A New Beginning

Careers in Cybersecurity

Wanted: Digital Marketers

7 Signs That It's Time to Change Careers
celebrating the Opening of the New UCI Division of Continuing Education Building
A New Beginning
Careers in Cybersecurity
7 Signs You Need a Career Change
Wanted: Digital Marketers

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HOW TO enroll

Online: ce.uci.edu
Phone: (949) 824-5414 (Press #1)
Fax: (949) 824-2090
Download enrollment form at ce.uci.edu/enrollmentform

In-person:
Student Services Office,
University Extension Building D,
#234 at Pereira Dr., west of East Peltason Drive on the UCI campus

Mail:
UCI Division of Continuing Education
Student Services Office
PO Box 6050, Irvine, CA 92616-6050
Please allow 7-10 days for your enrollment to be processed.

calendar
Fall quarter begins: September 19, 2016
Winter quarter begins: January 3, 2017
Spring quarter begins: March 27, 2017
Summer quarter begins: June 26, 2017
Launching a bold new era in lifelong learning, UC Irvine Extension has become the Division of Continuing Education (DCE)...

Exploring a New World of Lifelong Education

- a move celebrated and symbolized by the fall opening of its first building on campus. Not only does the sleek new structure reflect DCE’s elevated status within the university, it’s poised to expand the division’s reach with advanced technology and serve as an international cultural hub, as well.

It points to nothing less than the future of lifelong learning, enhancing UC Irvine’s position as a leading global institution and engine of innovation.

“UC I DCE continues to build upon its mission of providing our adult and international students with preeminent educational opportunities,” said UCI Chancellor Howard Gillman. “Its long-standing legacy of serving the community is impressive, and to see it grow with a new state-of-the-art, expansive space is a milestone for the university. The new building will serve as an ideal environment for dynamic learning as well as represent an iconic cultural center for our growing campus.”

Perhaps most significant, the new era heralds DCE’s stature as an equal among the university’s Graduate Division, Division of Undergraduate Education, and Division of Teaching and Learning. This means shared resources among all four, a move that bodes well for future growth, with DCE’s new facilities leading the way.

A new beginning
The five-story building will have 23 classrooms for up to 770 students, including a high-tech distance learning classroom, two computer classrooms, a ballroom, international teacher space and an audio/video studio. The 76,000-square-foot structure, built entirely without state funds, will also include food services and a coffee shop.

Only the second on-campus continuing education building in the UC system, it’s designed to serve as an experimental station for new instructional technology and practices.

“This building is the culmination of more than five decades of growth and achievement for the continuing education arm of the university,” said Gary Matkin, Dean of Continuing Education at UC Irvine. “The elements incorporated within the design reflect the commitment of the DCE toward providing our students with the tools they need to broaden their professional skills and knowledge.”

It’s all about advanced technology driving innovation. Start with the centerpiece: a high-tech classroom outfitted with multiple cameras, allowing distance learning for students watching remotely. An array of LCD monitors let the class view remote instruction as well as multimedia, PowerPoint and other presentations, said Bob Rude, Associate Dean of Continuing Education.

“A computer at the teacher’s station will allow the instructor to control the displays, switching between camera feeds and computer feeds,” Rude said.

Howard Gillman, UCI Chancellor
"The system will also allow for live streaming and video capture, permitting lectures to be digitally edited and shared."

Digital wayfinding displays will ease navigation throughout the building; air quality and temperature will be monitored and maintained at optimum levels. And the DCE building is exceedingly green, boasting the highest LEED Platinum certification, with solar panels, a cool roof membrane, and a system that shuts down lighting and power in areas of the building not in use.

**Education innovation**

Innovation doesn’t stop with technology. The Division of Continuing Education seeks to explore revolutionary teaching methods and course material in a variety of formats, online and hybrid included. One of the new strategies involves stackable learning modules—shorter learning projects that add up to "a more robust and comprehensive learning outcome," Matkin said.

"The marketplace is telling us that today’s students prefer to commit increasingly to shorter learning tasks, but remain committed to long-term learning projects when they see themselves making progress toward their goals," he added. "DCE will respond to this market demand in creative ways."

The DCE also plans to expand its free-to-all Massive Open Online Courses (MOOCs), an exceedingly popular option at UC Irvine that engages about 1 million people each week. MOOCs lower the overall cost of education and are excellent gateways for students to eventually pursue certificate programs and other non-MOOC courses, Matkin said.

