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College of
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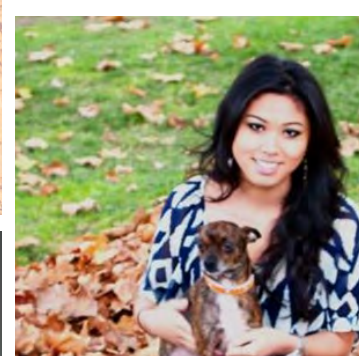
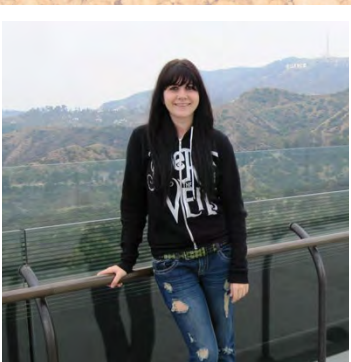
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Upfront

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

Student Experiences

Classroom and Beyond



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MARKETING AND MEDIA INFOGRAPHIC

FEATURED PROGRAM

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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.

Many programs described in this publication are
 SDSU Research Foundation programs.

DigiMedia Classes Help Former U-T Writer Reinvent Himself

When Leonel Sanchez was laid off from *The San Diego Union-Tribune* in June 2011, after working as a staff writer for 21 years, he soon realized he needed to update his skill set to be competitive in today's job market.

On the advice of friend and former colleague Anne Krueger, who told him about SDSU's digital and social media certificate program, Sanchez attended an open house for the program and decided it was the right choice for him.

Sanchez said that prior to enrolling in the program, he had been active on Facebook and Twitter, but he admitted that his digital and social media experience was "not what it would become after finishing the certificate program." He said the program taught him how to be "brief and relevant" with his online comments and "not to be afraid

to produce content and share it with the widest possible audiences."

"After I was laid off, I started freelancing stories for several publications, including the *Union-Tribune*," Sanchez said. "The digital and social media program taught me how to increase my web presence and leverage my newfound skills to better network with potential employers."

Sanchez explains that, as a staff writer for the *Union-Tribune*, he was very specialized. "I wrote," he said. "Other people took photographs, edited my work and wrote headlines for my stories."

During the year that he freelanced, however, he began to position himself "as someone who could write, edit, photograph, develop content, post on websites, and share on

social media networks." As a result, his increased web presence got the attention of the chief marketing officer at Palomar Health, who hired him in August 2011 as the public health district's media relations manager.



Leonel Sanchez

3 Questions for Leonel

What social media sites are you active on and what do you like about them?

I am currently active producing and managing content for Palomar Health's Facebook and Twitter pages. I also produce content for our public and internal websites. I also post regularly on LinkedIn. I particularly enjoy monitoring page views on Facebook and tweeting articles written about Palomar Health.

What was your favorite aspect of the program?

I enjoyed the small class settings, the lively discussions, and camaraderie with the former journalists in the room and people in public relations. Mainly, I enjoyed learning about the history and latest trends with social media and publishing on the web.

Which three pieces of advice would you offer to someone interested in this program?

Be open to learning something new and put it to use right away. The Digital and Social Media program will provide you with the foundation you need to remain competitive and relevant in such fields as marketing and communications. Don't be afraid to produce and share content because if you're not doing it somebody else is and getting people's attention.

Digital & Social Media Sound Bytes



Allie Daugherty

Allie Daugherty

During her senior year as a journalism student in the School of Journalism and Media Studies at San Diego State University, Allie Daugherty was an intern at Voice of San Diego. Through her undergraduate courses she discovered the Digital and Social Media Certificate classes at the College of Extended Studies and decided to take the photography classes to enhance her marketability as she pursues her journalism career.

For Daugherty, her favorite classes were the photography classes – *Photography in the Digital Age I and II* - where she learned how to tell a story through only photos. "I loved that the instructor, Sam Hodgson, made us go out into the world and take photos. It was like sink or swim, but he made sure we all succeeded. It gave me an excuse to throw myself head first into something I otherwise wouldn't be able to do. For his first class, I was able to follow a drag queen for three days of performances, documenting her life through photos. I would come



Jill Handsheiw

back to class, get my photos critiqued, and then take what I learned and go shoot more photos. It was a great way to learn."

Jill Handsheiw

Jill Handsheiw earned her bachelor's degree in journalism (emphasis in advertising, minor in marketing) from San Diego State University in 1996. She is currently a senior marketing manager at Experian. Her primary responsibility is promoting Experian's credit data products to the financial services industry, including credit unions, banks, and collection agencies. Handsheiw utilizes different marketing channels to accomplish her company's goals and was looking for a way to enhance her digital

Continued on page 4 >>

Continued from page 3 >> Digital and Social Media Student Sound Bytes

marketing and social media skill set by taking courses at SDSU.

Handshew's desire to expand her knowledge brought her to the Digital and Social Media program at SDSU's College of Extended Studies. She has recently finished four courses and hopes to complete the program in May 2013. One of the classes Handshew took was *Increasing Traffic to Your Website I*. In her view, "The Increasing Traffic class with Michael Martin has been the most beneficial because I manage several web pages on Experian.com and I wanted to see what I could do to increase traffic and search ranking. I've already used some of the best practices he shared, and have begun to see the fruits of my labor."

From the four courses, Handshew says one of the best takeaways was the hands-on experience. "It's been helpful to go into a classroom, listen to an instructor that's doing what I do, have them take me through best practices, and introduce me to some new things that I wasn't privy to." She was also able to gain experience through course projects. "In Greg Block's *Social Media Strategies for Business* class we formed groups and were instructed to create companies and social media accounts to promote them, which I thought was pretty cool."

Handshew's future plans are to earn her certificate and continue to grow. She says, "I didn't have these types of classes available to me back in the day; it was all very old-school. This program has been very helpful, not only learning from the instructors but also sharing

and networking with the other students."

Tanya Huang

When Tanya Huang was deciding which classes to take during her senior year as a journalism major in the School of Journalism and Media Studies, she followed the advice of her mentors and enhanced her digital and social media skills.

Huang has always been active on social media sites like Facebook, Twitter, LinkedIn, YouTube, Reddit, Yelp, StumbleUpon, Pinterest and Google+; however, she says that taking "the beginning and advanced social media classes at

CES helped me fine tune my social media skills to be used for business. It taught me how to create and manage company profiles as well as know what things to post and when to post them for the most exposure and interaction. The *Increasing Traffic to Your Website* course taught me how to

enhance and optimize my own website, which I use as my online portfolio, blog, and resume."

It was through the *Increasing Traffic to Your Website* class that Huang found her current job. She says "I had the great opportunity to network with many professionals from a variety of industries in each course. Through networking with the instructor Michael Martin, I learned more about the company Covario. I met the SEO Director Steve Beatty who informed me of job openings. A few weeks after completing the course, as I finished up my last semester at SDSU, I landed a job at Covario. The lessons pre-

pared me for my current position as an SEO copy editor and I continue to learn every day through collaborating with experts in the field."

Jennifer Reyes

When Jen Reyes graduated from college in 2011 it was difficult to find a job in the digital and social media industry, because of the high level of competition from other job seekers. She knew she had to set herself apart to compete in today's job market and that boosting her skills was the best way to find a job. Reyes was excited to learn that SDSU offered a Professional Certificate in Digital and Social Media through the College of Extended Studies.

Reyes is no stranger to the world of digital social media – she was a freelance web designer and she managed a startup, fan-based music media website. As a self-starter, she increased brand awareness utilizing social media channels such as Facebook, Twitter, and YouTube. She was also a concert photographer, providing photographic coverage for local and national bands (using



Tanya Huang



Jennifer Reyes

Photoshop for toning and cropping web-ready images).

