Training a Homebound Workforce

A Passion for HEALING

Learning to Sell the Future

Overcoming COVID-19 with Data Science
he events of the last few months have brought back memories of my college days, which began at the University of San Francisco in 1962. I spent four years there, graduating in 1966, and then went back to school (at the University of California, Berkeley) in 1969. There are some disturbing parallels between now and almost six decades ago. Both now and then we are faced with two nation-shaking instances of turmoil. In the sixties we experienced the cataclysms related to the civil rights movement and the Vietnam War. Now we face two pandemics—racial tension and COVID-19.

In my sophomore year, there were seven highly-publicized deaths related to civil rights in the South including, Virgil Ware, a 13-year-old boy, Medgar Evers, an NAACP organizer, and four African American women that were killed in the fire-bombing of a black church in Birmingham, Alabama. During the next three years, there were 19 highly publicized and reported civil rights related deaths, based on race. These causality responses were to peaceful marches, most prominently by the march from Selma to Montgomery, Alabama. Several of my classmates traveled to Selma to participate in that march, which included “Bloody Sunday,” March 7, 1965, when police viciously attacked the people at the peaceful start of the march. Then, of course, there was the acknowledged racial killing of Martin Luther King in April of 1968.

But police brutality was not limited to civil rights gatherings. On October 17, 1967, police attacked a crowd of about 2,500 people, mostly UC Berkeley and Stanford students, who were blocking the Oakland Army Induction Center. Then in May 1970, four deaths were reported at Kent State, at the hands of the National Guard.

While I did not participate in any of these events in the Bay Area, I was personally affected by the People’s Park riots at Berkeley, including “Bloody Thursday” on May 15, 1969. Police units were ordered to break up a demonstration. Things turned violent, leading to many injuries and one death due to a buckshot from police shotguns that were then turned on the crowd. Subsequently, the National Guard used teargas-bombing helicopters that gassed me as I walked a few hundred yards from a protest in Sproul Plaza.

While there are many differences between the events of the 60’s and today, there are some disturbing constants—African American deaths leading to massive demonstrations, police brutality against peaceful demonstrators, and the highly politicized commentary on peaceful demonstrations. Another constant is the prominent role that universities play in times of crisis, as places for protest, and the exercise of civil rights, as developers of solutions, and as researchers, and scientists seeking to solve problems.

I am proud to say that UCI is on the forefront of efforts to provide solutions for both of the crises that we face today. UCI researchers are in clinical trials to develop therapeutic drugs for COVID-19 and have informed themselves, and the public, on how to remain safe during this pandemic.

Students, faculty, staff, and alumni have engaged in deep discussions to identify causes and instances of racial prejudice, and bias, and are identifying concrete steps to address them.

UCI is a community resource of tremendous power and impact, especially evident during times of immediate crisis. Look to UCI as a source of information and for models of adaptation in these turbulent times.

Gary W. Matkin, Ph.D.
Dean, Continuing Education
Vice Provost, Career Pathways
Supply chains were devastated by COVID-19, but smart technology can help ensure it won’t happen again.

When COVID-19 began spreading throughout the world, it rapidly wreaked havoc on global supply chains. Factories closed, workers were sent home, and transportation was severely impacted. Many essential products suddenly became dangerously scarce — ventilators, N95 masks, medicines and eventually food items like milk, meat, and eggs.

The pandemic created a crisis that few industries were prepared to deal with. But as with every crisis, lessons can be learned and positive change can result when the world recovers, said Paul Jan, a noted supply chain consultant and instructor for DCE’s Supply Chain Management certificate program. One piece of good news is that people are finally learning the vital importance of healthy supply chains, the lifeblood of the world’s economies.

"Before the pandemic, people would ask what I did for a living, and when I told them I was a supply chain consultant, they’d just get this blank look on their face," he said, laughing. "It has always been a process nobody really understood or paid attention to. Now everybody is well aware of how important it is. The pandemic has focused a lot of attention on this process which people used to take for granted."

It was especially significant that the pandemic started in China, a manufacturing and export giant. Supply chains around the world were impacted in a short period of time.

"Factories in China always shut down for about a month during Chinese New Year, and companies take this into consideration and buffer up during this period," Jan said. "What happened this year, though, is the shutdown was prolonged for an indefinite period because of COVID-19. Suddenly, cross-border and cross-continent delivery chains that were reliable were breaking. And there were no plans or resources in place to mitigate the damage. It wasn’t until mid-to-late March that China began to open up again."

