Channeling Your Inner Entrepreneur

Programming Your Future

From Childhood Passion to an Esports Career
The beginning of the new calendar year signals the beginning of the planning for the next academic year which begins on July 1. Our process starts with some predications about the future. We then distill those predictions into strategies, goals, and actions. I thought it would be useful for me to share some of those predictions with you as an indication of where DCE is headed.

There are clear signs that higher education will be moving away from a defined life period (ages 18 to 22 years old) of intense education toward a coherent learning eco-system where learners move in and out of formal education over a lifetime—served by a greater number of educational providers and over a much greater range of learning durations and subject granularity.

In response, universities are moving rapidly toward defining their roles in a “60-year curriculum” (60YC) framework by seeking to be relevant for people across a broad range of life and career transitions. Pressures on universities to be accountable for what they produce will increase as tuitions rise and as student debt escalates. Universities will be held to increasingly higher standards, not only in what students gain from education (access to meaningful careers, for instance) but also in how students are taught. The advances in learning technology and pedagogical techniques are taking off as new technologies are introduced and as research is advancing in learning theory and brain functioning. The funding by foundations and higher education institutions of “active learning” and “deeper learning” will result in clear directions for the improvement of learning.

Taking these predictions into account, the DCE is developing its strategies for next year, fortunately being able to build on some significant investments in our capacities over the past three years. Not only has the DCE been recognized by the UCI campus as the leader in the 60YC, we have also adjusted our programs to meet new demands.

We have shortened our courses to accommodate the modern life style of our students, introduced alternative digital credentials to address the “skills gap” between what students learn in college and what they need to know to be immediately productive in the workplace, and begun to provide career services to our students and graduates.

To sharpen our pedagogy, we now can turn to DesignPlus, our team of instructional designers, media specialists, and instructor support experts to help us identify and then implement the latest proven instructional technologies and techniques to improve instruction.

Underlying our planning process is our consuming desire to build the quality of the learning and experiences you have available to you here at the DCE. We know you have alternatives in your educational choices, but hope you will keep abreast, not only of our offerings, but of our dedication to helping you in your lives.

Gary W. Matkin
Dean, Continuing Education
Vice Provost, Career Pathways
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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 2019

- **Courses Begin:** April 1

#### Summer 2019

- **Registration Opens:** April 26
- **Courses Begin:** June 24
Have an idea for a game-changing product? Expert DCE instructors can help guide you to success.

Is the spark of creativity a gift possessed by a lucky few? Or is it a skill set that can be taught to anyone with the drive to succeed? David Winikoff, instructor with DCE’s Innovation & Product Development specialized studies program, firmly believes that we all possess that spark — we just need to learn how to bring it out.

A successful inventor and entrepreneur, Winikoff holds a half dozen patents on innovative communication technology and has mentored myriad companies, entrepreneurs and startups that have gone on to thrive and flourish. He also was an early investor in Tesla, SpaceX and Facebook.

Clearly, Winikoff knows how to recognize a winning concept that can be developed into a game-changing reality. And that’s precisely what his DCE course is all about.

“I firmly believe that everyone is creative,” said Winikoff, an MIT-trained engineer and managing director of Inside Track Partners consulting firm. “The problem is that most of us have these creative ideas and don’t do anything with them. The teaching part of creativity and innovation is to help people realize that ideas need to be nurtured, just like turning seeds and land into a bountiful harvest.”

There are skills that can be taught to boost the creative process, spark innovation and bring a product concept all the way to market. The trick is learning how to share your ideas in a collaborative way with others — tap into the creative power of a group whose judgement you trust — to fine-tune the concept and the approach. That’s when the innovation kicks in.

“That’s when you learn to sell your story to others, whether prospective investors, employees or customers,” Winikoff said. “On the innovation side there’s a reality that the great idea is the starting point, but how you execute building the idea is at least as important.”

Mentoring teams of aspiring inventors and entrepreneurs is a passion that Winikoff brings to his introductory DCE course, Creativity and Innovation, offering a hands-on workshop based on the real world of product development. And many of the students end up creating products ready to be tested in the real world.

A track record of success

Winikoff has been involved in communication technology for more than 20 years, first with a startup creating customized phones for hotels, then becoming founder of a company that developed “social TV.” It was a revolutionary concept at the time, far-flung viewers interacting while watching the same program — and today Facebook is working on the same type of tech.

Along the way he has managed businesses with up to $3 billion in sales and mentored dozens of early-stage companies, including website-optimization company Optimizely and a big data company acquired by Amazon.

“What these very different companies all had in common were founders that were building products that they felt passionate about,” Winikoff said. “Their focus was much more on achieving a dream rather than making money.”

You might call Winikoff a visionary. He clearly recognizes potential when he sees it, having been a very early investor in Tesla Motors. It was the first pre-IPO company he bought into, and it has paid off spectacularly.
“Where I lived I used to drive by Tesla’s manufacturing location, actually a converted car dealership site, which made me curious to learn more about the company,” he said. “The more I learned, the more exciting it was. I invested because of how much I wanted to support Tesla’s success.”

He feels just as passionately about Elon Musk’s SpaceX enterprise. “It’s less of an investment and more about feeling like I’m a part of creating a permanent human presence in space.”

Winikoff also was an early investor in Facebook, and his belief in the company’s potential didn’t wane when the stock initially tanked. Many investors got cold feet, but Winikoff felt the company was on strong footing and poised to rebound in a big way.

“Interesting story about Facebook,” Winikoff said. “I was interviewed by the Wall Street Journal about my reaction to having a ‘losing investment,’ complete with a photo shoot with my family. That stock decline was very short-lived and the value of Facebook shares has risen 500% since then.”

Today he holds six patents, all in the area of unified communications, the intersection of phone calling, voicemail, email and calendar joined with location tracking. Remarkably, all of them were invented long before the iPhone era and widespread availability of apps.

Winikoff’s patents include technology that makes your phone ring louder when you’re in a noisy environment and automatically mutes it at night, when you’re in a library or in an important meeting, sending most of your calls to voicemail except for essential contacts that you define. “Back when I developed these, cellphones were mostly just used for phone calls,” he said. “I was in the minority back then, believing that there should be one combined device that people would carry for all their digital needs. And I anticipated location services being available, which is now common.”

**An inventive process**

Think you might have a seed of an idea that could be developed into a game-changer? Winikoff believes the most important step in the process is the first one — deciding that you want to take action.

“Having the idea is the start but you need to be motivated to turn it into reality,” he added. “Find a receptive audience, people who share your interest and are willing to help you achieve your goals.”

The Division of Continuing Education’s online Innovation & Product Development specialized studies offers an excellent opportunity to take the leap and get hands-on experience participating in the creative process. From the initial concept to the realization of a market-ready product, participants are led each step of the way by successful, expert instructors.

“Innovation & Product Development is a lot like an individualized incubator program,” Winikoff said. “We teach about the process of entrepreneurship. This includes exercises and projects to help people brainstorm, collaborate with others to improve an idea, make difficult business decisions like product pivots, and pitch their ideas to others. My course covers all of these topics.”

When David teaches the course, students work in teams to brainstorm initial ideas and develop a final product goal into an actual business. It culminates in a mock pitch session, where each team presents their product and ideas in a way that’s oriented to investors and stakeholders, Winikoff said.

Participants follow the same process as startups, from creating a product to seeking initial seed funding — and many of them leave with a solid blueprint for real success.

