The third issue of the DCE magazine marks a milestone for UC Irvine. This experiment in communicating to our students and to the larger public has proven highly successful. Rather than present just a list of courses, this magazine tells some of the stories behind the thousands of learners we serve, in Orange County and, indeed, around the world.

Unfortunately, our world appears to be drawing apart, as travel across the globe becomes more difficult for many reasons that are out of our control.

Although we’ve seen a slowdown in enrollments in our international programs—programs that have brought thousands of international visitors to Orange County—our bond has never been stronger. Our international students, when on campus in Irvine, appreciate the opportunity to experience the spirit of inclusivity and the safety and freedom of a democracy, all within a vibrant local economy. These visitors have enriched our local scene with their diversity and their ability to live, learn, and enjoy the amenities of our local community.

Each of these visitors presents us with a story of personal contact and involvement with our culture, while sharing with us a different culture and point of view.

“The experience at UCI was amazing and very special for me. Not only did I learn English, but also I met beautiful Americans and people from all over the world. Especially, I appreciated my teachers for their enthusiasm, dedication, and kindness. Thanks to teachers and classmates, my point of view was expanded and I could improve myself as a human,” said Hyunjung Jin, a 10-Week Intensive ESL student.

This is just one story of many that come to DCE each year. Rest assured, the DCE is striving very hard to make sure the welcome mat is out for our international visitors.

We hope our local and very diverse Orange County community can help spread the world that UCI is a safe, vibrant, and welcoming community.

Gary W. Matkin
Dean of Continuing Education, Distance Learning, and Summer Session
Summer 2017

Division of Continuing Education

magazine

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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,
Continuing Education Building 3
#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

SUMMER 2017  COURSES BEGIN: JUNE 26
FALL 2017  REGISTRATION OPENS: JULY 21
           COURSES BEGIN: SEPTEMBER 25
WINTER 2018  REGISTRATION OPENS: OCTOBER 27
             COURSES BEGIN: JANUARY 2
SPRING 2018  REGISTRATION OPENS: JANUARY 26
             COURSES BEGIN: APRIL 2

- ce.uci.edu
Esports has become a global sensation with big league opportunities

How ‘Warcraft’ changed the world

Teams of highly trained collegiate competitors battle it out in arenas full of cheering fans, while others follow the action at home, on major networks like ESPN. Sounds like March Madness or the College Football Playoffs — but there’s not a ball, basket or facemask to be found.

We’re talking esports, a fast-growing phenomenon with teams testing their skills playing “Heroes of the Storm,” “League of Legends” and other popular videogame titles, in a live venue or remotely from thousands of miles away. And it’s positively booming, wildly popular with the college crowd and quickly becoming a global force.

Around a dozen universities, including UC Irvine, field teams and host events. Players from over a thousand schools, and millions of players worldwide, compete through networks and streaming services like Tespa and Twitch.

“Esports is the merging of three worlds: sports, entertainment and technology. And it’s on an impressive growth trajectory by almost all accounts,” said Adam Rosen, president and co-founder of college gaming network Tespa, as well as advisory board member for DCE’s proposed esports certificate program. “For major events, we’re already seeing viewership rival that of traditional sports. Packed stadiums, enthusiastic fans, and top-notch entertainment quality are quickly becoming the norm.”

Given the remarkable growth in the past year, Rosen believes it’s only a matter of time before esports is the world’s number-one pastime. If that sounds extreme, take a closer look.

According to Newzoo Global Market Research, the esports market grew by 41.3% over the past year to $696 million, with projected revenue up to $1.5 billion by 2020. Leagues and teams are multiplying so fast, it’s impossible to keep track.

“Thanks to the accessibility of digital competition and broadcasts, an argument can be made that esports is far more global than traditional sports, allowing fans to engage at any level from any corner of the world,” Rosen said. “That said, the industry is still young and has plenty of room for eager entrepreneurs to carve out a space to thrive.”

Clearly this nascent industry has potential for exponential growth, fueling a need not only for entrepreneurs but stakeholders at every level, from league and team management to event production and game design.

That’s the idea behind the DCE’s esports certificate program, which aims to provide a comprehensive look at the business and art of the sport, with an eye to developing talent for future innovation.
Mastering the game

Still under development with an anticipated launch in the second half of 2017, the certificate program is designed to lay the groundwork for a career in esports. Led by industry professionals, it examines the structure, stakeholders and business aspects of organized esports, along with a look at the skills and background required to get in the game on a number of levels.

Curriculum is guided by an expert advisory board that includes Adam’s brother Tyler Rosen, also president and co-founder of Tespa. Both serve as esports directors for industry giant Activision Blizzard, home to iconic titles like “Call of Duty,” “Heroes of the Storm” and “Overwatch,” which has its own thriving international league.

“There are so many ways to participate in esports, from league design and operations to broadcast production, team management, business development, event production, technology, marketing and promotion,” Rosen said. “I’d recommend for students to pick an area that interests them.”

As the sport grows there will be increasing demand for business managers and talent agents, said Mark “Garvey” Candella, director of strategic partnerships for Twitch, a popular esports streaming provider — sort of a Netflix for esports.

Content creation is also on the rise, and broadcasters will need people “with creativity and appropriate skill sets to help them further develop their content strategies. The potential is really only limited by not supporting students as they innovate and create a sustainable industry by applying themselves while in school,” Candella added.

The DCE offers a number of other courses in project management, business and IT that can provide additional background for a successful career in esports.

