Announces a New Partnership Between Continuing Education and Career Services.

In October 2017, UC Irvine significantly increased its institutional-wide effort to provide its students with more robust and comprehensive career services. Both undergraduate and graduate students expect that their degrees will lead to meaningful and rewarding careers. Based on recent studies, students who establish their career goals, while still in college, are more successful—1) they graduate earlier, 2) have better grades, and 3) are more satisfied with their education.

UCI has already responded to these trends. We have increased the visibility and stature of our campus career services by creating a new and dedicated Division of Career Pathways (DCP), the first Career Center in the nation to be designated a division.

And in another first, UCI has made a strong connection between career services and continuing education. My responsibilities as Dean of Continuing Education have been increased to also serve as Vice Provost of the DCP. This innovative strategy increases UCI’s significant commitment to, and investment in, the success of our students well past graduation, while at the same time aligning career services with our continuing education programs.

This unique connection between continuing education and career services places a new emphasis on UCI’s focus on the “60 year curriculum.” This is a curriculum that starts with formal degree attainment at the associate and bachelor’s degree level and continues into personal and professional life well beyond retirement.

UCI undergraduates and graduates will now gain, and more fully benefit from, the resources and expertise of those, like you, who have entered adult and professional life and have followed unique career pathways through education and training beyond the degrees you have attained.

The career services that students receive from UCI, while they are students, will continue seamlessly after they graduate and into the many pathways that characterize the current work force.

For DCE students, we invite you to take advantage of UCI’s “60 year curriculum” through our extensive set of career resources that can be found online at ce.uci.edu/career.

We hope you will look to UCI as your primary source of education throughout your lifetime.

Gary W. Matkin
Dean, Continuing Education
Vice Provost, Career Pathways
**Superstorms and Rising Tides**

**So What Exactly Does a Business Analyst Do?**

**An Immersive Digital Marketing Education**

**Hitting New Heights**

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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.

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**Calendar**

**SPRING 2018**
- Courses begin: April 2

**SUMMER 2018**
- Registration opens: April 27
- Courses begin: June 25
Climate change creates a growing need for emergency management experts.

Susan Zielan was organizing an emergency drill for a large company in Chile, an exercise to simulate the response to a major earthquake. Her mission was to make sure the company had the proper resources to respond effectively and continue functioning in the event of such a disaster.

How would the employees be safely evacuated? Would there be a contingency plan for any damaged or destroyed facilities? And most important, they needed to know exactly how to respond with rescue and recovery efforts if workers were trapped or injured.

The drill went off like clockwork on a Friday morning. Then, less than 12 hours later, a 7.8 to 8.0 temblor struck the region. Suddenly there was a real, major catastrophe to deal with.

"Fortunately, we were very well-prepared," said Zielan, a DCE instructor. "The company already had employees in place in the U.S., so we were able to transfer work to them. In addition, we were able to move employees, products and services in Chile outside the earthquake zone. Laptops were issued, so they could take work with them."

The quake did not hit during business hours, so there were no onsite casualties to deal with. "If it had, we had systems in place for triage, and we knew how to work with local EMTs and hospitals," she said. "People are always your biggest, most important asset."

On the business side, Zielan was happy to report that the company did not lose a dollar in revenue or miss a single deadline, thanks to a thorough preparation plan — one of the essential principles of emergency management Zielan teaches in her two DCE courses.

A climate in crisis

We’ve witnessed these scenarios all too often lately: Powerful Category 4 and 5 hurricanes decimate regions in quick succession. Massive flooding destroys and isolates entire communities. Widespread wildfires burn neighborhoods to the ground, spreading so quickly the residents can’t evacuate in time.

Nearly all scientists agree that climate change is a factor, with unusually warm ocean water fueling the storms and severe drought adding fuel to the wildfires.

However, even skeptics can’t deny the rising sea levels, coastal erosion and increasingly violent weather, Zielan said.

"Regardless of whether you believe in climate change or not, we’re having more major hurricane events and huge storm surges, which actually cause most of the property damage," said Zielan, Business Resiliency Manager for CoreLogic in Irvine. "After the hurricane winds subside, storm surges flood the area and cause catastrophic and often lasting damage. It can seriously hamper rescue efforts, as well."

She points to Hurricane Katrina in 2005. "Flooding caused the most damage to the area, making buildings and entire communities uninhabitable," she said. "But at least with hurricanes you know they’re coming about a week before they hit landfall, giving time to prepare for response and recovery."

Earthquakes and wildfires strike suddenly, making it even more crucial to be ready with a plan for rapid response and recovery, whether you’re planning for a business or community. That’s Zielan’s job — her passion, really — developing and implementing enterprise-wide plans for CoreLogic offices across the U.S. and Australia.
Before that, she led efforts in Europe, South America, Asia and Australia to create and customize effective business continuity, disaster recovery, and emergency management programs. It's a calling that can save lives while keeping businesses humming along, even in dire conditions.

You never know when the next earthquake might hit.

**Learning to lead**

Zielan’s online courses — part of the Facilities Management certificate program — provide a solid background in disaster preparedness and response for current facility professionals as well as anyone who wants to enter the broader field of emergency management.

The Emergency Management: Business Continuity Planning course specifically addresses the types of issues Zielan faced with the company in Santiago — how to prepare for potential disasters and implement safe, effective contingency measures. *Principles of Emergency Management* introduces participants to the basic, essential issues for managing a broad range of scenarios.

The course gives an overview of emergency management with a focus on the roles of local, county, state and federal agencies, how to leverage their resources and implement current regulations and standards. Participants learn from real-life events, and guest experts share real-world expertise.

Zielan bases the core of the curriculum on FEMA’s four key principles: mitigation, preparedness, response and recovery — the basis of effective emergency management leadership.

“First, you have to make sure you take steps to prevent or reduce any damage that could occur,” Zielan said. “Mitigate any safety issues that could contribute to damage and make sure they aren’t issues anymore, long before an event happens.”

Effective preparation involves developing plans for what to do, where to go, and who to call for assistance. Holding disaster drills, posting emergency numbers and safe escape routes are all basic preparation steps.

“Facilities or emergency managers need to know the resources that are available — the local, state and federal agencies,” Zielan said. “Create relationships with authorities, know how to request aid and work with FEMA, for example. Get to know them and learn how to talk their language.”

When an event does occur, you must know how to respond and put your preparedness plan into action quickly, safely and effectively. "That’s when the boats come in and helicopters pull people off roofs."

Once the immediate danger is over, recovery begins. Steps are taken to make sure everyone is safe, and operations can function and recover as efficiently as possible.

For anyone interested in a career in emergency management, there are a number of paths available, Zielan said. Every city has disaster response personnel; corporations, hospitals and universities all need emergency response experts, as well.

It can be a challenging, stimulating and fulfilling job, one that’s becoming more crucially important than ever — and DCE’s Facilities Management certificate can be a good place to get started.

“We get students who are curious or maybe just taking the courses because they need to for the certificate,” Zielan said. “But many of them find that emergency management becomes a true passion.”

