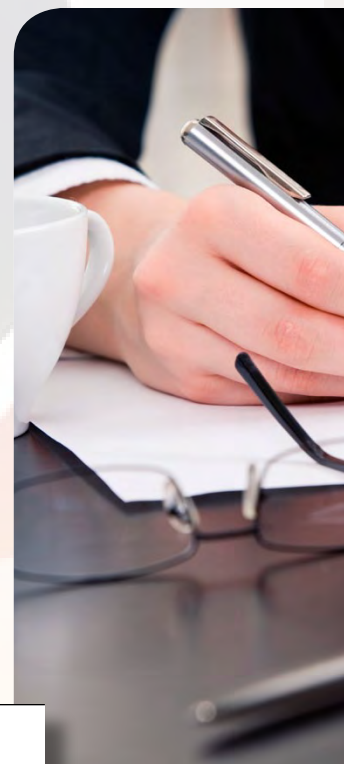


Spring 2012 Course Calendar

Professional Certificate in Human Resources Spring 2012		
Introduction to Human Resources	Jan. 23-April 9, 6-9:30 pm	Mondays
Health and Safety Management	Jan. 24-April 10, 6-9:30 pm	Tuesdays
Human Resources Training and Development	Jan. 25-April 11, 6-9:30 pm	Wednesdays
Compensation	Jan. 26-April 12, 6-9:30 pm	Tuesdays
Performance Management	April 17-July 3, 6-9:30 pm	Tuesdays
Talent Management and Development	April 18-July 11, 6-9:30 pm	Wednesdays
Human Resource Management and the Law	April 19-July 5, 6-9:30 pm	Thursdays
Capstone: Applying Human Resource Management	April 19-July 5, 6-9:30 pm	Thursdays
For details, contact rbeard@mail.sdsu.edu or www.neverstoplearning.net/hrm		

Professional Certificate in Lean Enterprise Spring 2012	
Lean Enterprise	Begins March 15
For details, contact lean@sdsu.edu or www.neverstoplearning.net/lean	

Web & Mobile Applications Development Advanced Certificate Online Spring 2012		
CS 545, Introduction to Web Application Development	CS 645, Advanced Web Application Development	See website for details
CS546, Human Computer Interfaces	CS 646, iPhone/iPad Mobile Application Development	
CS 547, Programming and Scripting Languages for Web Applications	CS 648, Emerging Web and Mobile Technologies	
For details ,contact beck@cs.sdsu.edu or www.neverstoplearning.net/mobile .		



Professional Certificate in Contract Management All courses from 6-9 pm		
Introduction to Contract Management: Principles of the Acquisition Process*	Jan. 10-Feb. 14	Tuesdays
Fundamentals of the FAR	Jan. 12-Feb. 16	Thursdays
Contract Types and Effective Contracting Methodologies	Jan. 18-Feb. 22	Wednesdays
Effective Proposal Writing and Communication	Feb. 20-March 26	Mondays
Effective Negotiation Skills and Techniques Level I	Feb. 21-March 27	Tuesdays
Intellectual Property and Licensing	Feb. 29-April 4	Wednesdays
Ethical and Regulatory Aspects of Contracting	March 15-April 19	Thursdays
International Contracting	April 10-May 15	Tuesdays
Essential Contract Management Techniques	April 16-May 21	Mondays
Legal Aspects of Contracts	April 26-May 31	Thursdays
Effective Negotiation Skills and Techniques Level II	June 4-July 9	Mondays
For details, contact cm-ces@sdsu.edu or www.neverstoplearning.net/contract		

Professional Certificate in Project Management All courses from 6-9 pm		
Introduction to Project Management: Framework and Integration	Jan. 3-31	Tuesdays
Earned Value Management	Jan. 4-Feb. 1	Wednesdays
Procurement	Jan. 5-Feb. 9	Thursdays
Microsoft Project for Project Managers	Feb. 7-March 13	Tuesdays
Team Building	Feb. 16-March 15	Thursdays
Scope, Time, and Cost	March 20-April 17	Tuesdays
Project Risk Management	March 22-April 19	Thursdays
Human Resources and Communications	April 24-May 22	Tuesdays
Capstone: Project Simulation	Feb. 15-March 28	Wednesdays
For details, contact pm-ces@sdsu.edu or www.neverstoplearning.net/pm		

Spring 2012 Course Calendar

Construction Certificates Online |

Professional Certificate in Construction Estimating

Introduction to Construction Estimating

Essential Construction Math

Construction Blueprint Reading

Estimating and Bidding I and II

Construction Materials and Processes

Professional Certificate in Construction Practices

Introduction to Construction Estimating

Essential Construction Math

Construction Blueprint Reading

Estimating and Bidding I and II

Construction Materials and Processes

Planning and Scheduling

Contract Documents and Construction Law

Cost Awareness and Production Control

Professional Certificate in Supervisory Series

Cost Awareness and Production Control

Leadership and Motivation

Construction Problem-Solving and Decision-Making

Contract Documents and Construction Law

Planning and Scheduling

Oral and Written Communications

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



Professional Certificate in Green Energy Management Online

Converting to Renewable Energy

Jan. 9-March 11

Energy Auditing: The Metrics of Green Building

March 12-May 13

Professional Certificate in Residential and Commercial Sustainability Practices Online

Overview of Sustainability

Jan. 17-March 18

Strategies for Creating and Maintaining a Green Facility

May 14-July 15

Professional Certificate in Green Building Construction

LEED for New Construction – Applying the Guidelines

Jan. 17-March 25

Green Building Commissioning

Building Green Buildings – The Contractors Perspective

April 9-June 17

Fundamentals of Green Building Design and Construction

Professional Certificate in Water Management and Landscape Sustainability

Water Essentials

Feb. 13-April 15

Water and Wastewater Treatment

April 23-June 24

For details, contact ydevlin@mail.sdsu.edu or www.neverstoplearning.net/green