As the virus spread throughout China, Europe, India and the rest of the world, many supply chains slowed to a halt, including in the U.S., partly due to over-reliance on the Just-In-Time inventory management strategy, but more importantly due to the lack of end-to-end supply chain visibility. JIT simply means that production begins when orders are placed and inventory stock is only delivered as needed, a strategy that saves on warehousing and inventory costs but falls apart when materials and finished goods cannot arrive in a timely manner.

"With JIT, if one link in the chain is broken, the entire system could break down," Jan said. "However with lack of visibility, or lack of ‘control tower,’ no one knows when, how, and how much..."
inventory is available. Personal protective equipment (PPE) is a great example, where states were fighting other states and the federal government to get PPE. There was no visibility. Everyone was in the dark on who has what, who has capacity and how much — not just PPE but automotive, medicine, and consumer goods like Apple products.”

COVID-19 exposed serious flaws in supply-chain management, flaws that hopefully will result in much-needed improvements to prevent and mitigate future disruption. And the rise of artificial intelligence and machine learning can play a major role in creating more reliable, flexible, and autonomous management.

“This is essential even short of a global crisis,” Jan said. “Smaller-scale disruptions such as rail shut-downs, natural disasters, strikes at loading docks and harbors and such can create gaps in supply chains.”

A smart supply chain

Though not infallible, AI and ML can enable an autonomous system to forecast and more accurately predict demand, allow for a quicker response to potential disruption and, perhaps most importantly, take human error and bias out of play, freeing up time for workers to plan and mitigate potential risks, not simply crunch numbers, Jan said.

“This is key, to pivot supply chain planning to be more agile and flexible. AI and ML can use algorithms and models and data to help mitigate sudden disruptions. This enables people to be proactive vs. reactive to potential disruptions.”

The technology can be invaluable in preparing for possible disruptions, by allocating resources to ensure a responsive supply chain system. But there are some factors that AI and ML can't predict, like hoarding patterns. Who could have foreseen the run on toilet paper at the onset of the pandemic, for instance?

“This technology can help move supply chain management away from managing by dashboard to real-time monitoring and identifying potential disruptions,” Jan said. “Data sets are big now and there’s no human brain that can really process it all. Machine learning can comb data for us and identify potential risk in real-time. This will allow us to integrate risk awareness into the product and value chain, allowing us time to mitigate and plan.”

A more flexible future

The DCE Supply Chain Management certificate program provides in-depth understanding of how end-to-end supply chain works, from raw materials to the Amazon package arriving on your doorstep. It examines how each element in the chain relates to one another, with an eye to creating a more sustainable and flexible system.

“Creating a more flexible supply chain was a given even without the pandemic,” Jan said. “AI and ML and other economic and geo-political factors were pushing us toward a more flexible model before the crisis. The COVID-19 disruption just expedited this need.”

Jan points to a MIT Scale Network study that found even many large companies were unable to create contingency rules and procedures for operations during a complex, high-risk event.

“In fact, approximately 60% of the surveyed managers either do not actively work on supply chain risk management or do not consider their company’s risk management practices effective,” Jan said. “Cisco, Coca-Cola, Whirlpool are the exceptions where they have spent years working out risk management processes due to failures in the past.”

Designed for service and manufacturing professionals seeking to improve the effectiveness of their supply chain, the online DCE program addresses the latest advances and strategies in managing this crucial lifeline. It prepares participants to optimize company supply chains to guard against disruptions — a threat to company profitability as well as national and global economies.

“Supply chain is a cool career,” Jan said. “Even more so now that everyone knows what it is.”

● ce.uci.edu/scm
Upcoming Free Events:

**Live-Online LSAT Strategy Workshop**
Tuesday, July 28
6-7pm (PDT)

**The “Yin-Yang” of Business: How Business Downturn Brings Opportunity for Growth**
Thursday, July 30
11am-12pm (PDT)

**Live-Online GRE Strategy Workshop**
Wednesday, August 5
6-7pm (PDT)
Tuesday, September 1
10-11am (PDT)
Wednesday, September 2
6-7pm (PDT)

*Sign up at ce.uci.edu/events*
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

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From Madrid to Irvine, Sandra Rueda Fernandes joined an international program to study medicine at UCI

Growing up in Madrid, Sandra Rueda Fernandes dreamed of being a doctor. Caring and healing have been driving forces throughout her life, so there was never any question as to her career path — she couldn’t imagine doing anything else.