Thanks to her digital and social media classes, Reyes was able to create more content to share

on social media channels. She says that she learned to increase her photography portfolio by “pinning my photography images on my Pinterest profile along with a direct link to my photography website. Using it is another avenue to increase my photography presence online” and now she is “utilizing YouTube more now that I have experience with video filming and editing from my *Video Production for the Web II* class.” She says that her favorite aspect of the certificate program was “having hands-on experience in class along with one-on-one training with experienced professionals who are currently working in the media industry.”



Bianca Vaccarini

Reyes credits the skills she learned in the program with helping her land her current job as a project coordinator at a web design company. Prior to taking the SEO class, she says, “I didn’t know anything about SEO or implementing meta tags on webpages to increase online presence in search engines.” She also learned how to use Final Cut Pro for video editing.

When applying to her current job she says, “Along with my resume, I included two of my websites, providing my photography skills and basic SEO practices.” In her current position, she “implements basic SEO to eCommerce and online sites that my company has developed. I am also the in-house photographer taking photos of staff members and company events.”

Bianca Vaccarini

Seattle native Bianca Vaccarini recently graduated from SDSU with a degree in public relations.

For fun she writes a fashion blog called *The In Between Girls* and she works for Investing House. When she entered her final semester she realized that she was missing a few units, so she signed up for two courses in the Digital and Social Media program – *Advanced Social Media* and *Driving Traffic to Your Website*.

Out of the two courses, Vaccarini says her best takeaway was exploring the fundamentals of SEO. She says, “I learned how to do title tags, headers, and how the search engines work. Since I’m a blogger I was really excited for the class because I was able to apply that to what I do for fun and maybe get some more notoriety for it. After I took the class I went into my blog and switched some things out and made my blog more SEO friendly.”

Vaccarini not only increased her digital knowledge but also made some great connections. She says, “From a networking point of view, it was really great to meet people who actually graduated from SDSU and got a job in the field they wanted.”

Marcia Alejandra Villavicencio

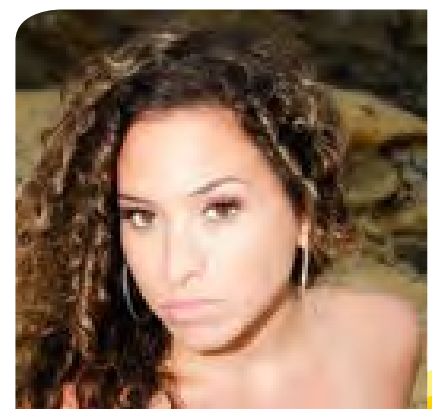
Marcia Alejandra Villavicencio is currently pursuing a degree in journalism (with an emphasis in media studies), and decided that also earning a certificate in digital and social media would “open more doors to find a job once I graduate.”

A member of two student organizations on campus, Villavicencio manages both of the organizations’ Facebook and Twitter sites. She says, “taking the digital media classes has definitely helped me improve in how I manage the social media sites, and has also helped me to become a more successful social networking chair.”

Admitting that she only knew the basics, Villavicencio became more familiarized with the business side of social and digital media in her classes. She learned how to market herself better, the importance of updating the sites, and how to get people engaged on the sites.

Learning how to blog and how to shoot and edit video for the Web was a bonus for Villavicencio. “I’m now very active on Facebook, Twitter, Pinterest, YouTube, and Instagram. What I like about them is that it’s easy to communicate with people. It’s also helpful in promoting events or getting people interested in a project. They are great tools to get you noticed if used properly,” she adds.

Villavicencio also says that her favorite program aspect is that it’s hands on. “Everything we learn we apply right away. I think this helps a lot in learning about digital media and learning to use it properly. If questions arise, you have the instructor right there to help you along the way.”



Marcia Alejandra Villavicencio

Wine Certificate in San Diego Translates to Business

David Rhodes is a wine connoisseur, sommelier, and wine educator who has consulted for numerous wineries and restaurants in the U.S. and Israel. He served as an ambassador for San Diego County wines in Israel and presently writes weekly for magazines and wine websites. While living in San Diego he had a wine club where he hosted 80 events in over three years. "There's a talent in hosting events, but there is also some skill sets you can teach people," he says.

Rhodes never had any official training as a wine taster, so he decided to enroll in the Business of Wine program at San Diego State University's College of Extended Studies. "I wanted to test myself to see what I knew, what I didn't know, and to find out what gaps I had in my wine education," he says.

"The courses reassured Rhodes and gave him the confidence he needed to grow into the role of a sought-after wine writer."



David Rhodes presents three wines to be reviewed.

Rhodes first studied wine academically in the 80s and wanted to make sure that over the last 25 years his wine savvy hadn't regressed. It turns out he didn't have as many gaps as he thought and eventually became an advisor to his fellow classmates and to the program. The courses reassured Rhodes and gave him the confidence he needed to grow into the role of a sought-after wine writer.

Earning his certificate, Rhodes believes, greatly helped and guided his career. "Israel is now an

emerging wine region yet it's also one of the most ancient, but we're about 20 to 30 years behind California culturally. Our winemaking is world class, winning international competitions, but the culture is still evolving. I'm the only person in Israel I know who was a part of a Business of Wine program and that has been incredibly valuable for me because currently I'm writing hundreds of articles. I'm also helping the wineries with how to market themselves. That gives me a rare and marketable perspec-

Business in Israel

tive here. My studies at SDSU fast forwarded my progress in Israel. I've been able to find a niche. I think the more you know about wine, the more you know you don't know, and the more you want to know," Rhodes says.

He adds, "I had a background in wine, some of it was formal, a lot of it was self-taught; but, because of the program I came to Israel with the confidence to speak with a voice of authority as a writer and consultant. Within four years I'm one of the leading English writers on wine in Israel and even translate those works into Hebrew. I'm not sure I would have had the same confidence to succeed without the program."

To learn more about the Business of Wine, go to www.neverstoplearning.net/wine.



David Rhodes sips a fine wine.

What is Kosher Wine*?

Kosher wine is a grape wine that has been produced, handled, and supervised from the beginning by Sabbath-observant Jews and contains only kosher ingredients. For kosher wine, the grapes may be grown and picked by any individual regardless of whether they keep kosher or not. Once the grapes reach the plant to be crushed and bottled, then the process must be conducted by Sabbath-observant Jews.

What makes a wine kosher?

Wine does not become kosher by being blessed. It is kosher when complying with strict rabbinic criteria that render it acceptable for Sabbath-observing Jews. For a kosher wine to be produced, marketed, and sold commercially, it must have the seal of approval of a kosher supervising agency or organization. Other acceptable forms of certification include an authoritative rabbi or it may be supervised by a Jewish religious court of law.

What is a mevushal wine?

A mevushal wine (also known as meshual wine) is one that has been pasteurized, meaning it has been brought to a boiling point and then cooled. After a wine goes through the pasteurization process, anyone can handle the wine and it won't lose its kosher status.

*Information from multiple sources.



Making A Difference

Imagine being able to show your company that you saved or brought in millions in revenue.

The Hospitality, Tourism and Management (HTM) Master's program projects at San Diego State University have already led to some of its students advancing their careers and companies after only a few months into the program.

The HTM program is not for the closed-minded individual or a person only looking for a piece of paper (i.e., a degree) for their resume. If you're able to keep an open mind and are willing to accept the realities of today's HTM landscape and your company's operations, you can make a difference in both.

Conveying real-life applicability of the instruction is one of the program's highlights. HTM student and Marriott General Manager Trent Selbrede adds, "I wasn't interested in 'just going to school' or textbook learning. A majority of what I have learned, I can instantly translate back to my career and real life. Being able to make a difference in my hotels directly from the classes provides value for me personally and my company. The on-the-job applicability is a great feature of the program."