From Pac-Man to StarCraft

We’ve certainly come a long way from the Nintendo Gameboy. But the origins of esports go back even further, to the days of arcade games.

“In one form or another, esports has been around for decades,” Candella said. “I believe the spectator experience was established during the days of arcades, when we would stack quarters on the screen to call next and then stand around and watch everyone playing until it was your turn.”

Organized competitions came along in the ’90s, with events such as the Nintendo World Championships. Growing broadband networks gave birth to online tournaments a decade later — players battling it out on “World of Warcraft” and other popular titles. But organized team competitions didn’t begin to boom until quite recently.

“It’s only in the last five years or so that it has reached critical mass and grown into a persistent cultural phenomenon,” Rosen said. “A lot of this has been driven by the advent of online streaming platforms like Twitch and YouTube, which have transformed it into a global spectator sport.”

A turning point in the trajectory of esports was the 2015 launch of Heroes of the Dorm, a collegiate league that offered full tuition for the winning team. The finals event was broadcast nationally on ESPN — the first time esports was showcased on a major network.

The event sparked a national dialog over esports’ credibility as a legitimate sport, Rosen said. “One side declared it too different, knew it wasn’t ‘sports,’ and spoke out against it. The other side had found the relatability of college sports teams an easy hook, and even if they didn’t yet fully understand the game, they wanted to see more.”

They sure did. Tespa hosts players from about 1,200 colleges, and streaming platforms like Twitch.tv — through its Twitch Student program which provides universities with their own team page and partnered network — are practically ingrained in campus with games like “DotA 2” and StarCraft.

Now the collegiate esports community strives for the same recognition and level of esteem granted to traditional sports, with universities, including UCI, offering scholarships and recruiting elite players. UCI even has its own esports Arena, the first of its kind at a major university.

“Esports has been growing steadily on college campuses for the last decade,” Rosen said. “And it will soon be synonymous with the college experience.”

Learn more at ce.uci.edu/esports

University of California, Irvine photos
Courtesy University of California, Irvine.
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  UCI Campus

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  • Tuesday, May 9
    5-6pm (PDT)
    UCI Campus
  • Thursday, May 11
    6-7pm (PDT)
    UCI Campus
  • Tuesday, June 6
    4-5pm (PDT)
    UCI Campus
  • Thursday, June 8
    6-7pm (PDT)
    UCI Campus

- UCI+One Information Session
  • Wednesday, May 24
    12-1pm (PDT)
  • Thursday, June 8
    12-1pm (PDT)

Sign up at ce.uci.edu/events
Partners in love and learning

Two DCE alums share a passion for clinical research – and each other.

**Darren and Sarah Lacour** are a committed couple, life partners and former college sweethearts pursuing successful, ambitious careers in clinical research. And it all started with Xavier — in more ways than one.

Both were already good friends, students working toward bachelor’s degrees at Xavier University in New Orleans, when a mutual friend suggested to Sarah that the pair would make a great couple.

“Darren and I were both biology majors and great friends for the first three years of college,” said Sarah, a UCI DCE graduate who is now an instructor in the Clinical Trials program. “And the person that got us to take a second look at each other was actually named Xavier! How ironic is that?”

Needless to say, they took a second look and never turned away, taking every step of their journey together.

Today they’re happily married, raising toddlers Darren and Dominic. The senior Darren, also a DCE graduate, is clinical research manager for Medtronic, a global leader in medical technology and services. Sarah’s a senior site management associate for worldwide pharmaceutical company Allergan. Two successful careers, both launched by UCI DCE.

“We started dating in 2006, got engaged in 2012 and married in 2013,” Sarah said. “Here we are today, from New Orleans to Orange County.” Their journey has miles yet to go.

After getting his B.S. in Biology, Darren was determined to pursue graduate studies but wasn’t entirely sure of his direction. He was attracted to healthcare. He started his career as a chemist in a pharmaceutical lab. Working with commercial pharmaceuticals prompted his interest for R&D and a deeper impact to healthcare, so he decided to pursue a career in clinical research, fulfilling his love of science by developing new medicines and devices and bringing them to market.

Darren’s next step was enrolling in the Clinical Trials: Medical Device and Drug Development certificate program at UCI Extension (now DCE) in fall of 2009. When he discovered that units from the program could be transferred to Northeastern University’s M.S. program, his path was clear.

“This was beyond helpful and motivating to know that my master’s was basically underway when I started UCI coursework,” Darren said. “As for my career, I can confidently say that while I earned a M.S. with a concentration in regulatory affairs, my coursework at UCI accounted for about 40% of what I needed to launch my career.”

To round out his resume, Darren also took DCE courses in project management and business — training that serves him well at Medtronic, where he manages a matrix of functions including project finances, monitoring, safety, data management, and biostatistics. Darren and his team also analyze and monitor clinical data, producing technical and progress reports.

At the start of his clinical research career, Darren worked for a start-up medical device company where he helped design and execute bench research, pre-clinical and clinical studies. This
position where he wore many hats plus his education prepared him to talk the same language as many of the cross functional partners in R&D, Marketing, Quality, Ops, Manufacturing, and Regulatory. “All of these elements fast-tracked me into management because it wasn’t the traditional background for most people in clinical research,” he said.

Darren eventually convinced Sarah to sign up for the same certificate program, but it wasn’t exactly a tough sell. While discussing various career opportunities, Darren suggested she get her feet wet with a class or two, see if it’s a good fit.