“Some of the product and business ideas that have emerged have been good enough that they could be viable,” Winikoff said. “And some of my students have left the course aiming to turn their ideas into real businesses.”

Learn more at [ce.uci.edu/ipd](http://ce.uci.edu/ipd)
Upcoming Free Events:

- **Live-Online LSAT Strategy Workshop**
  Wednesday, February 6
  4-5pm and 6-7pm (PST)

- **HRTechTalks**
  Thursday, February 7
  8am-2pm • UCI Campus

- **Live-Online GMAT Strategy Workshop**
  Wednesday, February 13
  6-7pm (PST)

- **Universal Design for Learning: Creating Learning for All**
  Wednesday, February 13
  11am-12pm (PST)

- **Live-Online GRE Strategy Workshop**
  Wednesday, February 20
  4-5pm (PST)

- **Top 10 User Story Tips**
  Tuesday, February 26
  11am-12pm (PST)

- **6 Mega-Trends Re-Shaping Independent Educational Consulting**
  Wednesday, February 27
  11am-12pm (PST)

- **Diagnose Your Spa and Wellness Experience Through 7 Senses**
  Monday, March 4
  11am-12pm (PST)

- **Using Universal Concepts to Integrate Across the Curriculum**
  Wednesday, March 6
  4-5pm (PST)

- **Inquiry/PBL and the Gifted Student**
  Wednesday, March 13
  4-5pm (PST)

- **High School Summer Institute in Law Information Session Webinar**
  Tuesday, March 19
  12-12:45PM (PST)

- **Untapped Potential: Powerful Strategies to Enhance the Learning of Twice-Exceptional Students**
  Wednesday, March 20
  4-5pm (PST)

- **The Duality of Giftedness: Promoting the Strengths and Addressing the Weaknesses**
  Wednesday, March 27
  4-5pm (PST)

*Sign up at ce.uci.edu/events*
### Partner Colleges

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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Northeastern University, Master of Science in Regulatory Affairs for Drugs, Biologics, and Medical Devices OR Master of Science in Project Management [cps.neu.edu](http://cps.neu.edu) |
| Communications Systems Engineering | University of Nebraska-Lincoln, Master of Engineering Management (MEM) [online.unl.edu](http://online.unl.edu)  
University of Wisconsin-Platteville, Master of Science in Engineering [GoUWP.com/ucix](http://GoUWP.com/ucix) |
| Cyber Security | University of Wisconsin-Platteville, Master of Science in Criminal Justice [GoUWP.com/ucix](http://GoUWP.com/ucix)  
Walden University, MS Information Technology (Information Assurance/Cyber Security Specialization OR Information Systems Specialization) [waldenu.edu](http://waldenu.edu) |
| Data Science | Walden University, Master of Information Systems Management (General Specialization) [waldenu.edu](http://waldenu.edu)  
Walden University, MS Information Technology (Information Systems Specialization or Software Engineering Specialization) [waldenu.edu](http://waldenu.edu) |
| Embedded Systems Engineering | University of Nebraska-Lincoln, Master of Engineering Management (MEM) [online.unl.edu](http://online.unl.edu)  
University of Wisconsin-Platteville, Master of Science in Engineering [GoUWP.com/ucix](http://GoUWP.com/ucix) |
| Medical Product Development | Keck Graduate Institute (KGI) Of Applied Life Science’s: Part-Time Master of Bioscience (MBS) Program [kgi.edu](http://kgi.edu)  
Northeastern University, Master of Science in Regulatory Affairs for Drugs, Biologics, and Medical Devices OR Master of Science in Project Management [cps.neu.edu](http://cps.neu.edu)  
University of Nebraska-Lincoln, Master of Engineering Management (MEM) [online.unl.edu](http://online.unl.edu)  
University of Wisconsin-Platteville, Master of Science in Engineering [GoUWP.com/ucix](http://GoUWP.com/ucix) |
| Organizational Leadership and Communication | University of Wisconsin-Platteville, Master of Science in Organizational Change Leadership [GoUWP.com/ucix](http://GoUWP.com/ucix) |
| Personal Financial Planning | Cal Lutheran-California Institute of Finance, Master in Business Administration [callutheran.edu](http://callutheran.edu) |
| Regulatory Affairs and Compliance | Keck Graduate Institute (KGI) Of Applied Life Science’s: Part-Time Master of Bioscience (MBS) Program [kgi.edu](http://kgi.edu)  
Northeastern University, Master of Science in Regulatory Affairs for Drugs, Biologics, and Medical Devices OR Master of Science in Project Management [cps.neu.edu](http://cps.neu.edu) |
| Supply Chain Management | University of Wisconsin-Platteville, Master of Science in Integrated Supply Chain Management [GoUWP.com/ucix](http://GoUWP.com/ucix) |
| Teaching English to Speakers of Other Languages (TESOL) | Notre Dame de Namur University (NDNU), Master of Arts in Teaching English to Speakers of Other Languages (TESOL) [ndnu.edu/education-and-leadership/tesol](http://ndnu.edu/education-and-leadership/tesol) |
Whether the goal is landing a job in software engineering, data science or web design, a career in the tech sector can be a powerful lure for those with a flair for digital arts and sciences. The work can be exciting as well as quite lucrative. But with so many paths and possibilities, how can a tech-savvy candidate decide which one to pursue?

The best place to start is to simply follow your passion and find a career you can see yourself doing day after day and truly enjoying it, said Janet Randolph, a global human resources leader and business advisor.

“There are lots of types of careers in technology,” said Randolph, an advisor and instructor for the DCE’s HR and Business Administration programs. “I think choosing the right one depends more on an individual’s interests and preferences rather than personality type. What I have observed in my own experience is that people who excel generally like doing tech-related things on their own time, like solving puzzles, creating algorithms to solve problems, maybe even creating applications as a sideline — things that they may have liked doing since childhood.”

Randolph points to Facebook founder Mark Zuckerberg as an outstanding example. Although he was a psychology major at Harvard, Zuckerberg developed a reputation as a good programmer and did programming work on the side, and probably for fun.

“We all know what happened there,” she added. “That’s a good model of how a lot of people might identify that they’re cut out for tech work. If you enjoy coding or creating apps for fun and solving problems, those are strong indicators.”

And the career possibilities are myriad. Beyond software development and engineering, tech companies need designers and architects, product marketers, IT systems administrators, solutions engineers, business analysts and much more.

**Charting your path**

It sounds simple enough, pursuing what you enjoy. But what if, for example, you are a coding whiz who hasn’t had an opportunity to explore your best overall career fit? There are proven assessment tools that can help candidates identify their aptitudes and strengths. One of the best is the Strong Interest Inventory Assessment, usually administered by a career counselor or consultant.

“The Strong Inventory helps you identify general themes which would suggest potentially satisfying work environments, and also your specific interests,” Randolph said. “It basically narrows the general themes into areas related to career fields, occupations and activities an individual would probably find rewarding.”

The Strong Inventory includes themes like Investigative, which describes people who are thinkers and like to analyze and interpret data, and Conventional, those who are organizers and like to collect and manage information.

“Drilling down further, the Strong Inventory might further identify specific career-related interests like research, programming and information systems, science, mathematics, computer hardware and electronics,” Randolph said.