The first HTM cohort is diverse as far as careers, which allows for valuable feedback from outside perspectives. "I have garnered many excellent ideas from my classmates and have forged long-term friendships as a result of this program. It has also helped me discover how to be a better leader. I have used this capacity to encourage reflection and growth among my hotel leadership team. We have spent more time defining what success looks like and what we need to do to get there," says Selbrede.

The program is also unique. One example is the mentor opportunities. HTM mentors have connections and life experiences that provide great insight into the challenges HTM students and professionals face today. "The three aspects for me that make this program unique are the self-assessment and development plans, the in-company project, and the mentor program. There is also the huge benefit of the capstone

(in-company project). I am able to dream up my own project and experiment right in my own operation. Just through this project, one of my hotels is likely to gain \$100-\$200k annually in revenue. This would mean many millions in revenue across the company or brand," says Selbrede.



Trent Selbrede

The hybrid (classroom and online) option is another unique aspect. Selbrede adds, "The only way this would work for me – being in hospitality – is that it's a hybrid program. I like the in-person nature of knowing my classmates, but there is no way I could be in a classroom two or three times a

week at this point in my life. The online aspect allows me to balance family, work, and school. There are definitely due dates, and one must put in the time, but being able to complete most items on my schedule works really well. It is not easy, but it is not overwhelming."

"Being able to make a difference in my hotels directly from the classes provides value for me personally and my company. The on-the-job applicability is a great feature of the program."



**SAN DIEGO STATE
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L. Robert Payne School of Hospitality and Tourism Management
College of Extended Studies

**PROGRAM
BEGINS
AUGUST
2013**

Get the HTM Edge

Master of Science in Hospitality and
Tourism Management (HTM)



This is a program for emerging leaders who want to hone and perfect their skills into a true competitive edge in the industry, not those just seeking to add an extra checkmark to their resumes. The program's faculty represents exceptional teaching skills coupled with extensive and impressive business backgrounds within the industry.

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Web and Mobile Students' Success Stories



Vanya Goel

Vanya Goel

Vanya Goel moved to the U.S. in 2009, where she lives in San Diego and works as a software developer at San Diego Gas & Electric (SDG&E). Currently, she is pursuing a master's in computer science at SDSU. She earned an Advanced Certificate in Advanced Web and Mobile Applications Development from the College of Extended Studies at SDSU.

"I decided to enroll in the certificate program because the curriculum consisted of cutting-edge technology and promised to teach invaluable skills, which are currently in high demand. I always had interest in web technologies and this program appeared as an excellent conduit for learning these concepts. I was recruited as an intern at SDG&E to develop their android mobile app. I was selected because of the knowledge that I gained from these courses," says Goel.

The program's instructors are experts in web and mobile technologies, and the course curriculum offers many hands-on projects ranging from simple programming assignments initially to in-depth development and complete website

and mobile applications. Project-based learning allows students to practice applying the theories and technologies discussed during lectures.

Goel adds "I took the iPhone programming and web courses. I used my new knowledge and applied it while developing the SDG&E Android app, which is published in Google Play. I also developed a small web app for internal SDG&E usage."

The classes are a diverse mix of full-time students and professionals. Students are given numerous projects with the opportunity to work individually and/or in groups. "It was always so much fun to learn from people with different skills, since there were industry professionals in class. We were able to network and a few students landed various internships through relationships developed through interactions with these professionals throughout the certificate. The program provides real-world experience and opens up multiple doors to various opportunities," she adds.

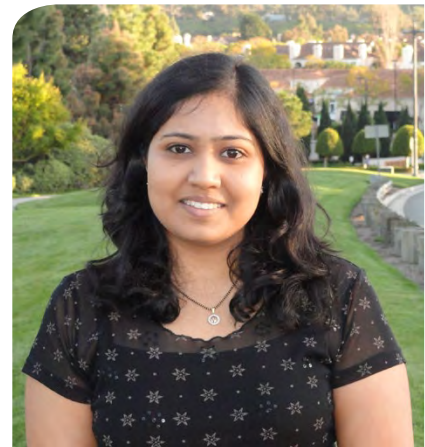
Prashasti Gehalot

Prashasti Gehalot is from a city located in Madhya Pradesh called Indore. She came to the U.S. in May 2009 after her marriage and currently lives in UTC, San Diego. She completed her engineering education in information technology in 2006 from S.G.S.I.T.S Indore, India. After completing her schooling, she worked with Tata Consultancy Services for almost three years.

In fall 2011, Gehalot planned to start her masters in computer science at SDSU. At the time of her admissions, Professor Leland Beck recommended Gehalot look into the Web & Mobile Applications Development courses offered at the College of Extended Studies. "I was quite

influenced by them and the fact that I could count a few of the classes toward my master's degree convinced me to enroll," she says.

After enrolling in several web and mobile courses, Gehalot began to advance her knowledge on the current software industry. She says there were many takeaways from the courses. "I think the *Introduction (CS545) and Advanced Web Application Development (CS645) and*



Prashasti Gehalot

Mobile Development for iPhone and Android (CS546) were awesome. I also found Human Computer Interface (CS546) quite interesting," she says. Networking with fellow classmates was another positive takeaway. From in-classroom projects to online discussions in SDSU's online learning system, Blackboard, Gehalot was fully immersed in the program. "Classmates were really helpful. Professor Lewis involved us in a project where all of our class was involved. It was super fun. We all communicated with each other through Blackboard to discuss our questions or any stuff that we could not understand in class or assignments," she says.

[Continued on next page >>](#)

SDSU CES Prepares Students for High-Tech Workplace

The College of Extended Studies strives to educate individuals and prepare them for the workplace. Whether you're looking to advance in your current position or get your foot in the door at a new company, CES offers the necessary training tools to make that happen.

One of our most recent success stories is about Melissa, who participated in our Advanced Certificate in Web and Mobile Applications Development.

After completing her certificate she was hired by a local company called ServiceNow. They are a software-as-a-service (SaaS) provider of IT service management software. Melissa was directed to the company's page through a ServiceNow employee and from there she applied for the open position. ServiceNow Recruiter Craig Wells says, "She had heard how explosive the growth has been, how challenging and exciting the work is, and how much opportunity there is to learn and grow."

Melissa is responsible for wearing multiple hats at her new position. According to ServiceNow Hiring Manager Bryan Boyle, "Melissa is working on IT Asset Management, Work Management, Financial Management and Vendor Management application development. Her role includes design discussions, designing solutions, writing code/forms and associated test plans."

A selling factor that Wells and Boyle saw in Melissa was her drive to be successful in web and mobile development. According to Boyle, "I would say the benefits of hiring out of SDSU are getting people with real drive and a desire to learn and improve themselves. The technical skills are also great, but it's the drive to achieve that sets them apart." In addition to drive, Melissa also had a clear understanding of the technologies used at ServiceNow. "She did very well on the coding test we give to engineers prior to hiring. It was also clear by her energy and drive she wanted to be a part of a company where she could contribute and learn," Wells says.

ServiceNow is always seeking to hire interns or employees

with the same skill sets as Melissa. The company is demonstrating continuous growth, and with continuous growth comes more job opportunities. "In the past 18 months we have grown from 275 to 1,145 employees –that is 400% plus growth," says Wells.

Melissa has made great contributions to the company. She was solely responsible for the development of key User Interface (UI) pages and business processes for the company's last product release. Boyle says, "Her ability to develop complex forms with business logic in a short space made this release a huge success in terms of the items delivered."

Her strong skills in web and mobile development have allowed Melissa to have a successful career at ServiceNow. In closing Boyle says, "Melissa was recently promoted due to her outstanding effort and contribution."