*Learn more at ce.uci.edu/facilities*
events

Upcoming Events:

- **Business Analysis Certificate Program Information Session**
  Wednesday, February 21
  11am-12pm (PST)

- **Tips & Tricks for LinkedIn**
  Wednesday, February 21
  12-12:45pm (PST)

- **Paralegal Career & Program Information Session**
  Tuesday, March 20
  6-7pm, UCI Campus

- **High School Summer Institute in Law Planning Session**
  Wednesday, March 21
  12-12:45pm (PST)

- **Breaking into the Business of Regulatory Affairs and Biotechnology**
  Wednesday, April 11
  6-8pm, UCI Campus
  - Sign up at ce.uci.edu/events

- **October 24, 2017**
  Road Trip Nation

- **October 19, 2017**
  STEM Career Fair

- **October 26, 2017**
  Fall UCI Career Fair
UCI Division of Continuing Education partners with a number of universities to provide you a “next step” on your educational pathway. We have articulation agreements with the universities listed. These schools accept coursework from select UCI Division of Continuing Education certificate programs as credit toward specific degree programs.

Learn more at [ce.uci.edu/transfer](http://ce.uci.edu/transfer).

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<td>Keck Graduate Institute (KGI) Of Applied Life Science’s: Part-Time Master of Bioscience (MBS) Program <a href="http://kgi.edu">kgi.edu</a> Northeastern University, Master of Science in Regulatory Affairs for Drugs, Biologics, and Medical Devices OR Master of Science in Project Management <a href="http://cps.neu.edu">cps.neu.edu</a></td>
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<td>University of Wisconsin-Platteville, Master of Science in Criminal Justice <a href="http://GoUWP.com/ucix">GoUWP.com/ucix</a> Walden University, MS Information Technology (Information Assurance/Cyber Security Specialization OR Information Systems Specialization) <a href="http://waldenu.edu">waldenu.edu</a></td>
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DCE’s revised certificate program is aimed at first-timers and seasoned pros.

Kevin Watson is an expert on the subject of business analysis. He’s assumed this crucial role at leading healthcare and IT companies, taught courses for UCI’s Division of Continuing Education and, as advisory committee member, helped revise and update its Business Analyst certificate program.

Most people, however, find it rather mysterious. What exactly does a BA do? The business part is straightforward enough, but what do they analyze? Turns out there’s no mystery at all. Most everyone has a bit of a BA in them while simply managing their day-to-day lives, Watson said.

“The core of business analysis is gathering the requirements used to choose or develop a solution, whether a new business process or a technical, software solution,” he said. “But if you think of the second word, analysis, we do that part every day. Even something like determining exactly what they require from a vehicle: speed, appearance, cargo space, safety features and more. First they identify requirements, then work to find the perfect model — the solution.

“My wife and I recently went through this experience,” he said. “I had a spreadsheet with the rows signifying the aspects we were looking for and the criteria for the test drive, and the columns were the makes and models.”

It’s a process generally similar to Watson’s position as Global Integration Manager at Kronos, a human-capital management and workforce management solution provider. “The difference is when you add back in ‘business,’ which now puts the focus on an organization or company.”

So the role of a BA isn’t so mysterious after all. With expert instruction, most anyone can adapt this skill set to succeed in a business setting — career changers, current professionals, or total newbies. And the DCE’s new online Business Analysis certificate program is an excellent entry point.

“The revised program is for all of the above,” Watson said. “It’s a great way to launch a career as a BA, or just brush up on the latest trends and techniques.”

Looking to the future

With fast-evolving technology and shifting business models reshaping the global economy, the role of business analyst — and the way it’s being taught to a new generation — needs to adapt to changing times. That’s exactly what Watson and three other advisory committee members set out to accomplish with the new certificate program.

“We are always looking at ways to keep the course materials relevant while meeting the needs of experienced business professionals and those new to the BA field,” Watson said. “The revised program offers a more holistic view of the BA role, including assignments similar to those they will encounter in real life.”

A key objective was to blend the guidelines of the International Institute of Business Analysis™ (IIBA®), the longtime governing body of the field, with those of the increasingly relevant Project Management Institute (PMI®). Previously, the DCE program, like most others, was based entirely on the IIBA’s A Guide to Business Analysis Body of Knowledge® (BABOK® Guide).

But while the recently revised BABOK® sets the standard techniques required of business analysts, the
PMI® takes a more flexible approach that has recently been incorporated into university curricula. So Watson and the others felt an update was due in order to maintain the DCE program’s leading-edge status.

“Our job is to make sure the student has the best information available, and this new program combines information from both governing bodies with real-world instructor and advisory committee experience,” Watson said. “This new holistic approach allows students to focus on a primary project and all that it entails across all four courses in the program.”

Analyzing a virtual company
Much of the curriculum is driven by a website designed to represent a realistic-but-fake healthcare company. Each student picks a single project from the website that they focus on throughout the program, creating a unified, hands-on concept that flows seamlessly throughout all aspects of business analysis.

“First thing they do is log onto the website and choose among three projects involving staff payroll, a patient payment portal, and patients’ data,” Watson said. “We tried to come up with projects that students could relate to — real-world projects they’d face as business analysts. They have to play the role of a BA and come up with requirements and solutions during the program’s progression.”

The revised Business Analysis program also offers a fast-track option that allows students to complete their certificate in a much shorter time frame.

“The new program is more condensed, four 10-week courses that can be completed in one year or six months if you double up on classes,” Watson said. “The old program would take from one to two years.”

Watson and the advisory committee also designed the program to be more interactive and collaborative. Instead of having students work on projects entirely on their own time, in an asynchronous manner, the revamp strives for live sessions and voiceovers. Discussion forums also are used so students can share knowledge and even learn from one another.

The real-world feel of the program gives students a real sense of the role of business analyst, a considerable benefit for those looking to jump in with both feet. “The only real prerequisite is being an effective communicator,” Watson said.

It’s a great way for newcomers to learn the basic principles of the profession, which translate to a number of fields and industries, even everyday life. Watson’s car-shopping story is a perfect example — especially the twist ending.

“When I was going over requirements for our new car, I mentioned I needed Wi-Fi access so I could grade student papers on the go. The salesman grew curious and asked where I taught. When I told him, he said ‘Wait, I know you. I took your course about a year ago and loved it!’”

So there they were, both using business analyst skills in different ways. “He needed to determine my requirements in order to make a sale,” Watson said, “and I was looking for the perfect car.”

Learn more at ce.uci.edu/ba

“The revised program offers a more holistic view of the BA role, including assignments similar to those they will encounter in real life.”

—KEVIN WATSON, Business Analyst Instructor & Advisory Committee Member
Q. **Why did you decide to become an instructor?**

**A.** I actually started as a guest speaker for another instructor, Dennis Nakata. After several visits to his classes, I noticed how engaging the students were while I spoke. The next day, I contacted Dennis to inquire about how he became involved with UCI’s Paralegal program.