She recommends another valuable resource, Gallup’s StrengthsFinder profile, available in the book *Now, Discover Your Strengths* (The Free Press) by Marcus Buckingham and Donald O. Clifton of the Gallup Organization. An online version can be found at gallupstrengthscenter.com.

The StrengthsFinder, which helps individuals determine their top five most powerful career-related themes out of a possible 34, was developed from Gallup’s “multi-decade, multi-million dollar effort to identify the most prevalent human strengths,” Randolph said.

“Examples of the dominant themes are Analytical, Developer, Ideation, Intellection, Learner and Restorative. What I especially like about the StrengthsFinder approach are the insights that are offered about how to develop your strengths once they’ve been identified.”

Perhaps the most valuable strength of all is adaptability, she said. For techies who love to learn new technology, that can lead to a wealth of job opportunities.

“I’ve found in my own career as an HR professional that if a tech candidate has shown that they can learn and adapt to new technologies quickly, and enjoy doing that,
that’s probably the most important tech skill set, and it’s definitely portable.”

While there are numerous areas of the country that are tech-industry hotbeds — Silicon Valley, Seattle and Southern California among them — an adaptable tech-savvy professional can find rewarding work just about anywhere.

“Beyond the tech industry, all companies generally have some level of IT function or business analyst role, and there are lots of companies all over the country that provide IT services to companies.”

Acquiring the skills

Randolph suggests doing research to not only identify which skills are most in demand today, but more importantly those that will become the hottest in coming years. This is essential, considering that Deloitte’s 2017 Global Human Capital Trends report determined the “half-life” of a current tech skill is about five years.

A key player in posting jobs and online recruiting, LinkedIn is an outstanding resource to research which skills employers consider the most valuable, Randolph said. Other online resources include Forbes, Dice, Indeed and CareerBuilder, to name a few.

According to these sources, many of the most sought-after technical skills in 2019 are experience with artificial intelligence (AI), mobile application development and user interface design, cyber security, data science and data mining.

“People with strong analytics skills and experience with digital transformation are also in high demand,” Randolph said. “But these in-demand skills change frequently, so it’s essential to keep up with changing trends. The tech sector evolves very quickly, so a hot skill one day may be a commodity the next.”

Once you’ve identified a skill set you want to pursue, getting the highest quality education and training is essential to gaining the expertise and experience needed to succeed. Technology and computer degrees are myriad throughout academia, but certificate programs can offer outstanding training for a fraction of the money and time spent on a four-year degree.

The Division of Continuing Education has a robust technology department that offers 19 certificate and specialized study programs in Data Science, Cyber Security, Machine and Deep Learning, Full Stack Web Design, Mobile Application Development, Blockchain Technologies, Internet of Things and more, all taught by experienced professionals.

“Definitely take classes, not only for the lesson content but also to meet other students and find out what they’re doing, talk with workers at other companies and find out what they’re working on,” Randolph said. “If a candidate has a credential like a data science certificate, that’s a validation of commitment to the field.”

Learn more at ce.uci.edu/tech

“…it’s essential to keep up with changing trends. The tech sector evolves very quickly, so a hot skill one day may be a commodity the next.”

—JANET RANDOLPH
Q. Why do you like teaching international students?
A. When you teach international students, there’s so much diversity of cultures, viewpoints, and traditions. It helps me realize how many different ways there are to look at the world. I’ve taught English in many different settings—in a conversation school in Japan, in vocational English classes for refugees in the U.S., and in more academic settings—and each one requires a different approach and style of teaching. You can’t let yourself get into a rut as a teacher, and you have to keep learning and adapting. I think that’s what I like best.

Q. What special qualities or qualifications do you bring to the classroom?
A. I have a master’s degree in linguistics, and I’ve been teaching ESL for more than 30 years. In my undergraduate work, I studied six different languages (though I can’t say I remember most of what I learned), and that helped me understand and empathize with my students’ experiences in learning a new language. It’s not easy! I’ve tried to keep adding to my knowledge and teaching skills as I go along, especially as new technology and tools become available. I try to be patient and flexible when I’m teaching. Things don’t always go as expected, and when a lesson hits a snag, it’s best to just stay calm and find a way to make it work.

Q. What do you do to engage with your students and support success in the classroom?
A. Since these are language classes, students need plenty of practice using what they’re learning. Speaking a new language is a skill, not just a collection of knowledge, and nobody wants to sit and just listen to the teacher lecture for an hour and a half. So I do what all the teachers in our program do—design lessons with plenty of chances for students to speak, share opinions, and try out new language forms. The teacher is not the focus of the class—the students are. The teacher guides and supports students in learning new words, grammatical structures, and skills, setting up activities to help them practice actively.

Q. Can you tell us about a memorable moment you’ve had while teaching international students?
A. In the ESL program, we see our students every day, so we get to know them pretty well. Sometimes we have a chance to share big events in their lives. (One of my students just became a father for the first time, for instance.) But I can remember many small moments when a student finally understood a grammar point after a long struggle or had the courage to stand in front of the class and give a presentation. There are so many times when we can really see that the class has come together as a learning family, helping and supporting each other.

...I do what all the teachers in our program do—design lessons with plenty of chances for students to speak, share opinions, and try out new language forms.”
Q. Why do you like teaching international students?
A. I learn so much from them and these are the best of the best. They are studying at a postgraduate level in a foreign language in a foreign country. Although I moved to China in 1993 and studied Chinese language at the Beijing Language and Culture University, I learned that meeting people from other countries was where the real learning begins. Teaching international students is as much about sharing ideas with them as learning from them. I get to learn about business nuances in different cultures. Hopefully, they can learn from my 30 years of “life experiences,” including the good and the bad.

Q. What special qualities or qualifications do you bring to the classroom?
A. I have traveled all over the world and lived overseas for almost a decade, so I have been in their shoes. I work hard at making the learning experience practical and fun. I am honest with them. More than half of my closest friends live overseas, and honesty is critical. So it’s important to me to find ways to push my students outside of their comfort zone. Although I am an instructor, I am also a businessman. I treat our students like my clients. They need to get what they paid for—a real education tailored just to them! I believe this is where they will learn about themselves and gain skills to be effective in the international business world. I don’t tell them what they want to hear. I try to be real and tell them what they need to hear.

Q. What do you do to engage with your students and support success in the classroom?
A. I have to admit that I am known for giving out candy when they participate. I think participation is such an important part of their education. Although I am always learning from them, their participation is not for me, but for each other. They can learn so much from their classmates. We all have our assumptions about one another and how the world works. I try to get them to share ideas with each other to break down these stereotypes and to give them a real competitive edge.

Q. Can you tell us about a memorable moment you’ve had while teaching international students?
A. When you get open and honest communication in class, you can see incredible growth. The students in the program are quite remarkable but sometimes forget to “truly listen” to others. During a group project, a team captain stated the team had consensus on all their answers. Based on my international experience, I knew some team members were probably holding back their “true feelings.” So I challenged the captain to dig deeper. To his credit, he really tried to understand his teammates’ answers and discovered countless new opinions and challenging assumptions that he never considered. He came back and told me they talked for hours that evening and he felt it was the most valuable educational experience in his program. How many other times had he missed this valuable information during discussions? That is real education and real personal growth.
Erik Bleitz began an adventure of a lifetime when he was just 15, a kid obsessed with Lego, Star Wars and video games — a proud, self-described “geek” who then parlayed his interests into a rich, unique career path that recently took a turn back to his roots.