Hear What Our Students Are Saying

Click here to watch the video

http://youtu.be/UYvCsrq_0ik



The instructors were helpful and knowledgeable and played a key part. With the help of her instructors, she was able to better understand concepts in the industry. According to Gehlot, "I learned a lot from them. I took programming courses in my undergraduate but I had many unclear concepts. Even after working in the software industry for three years I lacked proper understanding. Many concepts became clear about programming

only after taking these classes." In addition to being helpful the instructors were always available to clear up any of her doubts and questions.

Since taking these classes, Gehlot has secured a summer internship at Nokia San Diego. She credits these courses for her success. Her long-term goals are to excel in the field of software programming and attain a successful career. She aspires to attain a level good enough

in her technical expertise to teach software programming to others.

In her opinion, "This program is needed to make students familiar with the requirements of current software industry. Apart from bookish knowledge, students need industry exposure. This program provided excellent exposure and good knowledge about expectations of the software industry and prepared me for it."



Mark Sickinger

Mark Sickinger – Project Management

Mark Sickinger was born and raised in San Diego and presently resides in Rancho San Diego. He is currently employed by iTECH and works in the Program Management department where his job brought him to the College of Extended Studies, and more specifically the Project Management program.

The highlight of the program for Sickinger has been the takeaway information. “I have only taken one class, but I am learning and taking special notice of things that pertain to my company’s goals. Once the project management course is completed, I will have the tools & knowledge to successfully manage any type of project.”

Regarding his project management classmates, he says, “I took the in-class course because I wanted to get the most from this program and being face-to-face definitely has its advantages. For example, you

The PMBOK® Guide – Fifth Edition

The PMBOK® Guide – Fifth Edition (*A Guide to the Project Management Body of Knowledge*) was released by the Project Management Institute (PMI) in the first weeks of January 2013. The PMI provides a recognized standard for project management through the guide. Their global standards for excellence in project, program, and portfolio are the foundation of the profession. PMI ensures that your project management knowledge frameworks are up to date.

The fifth edition showcases the evolving knowledge within the profession of project management. There are three major updates. First, the content from Section 3 “The Standard for Project Management of a Project” has been relocated to Annex A1. According to PMI, “The new Section 3 addresses project management processes and Process Groups as in previous editions.” Secondly, a new area titled “Project Stakeholder Management” was created to increase the attention on identifying and engaging stakeholders. Lastly, as stated by PMI, “Four planning processes have been added to reinforce the concept that each major Knowledge Area has a planning process focusing on how that area will be planned and executed.”

This globally recognized standard provides project managers with the essential tools to practice project management and deliver organizational results.



interact with so many people with different backgrounds and experience levels. All with personal project management stories that are shared, so everyone can take those experiences and lessons learned with them into their careers.”

Sickinger’s long-term goal is to take what he learns from this program and integrate the project management best practices into his company. In his words, the program is needed “to learn what project management is all about and prepare for the PMI exam.”

Maung Tin Hla – Contract Management

Maung Tin Hla (Tin) is currently a small business administrator at General Atomics in San Diego. He has worked for the company for over 20 years and has been responsible for many areas – reporting, planning subcontracts, setting goals, monitoring, and also reaching out to small businesses. Part of his responsibility is connected to contract management, so he decided that more education in the area would benefit him and his company.

“A few of my colleagues were attending SDSU contract management classes or had already attended and finished the program, so I gained interest and enrolled in the program,” Tin says.

Quite a few contract management classes, such as *Effective Negotiation Skills and Techniques Level 1 and 2* have helped Tin advance his knowledge. He says, “I already took both level I and II... It gives you the inside of how contract people negotiate with the other side, and how subcontractors negotiate with other subcontractors.” Tin has been able to gain a better understanding of the process and he’s incorporated it into his job.

“Being more knowledgeable about the contracts, how they are formed, how they are negotiated, how they started, and how they end, helps me when I do my own business. At the same time, I can help the other side. I can

also offer them help - how to invest and how to help with the process.”

Tin’s interaction with classmates and instructors was equally positive to his learning experience. “My classmates have been wonderful. The instructors are very knowledgeable and very accessible. You can talk to them in the class anytime. You can tell them what you think, ask any question, email or call them.”

Emphasizing the importance of the program, Tin says, “You can go to another school; however, the choices are quite limited. And, in my opinion, SDSU does a great job in educating individuals in contract management.”

What is Contract Management?

Contract management is the process of ensuring that the contracts made with customers, partners, vendors, or employees are honored to their negotiated terms. It integrates a broad set of business disciplines and involves working closely with all departments and areas within an organization.

To be successful in contract management one must master negotiating the terms and conditions, ensuring compliance with those terms, and documenting and agreeing on any alterations or revisions that come up during implementation and execution. Some key characteristics that will help you be successful are inquisitiveness, writing, research, resourcefulness, communication and relationship management.

A certificate in contract management can give you the knowledge and experience that is needed in today’s business world. It will provide you with the skills to advance your career and pursue some of the following jobs:

- Contracts administrator**
- Contact/subcontract specialist**
- Pricing analyst**
- Contracting specialist**
- Procurement agent**





Five Questions – BRIDGE Workshop Participant Glenn Duhé

Glen Duhé is originally from the San Francisco Bay Area and has lived in San Diego for six years. He currently works for the State of California at the Employment Development Department in the Unemployment Insurance Division where he adjudicates unemployment insurance claims and intermittently works as a trainer. Most of his professional work experience has been in the private sector in a sales/customer service capacity in various industries.

Why did you enroll in the BRIDGE project?

I decided to enroll in the BRIDGE project because I wanted to make a career transition into the life sciences, which is a promising industry for job growth especially here in San Diego. I also have an interest in health and anti-aging research, and medical treatment and devices.

Have you taken any of the BRIDGE workshops?

I have registered for all of the BRIDGE career workshops, and so far I've completed

the *Interviewing, Salary Negotiation, LinkedIn,* and *Resume Writing* workshops. I am looking forward to scheduling sessions for one-on-one time with a career coach.

What did you think of the workshops?

I found the workshops to be extremely beneficial and rewarding. The exercises that we do individually or in groups during the workshops have helped me to focus more clearly on my career goals and to examine my skills, strengths, and weaknesses. I enjoy the classroom environment because it allows for a great exchange of ideas and feedback with other BRIDGE participants and the instructor.



Glenn Duhé

What are the most valuable takeaways?

The importance of researching and analyzing the prospective job position and company. Every company has its own "culture" and you want to feel comfortable where you are working. You need to do your homework and have a game plan and strategy as you prepare for interviews, salary negotiation, networking, etc. It comes down to being professional and prepared.

Do you think students need the BRIDGE workshops?

The workshops are needed because whether you are a recent college graduate or an older adult like myself in career transition, the work environment is constantly changing and you need to stay current and abreast of the changes or else you will get left behind. The workshops provide important career tips and strategies no matter where you are on your career path.



Greg Kyle – Water Essentials

Greg Kyle worked in the real estate market for eight years, but his passion for water took him on a different path. Even as a child he wanted to work with water. After stepping away from real estate, he came across the online Water Management program at SDSU's College of Extended Studies. "It seemed perfect for me. I've always had a passion about water. So I'm really excited about this program."

Kyle's love for water wasn't the only thing that brought him to the program. "I'm making myself more marketable in the workforce by taking classes at SDSU." He has been able to do just that. In addition to a solid un-

derstanding of the water industry, the course provided Kyle with numerous opportunities for networking. In response to networking he says, "I have an open schedule because I'm searching for work, so I'm hands-on and go to events during the day, like the raising awareness event at Rose Creek. You get there and you get to say, 'Hey I'm a student at SDSU and this is what I'm trying to do. What I've found is the general public seems to be helpful to



Greg Kyle

people that are continuing their education. I was surprised. People have been open to communication."