After nearly 26 years of practicing as a Paralegal, I thought it was time I give back to the profession that has given me so many opportunities. I must say, it’s been the most rewarding experience I’ve ever taken part in. I consider it an honor to share knowledge with students interested in a Paralegal career.

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

**A.** I teach my Corporate Law class as a 10-week workshop. The main focus is “Practical Application” and students find this approach rewarding. I don’t think lecturing for 3 hours is valuable with today’s students. In the legal world, employers are looking for entry-level paralegals to have acquired skills.

In my Corporate Law class, I break students into 5 groups and task each group with creating a Corporation from start to finish. The workshop allows each group to function as a Board of Directors. This includes learning how to draft Power of Attorneys, Bylaws, Operating Agreements, Unanimous Written Consents and Board Minutes.

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

**A.** My favorite lesson would have to be from the “Fundamentals of Paralegal Profession” course. This course gives students a glimpse into the profession as a whole. The lesson I love most is week #1 when I talk about the paralegal profession in general.

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

**A.** My rewards are all the relationships I’ve established with students outside of the classroom. I’m a people person by nature and my willingness to help students establish their careers has afforded me lasting friendships with several of my former students.

I’ve been invited to weddings and baby showers. In addition, this year I will celebrate 10 years with UCI Division of Continuing Education. In these 10 years, I’ve helped nearly 70 students find employment in the legal profession, and several of my former students have gone on to practice law. It’s such a joy to be a blessing to others and make an impact in young people’s lives.”

—KAI WILLIAMSON
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 many classes can I take?
You may enroll in a maximum of 2 courses not to exceed 8 units per quarter. Students intending to transfer course credit to another college or university should first verify acceptance of the course at that institution.

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
UCI’s high school summer program inspired Ben Boyd to pursue a law degree

It seemed inevitable that Ben Boyd would someday decide to pursue a law degree. After all, he comes from four generations of attorneys and judges, but the high school senior’s real passion is business. He always dreamed of owning and running his own company.

Like many young people, his future plans were in flux. Equipped with a sharp, analytical mind, Boyd seems well-suited for the business world. He spends time every day researching the stock market, analyzing trends and industries. But a passion for serving others also led him to consider joining the Marine Corps.

“I really wanted to join the Marines, but when I realized the country was relying less on our military, I decided I wanted to create my own private security firm to send overseas,” he said. “The U.S. is using private firms to help train allied forces, defend local citizens and our own military personnel. It seemed like a perfect opportunity to run a successful business and serve America at the same time.”

That sparked an interest in business law, a prerequisite for achieving his new goal. So Boyd enrolled in UCI’s High School Summer Institute in Law, an intense one-week program taught by UCI law faculty. The experience gave him a real-world taste of what law school would be like, with lectures, simulated court cases and up-close interaction with attorneys and judges.

The experience was a turning point. For the first time, Boyd was drawn to the legal profession. It’s certainly in his blood. Starting from his great grandfather, generations of numerous family members went on to become attorneys.

Currently a student at Bellevue High School in Washington, Boyd plans to pursue a law degree after
college. But first things first. A few days after taking the all-important SAT, Boyd caught up with us to chat about his experience last summer.

Tell me about the attorneys in your family. I understand you come from a long line of lawyers.

Yes, going back four generations. My mom is an attorney, and so are her father, uncle, aunt and grandfather. The furthest back I know of was my great-grandfather, an L.A. Superior Court judge who took an interest in child welfare, helping abused and neglected children through the court system. He believed that when crimes are committed against children, they need assistance dealing with the legal proceedings, so he eventually created CASA (Court Appointed Special Advocates program).

But you weren’t interested in studying law, at least at first. What made you decide to check out the High School Summer Institute of Law?

I took a business law class my junior year and it really opened my eyes. I wanted to learn more, but from teachers with real-world experience. My high school teacher wasn’t an attorney; all she knew was taken from the course textbook. So I decided I wanted to explore the subject from a more experienced perspective, and that’s when I learned about the Summer Institute from my sister. She found out about it while she was taking a drama class at UC Irvine. It sounded like a great opportunity, so I decided to apply.

What was it like studying in a real law school setting and learning from UCI School of Law faculty? Did it meet your expectations?

Absolutely, I thought it was fascinating. All of the people who taught us were experts: UCI law faculty, attorneys, and current UCI law students. One of our lecturers works with the Orange County District Attorney’s office. And the projects we were given were very realistic, not really debates but simulations of real-world courtroom situations like arguing before the Supreme Court. We also had guest speakers who were judges, among other things. I managed to make some personal contacts that might be helpful down the line. I have been emailing back and forth with some of the guest speakers ever since the program ended.

So the experience helped you decide to study law?

Yeah, the Summer Institute was an incredible experience and it convinced me to pursue a law degree, but not necessarily so I can become an attorney. While I don’t plan on becoming a lawyer right now, I do want to learn about the law, specifically how it applies to private security firms employed for foreign wars.

What sparked your interest in private security?

I wanted to serve my country, and I was hoping to join the Marines. I even founded my high school’s first Marine Corps Junior ROTC, a really lengthy process, and I was unanimously elected to be its first president. But when I found out that private firms were being used more and more overseas, I decided that I could serve more effectively by building and running my own security firm. A close friend of my mom gave me the idea — she works for a contractor who deals with the Pentagon. Business had always been something I was very interested in, so becoming a business owner and helping my country at the same time was very appealing, but I realized I need to learn the international laws that govern these firms.

What were your favorite aspects of the Summer Institute?

I’d have to say the realistic, simulated hearings and trials. For instance, our final project was arguing a Supreme Court case on freedom of speech that involved classroom prayer at a Missouri school. And we argued before a panel of judges, just like a real Supreme Court hearing. The class was divided into two groups and I was assigned to the side that argued against school prayer. During the process we learned that freedom of speech on campus didn’t apply to sanctioned religious prayers at school. Earlier in the program, there was an interesting case about a traffic accident that killed a motorcycle driver who didn’t have his headlight on at night. There was a lot of conflicting evidence, and we had to decide if it was murder or manslaughter.

Overall, the entire experience was fascinating and very rewarding, and I want to express my gratitude to the staff for all their help. The Summer Institute allowed me to find my direction and convinced me to pursue a law degree in order to serve others. I’m very grateful for that.

Learn more about the High School Summer Institute in Law at ce.uci.edu/hlaw.
Digital marketing budgets have helped fuel growth and innovation in consumer electronics for the last 15 years...

and Forrester predicts that the digital marketing and advertising technology industry will be worth $120 billion by 2021. The massive online ecosystem of content platforms, social networks, and devices thrive on user engagement and paid advertising. This system has spawned an infrastructure of tools and resources like Google Analytics, Hootsuite, and Marketo that marketers use to optimize campaigns and convert leads into sales.

So much of our day is augmented by the relationship we share with the devices in our pockets, on our walls, or even in our appliances. Smart home systems can help us manage our utilities and even order groceries when we run out. This connectivity and technological engagement provides creative marketers with a unique opportunity to reach their target audience at times, in places, and in ways never imaginable through traditional channels. The targeting, transparency, and scalability of digital marketing tactics make incorporating them into a business plan crucial for any brand aspiring to influence decision-making.