“That’s how my career in clinical trials and research began,” Sarah said. “Before I knew it, after the first class, I looked up and realized I completed the whole program.”

Since the DCE program also has an articulation agreement with Keck Graduate Institute, Sarah was able to apply credits to Keck’s Master of Bioscience program. It was “a Godsend,” she said, allowing for a lighter course load during her final year at Keck while she was caring for their newborn son.

“It was no easy feat, being a full-time mom, and a new mom at that, plus being a grad student,” she said. “But I had an amazing support system both at home and at school that helped me through.”

Three years after getting her certificate, Sarah graduated Keck with a MBS in Clinical and Regulatory Affairs — and now she’s come full circle. When she’s not managing clinical trials at Allergan, Sarah teaches a DCE course, Post-Approval Compliance Requirements for Pharmaceutical Products, helping others along their career journey.

“UCI is the gift that keeps on giving,” she said. “Not only did UCI help jump-start my career in clinical research and trials, it helped fulfill one of my goals that I’ve had since I was a little girl by providing me with yet another career opportunity as an instructor.”

The Division of Continuing Education has a handful of certificate programs for those looking to pursue a career in clinical research, including the Medical Device and Drug Development option. Offering a path to becoming a Certified Clinical Research Professional (CCRP), the program teaches how to design and implement effective clinical trials, with a deep dive into the laws and regulations involved in bringing new devices and drugs to market.

Darren was especially impressed by the instructors’ level of expertise. “UCI’s program is taught by practicing professionals with real-world experience infused in the lectures,” he said. “The instructors at UCI have provided not only career guidance and practical advice, but recommendation letters when I’ve needed them. They’ve been a really helpful bunch.”

Far from offering dry subject matter, the program was a revelation, opening up a new world of exciting possibilities. Clinical research, he found, is the key to a crucial global partnership between engineers, scientists, and health care practitioners that can improve the lives of millions.

“How exciting is that?” he said. “In college I only knew the doctor pathway for someone wanting to work in healthcare. It didn’t dawn on me that surgeons have to partner with medical device companies to bring cutting-edge technology to patients.”

With an eye to the future, Darren’s well-rounded DCE training offers a straightforward pathway to the next career step: running his own company, a Contract Research Organization (CRO). It’s a dream the LaCours are currently pursuing full speed.

“We’re now both in the same industry and are currently in the process of getting Ology Universal Research Solutions (OURS), a CRO that Darren started, up and running,” Sarah said. “We have had an amazing ride thus far and I am excited to see what else is in store for my little family!”

Darren LaCour, Clinical Trials: Medical Device and Drug Development certificate graduate
**Q. Why did you decide to become an instructor?**

**A.** While the Independent Educational Consulting field is expanding exponentially, only perhaps 10,000 individuals internationally are engaged in this work—a small number in comparison to most professions. Because the students in the Independent Educational Consulting certificate program are spread across the globe, online learning has proven the best way of transmitting material. Our online classrooms consist of individuals in Boise and Biloxi and as far away as Novosibirsk and Guatemala City. I chose to become an instructor because of my desire to reach these students. I want to pass on the body of knowledge of the field to those who share my interest and passion for the subject. And perhaps just as important, I want to help shape the future of the profession.

**Q.** What’s your favorite lesson to teach and why?

**A.** My favorite lesson is always “where do we go from here?” Any class is only as good as the follow-up steps my students take when they leave the classroom. A great course is one that encourages students to move forward in specific ways. For students in the field of Independent Educational Consulting, that next step might mean joining a professional organization or attending a professional meeting. It might mean setting a goal for how many college visits to complete in the six months following the class. It might mean identifying books to read, webinars to attend, and people to follow on Twitter. It might mean developing a website and determining whether to lease office space. I believe it is essential that my students understand that any class (whether online or in a classroom) is merely the beginning of the journey.

“I believe it is essential that my students understand that any class (whether online or in a classroom) is merely the beginning of the journey.”

**DR. STEVEN R. ANTONOFF**

**Q.** What’s unique about your teaching style?

**A.** I’m not sure it’s unique, but I try to continually keep in mind each student’s background and relate it to the class I am teaching. Adult learners bring a wealth of experiences and insights to our classrooms, and I feel it is essential to recognize and respect those experiences and insights. Online teaching features several digital “touchpoints”—moments that allow you to connect directly with your students. For example, I try to welcome students to my class by commenting on their unique expertise. Another touchpoint occurs when I provide feedback on a project and can highlight how students’ special gifts can be put to use in their new field. Any opportunity to reach students individually—such as responses to student postings—can qualify as a touchpoint. It is up to each instructor to identify these touchpoints and utilize them to ensure that every student feels included and heard.

**Q.** What do you find most rewarding about being an instructor?

**A.** Teaching in the Division of Continuing Education enables me to make the field of educational consulting come alive for people from all over the world. The UCI classroom allows me to share with my online students all the rewards of this profession. The invigorating challenge of working with adolescents. The positive feeling that comes from being a part of a young person’s decision about her future. The excitement of witnessing change in high school student attitudes. The joy of seeing a teenager’s face light up when he realizes he has a range of “good match” colleges to choose from. And of course, as an instructor, I enjoy a special benefit: the chance to educate new practitioners and help them find the pride in being a respected expert in a much-needed and growing profession.