When asked about the highlights of the program, Kyle says, "Our professor provides complete immersion so to

speak. We have a book, open discussion topics, we're out in the field doing research and we have tests on all of the information we're

discussing. So you're in the field – you're reading it, watching the video on it, and you're discussing it. When I'm out there in the field doing research on the topics, the language comes easier to me because I'm so immersed in it. It's just been amazing!"

Kyle's passion for water landed him a scholarship. He adds, "I wrote a scholarship paper to the Water Education Foundation and they accepted me. A representative for the foundation said, 'You are by far the most passionate person on water issues I've ever met.'" The scholarship paid for him to attend a two-day event that was filled with all of the key players in the water industry. "It was so informative. I felt like I got years of education just in those two days."

Working toward a Green Energy Certificate is Kyle's next goal. He says "I started off just looking at the water aspect because that's my number one passion, but I really see the benefit in pursuing green energy further." His long-term goals are to learn the language/jargon more and to get a job where he can apply those skills, all while continuing his education. He hopes to one day find a job in water sampling and testing.

"I'm making myself more marketable in the workforce by taking classes at SDSU."



TESL/TEFL Student Teaches in Czech Republic

Today Joe Candelario is on a clear career path – he recently came back from teaching English in the Czech Republic, and is currently working as a facilitator at the American Language Institute (ALI) at San Diego State University (SDSU).

However, after graduating college Candelario wasn't so sure of a direction. When a friend told him about the ALI, he decided to take a chance and move forward with his future. "I thought the teacher training program sounded like a good idea, so after thinking about it for a couple months, I decided to go through with it and enrolled in the TESL/TEFL certificate program," he said.

After graduating from the program, Candelario found a position as an English teacher in the Czech Republic. He was able to teach young children from the age of kindergarten to third grade. However, what he learned from the ALI teacher training program is what he says helped him teach English successfully. "One of the most important things that I got from Van [director] was to be prepared, have contingency plans, and always be flexible, so you can pull something out of your hat if something goes wrong. I can't tell you how many times I forgot to bring my lesson plans or English cards. I would have to think of something on the spot, so that flexibility and multifaceted skill set really helped out teaching in the Czech Republic."

Candelario has taught at a summer camp in France and still plans to teach abroad either in Europe or South America. He definitely recommends the program for "anyone who is adventurous and is always looking to learn new things." He also advises that, "It pays off to know, to meet, and to network when you are living abroad because you never know what is in your future."







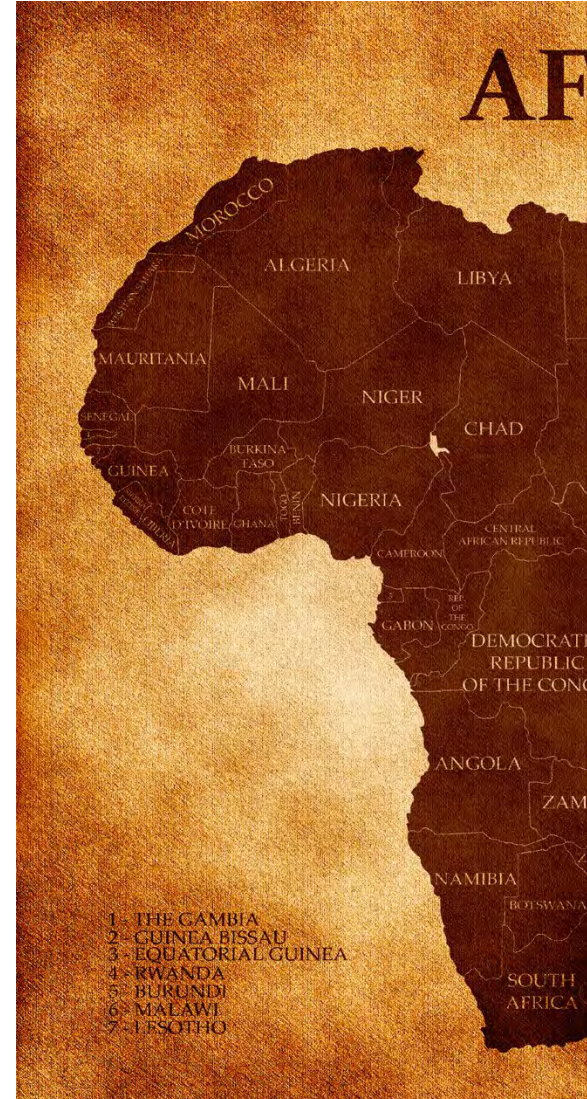
Marion interviews a villager.

French Journalist Finds Herself Studying English Abroad

When Marion Urban finished her journalism studies in Strasbourg, France, she decided to go to French Guiana and start a newspaper with four other journalists. After four months, the newspaper collapsed and she found a job at a local radio station, where she worked for two years. After that Urban traveled to Brazil, Haiti, and Montreal, Canada and decided to make a major jump and travel to Africa.

In Africa, Urban became a freelance journalist in Nairobi working for Swiss and French newspapers, for radio stations – (French desk) for South African Broadcasting Corporation, BBC, Radio Nederland, Deutsche Welle, Radio Suisse Internationale, CBC (Radio Canada) – and reported for Radio France Internationale (RFI). She worked for RFI on a regular basis, and became a staff journalist until 2007. Urban went on to Mali to train radio producers for a French NGO, where she traveled to Senegal, Chad, Cameroon and Republic of Congo (Brazzaville).

As a journalist for RFI, she was based in Kenya and Somalia and worked in Africa for four years. She became an expert in the area. Urban adds, “I was lucky to work for a news agency while in Somalia. I didn’t cover the wars, I covered



farming issues. I was running after cattle. Africa changed me – it gave me a sense of space and time. Today, I am able to distinguish the different people of Africa. There is a way of speaking, there is a way of behaving, there is a way to stand, you can feel that from the people from each country – they carry the history of their country.”

Today, Urban lives in Paris after spending a semester at the American Language Institute (ALI) at SDSU in the English for Academic Purposes program. “I wanted to know much more about the American culture, so I decided to study in



decided to come to San Diego for four months.”

Studying English in the U.S. was a very new experience for Urban since she has only studied English for a few years. She learned there are often different meanings behind words. Urban adds, “I will be more careful using words, especially the word ‘productive.’ The meaning of the word isn’t defined the same way worldwide.”

Never wanting to be stationary, after her study at the ALI, Urban made a cross-country trip



Marion today.



Marion with villagers.

the U.S. I had two choices, Boston or San Diego. Boston is much more European, so I de-

ecided to come to San Diego for four months.” across the U.S., where she says the highlights were hanging with Navajo Native Americans in Arizona and experiencing the city of New Orleans. Her next step is to return to Kenya to work with a small data agency collecting data for the NGOs. “They have a huge network of volunteers to collect data on health and education in Africa. We digest the data and present it to the NGO,” she says.

After Kenya, Urban’s plan is to continue her English study at the University of Birmingham in England to study online, investigative, and data journalism to “find a new way of practicing journalism by knowing more about social media and networking.”

Marion Urban

Most Memorable Moment in Africa

I worked with a veterinarian in central Somalia. One day, at 6 am, we went down to vaccinate cattle, goats, and camels. The meeting point was under a tree in the middle of nowhere, so we went there and we waited and waited. Suddenly, people from all over arrived. I still to this day don’t know how they managed to find THAT particular tree. There was no road. There was nothing. It was a path. I saw the camels, goats, and cattle coming from every direction. Nothing was organized. There was no structure. It was a lot of fun to run after the cattle. This was in the middle of a war as well, but we had fun.