Alternative credentialing is another field the DCE intends to enter, providing credentials of competency based on employer-validated learning outcomes. "Competency-based, shorter learning projects will be validated by DCE to support students’ desires to become more advanced in their professions and their lives," Matkin added. "DCE remains open to new ideas, new technology, new market trends, and new pedagogy."

**Building a cultural icon**

With its striking, distinctive profile and leading-edge technology, the new DCE building is designed to become a campus landmark as well as an iconic cultural center that symbolizes UC Irvine’s growing status and global reach. The building will serve a broad range of constituencies, including a large number of international students from over 80 countries, weaving their rich cultures into the fabric of the university.

"The scope of UCI’s influence on world education is enormous and growing every day, an amazing expression of UCI’s commitment to public service and the sharing of our knowledge base and pedagogy with the world," Matkin said. "UCI now, more than ever, is recognizing the importance of the ‘60 year curriculum’ — lifelong learning for everyone."
Nearly 52% of UC Irvine graduates will be searching for a job when they graduate. That’s why UCI+One is here to help you take the next step from walking across the stage at graduation to defining the next brilliant chapter of your life.

UCI+One provides customized advising, coaching, and personalized skill development so that you can land your first job, get accepted into graduate school, or discover new opportunities. With UCI+One you will experience what it means to be extraordinary.

UCI+One. Every degree counts.

Discover more at ce.uci.edu/uci-plus-one

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  Thursday, November 3, 2016 • 11am-12pm (PDT)
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  ce.uci.edu/legal
- Personal Financial Planning Education & Career Planning Toolkit
  ce.uci.edu/pfp

- May 10, 2016
  UCI Division of Continuing Education Alumni Chapter Networking Event

- June 23, 2016
  Certificate Awards Ceremony

- August 1, 2016
  Paralegal Program Alumni Networking Event
Projected Employment Outlook For Information Systems Security

AVERAGE ANNUAL SALARY for a computer network security analyst:

**CALIFORNIA:**
$102,460 OR JUST UNDER $50/HR

**NATIONAL:**
$91,210 HIGHEST AMONG COMPUTER RELATED JOBS

The number of computer network security analysts will skyrocket from 2012 to 2022 by 37%. The global cyber security market will be worth $155.4 BILLION by 2019.

With hackers breaking into computers at some of the largest retailers in the world, it’s no wonder companies are pulling out all the stops to avoid becoming the latest target of cyber crime. Which is why a growing number of schools such as UCI Division of Continuing Education (DCE) are building comprehensive cyber security education programs.

“There are so many attacks these days,” said Ian Harris, an associate professor at UC Irvine’s Donald Bren School of Information and Computer Sciences who also teaches an information systems security course at DCE and serves as an advisor to the program. “It’s obvious to everybody that we have a serious problem and we need more experts who are properly trained to respond.”

UCI is ahead of the game. The Information Systems Security certificate program offered by DCE teaches the principles of designing, engineering and managing secure information systems. Disaster recovery planning, cryptography, legal issues, regulations and investigations are among the topics covered.

Courses include Introduction to Information Systems Security, Security Architecture & Design and Database Security. A course titled Introduction to Computer Forensics offers practical experience in analyzing data to uncover misuse and teaches how to extract digital evidence from computers. Another course, Host and OS Security, examines the security aspects of Windows Vista, MAC and Apple OS technology. Harris teaches Reverse Engineering, a hands-on course covering a key strategy for stopping malware attacks.

The program prepares students to take the Certified Information Systems Security Professional (CISSP®) exam administered by the International Information Systems Security Certification Consortium (ISC)²®. Roughly 94,000 people in 149 countries hold CISSP® accreditation.

The program is designed not only to benefit security professionals who require the certification, but also those who want to expand their cyber security skills or start a new career.

Graduates should have few problems finding work. The Bureau of Labor Statistics forecasts the number of computer network security analysts will skyrocket 37% from 2012 to 2022.

“Demand for information security analysts is expected to be very high as these analysts will be needed to come up with innovative solutions to prevent hackers from stealing critical information or creating havoc on computer networks,” states the Bureau in its analysis.

The average annual salary for a computer network security analyst nationwide was $91,210 in 2013. In California, the average was $102,460, or just under $50 per hour.