Technical Skills for a Marketing Career

“Fortune 500 companies must incorporate a digital strategy to connect with a younger audience,” said Eric Sigmar, a graduate of the UCI Division of Continuing Education’s Global Accelerated Digital Marketing certificate program. “That includes optimizing their websites and content to be platform specific. If relevant for their product or service, they might also build an app to establish an even more direct path of engagement with the customer.”

An organization’s marketing team will be responsible for leveraging business opportunities birthed from Ambient Computing and the Internet of Things (IoT), both of which will require experimentation and innovative thinking. Digital campaigns also produce pages of user behavior data and it’s important for managers to derive actionable insights from this information to plan future campaigns.

Sigmar is an alumnus of UC Berkeley with a degree in Conservation and Resource Studies. “My focus was on climate science, and I supplemented that with getting a minor in applied mathematics. Recently I’ve found that marketing and communication skills are valuable in any field. In writing about climate science, for example, it’s essential to convey impact in a relatable way. Everyone needs to know how to market their ideas, no matter the subject.”

Eric is making a career transition into Marketing Account Management and the UCI program has provided an education and network that will make him successful. “I was trying to get into a New York based marketing agency earlier this year and although I had the soft skills they were looking for, I didn’t quite match their expectations for digital marketing experience. The certificate at UCI was an intensive 3 months but made me more qualified for the type of role I’m looking for.”

International Business Perspective

Successful brands tailor messaging to align with their audience’s demographic make-up and communication style. Then, effective marketers use the personalization and rich targeting data
available on digital platforms to ensure their content is geographically and culturally relevant to those it reaches. This cultural-awareness is difficult to learn unless you can immerse with people from outside of your community. In the Global Accelerated Digital Marketing certificate program, Eric studied alongside professionals and graduate level students from over 10 different countries. “I didn’t expect to see such a high level of marketing knowledge among my peers and was really impressed by how they incorporated their international business experience into our coursework.”

Not only did Eric earn a unique perspective of digital marketing through practitioners from other countries, he also made lifelong friendships and connections with the students in his class. “I’ve added all my instructors and peers on LinkedIn. It was great to meet people from all over the world because if I end up working for an international company or if I want to work abroad I can ask them to be a reference and for advice if I’m ever visiting one of their countries.”

**Comprehensive Strategy**

To take full advantage of digital marketing channels, professionals must educate themselves on the basics of Search Engine Marketing, Display Advertising, Email, and Social Media; all of which are part of the UCI curriculum. Demand for these skills is extremely high and according to a report by Burning Glass Technologies, four in ten marketing job openings now call for digital marketing skills. The number of job postings with these requirements has nearly doubled in the last five years and roles requiring digital marketing skills carry nearly a $7,000 salary premium over other marketing roles. By knowing these practices, marketers like Eric will be able to prove and communicate their value to an organization. He noted, “I needed to specialize more because while I am very passionate about my undergraduate major, it was somewhat nebulous, and doesn’t translate directly to a skillset.” Eric also plans to use his refreshed academic record to help with graduate school applications. “I do want to attend grad school eventually, and I know this will be a great addition to my resume, as well as my personal and professional network.”

The program will help anyone who is dedicated to bringing their communication and marketing skills up to speed with today’s environment. Instructors review real world case studies and students demonstrate their knowledge by designing their own marketing plans and collaborating on group based business projects.

The Global Accelerated Digital Marketing certificate is one of the few accelerated marketing programs in the country and provides participants the unique opportunity to connect with international students. An optional internship tied to the program helps students gain valuable work experience by pairing them with a local business. The next cohort is planned for Spring Quarter and an application can be found online at ce.uci.edu/gdm.

Eric finally remarked that, “this education provides me a unique value proposition to find an exciting job in this field. You’re learning about marketing, and the first part of establishing your career is marketing yourself.”

Learn more at ce.uci.edu/gdm
UCI DCE recently recognized course instructors and advisory committee members for their exceptional efforts in support of continuing education students and programs at the 18th Annual Instructor and Advisory Committee Member Appreciation Breakfast.

**Dean’s Outstanding Service Award**
Recognizes an outstanding individual for their contributions to UCI DCE.

- **Dr. Robert Taylor**, Program Director for UCI DCE’s Clear Administrative Services program. In this capacity, he has assisted in recruiting instructors for the credential program, conducted outreach meetings with local school districts, attended CTC (Commission on Teacher Credentialing) meetings as a UCI DCE representative, and kept the credential program up to date and aligned with CTC requirements.

**Distinguished Advisory Committee Member Award** - Recognizes advisory committee members who volunteer their time and expertise in assisting our program directors in the initial and ongoing development of our certificate programs.

- **Ryan Bourque** was instrumental in the creation of the Applied Accounting Program, where he is also an instructor and advisory committee member. He was responsible for the vision and execution of the program’s curriculum and drafted all syllabi for the entire 45-unit program.

- **Kevin Watson** is a past graduate from DCE’s Business Analyst Certificate program, having earned his certificate in 2009. He has been teaching in the program since 2011, and has gone on to become an Advisory Committee Member. In this role, Kevin is currently leading the restructure of the Business Analyst program, where his knowledge of industry best practices and over 18 years of experience in the IT industry have proven invaluable.
held on December 8, 2017. Honors were presented in three categories: the Dean’s Outstanding Service Award, the Distinguished Advisory Committee Member Award, and the Distinguished Instructor Award.

**Distinguished Instructor Award** - Honors the contributions of instructors who have helped UCI DCE remain at the forefront of continuing education and have provided students with the skills needed to advance their careers in today’s rapidly changing business climate.

- **James Baber** has taught more than 50 classes in the Project Management Certificate Program since 2008. James is noted for creating learning environments that promote confidence and understanding of the various aspects of project management.

- **Eugene Black** is an instructor in our Digital Marketing Certificate Program, teaching *Online Analytics & Measurement*, as well as *Overview of Digital Marketing*. Responsive and committed to ensuring the success of his students, Eugene consistently receives stellar teacher reviews.

- **Lesley Clear** is an instructor in the TESOL Certificate Program. Her impact on curricular development, teaching innovations, and classroom effectiveness, have consistently improved learner outcomes. Lesley planned, spearheaded and structured the inaugural class of the online TESOL certificate program.

- **Jennifer Mandel**, an instructor in the Independent Educational Consultant Certificate Program has applied her 15-plus years of experience to engage and connect directly with students in her virtual classroom. A member of the Independent Educational Consultants Association, Jennifer has placed students in over 300 colleges and universities in her work as an educational consultant.

- **Dr. Al Rego** has been a dedicated instructor with DCE since 1998, teaching numerous courses within the Life Sciences programs. Al consistently receives excellent evaluations, leading students to inquire about taking other courses he teaches. Aside from his instructor duties, Al has served as a key ad board member to the Medical Product Development Certificate Program.