Dr. Steven R. Antonoff
Independent Educational Consultant Instructor
By enrolling in ACCESS UCI, you can take advantage of over 5,000, UCI undergraduate and graduate courses without formal admission to the university, based on available space and permission of the course instructor and/or department. Courses carry university credit, may count toward a degree, and are taught by distinguished UCI faculty. Enrollment in ACCESS UCI does not constitute admission to UCI.

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**How do I obtain a UCI catalogue or schedule of classes?**
Course descriptions are listed in the UCI General Catalogue, online at catalogue.uci.edu. The schedule of classes can be viewed online at websoc.reg.uci.edu.

*ce.uci.edu/accessuci*
It might not be as top-of-mind as some high-profile business positions. In fact, some people don’t know it even exists — but it continues to garner attention as companies empower this person to impact the bottom line. Take a hard look at the advantages of a career in contract management — not the least of which is a median annual salary of $105,000* — and suddenly it seems downright desirable.

Contract managers are often rising stars within a company, interfacing with nearly every department from marketing and legal to finance and HR. They devise and negotiate creative contract solutions that can save a company millions, streamline operations, and navigate a dynamic global economy. Not incidentally, it’s also an excellent gateway to upper management positions.

It could be the hottest career you’ve never heard of — and the need for new blood has never been greater.

“Most people don’t realize the level of creativity and innovation needed for the job,” said Ed Velasquez, a UCI DCE alumnus who runs his own contract management firm. “People picture us sitting at a desk all day shuffling papers and going over legal jargon. But there’s so much more to it. You have to stay on top of economic trends, pay attention to foreign currency fluctuations, and come up with creative and complex solutions.”

For example, when Velasquez worked for L.A. Metro he devised an imaginative plan to ship an entire rail car by aircraft from Italy to LAX, by way of Iceland and Canada. The entire trip took only 36 hours instead of the usual 40 days to deliver it by ship and truck, saving Metro valuable time and money.

“It’s a lot more interesting than people might think,” he said. “That’s why I have no plans to retire, even though my son keeps asking. I’m having too much fun.”

Contract management 101

Think of a contract manager as an in-house business consultant, someone who manages risk and compliance with a balance of legal and financial expertise, said Julianne Hagan, a Contract Management instructor and advisory board member at UCI DCE.

Whether on the buying or selling side, they draft and negotiate contracts, then manage performance once they’re executed. “That’s when issues arise,” Hagan said. “Project managers and others look to the contract manager to recommend a course of action in compliance with the contract.”

A highly valued skill set within a company, contract management expertise can easily transfer from one industry to another, anything from government agencies to multinational corporations and even small businesses, making it exceptionally versatile and portable.

With the profession dominated by Baby Boomers nearing retirement age and beyond, there’s a looming shortage for this crucial role — and robust demand for new blood.

Unfortunately, most young people don’t know the position exists,” said Velasquez, who earned a contract manage-
It could be the hottest career you've never heard of — and the need for new blood has never been greater.

At UCI in 1992 and now sits on the program’s advisory board.

He points to an industry study that found 75% of contract managers in the U.S. are Baby Boomers. At L.A. Metro, the average age was 62.

“There is definitely a gap. More seasoned contract managers who have long careers are retiring,” Hagan said. “And there is a lack of people who have been groomed to fill those positions. There has been a big push in the past 15 years or so to try to fill that gap.”

First steps

The path to a career in contract management can take many forms. Since the job requires so much collaboration between departments, candidates from any number of backgrounds can jump-start their careers through continuing education.

“People come into the career in various ways,” Hagan said. “Many start out as secretaries, administrative assistants, contract specialists or procurement clerks. Others have a bachelor’s degree when they get started — usually in business administration, public administration, finance, political science or accounting.”

Hagan started as a legal secretary at a computer company while working her way to a B.A. Once she got her degree, she began managing contracts for a number of companies over her career, from nonprofits to Fortune 500 corporations.

Velasquez was running his own company maintaining aircraft at John Wayne Airport when a client suggested he take the UCI certificate course and join his company. After retiring from L.A. Metro he launched his business, Capitol Government Contract Specialists, and even served on the board of the National Contract Management Assn. (NCMA) in Washington D.C.

“People often start in another department in their company, then go back to school and get their specialized certificate,” he said.

Offering a direct path to this lucrative career, the DCE’s Contract Management certificate program addresses the core competencies recognized by the NCMA, including contract formation, negotiation, financial analysis and risk management.

Coursework covers the latest advances in commercial and government sectors, including new approaches to international business. Students get a solid background in managing federal contracts, strategic alliances, global outsourcing and more. Credits can be applied towards NCMA certification requirements, a valuable resource for career advancement.

“Some programs can be tightly focused on a single aspect of contract management, but UCI strives for a more comprehensive approach,” Hagan said. “UCI’s program is more robust and broader in nature – including a balanced focus on commercial and government segments.”

Spreading the word

Although a career in contract management might be far off the radar for most Millennials, that could soon change. With demand rising, look for it to start attaining a higher profile.

“It’s just a matter of educating people on the perks of a career in contract management,” Velasquez said. “For instance, I helped give a presentation to 25 guidance counselors at College of the Canyons, and none of them had heard of contract management as a career option. But once they heard the median salary was $105,000 a year, they suddenly became very interested.”
Spa & Hospitality Management graduate uses new education to help change lives

Michael Samawi never listened to his parents. It’s a good thing, too. When he told them he wanted to someday get into the family business — running a string of cafes in San Francisco — they advised him against it. Get a nice desk job, they said.