Careers in Cybersecurity: Train to become an Information Systems Security Specialist
The stakes could get even higher. A controlled test hack by Wired Magazine recently showed that hackers could take control of a moving Jeep through the vehicle’s wireless communications system.

“There is a significant need for people who are trained in the field of advanced computer and network security,” Harris said. “And there will continue to be a significant need for many years to come.”

The threat of CYBERCRIME

ANNUAL DAMAGE TO COMPANIES

- AN AVERAGE OF $15.42 MILLION & AS MUCH AS $65 MILLION LOST PER COMPANY in the US
- UP TO $575 BILLION IN TOTAL LOSSES GLOBALLY
- 200 THOUSAND LOST JOBS in the US
- 47% OF AMERICAN ADULTS had their personal information exposed by hackers
- TIME TO RESOLVE ATTACKS IS GROWING: 14 DAYS vs. 46 DAYS 6 YEARS AGO

SIGNIFICANT HACKS OF 2014 & 2015

- ANTHEM HEALTH INSURANCE: 80 MILLION PATIENT RECORDS EXPOSED including SSN #'s, addresses and financial info
- INTERNAL REVENUE SERVICE: 300 THOUSAND PEOPLE AFFECTED; several years’ worth of tax returns and other information
- US OFFICE OF PERSONNEL MANAGEMENT: 22.5 MILLION PEOPLE EXPOSED; former and current govt. employee records including financial info, fingerprints, health records and security clearance information
- ASHLEY MADISON: 37 MILLION ACCOUNTS EXPOSED; hackers obtained and released seven years’ worth of names, addresses, phone numbers and financial information including those of multiple federal officials

THOSE WHO WORK IN THE INDUSTRY MUST sometimes feel as though they’re playing a game of Whack-A-Mole. Thanks to cyber criminals, identity theft in 2014 topped the Federal Trade Commission’s national ranking of consumer complaints for the 15th consecutive year, with more than 332,000 complaints, according to the Federal Trade Commission’s 2014 Consumer Sentinel Network Data Book, an online database of millions of consumer complaints compiled for law enforcement.
Q. Why did you decide to become an instructor?
A. I actually became an instructor by accident. One of our Engineering instructors became seriously ill and couldn’t teach an advanced control systems course. The then Director of Engineering programs and a friend of mine, Harute Barsamian, asked me to step in and teach the course with about one week’s notice. With only one week to prepare, and no notes or materials available, I thought to myself “how hard could it be to teach an engineering course?” I committed to teach this one course every Tuesday evening from 6:00-10:00 p.m. I quickly realized that I took on more than I could handle. My solution was to develop each week’s curriculum as we went along, and managed to stay one week ahead of the class. I covered the basic theory from the textbook and then put the students to work designing control systems based on what we just covered. It worked out very well, as the students were learning much more from doing the problems together than listening to my lecture. I took on the role as a facilitator/coach working with each team rather than as the up-in-the-front teacher.

Q. What’s unique about your teaching style?
A. What is unique, I think, is that I give the students the opportunity to learn by doing and working with each other, just as they have to in the real world.

Marty Wartenberg

Q. What’s your favorite lesson to teach and why?
A. My favorite lessons are the leadership aspects of project management and the impact of various cultures on the leadership and team building for successful project teams. Most of the project management topics can easily be learned from books, but the actual teaching of and explaining how to both lead and manage successful cross-functional, cross-cultural teams is a real challenge and is best done face to face with lots of examples, role plays and actual cases.

Q. What do you find most rewarding about being an instructor?
A. The most rewarding thing that I can hear at the end of the class is the students telling me that they learned more from each other than from the instructor. I especially enjoy watching relatively inexperienced people come through our program and at the end be able to actually accomplish real work and demonstrate that with a high degree of professionalism.
Our members receive a host of benefits not only as an incentive to join the association, but to say thank you as well. After all, without our members, we would not exist and neither would a network dedicated to connecting alumni with each other and the university!

**Top 5 benefits of membership**

- **Stay connected:** Find out the latest UC Irvine news, research and updates.
- **Help yourself:** Every membership helps increase UC Irvine’s national ranking.
- **Save money:** Get discounts on a wide variety of goods and services.
- **Have fun:** Receive exclusive access to exciting events and programs.
- **Show your pride:** It’s just the right thing to do.