- **Melissa Steele** is an instructor in the Paralegal program. Her ability to connect with students is second-to-none and the degree of energy, care and warmth that she brings to the classroom is directly reflected in the overwhelming success of virtually everyone she teaches.

- **Emily Wong** joined the ESL program in 2011, teaching all of the skills and levels offered, and consistently earning the highest evaluation ratings from her students. Emily has also become an irreplaceable part of the Teaching English as a Foreign Language program as a teacher and mentor.

(L to R): Jennifer Mandel, Melissa Steele, Al Rego, Eugene Black, Emily Wong. Not pictured: James Baber, Lesley Clear
**Post-Baccalaureate Premedical Programs**

**Career Changer Option:** Two-year program designed for non-science graduates, career changers, and others who have an interest in applying to medical school. This 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.

**Academic Enhancer Option:**
This four-quarter program is designed for students who have successfully completed an undergraduate degree and premedical coursework who want to further enhance their academic records to apply for admission to medical or other allied health professional school.

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

**Post-Baccalaureate Program in Pharmaceutical Sciences**
The Post-Baccalaureate Program in Pharmaceutical Sciences is designed for individuals seeking preparation for graduate studies, career development, or a career change, who feel they need a stronger academic foundation in pharmaceutical sciences. Preparation provided by this program will benefit those interested in a PharmD, PhD, Master’s degree, or careers in areas of pharmaceutical sciences.

Learn More:
pharmsci-grad@uci.edu
(949) 824-1991
pharmsci.uci.edu/post-bac

**Post-Baccalaureate Program in Psychology and Social Behavior**
Designed for anyone with a bachelor’s degree (in any discipline) with an interest in psychology-related graduate degree, career advancement or development in psychology.

This certificate program provides the opportunity to acquire foundational knowledge, research experience, or internship experience needed to make your graduate school application more competitive.

Learn More:
Dr. Joanne Zinger
Program Director
(951) 662-3735
psb.soceco.uci.edu/content/post-baccalaureate-program

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**POST-BACCALAUREATE PROGRAMS**

Visit the program pages to learn about admission requirements, curriculum, and application deadlines.
Every Chancellor’s Club member has a significant impact on the lives of our students. With a growing population of first-generation college students at UCI, we recognize the need to provide a stronger safety net for these students.

The Chancellor’s Club is proud to award undergraduate scholarships and graduate fellowships to these and other deserving students, helping alleviate the financial burden of attending one of the nation’s top research institutions.

Each year members have the opportunity to curate their experience with volunteer, mentorship and career opportunities with UCI students. Chancellor’s Club members stay apprised of current initiatives and priorities through periodic communications, showcase events and exclusive university activities.

Join the UCI Chancellor’s Club

We invite you to engage with the university in a meaningful way by joining the Chancellor’s Club today.

For more information, visit us at: give.uci.edu/joincc
Hitting new heights
The sky’s the limit for Unmanned Aerial Vehicles.

You’ve seen them hovering and zipping through the air like mechanical hummingbirds. NASA is planning to use them for atmospheric research; the military relies on them to locate and attack targets. And just about any hobbyist can grab one for $50 or so at Target or Brookstone.

Welcome to the age of drones, or rather Unmanned Aerial Vehicles. Developed and used mainly to deliver high-resolution images from impossible heights and angles, they’re now poised to revolutionize a number of industries.

“The market for UAVs is very hot right now,” said Barbara Grant, instructor for the Division of Continuing Education’s Optical Engineering certificate program. “Amazon is a major player in this area, and drones are becoming more and more common for consumer as well as commercial purposes.” According to market researchers, the worldwide market is somewhere between $2 billion and $21 billion.

Drone technology is a game-changer, opening up a burgeoning market that will grow exponentially in coming years, Grant believes. Consider that Amazon is developing drone fleets that can deliver packages to your door within 30 minutes. And Uber is looking to test a line of UAV air taxis in L.A. by 2020, a potential revolution in urban travel.

For now, the most common uses for drones are aerial photography and videography, using increasingly miniaturized and sophisticated cameras. They’re nearly ubiquitous in infrastructure and construction-site inspection. And drones have been used to track wildfires in remote areas.

“Significant applications include surveying and mapping,” Grant said. “They’re also being used to check for damage to pipelines and electrical lines.”

What might the future hold? Grant expects prices to decrease while quality and functionality increase, creating significant demand, “as with any game-changing technology.”

“I am looking forward to this, because I believe that as the quality improves, particularly on the camera end, the accuracy levels in some applications will also improve,” said Grant, who teaches Introduction to Radiometry and has authored a number of books on the subject, including “Getting Started with UAV Imaging Systems: A Radiometric Guide.”

But there’s more to come — a lot more if you believe some of tech world’s most innovative minds. By most accounts, the UAV future is coming fast.

Taking flight
Amazon Prime Air’s drones have been well-publicized, and they’re already taking flight in limited numbers. Prime Air carried out its first public demonstration in the U.S. in March, and successful trials have been conducted in Europe and Australia.

Now Uber is laying groundwork for compact UAV air taxis, a perfect solution for crowded city traffic. Uber Elevate is testing drones that could provide short, quick trips across town without an onboard pilot. Imagine getting from Long Beach to LAX in 20 minutes instead of battling gridlock for over an hour.

UAV taxis offer a number of potential benefits: They take off vertically like helicopters but they’re much smaller, all-electric, quiet and exceedingly green. Uber plans trial runs in L.A. by 2020, with fully operational rooftop “droneports” ready to go by the time the Olympics come in 2028.

Sounds like a pipe dream, but Uber is moving full speed ahead. The company has partnered with a number of companies including Bell Helicopter. Dallas and Dubai are already committed to opening the skies to Uber Elevate, according to Uber chief product officer Jeff Holden.

“[It’s] the pinnacle of urban mobility,” Holden said. “The
reduction of congestion and pollution from transportation, giving people their time back, freeing up real estate dedicated to parking and providing access to mobility in all corners of a city."

As with Prime Air, there are hurdles to overcome, not the least is FAA clearance, but steps are being taken to provide proper regulation. "Another indication of how hot the UAV market is," Grant said, "there’s an FAA advisory committee chaired by the CEO of Intel Corp. to advise on integration of commercial UAVs within the national airspace."

This is clearly a growth segment that holds promise for anyone seeking a career in the UAV market. And the DCE Optical Engineering certificate program can be an excellent entry point.

A closer look
The concepts behind radiometry form an essential basis for optical technology that’s crucial to many drone applications today. The U.S. military, for example, makes extensive use of radiometry in its UAV applications.

Simply put, radiometry involves techniques and technology that measure electromagnetic radiation that includes visible light, but also infrared waves that can’t be seen by the human eye. That’s a key component of many UAV systems, allowing for camera systems that deliver sophisticated imaging, Grant said.

"Lots of cameras can yield pretty pictures," said Grant. "That’s not the same as providing cameras that can yield quantitative, calibrated radiometric information about a ground target."

Law enforcement can use drones with thermal-imaging cameras to hunt down suspects, and NASA is working on drones that can monitor the ozone layer. This technology is also a powerful tool in precision agriculture, one of the fastest-growing applications for UAVs, Grant said.