Bleitz loved playing at a local laser tag park, so much so that the owner offered him a job when an employee abruptly quit. After all, he was there constantly, and the boss said he knew the job better than most of the employees. Besides that, he knew Bleitz truly loved the place. Soon he was pulling tokens at the video arcade and running the go-kart track.

“Why does this matter now, so many years later? I think back on my first work experiences and the thing that stands out most is passion,” Bleitz said. “I was hired at those jobs because the managers had seen me there countless times, demonstrating how passionate I was about what they did. I enjoyed my first jobs because I loved what I was doing.”

Bleitz went on to earn an MBA and work as a conflict resolution specialist, management consultant, and entrepreneur. But his love of gaming never left, and it eventually won out. Today he serves as a consultant for UC Irvine’s championship-winning esports program. He’s also a recent graduate of the Division of Continuing Education’s Esports Management program, his first step into this booming, nascent industry.

His new mission is helping interactive entertainment companies solve complex problems and “grow and develop the heroes who are creating the world’s most legendary entertainment experiences.”

It’s a career move straight from the heart. And those first jobs at 15 paved the way.

“They taught me the value of hard work. You can’t show up and say, ‘I like games. I like esports. Give me a job.’ Everyone in esports is a super-passionate geek, so you have to distinguish yourself. Don’t tell people you love games. Show them you love games by demonstrating what you can do for them. Take action — and work your butt off.”

The engaging 35-year-old lives in Hollywood with his wife Layla, soon to be joined by their first child due in May. He recently took time to field questions about his new career path and experience with the DCE program.

Let’s go back to the early days. Elaborate on how those first jobs at 15 helped prepare you for your new career path.

Those jobs taught me a lot of basic, important lessons, but the main thing — and it took me a long time to realize this — is that I enjoyed them because I loved what I was doing. When I finally decided to leave the world of professional services and follow my passion in esports, I thought back to my early days and how excited I was to work on something I was genuinely passionate about.

Your original career plan was to join the Marines — as a lifelong gamer, what drove you to join an ROTC Unit?

I wasn’t into sports as a kid, but I’ve always loved working with a team — especially on really tough problems. I like a challenge. A lot of the skills you learn playing online games are transferable to the high-intensity, team-oriented military environment. While an injury sent me to grad school instead of the Marines, my five years of ROTC in high school and college prepared me to be a leader more than any other life experience. My best friends are also still in the service — and we connect almost daily through video games, even though they’re stationed overseas.

You’ve had plenty of success as a management consultant. What motivated you to take a risk and pursue a career in esports?

About a year ago, I decided it was time for a career change. I had a successful consulting practice, but I just wasn’t passionate about the industry I was working in. I couldn’t imagine devoting another year, not to mention 30-plus years of my creative energy, to a field I didn’t love. Around the same time, I started playing video games again, after taking a long break. I tried very hard to ‘grow up’ in my 20s and had told myself at the time, despite being a huge geek and lifelong gamer, that ‘games were for kids.’ I realized within about a week of playing that gamers are my tribe, and that I wanted to devote my career to making an impact on the gaming community.
What led you to choose the Division of Continuing Education’s certificate program?

Long story short, I was introduced to it by Henry Ngo, who manages business programs for DCE. Henry’s a gamer and esports fan who spent three-plus years working to design the program. He was so passionate about the curriculum that I was ready to sign up within five minutes of talking to him. And the fact that every instructor was currently working in an esports role at a major organization was a huge selling point. I wanted to learn from people who were doing the jobs I wanted to have.

How has it prepared you to launch a career in esports management?

It’s an incredible way to network and meet others with the same passions and professional ambitions. Your fellow students are the people you’ll be working with in a few years. In fact, in my current role at UCI Esports, I’m already interacting with two of my former classmates who were hired at major gaming/esports companies. Then there’s the portfolio. The practical assignments I created in my courses are now part of my professional portfolio. I have actual work to show potential employers and clients.

Finally, it’s simply the knowledge and background. Despite my love for games, I really didn’t know a ton about the esports industry when I started looking at new job opportunities. Through my courses and conversations with classmates, I feel I now have a pretty good understanding of the general landscape.

Sounds like your business acumen is paying off for the program.

Yeah, I’ve discovered my background in strategic planning, operations, and organizational effectiveness has a lot of application in the world of collegiate esports. It’s so new and cutting-edge. Every program, including UCI’s, is essentially a startup business.

So why do you consider it to be the premiere collegiate esports program in the country?

UCI’s esports program is the best for a few reasons. First, UCI had the courage to innovate — and launch the first program of its kind at a public research university. Second, UCI is one of the few universities to embrace a holistic approach — encompassing competition, academics and research, community, entertainment, and careers.

Finally, our teams are the best. Our League of Legends team won the 2018 national championship – and our Overwatch team had a perfect record last year until the finals. While the 2019 season hasn’t started yet, our Overwatch team has already won both the NorCal and SoCal California Cups – it’s going to be a good year.
Film School Done Different

Through our partnership with MediaU, students will have unprecedented online access to prestigious instructors actively working in the film and media industries.

Career preparation:
• Experiential learning to develop skillsets specific for employment opportunities
• Industry touchpoints with renowned festivals and events, such as MediaU’s partnership with the Slamdance Film Festival

Curriculum:
• Certificate Program: Directors & Actors: Working Together (coming soon)
  ◦ Course 1: Directors & Actors: Casting! (Begins February 11)
  ◦ Course 2: Directors & Actors: In Rehearsal (coming soon)
  ◦ Course 3: Directors & Actors: On the Set (coming soon)
• Future certificate program tracks: Producing, Directing, Screenwriting, and more.

ce.uci.edu/film
Environmental Management Certificate Program

Meet the challenges of regulatory frameworks and the increasing need for sustainable and green initiatives.

Occupational Summary for Environmental Engineers in the United States

- **54,604 Jobs (2018)**
- **10.2% Projected Growth (2018-2028)**
- **$65k-$110k Annual Salary (25th-75th Percentile)**

**WHO SHOULD ENROLL**
Individuals transitioning into the environmental field, specialists and mid-level experienced professionals who want to enhance and update their skills and knowledge to be better prepared for additional technical and management responsibilities.

**PROGRAM BENEFITS**
- Learn about the roles of environmental regulatory agencies
- Recognize the importance of multi-media environmental management
- Understand the basic sciences influencing environmental and sustainability issues
- Conduct environmental activities such as project planning and assessing compliance

**SPRING COURSES**
- Air Quality Permitting & Compliance
- Sustainability & Green Initiatives for Environmental, Safety & Facility Professionals
- Applied Dynamic Modeling for Wastewater Treatment Plant Efficiency
- Biological Principles of Environmental Management

SOURCE: Economic Modeling Specialists International (Emsi)
By enrolling in **Concurrent Enrollment**, 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. Registration in Concurrent Enrollment does not constitute admission to UCI.

**Concurrent Enrollment is ideal for you if you are:**
- returning to school
- completing degree requirements from another college or university
- a high school student wanting to get a head start on college
- considering applying for admission to UCI
- preparing for graduate or professional school
- lifelong learners

**When are Concurrent Enrollment classes offered?**
Concurrent Enrollment is offered during the fall, winter, and spring academic quarters.

**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/concurrent](ce.uci.edu/concurrent)
Your Gateway to Graduate Study

Post-Baccalaureate Premedical Program
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.