You are UC Irvine.
You are a part of the Anteater family.
And you have access to exclusive benefits.

Whether you signed up for your first UCI Division of Continuing Education course for personal or professional development, you became part of something special the moment you clicked the registration button. Now you’ve taken the courses, you’ve developed new skills, you’ve improved your resume, and you’ve met some terrific friends and colleagues along the way. The best way to keep your Continuing Education experience going? Join the Alumni Chapter! It’s free and easy to register, and once you’re a member, you open up a whole new world of opportunities—from social and networking events, to educational and mentoring experiences. The best part – you participate as little or as much as you want.

- [ce.uci.edu/alumni](http://ce.uci.edu/alumni)
Sheniece Smith’s path to becoming associate general counsel for Children’s Hospital of Orange County was unconventional, to say the least. But as is often the case, those with the most life experience bring the very best to their careers.

Her passion for the law is deep rooted. Smith first became interested in the profession in sixth grade when she participated in a mock trial. But seeing as she was raised by a single mom who earned what Smith describes as a lower-middle income, Smith had to work hard and make sacrifices for all her educational and professional achievements.

After graduating from Cal State Dominguez Hills, she worked in the grocery industry before returning to law, earning her paralegal certificate from UCI Division of Continuing Education (DCE) in 2008.

“I was drawn to UCI’s program because it’s ABA [American Bar Assn.] approved, it’s the oldest program in Southern California, and it has an excellent reputation in the legal community.”

She describes the DCE paralegal program as “enlightening” and said it supplied her with the skills to work in any setting supporting an attorney. “The program not only provides the necessary instruction, but also gives students confidence in their work.”

The program was Smith’s launch pad for landing a job as a contracts administrator at Warner Bros., drafting agreements for the international sale of TV shows and movies. And DCE’s distance learning component gave her the time flexibility she needed to gain her qualification and keep working at the same time.

After earning her certificate, Smith got a job closer to home as a full-time paralegal in the new legal department at Children’s Hospital of Orange County. Colleagues at the hospital encouraged Smith to continue her education at law school. And she did just that, graduating cum laude from the University of La Verne College of Law in 2012.

Looking back over her formal education, Smith described the paralegal program at DCE as extremely practical. “Unlike law school, the paralegal program was direct, guided learning of the skills necessary to thrive in a law office.”

“My legal writing class really gave me the training I needed to impress my chief legal officer at CHOC and excel in my career. I apply the skills I learned in my contracts class daily as we process over 2,000 contracts each year.”

Smith also thinks the paralegal program provided a great foundation for law school. “It helped me put everything in context because I had been exposed to a lot of legal information during the paralegal program and I learned the practical side of the content. Then law school gave me the theoretical side of the content.”
In addition to her job as associate general counsel at the hospital, Smith established the Family Legal Assistance at CHOC Children’s Clinic, which offers patients free legal services for conservatorships, guardianships and wills.

The program helped nearly 100 families in its first year of operation. “The best part about my employer,” Smith said, “is that CHOC gives me permission to think creatively about how my department can use its skills to enhance the corporation.”

She also volunteers at the Public Law Center and sits on the board of directors and is secretary of the Veterans Legal Institute. As if that’s not enough, in 2013, Smith founded H.O.P.E. Through Affordable Legal Services, which provides pro-bono and low-cost aid to those who cannot afford full attorney fees.

The community is starting to recognize her contributions. Smith received the Wiley W. Manuel award from the State Bar of California in 2014 for her volunteer legal services to the poor and disadvantaged, improving the law and the legal system and increasing access to justice. On Aug. 27, she received the 2015 Business Person of the Year award from the Black Chamber of Commerce of Orange County at its annual awards ceremony.

Smith said the best part of her job is being a fixer. “I love solving problems for corporations and for people. It is incredible how understanding legal language and legal procedure, and interpreting that for people, can change their lives,” she said. “I get a lot of satisfaction out of creating a better solution to a problem or making a problem go away.”

Summing up her professional life so far, Smith said, “All in all, I love the profession. There are long, tough days, but when your work is dedicated to enhancing the disposition of others, there’s always a reward on the horizon.”

“I was drawn to UCI’s program because it’s ABA [American Bar Assn.] approved, it’s the oldest program in Southern California, and it has an excellent reputation in the legal community.”