He tried that and was quite successful. But Samawi’s dream of serving hospitality excellence never really went away. Inspired by fine cuisine and drawn to serving the needs of others, he decided to follow his passion. And when it led him 8,000 miles to Jordan, his family’s homeland, his dream became a fully realized vision.

“I was working in automotive marketing communications and realized there was nothing left for me to accomplish creatively,” said Samawi, who in 2016 earned a Spa and Hospitality Management certificate from UCI Division of Continuing Education.

“I felt a need for change, so I packed my bags and moved to Jordan. I wanted to live like a local, live frugally, eat the same fresh, homemade food. You can learn so much about a country’s culture by living there, and Jordanians are well-known for their hospitality.”

The experience was a revelation. Samawi was inspired by the culture, cuisine and rhythms of Jordan, the sense of care shown to others. He also met and married his wife, Lina. Together, their ultimate goal is to operate a hotel, spa and restaurant in an exotic, natural setting — not just any luxury property but something far more profound.

The Samawis want nothing less than to change people’s lives and affect them on a deep level.

“You can serve hospitality and food, but we want to give one ingredient you can’t get elsewhere — love,” he said. “I would want the experience to be an epiphany, to envelop our guests with love and emotion.”

For now, Samawi is working as assistant general manager at Hilton Garden Inn in Irvine, a position that he attributes to his DCE certificate. And his dream, his calling, is well within reach.

Armed with a BA in graphic design from Cal State Long Beach, Samawi began his career path in 1997, designing ads and organizing trade shows. Two years later he landed at a large Volkswagen dealership in San Francisco, working as marketing communications manager. He was an Internet pioneer in the nascent world of e-commerce, designing multi-platform campaigns and websites.

Samawi gained a keen understanding of marketing, how to anticipate and serve the needs of customers. But he was increasingly restless — and he never lost his passion for running his own restaurant.

“Little did I know what was around the corner,” he said. “As you know, my birthplace of San Francisco is a culinary mecca. And my higher income bracket helped me discover a whole new world of food and level of guest service. It was great schooling for my future calling: to serve hospitality excellence.”

Samawi felt a change was imminent. So in 2006 he took an 11-month sabbatical to Jordan, immersing himself in regional culture and cuisine. He learned a great deal about the Jordanian people and their tradition of hospitality.

“Traveling around the world is essential to every human’s existence and cultural understanding,” he said. “I took it
one step further. I moved to the other side of the world to better understand those ‘immigrants’ that truly are our customers and guests back in the U.S.”

After marrying Lina, they returned to Orange County prepared for a new life — one that followed Samawi’s philosophy of heartfelt hospitality and influenced by their strong Christian beliefs.

Soon they were running a small restaurant, Coffee, Tea and Tulips, a nontraditional tea house serving Mediterranean cuisine that reflected the ingredients and diet of the ancient Holy Land.

“The idea was to combine Jordanian hospitality with Christian principles to create a loving and caring environment for our customers,” he said. “I designed a menu that imagined Jesus as a foodie. What did he and his disciples eat 2,000 years ago? Mostly it was a diet rich with olives, nuts and fruits. They ate off the land, and we tried to stay as close to that as possible.”

Samawi eventually left the business to work for Living Stones, a tour service offering study-tour packages to Israel. Then came the big leap — enrolling in the DCE certificate program — a move that wasn’t taken lightly.

Developed and taught by industry experts, the 15-unit Spa and Hospitality Management program covers all aspects of the business, from marketing and financials to management and HR, exactly what Samawi needed. He was drawn to the experienced faculty and hands-on projects that helped prepare him for the day-to-day details of managing a property.

“Once I started to look into it, I just had an epiphany,” said Samawi, recipient of a UCI DCE Student Achievement Award for his outstanding work. “It seemed to cover exactly what I knew I needed. They had the right people teaching it, and there’s no question about the quality of UCI’s brand and reputation. I had taken business classes and had worked in food. So what I needed was to learn the business of running and managing a property.”

It worked. Samawi said the online program was directly responsible for his position with Hilton Garden Inn. “Toward the end of the job interview I was able to reference some of the courses in the UCI program, and her response was ‘That’s what I wanted to hear!’”

He sees his job as assistant GM as perfect preparation for running his own all-inclusive property within a few years, preferably located in a beautiful, natural setting in the Middle East, Europe or even Central Africa, “an emerging region,” Samawi said.

Regardless of the location, the level of comfort and hospitality will reflect not only the native culture but also the spiritual values of the Samawis.

“I want to reach people like they’ve never been reached before, change their lives,” he said. “It’s not a place where people will just sleep in a bed and leave the next day. Every package would include the entire experience, with spa treatments and fresh, natural food.”

And everything, he said, will be served with love.

“That’s the key. You can’t do it for the money. If you give people that type of emotional, immersive experience, the money just comes naturally.”

Developed and taught by industry experts, the 15-unit Spa and Hospitality Management program covers all aspects of the business, from marketing and financials to management and HR, exactly what Samawi needed.
Former Red Cross worker finds a way to keep helping people.

After working 11 years with the Red Cross, earning accolades for his leadership and team building, Miguel Ramirez suddenly found himself out of work through no fault of his own. His position was phased out, but his prospects were good. He had solid references and years of experience project managing blood drives, consistently meeting or exceeding his goals. So Ramirez did his research, considered his options, and decided to pursue a project management position somewhere in Orange County — preferably a meaningful job that helps people.

First he needed to burnish his credentials with a PM certificate, but there were obstacles to overcome — not the least was lack of funds.