"When crop growers need to assess plant health, water stress effects can be detected in near-infrared images before they may be seen by the eye."

Get schooled

“My radiometry course relates to the UAV marketplace, in general, because our final project is a practical problem that UAV imaging systems address,” said Grant, owner of Grant Drone Solutions and recipient of two NASA awards for her work on weather satellite imagery. "My goal is to drive toward a top-level radiometric system design."

The program offers a deep dive into optical engineering, teaching innovative approaches to camera-system design. Skilled optical engineers are essential for developing smaller, lighter, more powerful cameras and lenses for advanced UAV systems.

“Some of the established camera companies, those with long track records, have cameras designed and marketed specifically for drones,” Grant said. “Because size, weight, and power consumption are critical issues for UAV cameras, knowledge of how to design high performing, small systems can be very helpful.”

Perhaps the most important part of learning radiometrics is knowing the language, Grant said. And the first two weeks of her course focus on terminology, which lays the foundation for the rest of the curriculum.

“I can’t stress enough the importance of getting terminology right,” she said. “During my first job as junior engineer I was placed on a project with several PhDs in engineering and physics. They had no knowledge of key radiometric terminology, and they struggled. So I make sure participants in my course learn what these PhDs didn’t know, early on.”

Learn more at ce.uci.edu/opticalengineering
UCI Alumni

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

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.

[https://alumni.uci.edu](https://alumni.uci.edu)

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.

[https://ce.uci.edu/alumni](https://ce.uci.edu/alumni)
knowledge is LIMITLESS.

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!
Trends to look for in 2018

**TREND:**

**INTELLIGENT APPS & ANALYTICS**

According to Gartner, Artificial Intelligence will integrate in some way with every application, app and service. Organizations should explore intelligent apps that augment human activity, and identify use cases across advanced analytics, intelligent processes and new user experiences.

**SOURCE:** Forbes, "Gartner: Top 10 Strategic Technology Trends for 2018"

**TREND:**

**BRAND BLOGGING**

We will see companies taking control of their content by creating their own blogs. Topics like company updates, engaging customer stories, featured guest posts and relevant business trends will allow marketers to cultivate their brand and connect with customers while having the interactions take place on their own website. The odds are that 2018 is going to be another exciting year for new and innovative ways to reach consumers and increase brand awareness.

**SOURCE:** Huffington Post, "10 Marketing Trends to Think about for 2018"

**TREND:**

**EMOTIONAL ENGAGEMENT**

In today’s age of brand experience, it seems that emotional engagement is proving to be more and more critical to achieving winning results and effective storytelling and digital marketing are at the heart of this movement. You must tell them the stories they crave to hear, and provide the moments that they seek to feel connected and emotionally engaged.

**SOURCE:** Forbes, "Top 5 Trends for Marketers and Entrepreneurs in 2018"
Trends to look for in 2018

**TREND:**

**LIVE STREAMING**
Expect to see a continued shift towards video content and in particular, live video. Video streaming was 75% of all internet traffic in 2017 and there are no signs showing things will slow down. Studies found viewers watch live streams 3x longer than prerecorded video. Look for major platforms such as Facebook, Twitter, Instagram and Snapchat to double down on live videos by improving feed quality and adding more interactive features.

**SOURCE:** Huffington Post, “10 Marketing Trends to Think about for 2018”

**“Always strive to be on the cutting edge of change. And what better time than today?”**

**SOURCE:** J. Gordon Lippincott

**PREDICTION:**

**SOCIAL MEDIA**
2018 will be the year of social media. Pivot marketing to millennials. Generation Z is value-oriented, inclusive and socially conscious. Rather than marketing to “all about me” consumers, companies need to adapt to Gen Z’s “all about us” mentality and reflect that in their business practices and brand messaging to earn their attention and loyalty.

**SOURCE:** Forbes, “2018 Marketing Predictions from the C-Suite”

**BLOCKCHAIN**
By 2021, at least 25 percent of Global 2000 companies will use blockchain services as a foundation for digital trust at scale; by 2020, 25 percent of top global transaction banks, nearly 30 percent manufacturers and retailers, and 20 percent of healthcare organizations will use blockchain networks in production.

**SOURCE:** Forbes, “IDC 2018 Predictions: If you’re not in the Cloud, You’re Isolated From Innovation”

**PREDICTION:**

**AI**
By 2019, 40 percent of digital transformation initiatives will use AI services; by 2021, 75 percent of commercial enterprise apps will use AI, over 90 percent consumers interact with customer support bots, and over 50 percent of new industrial robots will leverage AI.

**SOURCE:** Forbes, “IDC 2018 Predictions: If you’re not in the Cloud, You’re Isolated From Innovation”

Changes are coming.
DCE helps you stay ahead in 2018
Put your Passion AND Skills TO WORK as a leader in the nonprofit sector.

NEW! Nonprofit Management Specialized Studies Program

Nonprofit management in the 21st century is a promising and challenging career that requires professionals skilled in organization, management and relationship-building.

The online Nonprofit Management Specialized Studies will prepare you with the knowledge and skills to:

- Identify and define organizational goals and how they align to mission, vision, organizational ethics and deliverables for success
- Define various fundraising models and formulate plans for identification of funding streams and sources
- Implement strategic financial management practices germane to nonprofit resource administration and reporting
- Implement leadership strategies specific to fundraising and nonprofit teams

Visit ce.uci.edu/nonprofit for more information and to view the spring course schedule!

What makes the nonprofit management profession so rewarding?

“Working in the nonprofit sector, you get to know and interact with people who have such energy and motivation for whatever cause they are supporting. It’s hard not to feel inspired by some of the individuals I meet, which makes me want to get up and go to work each day, and makes what I do that much more rewarding. The dedication and passion to help others is so strong in this field, and I love being part of that, and helping to make a difference in someone’s life.”

- Shaina Flesser, Senior Development Director, Cystic Fibrosis Foundation – OC Chapter

How can this program help you succeed in the nonprofit industry?

“As a person with a career in the nonprofit space, I am always looking for ways to build my skill set to help advance my cause and my career. These new courses offered by UCI are a great way for busy people looking to acquire practical skills and knowledge to advance in their field. The nonprofit sector continues to be a legitimate but competitive career path and these courses will help students stand out and excel.”

- Drew Hoyer, Associate Executive Director, Cystic Fibrosis Foundation – OC Chapter
The New Standard in Culinary Education

The Culinary Arts Program provides strong culinary foundations training with a hands-on externship. It prepares future chefs and assistants, provides courses for students desiring personal enrichment, and enhances the skills and professional qualifications of chefs and cooks currently employed in the industry. Students acquire intensive professional and practical experience through a hands-on approach to the daily culinary preparations and operation of a professional kitchen.