Sheneice Smith
Does it seem like we’re all stuck doing the same jobs year after year?

The U.S. job market is actually a lot more fluid than many people think. According to the U.S. Bureau of Labor Statistics, the average American born in the later years of the baby boom generation (1957-64) held 11.7 jobs between the ages of 18 and 48.

Changing jobs is often a positive move, a good way to keep things fresh from a career and personal standpoint. But when is the time right to make a change? Though the BLS doesn’t keep track of the number of times people change careers, there are telltale signs that you should probably be looking for a new line of work.

UCI Division of Continuing Education (DCE) career coaching instructor Jeannie K. Sticher, who has more than 20 years’ experience in senior level customer and human resource positions, offered seven indicators that change should be in your future.

1. **It’s impossible to move upward or sideward from your current position.** Maybe there’s no room to maneuver inside your company. Maybe others are being promoted over and around you. If that’s the case, it’s time to acquire more skills or find a job where you don’t feel invisible.

2. **Your boss is unpleasant or demeaning.** All of us have bad days at work. But enduring this type of a situation on a daily basis is reason to move out of your current team or leave the company altogether.

3. **Your best strengths or skills are not recognized or valued.** Sometimes it’s difficult to demonstrate newly acquired skills at your current company because you’re already pigeonholed by your past work. It may be time to look for an employer that values your new skill set.

4. **Your work-life balance is totally out of whack.** Everyone has times when personal life suffers because of long hours at the workplace. But is this a regular occurrence?

5. **There’s a profound lack of passion for your career, position or company.** This can mean it’s time to pursue new interests.

6. **The company is sinking!** No need to go down with the ship. Loyalty is valued, but you need to take care of yourself and those at home who depend on you.

7. **Being your own boss is an unrealized dream.** Is it time to finally break out and become an entrepreneur?

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### To thrive in today’s rapidly changing business environment, you must have the most up-to-date knowledge and skill set. These programs can help you stay ahead of the curve and boost your performance within your organization.

#### Programs

- Agile Project Management
- Applied Accounting
- Business Administration
- Business Analyst
- Business Process Optimization
- CFP® Review
- Contract Management
- Digital Marketing
- E-Learning Instructional Design
- Human Resources Management
- Innovation and Product Development
- Legal Risk Management
- Marketing and Communications
- Meeting & Event Management
- Personal Financial Planning
- Project Management
- Real Estate Licensure
- Six Sigma Lean (Green and Black Belt)
- Social Media
- Spa and Hospitality Management
- Strategic Human Resources Leadership
- Supply Chain Management
- Workplace Spanish Language Courses

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[ce.uci.edu/bm](ce.uci.edu/bm)
If one or more of these sound all too familiar, Sticher says you have three choices. “One, suck it up and be miserable. Two, discuss the situation with a mentor, human resources or a good friend and decide what developmental skills or talents are needed to be promoted or move into a different position. Three, assess your personal situation. It may be time to be your own boss! Do you have a good idea that you know would be a hit? Might be time to take the leap.”

As a DCE instructor, Sticher is one of many educators who help make a career leap possible. Sometimes that means helping students gain new skills at a current job; other times it means learning a new line of work. DCE offers a number of programs and seminars helpful to those in transition, along with a range of career training and retaining programs. These include more than 60 certificate programs covering areas such as business management and leadership, education, engineering, environment and facilities, information technologies, legal and life sciences.

DCE offers on-campus and online courses, from Advanced Mobile Development for Apple iPhone and iPad to Writing Queries Using MS SQL Server 2012. Career-related webinars, available for free, include such diverse topics as “The Art and Science of Spa Menu Development” and “Gamification in Secondary Education.” Last year, DCE launched the Career Coaching online course. Participants receive personalized feedback on essential career planning and advancement tools like creating a personal brand, networking and drafting a resume and cover letter. Coaching also includes instruction on how to manage relationships and communicate one’s value in writing and during interviews.

So if you are seeing signs that it’s time for a new career, take a look at all the career resources available at DCE. On a dedicated Career Resources web page, you’ll find information on how to enroll in the Career Coaching Online Course and have access to a host of free Online Self Access Career Planning Modules. These easy-to-follow modules include instructions and work-sheets on a wide range of topics including identifying your skills and interests, resume writing and interviewing techniques.