“I was interested in continuing what I did at the Red Cross, which is to help people while working for a company that resonates with me,” said Ramirez, a UC Irvine alumnus with a BS in chemistry. “The Red Cross gave me a great foundation in project management and I wanted to continue down that path, and I discovered that some companies required a project management certificate and/or a PMP. I was drawn to UCI, not only because I’m an alumnus, but also because of the great reputation the program has within the Orange County business community.”

Ramirez asked around and got positive feedback from friends who had completed the Project Management certificate program offered by UCI Division of Continuing Education. Sounded like the perfect next step in his journey, so he decided to take the plunge.

One problem: He couldn’t afford to take the courses. But when Ramirez called the UCI DCE office and explained his situation, he found out about the Workforce Innovation and Opportunity Act (WIOA), a program administered by the U.S. Departments of Labor and Education that assists displaced or disadvantaged workers with the cost of education.

He was directed to a local One-Stop Career Center — a job-assistance resource center that’s sort of a clearing house for prospective WIOA applicants.

“I signed up for an orientation class and met with my career adviser,” Ramirez said. “She was instrumental in guiding me to qualify for WIOA assistance. I was very eager to begin the certificate program as soon as possible, and she was able to get me through the approval
process very quickly due to the strength of my application.”

In the end, WIOA paid the entire cost for his tuition and books. “It was a game changer for me,” he said. “Getting my certificate wouldn’t have been possible without WIOA assistance.”

After getting WIOA approval, Ramirez met with DCE career counselor Kirwan Rockefeller, who gave him advice on how to approach his classes and navigate the curriculum. It was an important step because he hadn’t stepped foot in a classroom since he graduated UCI in 2003.

Together they laid out his schedule, and it was hectic. Ramirez was so motivated to get his certificate he managed to complete the entire program, all seven courses, in just two quarters. It was a heavy workload by any measure, but especially so considering he landed a job at California Pharmacy and Compounding Center in Newport the same time his classes began last summer.

“I knew that the project management certification was going to improve my opportunities in my job search, so the sooner I completed it, the faster I could move into my next career,” said Ramirez, a resident of Mission Viejo. “I was focused and found a great balance between all of my classes.”

He quickly acclimated and thrived, revitalized by the teamwork and challenging, hands-on projects directed by experienced instructors. A few weeks into his first class, he “fell in love with being back in school.”

“I was hooked,” he said. “Taking multiple classes in a quarter was a treat for me. I love to organize and plan and through the curriculum I learned how to do it more effectively. I also loved working with my teammates. The program brought together an excellent group of professionals from different industries and we collaborated in teams to accomplish our project goals. It was so much fun, the instructors created an engaging hands-on working environment that we all enjoyed.”

Ramirez still works at California Pharmacy, doing double duty in marketing and human resources — two departments he helped build from the ground up. His position with the pharmacy is different from his work with the Red Cross, where Ramirez coordinated and managed around 40 blood drive events a month — excellent training for a career as a PM. “I was working on several projects at the same time and it required that I be extremely organized in order to stay on top of all my stakeholders and their needs. The success of my projects meant that I could provide blood products to patients in need.” Helping people by replenishing Southern California’s blood supply was very fulfilling, he said. Now he hopes to find a similar position doing something positive for people, preferably as project manager with a medical device company.

Armed with his PM certificate and years of experience, Ramirez fully expects to find his dream job — perhaps sooner rather than later.

“The certificate from UCI is invaluable,” he said. “The curriculum was challenging and interesting and the instructors were amazing. They inspired me to love the art of project management. And they all have amazing real-life experience to teach and inspire. They are superstars in their own right and it was a pleasure to be challenged and learn from the best.”

But it never would have happened, he said, without making that first phone call.
Dramatic healthcare breakthroughs require innovative project managers.

By any measure, the healthcare industry is on the brink of unprecedented challenges, even in the face of medical and technological breakthroughs that offer exciting and hopeful new treatment options.

Consider the sweeping changes implemented by the Affordable Care Act that current political turmoil seeks to unravel. At the same time, nascent technology like 3D printers, Artificial Intelligence and robotics is poised for evolutionary leaps that will alter how medicine is delivered and healthcare is administered.

Such serious disruptions will clearly require innovative management to coordinate all the moving parts of this massive and crucial industry. And that means big opportunities for anyone seeking a career in healthcare project management.

“The healthcare field has many opportunities for project managers as it grows and changes,” said Marty Wartenberg, award-winning UCI Division of Continuing Education project management instructor and independent consultant. “Healthcare delivery is a complex system combining the human element with technology and best practices. The field is rapidly changing and new applications will completely change how healthcare is delivered and managed.”

Innovating the future

Healthcare is indeed poised for exponential leaps into the future — and in many ways, the future is now, said Larry Stofko, executive vice president of the Innovation Institute, a leading-edge developer of new products, services and ideas — sort of a “Shark Tank” for healthcare entrepreneurs.

“Patients go into the hospital with one problem and something unrelated causes their death.”

Already, telemedicine allows patients from remote rural areas to have instant access to physician care, significantly reducing ER visits, mortality rates and healthcare expenses. Sophisticated 3D printers are bioprinting artificial human parts like heart valves and ears, as well as bionic arms and legs. And Big Data is being mined at lightning speed by supercomputers such as IBM Watson to provide “the most accurate diagnostic information and previously untapped insights,” Stofko said.