Program Options

- **3 Months**: Full-time immersive, to study at a faster pace
- **6 Months**: Part-time schedule allows you to advance your skills while you work

Features

- Blend of online and in-person training
- Modern kitchen facilities
- Complete program quickly – 3 Months PART TIME OR 6 Months FULL TIME
- 510 Instructional hours including 200 hours of externship in professional kitchen
- Designated ACFEF quality program

Occupational Summary for Chefs and Head Cooks - California

- **19,142 Jobs (2016)**
- **+15.5% Projected Growth (2017-2027)**
- **$22.26/hr Median Earnings**

[ce.uci.edu/culinary](ce.uci.edu/culinary)
InsideTrack Career Coaching can help you stand out in today’s job market and get the job you want, faster.

Dedicated Career Coaches and interactive digital guides lead you through the journey from application to job offer.

Sign up to get support with everything from exploring careers and creating a resume, to preparing for interviews and negotiating a salary.

First Month Free!
Sign up with InsideTrack and your first month of service is free.

Visit uccareer.insidetrack.com (enter code: ucispring2018)* and get started today.

* Only valid with the Career Accelerator package.
High Value, Fast Paced, & Flexible Format

Employers hire applicants who demonstrate practical knowledge and a willingness to learn. Completion of a certificate program at the UCI Division of Continuing Education represents a commitment to professional development in your area of expertise.

**TIME**
An alternative to graduate school, many certificates require less than a year to complete. Quite often, our students complete a certificate program to prepare for and improve their graduate school applications or to propel themselves into the next stage of their career.

**CONVENIENCE**
Our instructor-led courses come in flexible formats such as online, on-campus, or a hybrid of the two. You can collaborate with peers from around the world in an online class or immerse with international students in one of our accelerated on-campus programs.

**INVESTMENT**
Certificate programs have low upfront cost and are paid for on a course-by-course basis. Many employers offer tuition reimbursement and some of our students may qualify for discounts or Trade Adjustment Assistance (TAA) and Workforce Innovation Opportunities Act (WIOA).

Learn more at ce.uci.edu/financial

**RETURN**
In a recent survey of program graduates, improved self-confidence, increase in salary, and job promotion were highly cited benefits of earning a certificate from UCI.

Learn more about how continuing education can change your life at ce.uci.edu

UCI’s rank according to the New York Times report on Top Colleges Doing the Most for the American Dream

UCI’s rank among public universities nationwide according to U.S. News & World Report’s 2018 Best Colleges

Number of Certificate and Specialized Studies Programs Offered by the UCI Division of Continuing Education

UCI's rank according to the New York Times report on Top Colleges Doing the Most for the American Dream

UCI’s rank among public universities nationwide according to U.S. News & World Report’s 2018 Best Colleges

Number of Certificate and Specialized Studies Programs Offered by the UCI Division of Continuing Education
Real Estate Licensure
Specialized Studies Program

Satisfy educational requirements set forth by the California Bureau of Real Estate (CalBRE) for licensing and prepare for a wide range of opportunities in the industry. Classes offered both online and on-campus.

This program is ideal for those who would like to:
- Learn more about personal investments and property acquisition
- Satisfy educational requirements for salesperson or broker examinations
- Establish a network and career in real estate

JOIN our community
- Alumni networking events
- Career panels and workshops

LAUNCH your career
- One-on-one career coaching
- Access to job postings

UC-QUALITY curriculum
- ABA-approved
- Taught by attorneys and paralegals

FULL-TIME day
- Earn certificate in 3 months
- Cohort learning and support experience

Become a Paralegal in 3 Months
Paralegal Compressed Schedule • Starts June 2018

Supporting our students throughout their educational and career journey

Water-Energy Nexus Certificate Program
Prepares engineers to improve their ability for higher-level employment in the water-energy nexus field. Courses carry full graduate credit at UCI’s Department of Civil and Environmental Engineering.

Blockchain Technologies
Learn about Blockchain Technologies as a concept and understand their vast applications. The most popularized example of a Blockchain technology product is Bitcoin, a peer to peer digital currency that has grown by a factor of 500% in 2017. Discover other Blockchain applications, new products and services, including over 950 new cryptocurrencies such as Ethereum, Ethereum classic, Litecoin, Monero, Néo, Cordano and Eos.

Join us at one of our free events! • ce.uci.edu/legal

COMING SOON!
Build your skills and confidence (quickly) in front of an audience!

NEW SHORT COURSE: Presentation Skills

Online, April 16-May 20

In order to accurately and effectively convey your ideas in the workplace, it is essential to be articulate and organized when expressing them to colleagues, supervisors and professional peers. During this 5-week online course, you will practice giving presentations, actively participate in virtual class discussions and exercises, and critique peers on their own journey to creating compelling presentations.

Other topics include:
- Organizing content to connect with the audience and deliver a powerful message
- Tackling impromptu speaking
- Learning how to use your voice as a powerful tool
- Becoming cognizant of the impression made through body language, posture, eye contact
- Utilizing visual aids effectively for the greatest impact while delivering the message

Other courses include:

The Coding Boot Camp
In today’s age of technology, coding and logic-based skills are becoming increasingly in-demand across job markets. The Coding Boot Camp’s full-stack web development program teaches in-demand skills like HTML5, CSS3, JavaScript, and C#, all while preparing you for success in the professional world.

The Data Analytics Boot Camp
With the rise of data in today’s economy, our program focuses on teaching students the specialized skills needed to analyze and solve complex data analytics problems. This part-time program covers a broad array of technologies like Excel, Python, JavaScript, SQL Databases, Tableau, and more.

The Interaction Design Boot Camp
As the world continues to go digital, phrases like “responsive design” and “user-friendly interface” are becoming increasingly important across industries. This part-time program equips students with the technical skills needed to be competitive in the fields of UI design, UX research, product management, and front-end web development.

Increase your depth and understanding of Ambient Computing and IoT from practical application and learning of the tools, techniques, platforms and languages used to create exciting, new connected devices.

Ambient Computing and the Internet of Things: Applications and Opportunities Specialized Studies Program

ce.uci.edu/IoT

ce.uci.edu/shortpres

ce.uci.edu/bootcamp1

ce.uci.edu/bootcamp2

ce.uci.edu/bootcamp3
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**

- Advanced HR Management Specialized Studies Program
- Applied Project Management Certificate Program
- Business Administration Certificate Program
- Business Analysis Certificate Program
- Contract Management Certificate Program
- Digital Marketing Certificate Program
- E-Learning Instructional Design Certificate Program
- Human Resources Management Certificate Program
- Innovation & Product Development Specialized Studies Program
- Lean Healthcare Specialization
- Lean Six Sigma Black Belt Certificate Program
- Lean Six Sigma Green Belt Specialized Studies Program
- Marketing & Communications Certificate Program
- Media & Global Communications Certificate Program
- Meeting & Event Management Specialized Studies Program
- Nonprofit Management Specialized Studies Program
- Real Estate Licensure Specialized Studies Program
- Social Media Specialized Studies Program
- Spa and Hospitality Management Certificate Program
- Supply Chain Management Certificate Program
- Workplace Spanish Language Courses
Education

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.

programs

- Clear Induction Administrative Services Credential
- Gifted & Talented Education Specialized Studies Program
- Independent Educational Consultant Certificate Program
- Montessori Teacher Education Program
- Preliminary Administrative Services Credential
- Reading Certificate Program
- Teaching English as a Foreign Language (TEFL) Certificate Program
- Teaching English to Speakers of Other Languages (TESOL) Certificate Program

ce.uci.edu/educ
Become a **technical leader** by learning the most innovative engineering techniques and methodologies. Enhance your problem-solving skills in a wide variety of engineering disciplines with these programs.