Learn More:
Jennifer Bague-Sampson
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 Psychological Science
Designed for anyone with a bachelor’s degree (in any discipline) with an interest in pursuing a graduate degree and/or career advancement in psychology.

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

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

POST-BACCALAUREATE PROGRAMS
Visit the program pages to learn about admission requirements, curriculum, and application deadlines.
Her job isn’t such a high-wire act anymore

This DCE alumna found her voice as a leader managing Cirque du Soleil’s “Zumanity”

You might say Tracy Blackwell is a multitasker extraordinaire. As associate company manager for Cirque du Soleil’s hit Vegas show “Zumanity,” Blackwell has her hands full coordinating a wide range of tasks on a daily basis, keeping a million moving parts working harmoniously behind the scenes.

From people engagement to project management, Blackwell is a driving force behind “Zumanity.” And now that she has a DCE Organizational Leadership & Communication (OLC) certificate under her belt, she’s taking on more responsibility than ever.

“I’ve always described my position as helping people navigate the off-stage stuff so they can focus their energy on the show,” she said. “Then one day I realized I had been working with ‘Zumanity’ for five years, and I felt like I had pretty much figured everything out. It’s a slower show, and I just felt like I needed to do more, stretch myself. So I started looking to grow out of my old role and take on new responsibilities.”

She talked it over with her boss and he fully supported her decision. “He said, ‘I can see you’re frustrated and looking to take on more opportunities.'”

Because the job requires her to fill multiple roles and interface with talent and staff around the world, Blackwell realized that communication and leadership skills were paramount to her success. She wanted to take her talents to the next level in order to advance — and that’s when she serendipitously found the OLC certificate program.

“At first I started looking for graduate programs, but I had previously enrolled in two of them and never finished,” she said, laughing. “Plus, they take up too much time. That’s when I stumbled on UCI. I was just Googling terms like leadership and communication, and the program popped up.

“It was like the universe directed me to it and said, ‘This is it. This is what you’re looking for.' I really believe that.”

Getting back to multitasking, Blackwell also works independently doing voice-overs and commercial jingles, using talents cultivated studying musical theater and managing stage productions, including a turn with the Broadway touring company of “101 Dalmatians Musical.”

Despite her packed schedule, she found time to catch up from her home in Las Vegas to talk about her UCI experience and the effect it’s had on her life and career.

Working with Cirque du Soleil seems like a dream job. How did you land it?

Well, I’ve been in show business for 15 years and got my start with Blue Man Group in Las Vegas. I tried for years to get a position working for Cirque du Soleil but couldn’t even get an interview, so I finally gave up and went out on national tour with “101 Dalmatians,” which unexpectedly closed after only nine months on the road. I decided to apply one more time with Cirque, this time for a position with their resident show in Macau. Ironically, the job on the other side of the world was what finally got me in the Cirque world.

So tell me a bit about your position with “Zumanity.” What does your daily workload look like?

I’m the go-to when nobody knows who to go to, handling all sorts of things on a given day. We’re talking HR and benefits questions, ticketing requests, scheduling, ordering supplies, project managing, VIP hosting and whatever else comes along. But I’d say that, in addition to these ad-hoc tasks, one of my primary responsibilities revolves around communication. I’m the conduit for the flow of information from Cirque division offices, company headquarters and the hotel property.

“The combination of courses in the program seemed like a perfect fit! I enjoyed all of the courses, but the communications courses were my favorites.”
Do you feel the OLC certificate program has had a positive impact on your job performance?

Yes, I’ve always had the ability to adjust my communication style to my audience, but the program really helped to enhance and hone those skills. I’ve also acquired stronger leadership skills and have become a much better listener. The program taught me that I need to put myself out there more, show my skills. So when I filled in for a couple months on “Michael Jackson One,” I found myself being more assertive, taking on a lot more responsibilities. I got to work with my former “Zumanity” boss, and he said he could see how I had benefited from the UCI program. I definitely felt like it changed me for the better, but it always feels so great to get outside validation like that!

So you finished the certificate program in spring 2018. What made you feel like it was time to take the leap?

I knew that I’d benefit from additional studies, and I also noticed that there were holes in the company’s internal communications, and I wanted to find a way to fill those gaps. The combination of courses in the Organizational Leadership & Communication program seemed like a perfect fit! I enjoyed all of the courses, but the communications courses were my favorites.

What did you take away from those courses?

Well, I work with people from all over the world, and I learned a great deal about how to communicate with others based on understanding cultural differences. For example, I work with a lot of Asian staff members, and I came to realize that in their culture the team is the focus, not the individuals. I was having trouble getting through to them individually. But when I address them as a group, the message is much better understood and absorbed.

You have so many options for continuing education, why did you choose UC Irvine?

UCI has a great reputation, and the fact that the certificate program was online was a big factor. I loved that I could work on my projects in the evening or early morning. And I really enjoyed working on all the group projects with my classmates.

Do you have any plans to go back and pursue other certificates?

I might. I had some interest in the HR program, but I decided I really don’t want to go back to a desk job. There are some other programs that interest me — the Division of Continuing Education has so many! I’ve been talking about my UCI experience and recommending the certificate programs. Several of my coworkers are interested.

Okay, I have to ask. What was it like being on a national Broadway tour for nine months, with dogs? Sounds like quite an ordeal.

It was! Every day I had to manage 15 dogs and 10 kids, all of them ‘tweens. I doubled as the assistant company manager and child wrangler—which was especially tough dealing with all those raging hormones. I was in charge of booking travel — flights, buses, rental cars, you name it. Every city had new challenges. One of my responsibilities was providing “city sheets” — maps of where everyone needs to go in each city we traveled to. It was a huge learning experience, and great training for what I’m doing now.●

● ce.uci.edu/olc
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Humans have been seeking to manage their environment responsibly and maximize resources for hundreds of years now, but it wasn’t until the 1960s that the effort began to gain a planet-wide urgency, said James Boretti, CEO of Boretti Inc. and a leader in the environmental, health and safety field.

Driven by rampant industrialization, air and water pollution had grown to become a serious public health concern, sparking a new ecological awareness that intensified in the ’70s and ’80s. Today, the specter of catastrophic climate change has accelerated the urgency and placed responsible environmental stewardship among the most pressing issues of our era.

Although it may seem there’s a frustrating lack of action in the public sector, the private sector is responding in dynamic, inventive ways — and creating an entirely new career path that is set to grow exponentially, Boretti said.

“Shifting to a new green economy is creating a huge growth area that’s being embraced by companies and organizations, creating enormous potential for the future,” said Boretti, instructor in the DCE’s Environmental Management certificate program. “Think of it: For the first time, there are more jobs in wind and solar power than petroleum. Cost of electricity through these renewable resources has become competitive with fossil fuels, and it’s definitely trending downward.”

Corporations go green

New clean energy resources coupled with responsible environmental management are starting to drive innovation, and growth, in the corporate world. Boretti points to new green strategies being implemented by some of our largest companies.

“Look at BMW’s production plant in South Carolina, the biggest in the world, I believe,” he said. “The plant is powered by recycled garbage, known as the Landfill Gas to Energy program. BMW recycles methane gas from landfills and creates fuel that’s used to run their operations. Methane isn’t completely clean, but it produces a much smaller carbon footprint than drawing electricity from the grid.”