Sandra also knows exactly where she wants to plant her roots. The only question is which specialty she’ll pursue. Sandra loves children, so she’s leaning toward pediatric cardiothoracic surgery, but that could easily change.

“It’s funny because when I was younger, I seriously considered being a military doctor, but in the end I couldn’t because I failed the height requirement. I'm too short,” she said, laughing. “My entire life, every time I came into a hospital for any reason, I’d find myself thinking, ‘I want to be here, I want to be that doctor, I want to put the scrubs on.’”

A second-year medical student at Universidad de Europea de Madrid, Sandra is working toward her dream of practicing medicine in the U.S., a dream that led her to UCI Division of Continuing Education to participate in a three-week, custom-designed program instructed by UCI Medical Center physicians, nursing staff, and research faculty.

The idea is to offer international students a U.S. perspective on various aspects of patient care, together with practical training on the Da Vinci surgical robot and other leading-edge technology. Students also get an authentic UCI student experience by living in campus dorms, eating in the dining hall and, of course, exploring shopping at The Hill and University Town Center.

For Sandra, it was a once-in-a-lifetime experience that brought her ultimate goal that much closer to reality.

“Both my father and I have great respect and admiration for the United States,” she said. “So, when I had the opportunity to participate in this program through my university, I didn’t hesitate for a second. I knew that it would be an enriching experience medically and a great opportunity to experience the university and its teachers. And I was right. I met wonderful people and awesome doctors.”

Although she’s laser-focused on a career in medicine, Sandra has a rich life outside of school. She loves to read and is a passionate writer, but her part-time job teaching children might well be her first love.

Sandra, who lives in Madrid with her father and beloved cat, found time to field questions about her journey so far and where the road ahead might lead.

Sounds like you aren’t quite settled on a specialty. What are some of the possibilities?

For now, I really would like to specialize in cardiothoracic surgery and focus on pediatric patients. I love to work with
children, but emergency medicine is also a field that is very exciting — you never know what to expect. You get to work with a lot of different people, and you need to have extensive knowledge of each field of medicine.

In my opinion, you don’t have to fit only in one specialty or two. Doctors must develop many different capacities, from skill in surgery to empathy for other human beings. I have a long path in front of me to learn and you never know when you can fall in love with another medical specialty. So, I just continue learning.

Tell me about your experience in the UCI DCE custom-designed international program. What did you get out of it?

My UCI experience was nothing short of fantastic. The doctors and teachers focused on their own specialties, and it was so inspiring. You could tell they really love what they do. We had classes of all kinds, from medical ethics to the latest advances in artificial intelligence. I really looked forward to hearing from Dr. Alpesh Amin, who taught us about the healthcare, economic system, and specializations in the U.S. But my favorite part was when I had the opportunity to observe in a local clinic. The attending doctor was an incredible, generous person and an amazing doctor, the way he engaged with his patients and cared for them. Having him as a teacher and being able to see him work was priceless.

What was it like living in an American university dorm?

My experience was very pleasant. The dormitories were perfectly equipped, and an excellent staff took care of us. It was really a fun experience, a great opportunity to get to know your colleagues much better. I think it is something that anyone should experience at least once in their life.

Medical school is such a huge commitment in time and money. What inspires you to keep going?

If I have to choose anyone as an inspiration, it’s no doubt my father. Not because he’s a doctor — he’s a communications engineer — but because he always taught me to follow my dreams and fight for them. My dad has helped me a lot, and he continues doing so now. Each day, he works so hard to let me pursue my dream.

Tell me about your other inspirations in life.

I’d say that literature, philosophy, and psychology are my greatest hobbies. When I was younger, I opened an internet blog to write reflections I had on different aspects of life. And teaching is something that makes me very happy. The ability to transmit knowledge to others seems to me one of the great gifts of being human. I discovered that I have a special connection with those who have attention deficits, are very absent-minded or who generally find it more difficult to pass their subjects than the rest. I am very happy to see that the children I teach improve and achieve excellent results.
Q. Why did you decide to become an instructor?
A. During my 30 years in Information Technology at Southern California Edison (SCE), one of the things that gave me the most amount of personal and professional satisfaction was mentoring and enabling people to move forward professionally — from inspiring and supporting the administrative assistant to pursue their college degree using the company’s educational assistant program, to providing challenging opportunities and projects to the young Information Technology women and men that had the potential of being future CIO’s. Being an instructor at UCI DCE gives me the ability to continue to mentor and enable a whole new set of business professionals in the exciting area of data and more specifically the visualization, analytics, and communication of data. It is very rewarding to me to observe each student learn and utilize these new skills and tools to grow in their careers.