Most Memorable Moments in San Diego

I want to come back. I want to see more of California. I only managed to travel to San Francisco and Las Vegas. During Thanksgiving I rented a car and took off to the mountains. I also rented a bike, so I could see more of San Diego - I was able to see the different areas and neighborhoods. I also got my first sunburn in San Diego. I walked to go shopping and realized after I returned that I had my first sunburn. It was my first email to my friends when I arrived. “Hello, I got my first sunburn . . .”



LIFECYCLE

MARKETING

COMING UP WITH BUSINESS IDEAS CAN BE EASY. MAKING THEM A REALITY IS HARDER.

Take a ride on the marketing lifecycle to learn what it takes build new businesses and brands from scratch, turn souring ideas into winning propositions, or rise above the noise.

solution

RESEARCH

No product, idea, or service succeeds without knowing there's a market for it. Research is your path to discovery. Make smart business decisions and minimize risk by learning to collect meaningful data, analyze it, and produce findings that guide your strategy.



STRATEGY

You've got the data – Now it's time to mold your research findings into a winning market strategy. Using this knowledge, learn how to set larger objectives for your company, identify your target markets, craft value propositions, and position against the competition.



PLANNING

Your marketing plan is an extension of your strategy. Above all else, it requires pragmatism and specificity. Learn skills that range from budget allocation to pricing strategy and media channel selection – each designed to help maximize your reach and rise above the noise.



3000

marketing messages we encounter daily

ONLY **3%** are processed



14%

trust advertising



84% >> Negative ROI

of B2B ad campaigns



problem

95%

failure rate for new product intros



COMMUNICATIONS

The marketing stage most of us are familiar with. Whether it's TV, email, viral videos, or another medium entirely: it falls under communications. Learn how to bring together the ideal creative design and messaging to craft communications that will engage your target audiences and help win business.



DEPLOYMENT

All your efforts have led to this moment... where strategy and planning go into action. Launch the brand. Share your story. Build an audience.



TRACKING

Did the market listen to you? Was your campaign a success? The only way to know is by tracking your results. Discover the different tools and methods to monitor your marketing efforts, measure its success, and collect feedback that will help drive research for existing and future campaigns.



Complimentary Project Workshops and Career Coaching

Landing a job in today's economy can be tough, but there are opportunities available to those who successfully represent themselves. Your resume is key to landing a job because it's often the first thing an employer sees. It is vital to make sure that your resume is properly formatted, well-written and that it effectively communicates your professional experience. Just as important is the cover letter that accompanies and introduces your resume.

The cover letter allows you to tell an employer about yourself and your qualities, in your own words. In addition to having a well-written resume and cover letter, you also need to be successful at networking and building relationships. Your network of friends, family, colleagues, and acquaintances are all valuable job search resources.

The social media site LinkedIn is also a valuable business tool. LinkedIn is the world's largest professional network that helps you establish an online professional profile, build and maintain a broader network of professionals, learn about companies, discover new opportunities, and so much more.

The art of job searching requires more than an eye-catching resume, great cover letter and ex-

cellent networking skills. A great interview is an essential factor in the job search equation. The interview frequently tips the scale on whether you get a job or not. Some key things to remember before you go on your all-important interview are: do your research, look sharp, be on time, be prepared, show enthusiasm, listen, answer the questions, give specific examples, ask questions and follow up. It is essential to be prepared to the best of your ability so that you appear confident during the interview. Once you land the job, you may have to start asking the tougher questions like salary negotiation. Salary talks may be uncomfortable but the key is to be savvy yet polite when negotiating. With appropriate preparation, you can come out a stronger, more confident professional.

The BRIDGE Project Workshops and Career Coaching are employment resources for all BRIDGE grant participants. By participating in the workshops with local experts, the student can gain not only the skills and knowledge, but also individualized attention for their particular needs to reach their goals. Often times, participants have limited knowledge about job titles and the wealth of opportunities available. The workshops along with one-on-one coaching, also provide a wonderful mix of customized support to enable these students to more easily and effectively reach their employment and career goals. All these resources support the participants in not only learning the effective skills for a productive and results-oriented job search but provide the practice activities and feedback to build confidence. Activities allow for supportive feedback from instructor and peers while being



engaging and fun.

Workshops

Resume Writing and Cover Letters: Optimize Your Most Powerful Tools

The resume writing workshop is important for BRIDGE grant participants so they can learn the current trends of writing and submitting their resume. This is especially true because so many employers use an Applicant Tracking System (ATS) and too many resumes of qualified candidates don't survive the ATS software. The subject of 'keywords' can be confusing and in this workshop students are presented an easy, approachable way to identify keywords and how to best display them on their resume. The bottom line is that to be able to compete in today's tight job market, it is important that candidates have a well-written resume describing their career and educational accomplishments. During this workshop students practice their writing skills, learn what to include in their "summary" and understand which format is best based on their individual career situation. The result is that students increase their confidence in how to sell and market their work experience and talents and they have fun doing this.

LinkedIn: You Think You Know LinkedIn?

In the LinkedIn workshop, participants learn not only the amazing features that LinkedIn offers, but also how to develop an excellent profile. This allows participants to network and make a professional impression for recruiters and

employers. Few people are aware of the extra features which LinkedIn provides and in this workshop these features and how to use them are demonstrated.

Networking: Your Job Search Depends On It!

Networking is the single most important thing you can do to find a job. In addition to using the LinkedIn network, you also need to build relationships that will stay with you for the rest of your career. You do this by networking with industry organizations that will help you to stay informed about any changes or advancements in your field and will help you to cultivate productive relationships for employment. This course will help you to formalize a networking action plan to develop a targeted list of organizations and industry professionals, with tips on creating short and long questions to ask, and the right things to say and do in order to get the most out of your networking efforts.

Interviewing: Become a STAR

Interviewing for a job makes most people nervous. Discover how to prepare for a successful interview by using various interview preparation tips and acquiring skills that will give you the confidence needed to shine in your interview. This course will identify the various types of interviews you may encounter, what kinds of questions to expect and be prepared to answer, what colors to wear and not to wear, what questions you need to ask the interviewer, and preparing your achievements in a format that can be quickly and easily presented in your interview.

Interviewing skills provides not only a review

of typical questions, but also trick questions encountered by many candidates. A poor answer to any of these questions can lead to rejections. With insight into the skills and knowledge needed to effectively and strategically address questions, candidates can ensure their interview skills allow them to promote themselves with professional savvy and ease.

Salary Negotiation: Are You Ready?

Many people acquire a job and later realize that they should have negotiated for a higher salary. After participating in this course, you will be able to identify the steps needed to have a

successful negotiation. This includes knowing when to negotiate, how to clarify what the job is worth and where you fit into the salary range, what to prepare to be effective

in your negotiation, and understand how to maintain your composure to get the most out of the meeting.

Lastly, not only do salary negotiation skills provide participants with skills for negotiating salaries successfully, it provides a foundation for negotiation skills in general for both work and personal application. In addition, learning to know what one is worth in the labor market is paramount in obtaining a great offer. Many people do not know how to best research this area. This program provides the tools and confidence to negotiate successfully and obtain the best offer.

One-on-One Career Coaching

Individual, private career coaching is available for BRIDGE grant participants who are interested in consulting a career coach regarding professional goals, resume improvements,

interviewing skills, networking strategies to finding employment, and so much more. If you find that you are experiencing challenges with your job search, career coaching may be a great option for you. BRIDGE grant participants have the opportunity to receive a maximum of four, one-hour, grant-funded individual career coaching sessions. Registration for career coaching is required. Grant participants who register will be matched with a career coach, who will contact the participant to schedule an appointment and arrange a meeting location.

To learn more about the BRIDGE project, go to www.neverstoplearning.net/BRIDGE.