There are also links to a variety of live and on-demand events, as well as videos posted on YouTube. With the right information and preparation, you might find that making a career change is just what you needed.

“It may be time to be your own boss! Do you have a good idea that you know would be a hit? Might be time to take the leap.”

Jeannie K. Sticher
Traditional marketing methods have largely been relegated to the dustbin of history. New technology, the increased cost of doing business, and the ramped-up need for accountability have sparked the transition to digital marketing. But the objectives remain the same.

“Digital marketing is, at its core, the use of digital tools and tactics to support marketing objectives - the same basics around which marketers have worked for decades,” said Scott Rutherford, a marketing technologist and instructor at UCI Division of Continuing Education (DCE).

The transition from traditional to digital marketing, however, can present both pros and cons.

“Digital marketing is harder because you have to continually learn new tools and stay abreast of emerging trends, which feels like a never-ending uphill task – because it is,” Rutherford said. “But it’s also easier because digital tools allow immediate and granular control of advertising and other digital messaging and content in ways that were impossible 15 or 20 years ago.”

These issues and more are addressed in digital marketing curriculum offered by DCE’s Business Programs Department. Offerings include a Digital Marketing Certificate program, Social Media Specialized Studies Award, and a Marketing and Communications Certificate program.

The courses are invaluable to a wide range of professionals. For those new to marketing, they’re an ideal way to acquire real-world guidance and quickly get up to speed on digital marketing tactics and strategies. For experienced marketing professionals, they’re a way to take a focused look at current and emerging practices, and to understand how time-tested marketing fundamentals can be applied using a new toolkit and, for many, a new perspective.

Digital marketing is immediate, interactive and measurable. It also encompasses a wide array of tools, channels and strategies: websites, mobile experiences and apps, location-enabled content and apps, keyword advertising, digital advertising and re-targeting, and suggestive selling driven by customer behavioral data and predictive analytics among others.

These capabilities have transformed the standing of the marketing department at many companies and organizations.

“For a very long time, many businesses looked at marketing solely as a cost center,” Rutherford said, who explained that digital tactics enable marketers to better justify their contributions to the bottom line. That’s because return on marketing investment can be measured, reported and tracked, rather than just guesstimated, as it was in the good old days.

“...tremendous real world applications... The digital format for the courses was brilliant.”

Michelle Szupkay, student

WANTED: Digital Marketers
Current and former students have used their DCE digital marketing studies in a variety of ways.

Even though she had degrees from three major universities, Lisa S. Morel decided she needed a Digital Marketing certificate to succeed as a marketing analyst or marketing manager. While enrolled in the certificate program, she interned at a digital marketing agency.

"That practical hands-on experience—plus the program education—helped me qualify for my current job at Symantec in search engine optimization and content marketing," Morel said. "It was helpful to know the material we had learned in the courses and to have used some of the tools (like Google Analytics) in my internship."

Raj Gupta is currently taking an online video marketing class at DCE, his last step in completing a Digital Marketing certificate. "I have been involved in social media for a long time and have a basic understanding of it," Gupta explained. "But I lacked technical knowledge, which is why I enrolled in the program."

Although Gupta already had 15 years of experience in the field, he said the program has allowed him to hone his digital marketing skills and apply them to his job as a senior dealer operations manager for Infiniti Motor Co. in the Bay Area.

Michelle Stupkay worked in marketing for a decade, then took time off for extended maternity leave. Returning to the workforce, she noticed a significant increase in the importance of digital marketing and felt that she needed formal training.

Four courses into a Digital Marketing certificate program, Stupkay said what she has learned in the classroom has already translated into "tremendous real world applications."

"The digital format for the courses was brilliant," Stupkay said. "Each instructor had a slightly different approach, all equally useful. I had never taken an online course before, and given the subject matter it only made sense for the courses to be offered online."
CORPORATE TRAINING:
what you need to know

Implementing custom corporate education for improved productivity and bottom line results

Competition is fierce in today’s increasingly complex business environment. As your customers demand that you deliver more than just good products and service, gaining and sustaining a competitive industry advantage will depend on how well your staff executes. Research shows that well-trained employees are more efficient, more satisfied and are proven to remain loyal to the company. A well-trained workforce is the key to building a long-term, sustainable advantage in your industry.