Q. What’s unique about your teaching style?
A. I work to bring constant communications, feedback, and flexibility to my students. I really do care about mentoring and supporting each of them. I bring a broad technology background to the Strategic Communication Management program. As a former principal manager at SCE, I had the opportunity to lead a variety of technology areas including business application development, internet and intranet development, program and project management, technology maintenance and operations, cyber security, and the program management office (PMO). Utilizing this broad knowledge, I create a bridge between the information technology and communication worlds. One of my strongest personal skills, and another aspect that makes my teaching style unique, is that I have always had the ability to communicate complex technical information in simple and powerful ways to a variety of audiences.

Q. What’s your favorite lesson to teach and why?
A. Presenting Powerful Business Analytics, designed for communication professionals, is a mashup of strategic communication presentation fundamentals, data visualization and business dashboard tools, and data analysis and design techniques. In the course, we study how to efficiently and effectively tell a data story to support business goals and strategies. The course acts as a bridge between the information technology and communication worlds. I personally enjoy sharing #MakeoverMonday with my students.

Q. What do you find most rewarding about being an instructor?
A. Most of my students have communicated to me either directly or via feedback that they have learned much more than they originally anticipated in Presenting Powerful Business Analytics. They have also conveyed that the course was more challenging than many of their other online classes but that, ultimately, they learned useful real-life data visualization and communication techniques. The course builds weekly towards a final project which is a video presentation of each student’s own data visualization or business dashboard. Most students use data from their own companies and specific areas to create powerful data visualizations or business dashboards which address strategic business questions and challenges. Many go on to present their analysis and data visualizations to senior and executive management. I personally find it very rewarding to take each student on this data presentation journey and enable each of them to have the opportunity to deliver powerful business analytics.

“Strong communication skills have always been a business key success factor. One key challenge for business professionals today is that the world of communication is continuously expanding. The set of critical communication skills to be successful is also expanding. The communication of data is a significant example of an essential communication skill.”
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
YOUR ONLINE EDUCATION OPTIONS JUST GOT BETTER

New UC Davis/UC Irvine partnership creates more training opportunities for working professionals.

Hello from Davis, UCI’s sister campus to the north! As the need for quality online education for the modern workforce continues to grow, we’re excited to partner with UCI Continuing Education to bring a few of our high-demand online programs directly to you.

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Taught by world-renowned expert Charlie Bamforth, our popular Beer Quality Series includes five advanced (yet entertaining), self-paced courses that cover foam performance, the science of flavor, beer freshness, why the appearance of beer matters and quality systems.

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Become a Leader in the Construction Industry
In the Construction Management Certificate Program, you’ll learn the business, managerial and technical skills to become a construction contractor, construction manager or assume a leadership role in the building industry.

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Learn more about UC Davis Continuing and Professional Education’s online programs offered through UCI—Fall classes in these programs are starting soon, so enroll today! CE.uci.edu
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"I would absolutely recommend the UCI program because I know the instructors are people who are business analysts in the field or they’ve been doing it for decades and the experience they have is more than just handing someone a template. It’s giving them some positive feedback, some constructive criticism – tools that can help them learn the business analyst process."

- KEVIN WATSON
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POST-BACCALAUREATE PROGRAMS

Visit the program pages to learn about admission requirements, curriculum, and application deadlines.
DCE offers a wide range of fall quarter courses addressing the most in-demand skill sets for 2020 and beyond.

As if there’s any doubt, we are all living in a digital world that’s increasingly driven by a burgeoning, tech-savvy workforce. Career opportunities abound — and you don’t need to be an MIT grad in Silicon Valley to succeed in today’s Digital Economy.

Well-trained professionals are needed in every sector and at every level in the global marketplace, from marketing to healthcare, sales to communication and beyond.

A recent (Jobs of Tomorrow) report by the World Economic Forum provides some insight: “Not every emerging job requires hard tech skills, but every emerging job does require basic tech skills such as digital literacy, web development or graphic design. Three of the jobs listed in the Jobs of Tomorrow report — cloud, engineering, and data clusters — are also among the fastest-growing overall. These disruptive tech skills are in high demand across the board.”