Although it receives criticism in other areas, Walmart has set a great example for other large retailers by making a major push toward sustainable practices, Boretti said. The retail giant, which sells over 200,000 products from a huge number of providers, refuses to stock items if they are not produced in an environmentally responsible manner. Costco is adopting similar policies.

The result is a burgeoning demand for environmental managers and other professionals who can devise, develop, and implement these new sustainable strategies.

“My company advises a number of corporate clients on green initiatives,” Boretti said. “We have six staff members assigned to Google on environmental, health and safety issues, for example. Aside from real ecological concerns, sustainable strategies are seen as effective marketing tools. We’re at the point where businesses have to think in terms of Corporate Social Responsibility (CSR) or people won’t buy their products.”

That’s especially important among millennial consumers, who pay very close attention to sustainability policy and environmental concerns when making purchasing decisions.
“Corporate Social Responsibility is a growing issue that drives a company’s bottom line, especially among millennials. If you’re bringing something to market today you have to really think about how it impacts the environment if you want to attract these early consumers.”

As a result, the demand for environmental managers is clearly on the upswing. Currently there are about 55,000 employed in the U.S., drawing a median annual salary up to $110,000, with a growth rate of 10% forecast through 2028, according to the Bureau of Labor Statistics.

**A new career path**

The Division of Continuing Education’s Environmental Management certificate program is designed to prepare participants at every career level to master this challenging and fulfilling new field. The online program lays a strong foundation, teaching basic science, current regulatory framework and strategies for compliance and creating new sustainable initiatives.

Delivered by expert, experienced instructors, the program is intended for a wide range of participants — those transitioning into the environmental field as well as current specialists and mid-level pros who want to keep abreast of the latest advancements and issues.

“Environmental management is actually a really broad field that encompasses facilities management and occupational health and safety,” Boretti said. “It all goes hand-in-hand. But really it’s evolving into its own singular career path — environmental management as it relates to the growing movement toward Corporate Social Responsibility.”

Boretti’s course — Sustainability & Green Initiatives for Environmental, Safety & Facility Professionals — takes a hands-on approach to applying CSR and sustainability principles to management strategy. Participants study the field and examine how companies can operate efficiently while reducing their carbon footprint.

Participants learn to leverage interdisciplinary relationships to develop and implement green initiatives in the workplace. Finally, the programs are presented and evaluated on their potential impact and validity of data.

“My course is for anyone interested in a career in environmental management, whether they’re career changers or current professionals looking to learn the latest regulations, science, and CSR strategies,” Boretti said. “I get a lot of people who are already in facilities management who want to transition and learn to run a facility in a more environmentally responsible way.”

As a final project, course participants are asked to pick out an environmental sustainability project from their place of work, or from another source if unemployed, and develop a strategy for producing and delivering the product that would reduce the company’s carbon footprint.

“Everyone who takes the course has to submit a paper on exactly how they’d develop and implement their sustainability strategy,” Boretti said. “It’s a good way to get them thinking about corporate environmental management, get real-world experience and actually apply it directly to their careers.”

- Learn more at ce.uci.edu/env
UCI Alumni

You are UC Irvine.
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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.

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.

ce.uci.edu/alumni
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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!
Recognizing Exceptional Leaders for Their Dedication to Education

UCI DCE recently recognized course instructors and advisory committee members for their exceptional efforts in support of continuing education students and programs at the 19th Annual Instructor and Advisory Committee Member Appreciation Breakfast held on December 13, 2018. Honors were presented in three categories: the Dean’s Outstanding Service Award, the Distinguished Advisory Committee Member Award, and the Distinguished Instructor Award.

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

• Robert Nisbet has been an instructor in our online Predictive Analytics Certificate as well as our on-campus Accelerated Certificate in Data Science and Predictive Analytics since fall 2012. He delivers exceptional course presentations relevant to industry needs. As a believer in lifelong learning, he constantly updates his own knowledge in order to provide relevant and updated course content. Bob continues to receive great feedback, demonstrating his ability to adjust his teaching style to the needs of our students. He goes the extra mile by encouraging students to continue their learning experience, in addition to maintaining relationships with them as they complete their certificates and move on to Master’s degree programs.

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.

• Richard Steele has been a loyal instructor in our Marketing program for 16 years. Through research, industry knowledge, and teaching experience, he helped us craft the new Digital Marketing and Communications Certificate program to be what we’ve always wanted in a certificate program: efficient, effective, and worthy of the DCE brand. Rich is a phenomenal teacher. Throughout the years, our students have always shown how much they love and respect him. At any awards ceremony, one does not need to look far to see the crowd of students surrounding Rich and thanking him for the knowledge and friendship he has given to them.
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.

• Alan Adamo, Human Resources Management Certificate Program
• Lee Blumen, Paralegal Certificate Program
• Tim Callen, Marketing Certificate Program
• Kristina Dooley, Independent Educational Consultant Certificate Program
• Emily Ellis, English Language Courses
• Emily Grey Goldman, Independent Educational Consultant Certificate Program

• Rahul Gupta, Cyber for Law Enforcement Program
• William Harvey, Spanish Language Courses
• William J. Henry, Python Programming Specialized Studies Program
• Peter Hish, Cyber for Law Enforcement Program
• Hassan Kafshi, Project Management Program
• Danny Kim, Clear Administrative Services Credential Program
• Andrew Kleinick, Cyber for Law Enforcement Program
• Charles Mandel, Paralegal Certificate Program
• Anthony Moore, Cyber for Law Enforcement Program
• Kara Nunez, Paralegal Certificate Program
• Pukar Ratti, Clinical Trials Certificate Program
• Pamela Walker, Independent Educational Consultant Certificate Program

Advances in mobile, social, and emerging technologies has created a trifecta of opportunity for those who want to leapfrog in their tech careers. Here are our predictions of technology’s mobile trends that you will see more of as we head deeper into 2019. Consider these as you plan your next career move.

- We live in a culture where we want it all right now. More companies will be utilizing a mobile-first strategy that provides service at the moment and location where the user gets the impulse to seek service.
- A combination of mobile, social, and emerging technologies will more effectively connect people, products, and places. Mastering these skills will be critical as businesses will need technical solutions for industry problems far beyond e-commerce and digital marketing.
- A mobile phone’s programming APIs identify the user, provide geo-tracking, notification services, and mobile payments. Regulations provide privacy, but consumers will recognize they are still literally represented by their phones.
- Social Media application development will go far beyond Facebook, Google, or Twitter, allowing hyper-targeting to people with common interests. The reputation management APIs of Yelp, LinkedIn, StackOverflow, Amazon, Airbnb, and Travelocity will replace word of mouth marketing.
- Emerging technologies will keep things interesting and allow software developers and entrepreneurs to differentiate themselves.

Gain the business rationale and the technical hands-on experience to advance your career in mobile technology.

- ce.uci.edu/mobileapps
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Adam Leipzig has built a wildly successful career as a Hollywood innovator, disrupting expectations with an array of hits such as “Dead Poets Society,” “March of the Penguins” and “Honey, I Shrunk the Kids.” From his early days as senior VP at Disney to being president of National Geographic Films, Leipzig’s films have won or been nominated for 10 Academy Awards and two Golden Globes.

With decades of experience, Leipzig knows the business from the ground up — and now he’ll be sharing his insights through DCE’s forthcoming Film & Media Studies certificate program. Produced by his dynamic new enterprise MediaU, it “pulls back the curtain on how Hollywood really works.”