Most Common Mistake in Resume Writing

The most common mistake in resume writing is when a candidate uses the same resume for every job opening. Instead, each resume must be tailored and customized to the job description, company, and industry. Always write to your audience, which translates to researching your audience first. It is extra work, but increases the chances of your resume opening the door for an interview.

David Sandoval – Earned Value Management

David Sandoval has worked in various industries – federal government (military and defense), high technology, public utilities, and aerospace (over 25 years) - over the last 40 years. “Regardless of my position in the company hierarchy, once you’re given a job with a deadline and expectations, it becomes a project. So, I guess I can say, my life’s work has been affiliated in some way or another with project management,” he says.

What is earned value as it pertains to projects?

Earned value is defined simply as “budgeted work is accomplished, and the associated value of that work is earned.” If you sign up to do a job for, say, \$100, this amount represents the budget. Once you claim the job is complete, the earned value is also \$100. However, your question continues “as it applies to projects” is where the concept of earned value is convoluted. Industry experts tend to define earned value as “a metric or quantification of work accomplished (BCWP), allowing a comparison to work planned (BCWS) and actual cost (ACWP) to determine contract performance and forecast a scenario for completion (EAC).” What they’re really defining is earned value management. We need to be careful. Earned value is not intuitive, particularly for the beginner.

What do students learn in the Earned Value Management class?

Students learn very quickly that earned value is something foreign but with important applications. They quickly associate earned value with aerospace companies and large Department of Defense contracts. Students quickly learn that earned value, at least as I teach it, is going to be a very demanding course. I’m quick to convey to them that the course is not to be taken just “to check the box” or to punch a ticket. The contracts these students could be managing in the future involve taxpayer dollars and it’s important that they be good stewards of that money.

Are there any class highlights?

Like mathematics, earned value is received easier by some than others. My instructional philosophy has always been to run the risk of boring the more advanced student to ensure the struggling student “gets it” rather than risking some students getting lost and frustrated making for a terrible learning experience. I try to challenge the quick learner by having them present to the class frequently and making them accountable to their peers.

What is unique about the earned value management class?

This is somewhat difficult but I think it’s been the opportunity to witness the awesome technical capability of our country and the very, very smart people behind the innovations. I’m sure people will debate the merits or value of some of these developments but one can’t help but marvel at our country’s capacity.



David Sandoval

“I try to challenge the quick learner by having them present to the class frequently and making them accountable to their peers.”

is Agreement, along with any exhibits, appendices, addendums, schedules, amendments hereto, encompasses the entire agreement of the parties, and supersedes all previous understandings and agreements between the parties, whether oral or written. The parties hereby acknowledge and represent, by affixing their hands and seals hereto, that said parties have not relied on any representation. This Agreement, along with any exhibits, appendices, addendums, schedules,

Jack Friery – Online Contract Management

Jack Friery was born and raised in New York City, where he graduated from Fordham College and Fordham Law School. He went on to be commissioned as an Army 2LT out of a college ROTC program. He later was one of the winners of the first US Army ROTC Scholarships in the USA. After attending law school and passing the New York bar, he went on active duty as an Army captain. He spent four years as a military lawyer.

After military service, Friery went to work with the Defense department as a civilian lawyer specializing in government contract law. He became chief counsel of an Army research laboratory. After about ten years, he left the government to join a law firm in Washington, DC, where he conducted litigation involving government contracts. After three years, Friery joined the legal staff of

Hughes Aircraft Company in Los Angeles, a major defense contractor. He became chief lawyer for a major operating group of the company. He later joined the legal staff of SAIC, which is another major government contractor located in San Diego. For about the last ten years, he's had his own law practice representing technology companies that sell to the U.S. government.

While at SDSU, Friery has taught numerous contract management courses – *Legal Aspects of Contracts*, *International Contracts*, and *Commercial and International Contracts*. Last year, he created and taught an online course entitled *Fundamentals of the FAR*. He is presently creating, and will teach this summer, a course on *International Contracting*.

When asked about last year's FAR course Friery says, "This is a seven-week, run-through of the federal acquisition system. Each week, the students review a PowerPoint presentation – with my narration. They scan a specific section of the FAR. Then, they prepare a practical exercise. For example, I gave them a scenario that their company had bid and lost a federal contract. The boss asks them to put together a PowerPoint presentation for the members



Jack Friery

of their work group explaining how a losing bidder can protest the government's award decision."

In regard to his students, Friery adds that the individuals in his class tend to be those who have had some experience in public contracting, but are looking for a more in-depth knowledge of the system. He went on to say, "Individuals who expect to be promoted into jobs that require decision-making regarding public contracts – whether as government or industry employees – would benefit from the class."

8 Questions for Annette Gregg

Annette Gregg is the program advisor for the Meeting and Event Planning program at the College of Extended Studies at San Diego State University. She has been a program instructor since 1995.

What are some of the trends in meeting and event planning?

Some of the trends we're seeing in the meeting and events industry are that everyone wants the meeting planners to do more with less, so lately you're seeing a reduction in the amount of staff, and a reduction in the amount of outsourcing that is done. Meeting and event planners have job security right now. There's usually a lot of

responsibility placed on these men and women and their positions with high-profile meetings and events. We think that's a good sign because companies are seeing more and more of the importance of face-to-face meetings. Since 2008 we've also seen a big upswing in the amount of these meetings being held. The industry has done a good job in supporting the business case for meetings. These events, conferences, and conventions are having direct business results and moving the company forward. This bodes well for the industry.

Who should take Meeting and Event Planning program classes?

We know that a lot of people in our industry end up as meeting and event planners by chance in their company. They might be an administrative assistant or marketing coordinator and then they're tasked to put on face-to-face events. The SDSU Meeting and Event Planning program really fills the gap by giving the education that's needed - the base line education that's needed for someone that might be new or somewhat a junior to the industry.

The target audience for the program is someone who's either investigating the industry or someone that is probably newer to intermediate in the industry. These courses are going to give a good cross-section of what the meeting and event industry has to offer and what are some of the core competencies a person needs to have to succeed in the industry. We spend a lot of time giving a broad overview of the basic skill sets that are needed.



Annette Gregg

How are the classes or curriculum created to meet student needs?

We created the curriculum to cover a broad section of the basics that are needed to be a meeting and event planner. We start out with an industry overview. A meeting or event is a marketing vehicle for a company's product. Students need to know technology and social media to market the event, meeting, or themselves. We developed courses that focus specifically on technology and social media – tools that enable meeting planners to work smarter and more efficiently, especially for those who want to start their own company. Social media has had an impact on our industry - we know that's a key part of the meetings industry and trending forward.

Who are the instructors and what is their industry experience?

One of the assets of the program is we have veteran instructors; these folks have been around the block. They've had many different positions in the industry, they know what to expect, and they really speak candidly with the students about what they can expect in the industry as far as their career path and the local



market. They provide advice on how to find jobs and industry mentors. I think that is one of the reasons that this program does so well.

What is the program's goal?

Providing job opportunities for students that are graduates from our certificate program is one of our priorities. Industry professionals throughout our own careers were mentors, by introducing us to people and by shepherding us in the industry. All of the instructors reach out and help students that are trying to find their way in the industry, either get a better position or a different position in the industry, or enter the events and meeting industry.

What are the benefits of being a student in this program?

We've created a few tools for students - an online forum with alumni (probably about 250), job postings, and internships. We post exclusively to that website - it's an inside track about local opportunities. We also do a lot of resume writing and coaching (if they have specific questions about the programs or specific job opportunities, we help students navigate their way in the industry).

Is this a solid and growing industry in San Diego?

As far as a career path and opportunities in meeting and events, I think San Diego is a really good place to be. It's such a popular destination for conventions, meetings, business, and special events. There is a huge industry for hospitality. If a student wants to get involved in the hotel, catering, or décor side, there are many opportunities. If a student wants to stay on the planner side there are many of those companies in town too. A lot of instructors have come from those companies, so we have those contacts to offer.