“We are approaching a world where quantum computing with its parallel-computing capabilities will solve multiple healthcare problems simultaneously,” he said.

Robotics is another field that promises to reshape the industry in especially impactful ways, Stofko said. “Robots are great and we see them as having a beneficial impact. We already see them packaging and administering medication, treating stroke victims and helping to perform medical procedures.”

Providing added dimensions to healthcare, Artificial Reality and Virtual Reality serve as supplemental technology that will continue to evolve well into the future, he said. Wearables like Google Glass are adding an extra digital layer of text and images to enhance the capabilities of physicians and other healthcare professionals. Who knows where this technology will lead?

“A mixture of Big Data, Internet of Things, and wearable computing like Google Glass and HoloLens will not only play an important role, they will become the norm in connecting people with the information they need to create more precise and intimate patient treatments and interactions,” Stofko said.

With technology taking over so many facets of the industry, an estimated
47% of jobs will be displaced by 2025, according to a recent Oxford study. Project managers will need to be increasingly tech-savvy, yet the human element will become more essential than ever.

After all, real people will be needed to incorporate these innovations into healthcare delivery systems. And UCI DCE is poised to deliver state-of-the-art training that addresses the challenges in a number of ways.

“It will take highly trained professionals with all of the backgrounds that are covered in our various DCE programs to develop and operate these systems,” Wartenberg stressed.

Certified success
UCI offers a wide range of business, engineering and IT programs that can shape a well-rounded background in healthcare project management. Of particular relevance are the Business Analyst and Innovation & Product Development programs, Wartenberg said.

“The business analyst function teaches the methods of deter-

mining what the actual needs are and then translating these into detailed requirements that can be implemented,” he said. “And the obvious tie-in of our IT programs is a natural fit. Other major areas that have become popular for health-care delivery organizations are the use of Lean and Lean Six Sigma methods to improve the delivery process and reduce the number of errors that are rampant in this field.”

DCE’s Six Sigma Lean programs train project managers to master complexities that can be especially consequential in healthcare, helping to prevent mistakes that lead to 300,000 to 400,000 unnecessary deaths each year caused by misdiagnoses, wrong medication or dosage, and other factors. “That’s the equivalent of a packed 747 crashing every day,” Wartenberg said. “Patients go into the hospital with one problem and something unrelated causes their death. Six Sigma Lean trains to evaluate and eliminate potential causes of mistakes — idiot-proof all the processes, in a sense.”

Also, a forthcoming Lean Healthcare specialization, will prepare healthcare professionals to influence change by identifying and removing non-value added activities — the waste in time, money, supplies and goodwill — in any healthcare organization that otherwise hide in plain view.

A new Internet of Things program, still in the pipeline, would provide solid background for managing high-tech hospital monitoring networks, which link a new generation of wearable tech devices that monitor and track medical conditions, effects of treatment, and other factors.

“Nurses, for instance, use monitor watches for their patients, and each needs to be connected to its own equipment,” Wartenberg said. “Hospitals have a lot of high-tech equipment, but devices from each manufacturer have their own way of ‘talking’ to one another. Project managers need to learn to build dedicated hubs and networks that connect each type of wearable.”

For those interested, the best strategy is to start with a business and/or IT specialization, then cap it off with a the following Applied Project Management certificate — a path similar to getting an MBA following an undergraduate degree. And DCE’s Applied Project Management program — taught by leading industry professionals — is especially coveted among the Orange County business community.

“All of the DCE instructors involved have practical and up-to-date experience in the areas they teach,” Wartenberg said. “All are experts who consult or work full-time in their areas of subject matter expertise.”

● Learn more at ce.uci.edu/apm
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You are UC Irvine.
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UCI  Division of Continuing Education
Alumni Chapter

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.

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Need Help Financing Your Education?

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There are financial assistance and alternative funding options available to help offset your tuition cost. From corporate and alumni discounts, to government and private student loan programs, there may be a program that fits your individual circumstance.

To see how you may qualify for financial assistance, visit 
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Become a student for life by joining OLLI at UCI.

OLLI at UCI is an organization of lifelong learners – retired and semi-retired – who want to continue cultivating their minds and enhancing their lives through education.

For a low annual fee, members enjoy a variety of courses in areas such as literature, history, science, the arts and more. Social activities, excursions to local museums and attractions, and special events like wine tastings and tickets to local performances are also available to members, many of whom have been active OLLI at UCI students for numerous years. And no tests or grades mean everyone learns just for the pure joy of it!

OLLI at UCI courses are taught by UCI professors as well as other local professionals and are offered during the fall and spring semesters, typically meeting once a week for 2-5 weeks.

Call 949.451.1403 or visit ce.uci.edu/olli to learn more about OLLI at UCI and easy steps to becoming a member!
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Designed for non-science graduates, career changers, and others who have an interest in applying to medical school.

This two-year program gives students the necessary academic preparation and competitive advantage that can help them get accepted into medical school or other desired allied health program. The small cohort provides a supportive environment, chance to pursue research opportunities with notable faculty, and guidance through the extensive application process and entrance exams.

Learn More:
Hetty Ha
Program Administrator/ Premedical Advisor
premedpb@uci.edu

postbacc.bio.uci.edu

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Dr. Joanne Zinger
Faculty Advisor
(951) 662-3735

psb.soceco.uci.edu/content/post-baccalaureate-program

Your Gateway to Graduate Study

Visit the program pages to learn about admission requirements, curriculum, and application deadlines.
Lean thinking has been increasingly embraced in healthcare environments because of its emphasis on improving access and the patient experience by decreasing costs, reducing errors and boosting employee service and productivity.