**programs**

- Ambient Computing and the Internet of Things: Applications and Opportunities Specialized Studies Program
- Communications Systems Engineering Certificate Program
- Device Software Engineering Specialized Studies Program
- DSP Systems Engineering Specialized Studies Program
- Embedded Systems Engineering Certificate Program
- Optical Engineering Certificate Program
- Optical Instrument Design Certificate Program
- Systems Engineering Certificate Program

[ce.uci.edu/eng](http://ce.uci.edu/eng)
Stay ahead of constantly evolving environmental mandates and sustainability initiatives with these programs. Ensure your organization is in compliance by sharpening your environmental and facilities management skills.

programs

- Environmental Management Certificate Program
- Facilities Management Certificate Program
- Water-Energy Nexus Certificate Program

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Acquire the comprehensive training you need to start your financial career. These programs allow you to further advance your professional career by satisfying educational requirements to sit for the CFP® and CPA exams.

Programs

- Applied Accounting Certificate Program
- CFP® Review
- Personal Financial Planning Certificate Program
- Wealth That Lasts

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Master the latest trends in programming languages, web development, information security, data science, and more with these technology programs.

- Agile Project Management Certificate Program
- Big Data Specialized Studies Program
- Business Intelligence & Data Warehousing Specialized Studies Program
- Data Science Certificate Program
- Database Management Certificate Program
- Information Systems Security Certificate Program
- Introductory Computer Programming Courses
- Java Enterprise Development Certificate Program
- Java Programming Certificate Program
- Linux Specialized Studies Program
- Machine and Deep Learning Specialized Studies Program
- Microsoft .NET Technologies Certificate Program
- Mobile Application Development Certificate Program
- Oracle Application Development Certificate Program
- Oracle Database Administration Certificate Program
- Predictive Analytics Certificate Program
- Python for Data Science, Web and Core Programming Specialized Studies Program
- Search Engine Optimization (SEO) Specialized Studies Program
- Web Design and Development Certificate Program
- Web Intelligence Certificate Program

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programs in:

Law

Gain a **solid grounding** in all the essential areas of the law with this set of programs. From an ABA-approved paralegal program, to courses in public policy making, you will develop the knowledge and skills needed to function in any legal setting.

**programs**

- High School Summer Institute in Law
- Paralegal Certificate Program
- Public Policy Making Academy

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programs
- Modern Leader Specialized Studies Program
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Learn how to **navigate** the dynamic and highly complex medical device and biotechnology industries with these programs. Build a comprehensive understanding of these rapidly growing fields from research and development, to manufacturing operations and management.

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- Postbaccalaureate Premedical Program
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Breaking into the Business of Regulatory Affairs & Biotechnology

**Join us for a live event** featuring panelists representing local life science companies. Hear from industry experts who will discuss their roles and provide a rich context for anyone nearing completion of a bachelor’s degree or graduate students and career changers who are interested in breaking into the life sciences industry. Explore possible career paths, gain a clear understanding of the educational requirements necessary to thrive within this growing sector, and learn about various options for individuals to find and keep rewarding, fulfilling jobs.

Speakers will include those from UCI, Northeastern University, and local industry professionals. The discussion will offer an opportunity for Q&A as panelists address topics such as:

- entry level positions
- advancement, skills, and educational requirements
- current industry trends
- job outlook in the OC
- tips for networking and finding your next job

This live panel discussion is FREE and open to all UC Irvine undergrads, graduates, alumni and community members. Light refreshments will be served.
Immerse yourself with international professionals in an intensive 12-week on-campus certificate program this spring.

**Applied Project Management**
- Satisfies education requirements to qualify for the PMP® exam
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- Taught by project managers in healthcare, IT, and aerospace

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- Build online marketing strategies for customer acquisition, conversion and retention
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- Examine essential marketing principles like strategic and tactical planning
- Explore brand management and public relations
- Learn how to measure and quantify marketing return on investment

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In these 3-month programs, you will be studying alongside students visiting UCI from around the world. This is a unique opportunity to collaborate with people from other cultures and gain an understanding of international business customs.

Students in these programs may also participate in an optional internship program with the opportunity to get practical experience in a variety of businesses and industries for up to three months. As part of the internship program, students will also participate in a Résumé Writing and Interviewing Skills workshop.
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
  A continuing education certificate can help boost your self-image and confidence at work, and in other aspects of your life.

• Achieve job satisfaction
  Employees who actively develop new skills and knowledge tend to experience higher job satisfaction than those who do not.

• Learn to learn
  Explore a field unrelated to your job that interests you — for personal development or simply for fun.
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Postbaccalaureate Premedical Program (Academic Enhancer Option & Career Changer Option)
Post-Baccalaureate Program in Pharmaceutical Sciences Regulatory Affairs and Compliance Certificate Program
One-hit wonders. They are, in some ways, part of the human experience. We love them right? I mean come on, who didn’t sing along to “Play that Funky Music,” by Wild Cherry?

Like entertainers, there are brands that literally come out of nowhere and introduce a product that captivates our minds and taps our wallets. Like Pet Rocks, Cabbage Patch Kids, and Rubik’s Cube. These companies reaped the rewards of short term gains but fell short when it came to introducing another innovative best seller into the market.

Further, there are many staple brands that decided to introduce entirely new product lines outside of their realm of expertise. Bic, worldly known for its pens, came out with a line of underwear. And then there’s Colgate, a market leader in toothbrushes and toothpaste, who introduced a line of kitchen entrees. These feeble attempts to break out into new markets undoubtedly didn’t work. Bad decisions like these could have sent these brands into a spiraling descent.

So What Sets Brands and Businesses Apart from One-Hit Wonders?

It comes down to leadership—leaders who are transformative visionaries, that drive their companies to be better, have the ingenuity to tie product or service innovation to the demands of the market, and serve as great brand stewards. Leaders like these don’t try to impress people, they set out to impact people. They are deeply devoted to the business of problem solving. They build trust and authenticity. And they rise above their competitors to influence buying behaviors and provide solutions. Companies that are able to exploit their brand power markedly build communities of good customers—those that become brand ambassadors over time.

Constant and Relevant Innovation is the Solution.

A great example is Jack Dorsey, co-founder and CEO of Twitter. He has systematically created, monetized, and reinvented a social media platform based on “status” that still generates a huge following. He purposely engages users—and Twitter has reached over 300 million active monthly users.

Dorsey said, “Success is never accidental.”

Innovation is built on perseverance and the thoughtful leadership that fosters long-term and compelling connections with consumers.

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