Why is this industry exciting?

The meeting and event field is an exciting field. It's wonderfully diverse. There is always something new you're working on and it's really the most social form of project management that you can undertake. It's an exciting career, it's what most of the instructors have done for their entire careers, and it has taken us to some of the most exciting places in the world.



Elizabeth Osmun publicity shot.



Elizabeth Osmun in class.

From Talk Show Host to ALI Instructor: Bringing Diverse Experience to the Classroom

Elizabeth Osmun went to Boston University to study education and dance – after graduating she went on to become “the disco queen of New Jersey” and a competitive ballroom dancer. “That is when John Travolta came out with *Saturday Night Fever*, so yes, that was my claim to fame at the time,” she says.

After realizing that a dance career leads to feet that throb and hurt daily, Osmun decided

to go into law and studied to become a paralegal. “My father was so proud that he bought me a briefcase,” she adds. The next 15 years she worked in New York City for some of the top law firms, but the entire time she continued to embrace her love for the arts by taking dance, singing, and acting classes.

Osmun became more involved with show business while continuing to work as a paralegal – she was a singer at dinner theatres, landed a few acting jobs (she was in a few episodes of *Another World*, the soap opera), worked with Morgan Freeman, appeared in a few commercials, and began producing her own television show. “I was tired of waiting for the phone to ring for acting jobs, so

I started interviewing neighbors. I used my own camcorder, and that decision changed my life.”

The moment that changed her life happened when she was with her friend having dinner at the Marriot hotel. “The mayor of Saltzburg, Austria was seated next to us and he was pushing tourism. He was accompanied by their champion skiers and publicist. My friend told them, ‘Oh you have to go on Elizabeth’s talk show.’ To my surprise they agreed. At this time I didn’t actually have a show,” she says.

The interview was set up and took place in Osmun’s third floor walkup apartment, where her cats watched and her friend became the camera man. “They all showed up in

three-piece dress suits thinking that this was the biggest talk show in the world. They were mortified when they walked in. The interview went well, but when they all got up to leave they were all covered in cat fur," she adds.

After that interview, Osmun started to get sponsors to continue her talk show. Word spread and many others agreed to be guests. She interviewed individuals like Broadway stars, Grammy-award winners, comics, and even a moon astronaut. This is when she moved her show from her apartment to Tavern on the Green, the famous Central Park restaurant located in Manhattan's Upper West Side.

The show lasted 11 years. "I didn't become Oprah Winfrey, and I became burnt out, so I decided to move to California," Osmun says. In San Diego, she began substitute teaching and earned her credential as an elementary teacher and master's degree in education at SDSU; however, her life took a turn when she became

an insurance salesperson for five years. Osmun says, "I realized I'm not a great salesperson, and I wanted to teach college-level students, so I enrolled in an amTEFL certificate program (now known as the TESL/TEFL certificate program) at San Diego State University."

Since earning her certificate with an impressive 100 percent on the final test, Van Hillier, the director of the program, offered her an opportunity to facilitate classes at the American Language Institute (ALI). "I started out in the Intensive English for Communication program for the first term then I went over to the English for Academic Purposes program."

That was four years ago. Today, she is a full-time instructor where she says, "I not only teach students the English language, but also teach them how to study and prepare them to attend an American university. I also learn so much from my students and working here is a very positive environment. To me, I am always

growing. Staff and instructors here are always trying to improve to make it better for students. The teachers are top-notch. There is so much cultural exchange and learning here, one can't help but enjoy the environment and absorb the experience."



Elizabeth Osmun with dance partner.



Elizabeth Osmun recording her CD that was released in stores in the 1990s.

"I not only teach students the English language, but also teach them how to study and prepare them to attend an American university. I also learn so much from my students and working here is a very positive environment."

Sustainability in Asia-Pacific

As the green market develops, it is becoming vital for a business to become cleaner and more efficient. Going green has expanded past the 3R's (reduce, reuse, recycle) and grown into adding value through productivity, efficiency and innovation. According to a recent study by MIT, companies that are increasing their sustainability are mostly located in emerging economies in Asia-Pacific. The Asia and Pacific region leads the globe in commitments to green investment including energy and fuel efficiency, low-carbon power generation and water supply waste and management.

The Ateneo Center for Continuing Education launched an information session – The 2012 AGSB Business Management and Research conference on the “The Nature of Business: Green Innovations and Competitive Advantage” – to shed light on some of the more compound issues involved in green innovations by business. The conference, which took place in the

Philippines, provided a platform for researchers, development practitioners, and business leaders to share their knowledge and experience on green innovations and its management. Glenn San Luis, Executive Director at Ateneo Center for Continuing Education said, “We are doing the Ateneo green technology conference, and as part of that we held an information session on why green technology management is essential. We also invited Ms. Wendy Evers, of San Diego State University, because we are starting a partnership to offer green technology management certification courses.”

Wendy Evers is the executive director of new initiatives and outreach for SDSU's College of Extended Studies. Her job focus is to look at the larger “30,000 foot level” in forecasting new and innovative industries emerging in San Diego, across the U.S., and globally. Her extensive knowledge has led her to create 20 new professional certificates, online and in the classroom, for careers based on business and workforce needs. One of her achievements was her creation of the online professional certificate programs in the green industry.

“It’s a collaboration,” says Evers. “We are going to have students, or adult-learners, anyone who wants to come through Ateneo University, will come through their website and come straight to SDSU and enroll in an online course in the green industry. The certificate programs have five courses each, and each course is nine weeks long online.”



Gemma Narisma, Ph.D. makes presentation..



Wendy Evers and co-presenters.



Wendy Evers answers questions.



The SDSU Veterans Sustainability Event

On January 11, SDSU and SDG&E collaborated on another successful project together – *The SDSU Veterans Sustainability Event*. The College of Extended Studies hosted the 5th Annual Green Event that focused on discovering green careers, entrepreneurship, and new trends. The event featured renowned military keynote speaker, Captain James C. Goudreau, and a panel of green industry experts. Attendees were able to network with defense and civilian industry professionals, learn about green job growth from San Diego military, and discover innovative trends and the hidden job market.

Keynote speaker, Captain Goudreau, shared his thoughts on why green education for the military is so vital at this time. "We've gotten to the point that energy now becomes an issue that we have to consider as part of our daily operations, operations around the world. It's absolutely imperative that we do something to change how we approach energy, how we use energy, and how we employ it in operations. So we're working aggressively to reduce our consumption, while at the same time expanding our sources of energy, whether that's through renewable energy sources, alternative energy liquid and any other technology that comes along."



Captain James C. Goudreau

Captain Goudreau also commented on the unique classroom experience and veteran atmosphere at the College of Extended Studies. He said, "You may have a former sailor in Afghanistan, who's experienced in building, experienced in expeditionary environments, and he can take some of the theoretical discussion you are having and put a very real twist on that. That exchange of ideas and broadening of your approach is critical to coming out and being an effective person in the workforce."

SDSU and SDG&E Collaboration

SDSU and SDG&E are collaborating with the San Diego Housing Commission and Community Housing Works to create a NEW Online Green Property Management Certificate. The program, which is set to launch fall 2013, will focus on providing green education to all those involved in multifamily projects and affordable housing. The

certificate comprises two separate tracks – development and outreach. The new program will provide the appropriate green knowledge to those individuals who work in the industry. Mary Jane Jagodzinski, senior project manager of Community Housing Works, says, "Within the industry, not all companies have done as much as

the SDHC and CHW regarding green. While there is recognition of need for sustainability in affordable housing, not all who work in the industry understand the underlying concepts." All those involved in the new Online Green Property Management Certificate look forward to making affordable housing a lot greener.