Taking a deeper dive, Burning Glass Technologies, a leading job-market analytics firm, provides a broad overview in its special report, “The New Foundational Skills of the Digital Economy: Developing the Professionals of the Future.” Burning Glass analyzed more than 150 million job openings in the U.S. to pinpoint the skills most requested by employers.

The study revealed five key New Foundational Skills in the Digital Building Blocks category that were required in at least 50% of all job openings. And in eight “Smart Cities” (L.A., New York, Boston, San Francisco, Washington D.C., Chicago, Philadelphia, and San Diego) it was 70%.

“Digital Building Blocks require understanding of the specialized methods, programs, tools and frameworks that are most valuable and transferable in a digital world,” the Burning Glass report states. “Smart cities called for each Digital Building Block skill nearly twice as often as the nation overall, demonstrating the increased need for these skills in a more digital world.”

The study further states that it’s vitally important for today’s students to develop digital skills, and the UCI DCE offers a wide range of specialized certificate programs and courses that provide the leading-edge training needed to succeed in the Digital Economy.

Let’s look at a selection of fall quarter courses that directly address each of Burning Glass’ five key Digital Building Block skills.

**Analyzing Data**

An introductory Healthcare Analytics course lays the foundation for the Healthcare Analytics Specialized Studies program, providing a solid background in health informatics and data analytics using core technologies, giving students the tools needed to streamline 21st century healthcare, improving patient outcomes and hospital efficiency while reducing cost. A key component of the Database Management program, **Introduction to SQL Programming**, provides the basis for mining, analyzing, and monetizing the massive amount of data, one of the most valuable skillsets required in a range of
industries. And **Python for Data Analysis** is for students with some experience using Python who want to learn how to import and analyze data using the popular programming language.

**Computer Programming**

The future is in the cloud, and **Amazon Web Services Cloud Foundations** offers a detailed introduction to cloud concepts, core services, applications and more. Part of the Database Management program, AWS Cloud Foundations develops the skills needed to get up and running on Amazon Web Services and prepare for the AWS Cloud Practitioner exam. Looking to enter the world of the Internet of Things? The introductory **Internet of Things (IoT)** course is an effective launching point that takes a deep dive into enabling technologies such as IoT analytics, platforms, networks, and machine learning, helping to lay the foundation for an Internet of Things: Applications and Opportunities Specialized Studies. Likewise, the Embedded Systems Engineering Certificate Program is highlighting **C Programming for Embedded Systems**, addressing essential embedded language features required for systems used in many electronic devices.

**Digital Security & Privacy**

With the Digital Economy permeating every aspect of communications and commerce, security and privacy are more crucial — and challenging — than ever. Hackers continue to find more sophisticated ways to steal information, increasing the need for a new generation of skilled security professionals. Get a jump on the competition with the Cyber Security Certificate Program, starting with **Introduction to Information Systems Security**, a course covering core principles of designing, engineering and managing secure IT systems, along with important legal and liability issues.

**Network Security: Concepts & Technologies** takes a deeper dive into networking and security architectures, analyzing real-world security problems and environments, as well as solutions and implementation.

**Managing Data**

Addressing one of the most essential and versatile skill sets, **Effective Data Preparation** is a core course in the Predictive Analytics program, designed for working adults from a wide range of professional backgrounds to develop the background needed to excel in this high-growth field. Participants learn how to understand customer needs and business processes in order to increase sales, reduce marketing costs, and improve customer retention. **Data Exploration, Analytics and Visualization** is the perfect introduction to the Data Science program, laying groundwork for one of the most coveted skill-sets of the 21st century. **Business Intelligence and the Data Warehouse Development Process** prepares individuals to combine data from disparate sources into a single database and develop data models useful for business intelligence.

**Software Development**

Designed for those seeking a career in Web 2.0, the Full Stack Web Development program features an **Advanced React** course covering a range of topics including component lifecycles, portals, performance analysis, design, and security. And **PHP Fundamentals** addresses the popular server-side scripting language PHP, which powers hundreds of millions of websites worldwide. **Designing Embedded Software Using Real-Time Operating Systems**, a core course in the Device Software Engineering Specialized Studies program, allows students to tackle real-world solutions with the use of a Texas Instruments Development Kit and other materials.

[ce.uci.edu/certificates](ce.uci.edu/certificates)
A desire to help families find the right college fit inspired this recent DCE graduate and Alumni Achievement Award-winner to start her own consulting business.

Jill Athenour developed a passion for higher education when she was a college admission rep back in the ’90s, working her way up to Director of Marketing and Admissions. She left to start a training and development company but decided to switch back to academia when her two children were old enough to start exploring their college options.