“Unlike traditional film schools, it’s designed to be very practical,” said Leipzig, who developed the program with learning expert Tiska Wiedermann, and will be one of its instructors. “Through the years, I’ve found that film school graduates don’t know enough about how the industry really works to find steady employment. There’s a gap in their real-world experience and knowledge, and our MediaU courses are designed to fill that gap and prepare them to find employment in film and media.”

Leipzig found that far too many talented newcomers were forced to support themselves with jobs outside of entertainment. Well-paying opportunities are simply too scarce.

“There aren’t many good options,” he said. “You have to start with low-paying or no-paying jobs to get needed experience, and it’s just too difficult, especially if you’re saddled with massive student loan debt. We have too many terrific, talented people who aren’t able to share their gifts with the world because they’re too busy making lattes for a living.”

Filling that practical experience gap is where the Film & Media Studies program comes in, a highly focused, hands-on experiential program that gives an in-depth look at how the entertainment industry works in 2019.

It’s the brainchild of Leipzig and his colleagues at MediaU, which aims to be a leader in world-class, distance-learning programs, delivered by accredited academic institutions that cost a fraction of traditional media or film school degrees.

“Most people aren’t able to spend four years getting a degree while piling up a fortune in student loan debt,” Leipzig said. “I know people in their 50s who are still paying off their loans.”

The DCE program is designed to target three types of learners, he said: “Those who want a career in Hollywood but can’t afford a film degree; graduates who have a degree but need to gain practical experience; and people who have always been interested in pursuing entertainment but were pressured by their families into other careers.”

Lights, camera, cloud

Still in development, the Film & Media Studies certificate program will be offered entirely online, utilizing cloud-based course work and peer-to-peer experiences that bring participants together through immersive distance learning. It’s an approach that’s perfectly suited for the way today’s film, streaming and TV content is being developed, Leipzig said.
“A good example is ‘A Plastic Ocean,’ a recent feature documentary of mine that’s streaming on Netflix,” he said. “Our production team collaborated and put it together entirely in the virtual world, through cloud-based applications — we had a producer in London, our director in Hong Kong, and editing in Silver Lake. You don’t need to be based in L.A. or New York anymore.”

It’s important to note that 80% of content being produced today doesn’t involve traditional movie or TV productions at all, but rather other digital platforms, he said. The Film & Media Studies program is perfectly positioned to prepare students for the new media.

The program’s initial beta course, Directors & Actors: Casting!, builds a solid foundation, training actors and directors to strategize the audition process and build a fulfilling creative partnership. Led by industry pros and mentors, participants will learn the six stages of casting and decision-making — actors, by crafting effective audition strategies, and directors by planning and executing real auditions.

Through a series of “live” sessions and asynchronous lessons that can be accessed anytime, participants will analyze and critique audition techniques and strategies, as well as engage in practical experiences themselves.

“This beta course will take it a step beyond traditional film school,” Leipzig said. “Actors will be able to learn from experience, witnessing auditions in front of a director with more than 40 credits to his name. Participants will learn exactly what’s expected of them before walking into auditions, and after walking out.”

Other, forthcoming courses from MediaU will provide a deep dive into the business and ethics side, the art of storytelling and more, including My Creative Career, a special course designed to guide individuals to be creative entrepreneurs for their unique talents.

“It’s all about taking control and becoming the CEO of You, Inc.,” Leipzig said. “The course will teach learners how to craft a creative career in 2019 by tapping into the gifts they have that no one else can offer.”

All of the courses will be administered through MediaU, taught by experienced, successful professionals such as Leipzig and Peter D. Marshall, who has been the first assistant director or director for a number of high-profile projects, including “Happy Gilmore,” “Dawn of the Dead” and “Legends of the Fall.”

**Getting a foot in the door**

MediaU is a natural extension of Leipzig’s mission to educate and develop talent — an endeavor that benefits participants as well as industry professionals.

“Yes, it’s accurate to say that our program can be an excellent way for people working in the industry to identify and nurture talent that can be utilized for future projects,” he said.

Through a partnership with the Slamdance Film Festival — held in Park City, Utah, the same week as the celebrated Sundance Festival — MediaU is seeking to bring a select film event to UC Irvine, as a way to showcase the certificate program’s best student work.

Similar to its prestigious festival in Utah, proposed Slamdance events at UCI would offer outstanding opportunities to gain recognition and network with industry notables. Some of the events would feature Slamdance’s deep roster of film and media talent as on-campus guest lecturers, as well.

“It would be an excellent way for students to meet other filmmakers and gain access to people working in the industry,” Leipzig said. “Slamdance is a major event that can provide career breakthroughs for top indie talent. In the past it has paved the way for Christopher Nolan, the Russo Brothers, and lots of others. It’s something we’re working hard to make happen.”

Stay tuned. The Film & Media Studies program is just getting started.

Learn more at ce.uci.edu/film
Need Help Financing Your Education?

Continuing education is one of the best investments that you’ll make in your lifetime; we want UCI Division of Continuing Education to be the key to your future success.

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 ce.uci.edu/financial
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Join the conversation and be part of a community of lifelong learners. Whichever social media channel you prefer, there are many ways to stay in touch with UCI Division of Continuing Education.

ce.uci.edu/getsocial
The Business of Coffee: Modern Production Processes in Colombia
Travel to Colombia for two weeks in June and immerse yourself in the country’s globally recognized coffee heritage. This three-course specialization – taught by experts in the Colombian coffee sector – combines classroom instruction and trips to regional coffee plantations to help you acquire the firsthand knowledge you need to plan and launch your own coffee business.

Free!

GATE Webinar Series
The 11th Annual Gifted & Talented Education Webinar Series – scheduled for Wednesdays during the month of March – will once again feature top educators from the GATE community sharing their expertise with teachers, administrators and parents of the gifted. Topics will explore strategies to enhance the learning of twice-exceptional students, how to promote strengths and address weaknesses of gifted students, and more. Register today!

New!

Wealth That Lasts
What if you could better manage your wealth to maintain a long-term wealth strategy based on your own personal goals and values? Learn how becoming an educated investor can help you and your family protect your financial legacy for generations.

High School Summer Institute in Law
Offered in collaboration with University of California, Irvine School of Law, this program is designed for students who want to enhance their college applications, aspire to work in law, or want to learn valuable professional skills.

Internet of Things (IoT): Applications and Opportunities Specialized Studies Program
By 2020, there will be an estimated 50 billion devices connected to the internet. This program focuses on ambient computing and the technology behind device development and human interaction.
Teaching English as a Foreign Language Certificate Program
This 3-month certificate for international students thoughtfully combines current trends in language teaching pedagogy with traditional best practices in the language teaching field. Our program content carefully addresses unique English-learning audiences and has the option for an added internship.

ip.ce.uci.edu/tefl

Conversation & Culture (ESL)
Practice English language skills for everyday conversation in a fun and interactive atmosphere with the instruction of experienced, caring teachers. This program can be your gateway to effective communication and additional goals in 2 or 4 week increments.

ip.ce.uci.edu/c&c

Mobile App Development
Be a part of this in-demand career by learning how to create a mobile app and take it from concept to launch. Utilize both iPhone and Android development environments using mobile development fundamentals.

ce.uci.edu/mobileapps

Machine and Deep Learning
Acquire the skills to leverage and manage very large and diverse data sets. Learn how to apply the art and science of machine and deep learning to deliver new insights and improve the competitiveness of your business.

celce.uci.edu/machine learning

Interpretation Training for Professionals
Increase your effectiveness as a communicator and learn to generate equivalent messages between Spanish and English.