Bringing corporate training to your workplace ensures that your employees are all receiving the same quality education, getting the most relevant and immediately applicable skills and knowledge, while meeting budget and company objectives. Investing in training will improve your organization’s capabilities, productivity and bottom-line results. Understanding the importance of continuing education for employees and the long-term advantage of having well-trained, efficient employees is a big undertaking, logistically and financially. Your company can only be successful if it begins with capturing the right content and specific training needs.

“It’s important to focus on management expectations, performance goals and expected outcomes to create individually-tailored solutions. The best learning experience for students is practical education with real-world applications. You want to give your employees the valuable tools that they need to help your company gain a competitive edge.”

Brian Breen
Director
Corporate Education
2. Make it Convenient

Once you know what you would like to achieve, it is time to look at the best methods for integrating training into your organization for the greatest impact.

A well-trained staff is one of the biggest investments a company can make. Having engaged employees participating in the training is crucial to the success of the program. Offering flexible training options will ensure that your investment does not go to waste.

Consider weekday on-site classes, short intensive weekend workshops, online, hybrid or any combination of these. A custom solution will be more flexible, with a number of delivery options available to select from, and ready to be tailored to your business and employee needs.

3. Partner with the Best

Finally, you want to select a training provider that can help you achieve your goals with a custom solution designed just for your organization.

For the greatest success, it is vital that your training partner should be fluent in your industry, and with the way you do business. You should ensure that your provider can deliver high impact, collaborative solutions.

The instructors leading your training program should be seasoned professionals in their respective fields, with a results-oriented approach. Their instructors’ expertise and real-world insights in the classroom can result in immediate improvements in skills and capabilities as employees take what is learned in class and apply it immediately on the job.

The best corporate training solution provider for your company should take into consideration these key factors:

- A pre-training assessment, building the foundation for a training program that meets company goals and addresses specific training objectives
- Development or adoption of a results-oriented program geared to meet your company’s exact needs
- Selection of a provider that incorporates your company’s processes and systems into the curriculum to ensure immediate impact on performance
- Training delivery offered in flexible formats in order to reach all students without sacrificing productivity

Conclusion

This three-step approach toward corporate training will ensure that your employees learn and grow, ultimately improving productivity, and providing your organization with numerous benefits including:

- An immediate return on your training investment
- A better trained and more productive workforce
- Higher employee satisfaction and retention
- Increased customer satisfaction

The best corporate training solution provider for your company and our community — offering a convenient solution to all training needs. We develop and design curriculum, deliver customized training - onsite and online, supply internship and candidate recruitment resources, and act as a true and trusted partner to your organization.

Brian Breen is the Director of Corporate Education at University of California, Irvine DCE. For over 10 years, Brian has worked with many corporations to develop effective training programs. For more information, visit ce.uci.edu/corporate or contact Brian Breen at (949) 824-1847 or via email at bbreen@uci.edu.

DCE Corporate Training is a resource for your company and our community — offering a convenient solution to all training needs. We develop and design curriculum, deliver customized training — onsite and online, supply internship and candidate recruitment resources, and act as a true and trusted partner to your organization.
Ding-Ay Tadena believes in “teaching outside the box.” It’s a concept that she learned in UCI Division of Continuing Education’s (DCE) Gifted and Talented Education, or GATE, program and that she uses to help students reach their full potential in her Hawthorne High classroom as well as in her native Philippines. And on a personal level, with her own son. The youngest of six children, Tadena lost her mother in a plane crash when she was just 1 year old and was sent to live with an aunt in northern Philippines. After completing her bachelor’s degree in secondary education, she moved to Manila and taught high school and college-level math. Meanwhile, she was pursuing three different master’s degree programs — in mathematics education, English language and literature — as well as a degree in education management when she was hired as a high school math teacher in California. It was while teaching in Hawthorne that Tadena first heard about Irvine’s GATE program and decided to enroll. Now an alumnus, she describes the program as “outstanding” and has recommended it to other teachers. “The professors were great,” she recalled, pointing to award-winning educational consultant and trainer David Ghoogasian, as “one of the most engaging and thorough professors that I’ve ever had.”