Scheduled for a Fall 2017 launch, the new Lean Healthcare Specialization will prepare you to influence change by identifying and removing non-value added activities – the waste in time, money, supplies and goodwill – in any healthcare organization that otherwise hide in plain view.

This short, online program is designed for professionals at all levels of a healthcare organization who wish to advance their careers as well as those looking to enhance their current credentials by expanding into the healthcare industry.

**Program Highlights:**

- Learn to successfully apply lean thinking and principles within today’s dynamic healthcare environment to help maximize value and minimize waste
- Benefit from the collective knowledge of highly successful lean practitioners
- Boost your career prospects and expand professional opportunities
- Complete three courses plus a capstone experience to earn the specialization online in as little as three-and-a-half months (two quarters)

For more information, email ntaheri@uci.edu or call (949) 824-9427.
coming soon:

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Under 35 and on a Management Track?
This leadership program is designed specifically for the needs of emerging supervisors and managers (under 35 years of age) who want to take their careers to the next level.

Join us for this interactive, hands-on training to:
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Three-course series in:
• Leading from Within
• Leading Others
• Leading Change

Classes begin Fall 2017

ce.uci.edu/modernleader
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[ce.uci.edu/python](ce.uci.edu/python)

Strategic Pitching, Networking & Marketing

Learn how to “own the room” and grab the attention of your stakeholders! This new online course – part of the Innovation & Product Development program – will help you effectively and confidently grow your buy-in potential and bring an audience to your concept, idea, product or service.

[ce.uci.edu/ipd](ce.uci.edu/ipd)

Real Estate Licensure Program

To help students prepare for the real estate license exam we have collaborated with real estate industry professionals to develop the Real Estate Licensure Specialized Studies Program.

- Coursework modeled after the curriculum created by the California Bureau of Real Estate (CalBRE), and the National Association of Realtors
- Students demonstrate and apply the content mandated by the CalBRE
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[ce.uci.edu/realestate](ce.uci.edu/realestate)

High School Summer Institute in Law  ●  July 31 – August 4, 2017

High school students have a unique opportunity to develop valuable professional skills while exploring First Amendment Rights and Constitutional Law in today’s context from UCI School of Law faculty and students.

[ce.uci.edu/hslaw](ce.uci.edu/hslaw)
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Be an educational leader by helping your students succeed. These programs provide proven instruction that incorporates the best and latest practices in student learning, content development and administration.

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WHO SHOULD ATTEND
Individuals in any discipline who work on projects in either the public or private sector will benefit from the coursework, as well as those with 3-5 years work experience who are preparing to pursue career opportunities in the area of project management.

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<td>MS Project Management</td>
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Learn more: GoUWP.com/ucix | DistEd@uwplatt.edu | 800.362.5460

For a list of partner universities and eligible certificate programs, visit ce.uci.edu/articulation

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Today’s employers recognize the value of ongoing professional career development. UCI Division of Continuing Education’s certificate and specialized studies programs – focused programs that balance theory and practice with an emphasis on real-world experience – are well-received by employers and can be a significant factor in hiring and promotion. Certificate programs offer an in-depth body of knowledge to ensure you gain mastery of a particular topic. Specialized Studies feature shorter, more concentrated curricula for those short on time. Both are distinctive achievements that can help prepare you for career advancement or transition.

Benefits of Continuing Education

- **Expand job opportunities**
  Earning a certificate or taking continuing education courses can help position you for higher responsibilities or promotion.

- **Keep pace with work trends**
  Continuing education is a great way to stay abreast of developments and best practices in your field.

- **Enhance confidence**
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- **Achieve job satisfaction**
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Look back and remember the times when you felt really successful. You probably had a lot to do at that time, right? Lots of projects, people to manage, meetings to lead, strategic plans to develop.

Here’s the question. What were you doing that for? Was it just for the money? Or was it just because you were following the Jones’s and participating in the daily grind? Reflect—was obeying all of the rules really something that you wanted to do?

If you’re looking for a change of business scenery, there’s a solution. Check out Ricardo Semler, Brazilian CEO at Semco Group, who presented “How to Run a Company with (Almost) No Rules.” He suggests a very different way to operate by eliminating the traditional rules of business and the boarding school mentality.

His idea is basic; find alternative ways to inspire creativity, ingenuity, and productivity—while altering the rudimentary expectations of time spent at the desk or sitting in meetings. This becomes an effort to trust your people to do their jobs, while at the same time giving them some (or a lot) of freedom.

Thankfully, technology has made flexibility in the workplace possible. With technology, employees no longer need to clock in and out if they can complete their work efficiently and effectively. And with that, the rules can be changed.

Think about it this way, this is your opportunity to give back and take care of the well being of your people. You can remove the constraints and create a new spirit of business.

As a leader you might consider this new way of thinking as building (or maybe rebuilding) your legacy. What do you want to be remembered for and why you want to be remembered? It’s the possibility of releasing yourself from the antiquated way of thinking about work and the prospect of trying something new, something unheard of.

Peter Drucker once said, “What you have to do and the way you have to do it is incredibly simple. Whether you are willing to do it is another matter.”

So ask yourself, why are you doing what you’re doing, and what for?

“What you have to do and the way you have to do it is incredibly simple. Whether you are willing to do it is another matter.”

Peter Drucker
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