• Express orally what is written in text using sight translation
• Provide consecutive and simultaneous interpretation
• Study time delay, dual tasking, and terminology research

celce.uci.edu/interpretation

Digital Marketing & Communications Certificate
Study best practices for integrating traditional marketing & communications tactics with today’s perpetually evolving digital landscape.

celce.uci.edu/digital marketing
The Arts & Entertainment industries continue their boom through the thriving food scene and surge for content in TV, film and new media. Launch an exciting career as a rising chef or filmmaker.

Culinary Arts Program
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.

- Business Administration Certificate Program
- Business Analysis Certificate Program
- Contract Management Certificate Program
- Digital Marketing Certificate Program
- Digital Marketing & Communications Certificate Program
- E-Learning Instructional Design Certificate Program
- Esports Management Specialized Studies Program
- HR Business Partner Specialized Studies Program
- Human Resources Management Certificate Program
- Innovation & Product Development Specialized Studies Program
- 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
- Project Management Certificate Program
- Real Estate Licensure Specialized Studies Program
- Social Media Specialized Studies Program
- Spa and Wellness Management Certificate Program
- Strategic Communication Management Specialized Studies Program
- Supply Chain Management Certificate Program
- The Business of Coffee: Modern Production Processes in Colombia Specialized Studies Program

ce.uci.edu/bm
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 (GATE) 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

- Communications Systems Engineering Certificate Program
- Device Software Engineering Specialized Studies Program
- Digital Signal Processing Engineering Specialized Studies Program
- Embedded Systems Engineering Certificate Program
- Internet of Things (IoT): Applications and Opportunities Specialized Studies Program
- Optical Engineering Certificate Program
- Optical Instrument Design Certificate Program
- Systems Engineering Certificate Program

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

- Emergency Management and Disaster Recovery Specialized Studies Program
- Environmental Management Certificate Program
- Facilities Management Certificate Program
- Water-Energy Nexus Certificate Program

ce.uci.edu/envfac
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

[ce.uci.edu/finance]
Stay current in the rapidly changing healthcare industry by acquiring critical skills that help reduce errors and boost productivity. Advance your career with knowledge that maximizes value and minimizes waste within any healthcare organization.

**Programs**
- Health Care Analytics Specialized Studies Program
- Lean Healthcare Specialization
- Pharmacy Technician Program

[ce.uci.edu/healthcare](http://ce.uci.edu/healthcare)
UCI’s Division of Continuing Education offers a range of options for all educational goals, from English language instruction, to university preparation and high-quality certificates and internships. Our practical, real-world experiences assist students in advancing their academic resume and global competence.
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

ce.uci.edu/law
programs in:

Leadership

Explore your leadership potential and gain a valuable credential with our leadership programs. Learn how to combine business expertise and people skills to drive your company forward.

programs

- Modern Leader Specialized Studies Program
- Organizational Leadership & Communication Certificate Program
- Strategic Leadership Development Certificate Program

ce.uci.edu/leadership
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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**programs**

- Clinical Research Certificate Program
- Clinical Laboratory Science/Medical Technology (CLS/MT) Training Program
- Clinical Trials: Medical Device & Drug Development Certificate Program
- Comparative Effectiveness Research and Evidence Based Medicine Certificate Program
- Medical Product Development Certificate Program
- Postbaccalaureate Premedical Program
- Post-Baccalaureate Program in Pharmaceutical Sciences
- Regulatory Affairs and Compliance Certificate Program

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*ce.uci.edu/ls*
Master the latest trends in programming, web development, information security, data science, and more.

programs

- Agile Project Management Certificate Program
- Blockchain Technologies Specialized Studies Program
- Business Intelligence & Data Warehousing Specialized Studies Program
- Computer Programming Courses
- Cyber Security Certificate Program
- Data Science Certificate Program
- Database Management Certificate Program
- Full Stack Web Development Certificate Program
- Java Enterprise Development Certificate Program
- Java Programming Certificate Program
- Machine and Deep Learning Specialized Studies Program
- Microsoft .NET Technologies Certificate Program
- Mobile Application Development 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 Certificate Program
- Web Intelligence Certificate Program

ce.uci.edu/tech
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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How to Recruit Talented and Workplace Ready Employees Amongst a Large and Growing Skills Gap

With unemployment at an almost 50-year low, recruiting poses more and more of a challenge. And indeed, there is a lot of research indicating that perhaps recent graduates or even people already experienced in the workplace may have significant gaps in skills compared to the needs of recruiting managers.

For job recruiters, relevant job-related knowledge is more important than degree attainment.

There is a trend now being implemented by colleges and universities to offer different types of credentials, rather than the traditional transcript, to better prepare students for the world of work. And the compelling benefit of these alternative credentials offers students immediate access to the credential so that they may publish it on social media quickly as they apply for positions.

But don’t count out university learning, as it is clear that institutions of higher education are taking on a larger role in post-graduate job attainment and are embracing innovative models of learning that can provide learners, young and old, the skills that are relevant today and will be in demand in the future.

So how can we as leaders determine how to weed out the underqualified candidates to focus on the ones that are the right fit for the job?

Here are a few suggestions.

**Build a strong employer brand.**
Focus on building a well-known employer brand, you won’t have to do as much active recruiting and the vetting process will be much easier. You’ll be a highly desired organization, flooding with appropriate applicants that are ready to work.

**Write better job descriptions.**
Many companies write job descriptions that include long lists of responsibilities and requirements, which may or may not be attractive to candidates. Focus on what your company can do for potential employees, and you’ll attract candidates who better fit your needs.

**Embrace digital trends and social media.**
Most people want to work for companies that keep up with the latest tech trends and the most significant aspect of that is utilizing public social media profiles for candidate research.

**Find the right personality for the job.**
Consider how a candidate’s personality aligns with the job responsibilities. The type of person that you hire needs to be in line with the culture of the organization and the individual should be able to contribute to the brand in significant and consistent ways.

**Improve your interview strategy.**
It’s important that you allow a candidate to interview you. This will allow for a better alignment of each of your needs.

**Remember that candidates have many ways to vet your organization.**
It’s important to consider continual updating of corporate websites and active involvement in social media. Clear and concise content is key. Doing so can improve employee retention and lead to more positive reviews that will attract quality employees.

*Read more at ce.uci.edu/careerzot*
BENEFITS OF CONTINUING YOUR EDUCATION

- Increases Collaboration and Heightens Awareness
- Networking Opportunities
- Reduces Occurrence of Neurological Conditions
- Drives Curiosity and Creates Opportunities
- Raises Self-confidence
- Enrichment
- Job Mobility
- Boosts Earning Potential
- Enhances Health

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- Enhances Health
MARK YOUR
Calendars

SPRING 2019
Courses begin: APRIL 1

SUMMER 2019
Registration opens: APRIL 26
Courses begin: JUNE 24

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Graduate Tax Program
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• Practical Tax Skills
• Small Class Size

RANKINGS
U.S. News & World Report ranked UCI Law:
#21 overall in the United States
#13 in Clinical Training
#21 in Intellectual Property Law
#13 in Student Diversity

Application Deadlines for Fall 2019
February 1, 2019 for international students
April 1, 2019 for domestic students

Enroll today!
law.uci.edu/gradtax