Tadena feels that the most useful part of the training was learning to understand the different needs of students at all levels, gifted and otherwise, and the teaching strategies to address those needs. The ability to teach and motivate children who have difficulty learning holds special meaning for Tadena, whose son has Noonan Syndrome. “Ben was diagnosed to have at least some mental retardation and multi-organ systems malfunctioning,” she explained. “I knew that I could not reverse any of his physiological problems. But as a teacher, I knew that I might be able to do something with his mental conditioning. So I raised him understanding his physical limitations but having boundless cognitive ability.” She said the GATE program made her realize that some characteristics of gifted children paralleled those of her son. “During the first day of school with Mr. Ghoogasian, I came to understand my...
son’s needs with respect to his ‘giftedness.’ I started focusing more on his abilities instead of his weaknesses.”

Now 15 years old, Ben finished middle school with a 3.87 GPA and just started 10th grade at El Segundo High.

Tadena also brings the skills learned at DCE into her Hawthorne High classroom, even though it doesn’t have a GATE program. “The strategies that I have learned have equipped me to reach out to each of my students, differentiate my lessons and give these students who are in an at-risk community some sense as to what they can do, to dream and to start realizing their dreams through good teaching.

“I discovered that the strategies that I learned in teaching the GATE students worked really well with a lot of my students who are struggling academically in most of their classes. This to me was the most important skill that I developed from the GATE program.”

Bending her own personal experience and knowledge gained from the DCE program, Tadena created a teaching strategy that she calls the SHE Approach (significant human experience). It focuses not just on the content being taught but also on the “humanness” of that content.

“It’s about ‘concretizing’ the abstract content in terms of the student’s needs and interests,” Tadena said. “[That’s what] makes any lesson real, relevant and significant. It’s about breaking the walls that isolate mathematics or science or languages as a discipline. It’s about an interdisciplinary way of teaching that fuses the child’s linguistic, analytic, artistic, scientific and mathematical abilities using one material yet achieving multi-level learning.”

Tadena’s tweaking of this strategy over many years has resulted in a fun and engaging classroom for her students at Hawthorne High.

But over the years, she has not forgotten her homeland and has traveled to the Philippines many times to impart her knowledge to local teachers. This past summer, Tadena launched the SHE approach in the islands and trained teachers, math coordinators and college professors on how to use it. The program, she modestly said, has been well received.

And Tadena never forgets where her teaching methods were truly born, crediting the GATE program with opening her mind to a whole different way of teaching and learning.

“It switched on the creative side of me as a teacher,” she said. “It made me teach outside the box and led me to focus more on how a student learns best instead of how I teach my subject matter. I’m very grateful for DCE because of what I’ve become — not just as a teacher, but also as a mom.”
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Currently and former students have used their DCE digital marketing studies in a variety of ways.

Even though she had degrees from three major universities, Lisa S. Morel decided she needed a Digital Marketing certificate to succeed as a marketing analyst or marketing manager. While enrolled in the certificate program, she interned at a digital marketing agency.

“[The practical hands-on experience—and the program education] helped me qualify for my current job at Symantec in search engine optimization and content marketing,” Morel said. “It was helpful to know the material we had learned in the courses and to have used some of the tools (like Google Analytics) in my internship.”

Current and former students have used their DCE digital marketing studies in a variety of ways.

Raj Gupta is currently taking an online video marketing class at DCE, his last step in completing a Digital Marketing certificate. “I have been involved in social media for a long time and have a basic understanding of it,” Gupta explained. “But I lacked technical knowledge, which is why I enrolled in the program.”

Although Gupta already had 15 years of experience in the field, he said the program has allowed him to hone his digital marketing skills and apply them to his job as a senior dealer operations manager for Infiniti Motor Co. in the Bay Area.

Michelle Sztupkay worked in marketing for a decade, then took time off for extended maternity leave. Returning to the workforce, she noticed a significant increase in the importance of digital marketing and felt that she needed formal training.

Four courses into a Digital Marketing certificate program, Sztupkay said what she has learned in the classroom has already translated into “tremendous real-world applications.”

“The digital format for the courses was brilliant,” Sztupkay said. “Each instructor had a slightly different approach, all equally useful. I had never taken an online course before, and given the subject matter it only made sense for the courses to be offered online.”

Morel, Gupta, and Sztupkay are just a few of the many students who have benefited from DCE’s digital marketing programs.
Are you and your career a good fit? Want to explore a new field but don’t know how? We have compiled a series of occupational profiles to help you better understand the nature of the job, educational and training requirements, employment outlook and salary level, and more. In this issue, we highlight Project Management careers.

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