Jill was shocked at how much had changed — the pressure, competition and skyrocketing tuition were eye-opening to say the least. The experience motivated her to get back into college admissions counseling and soon afterward earn an Independent Educational Consultant certificate from UCI, one of the few university programs that prepares participants to build their own business.

"I was in the consulting business a full year before I started the UCI program," Jill said. "I had been reading everything I could get my hands on, attending conferences and webinars, and touring colleges. Somewhere along the way I learned of the UCI program, but by then I wasn’t sure if it would be worthwhile because I had some pretty good momentum going. It proved to be very worthwhile! I am a huge believer in continuing education, and I felt I owed it to my students and families to make sure I was doing the best job I could."

"...my favorite part was getting to know the other students and the instructors. The instructors had all been consultants for many years and had a wealth of information, which they were very willing to share."

- Jill Athenour

A desire to help families navigate the often-overwhelming maze of college applications, essays and admissions to find the right academic fit set Jill on a path to launch her Head to College consulting business, all while continuing to learn and burnish her considerable credentials.

"I couldn’t believe how much the college admissions world had changed and how complicated the process had become," Jill said. "I wanted to work with families and help them shift their thinking from ‘getting in’ to ‘fitting in.’ There are plenty
of colleges for every student. It’s a matter of finding the ones that are a good match academically, socially, and now more than ever, financially.”

The Independent Educational Consultant program took Head to College to the next level, and Jill was recently presented an Alumni Achievement Award in recognition of her overall contributions and accomplishments. In addition to her DCE certificate, she’s a Certified Educational Planner (CEP) and has a master’s in counseling.

Jill was kind enough to field some questions from her home high in the mountains in Evergreen, Colorado, where she lives with her husband of 30 years and “awesome” dog (who often makes cameos on her Zoom meetings).

First off, tell me about your business. How does the counseling process work?

I love to learn about each student’s strengths and interests, then we explore what the student is looking for in a college, their hopes and dreams. I get to know them and they get to know themselves really well! From there we develop a list of colleges that meet their needs inside and outside of the classroom, where they can be happy and successful. I also help students create applications and essays that highlight their strengths and accomplishments and express who they are in a confident and authentic way. Students often don’t realize how unique and special they are and it’s fun and rewarding to help them see that.

What was the best part of taking the program?

I loved that the program was online and I could do the work at times that were best for me, but by far my favorite part was getting to know the other students and the instructors. The instructors had all been consultants for many years and had a wealth of information, which they were very willing to share. My peers were open to ideas and very supportive of one another. I see some of those people at conferences now and feel they are part of my tribe.

Winning an Alumni Achievement Award must have really validated all that you’ve accomplished so far.

I was surprised and humbled to receive it. And I’m grateful to UCI because I quickly found out there is always more to learn. I care deeply about this industry and the families we serve, and to do our jobs well we have to continually be staying up on current trends in college admissions — the changes come fast and furious. I urge anyone who is thinking about going into this business to get the UCI certificate, and then to continue their education along the way. Join professional associations, go to conferences, visit colleges.

Which associations have you joined?

I’m currently a member of the Independent Educational Consultants Association (IECA) as well as the National Association for College Admission Counseling (NACAC). I have also been a member of the Higher Education Consultants Association (HECA) since 2015, and this year I was elected to their Board of Directors as Standards and Ethics Chair. I’m responsible for providing professional development, advancing ethical standards of conduct, and promoting equity and access to higher education for all students.

You’re obviously very devoted to your calling. What’s the key to your success?

I take a limited number of students so I’m able to give them more personalized attention than a high school counselor has time to provide. The transition from high school to college is an important part of a young person’s life, and I get to be a part of that journey. The relationships that develop with my students and parents are what make it all worthwhile for me.

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— Lara Silver, Sr. Manager, Regional Market Development Thermo Fisher Scientific

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Fully Online Certificate Program

The Digital Marketing & Communications online certificate program provides training for job opportunities in the marketing, communications, and product management fields. Combining skills in research, writing, design, and analytics, professionals in this industry help drive business decisions and lead strategic marketing planning.

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PROGRAM BENEFITS
- Manage integrated marketing & communications strategies for achieving organizational goals and objectives
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ONLINE COURSES STARTING IN SEPTEMBER
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- Dynamic Product Management
- Integrated Marketing Communications
- Marketing Performance Optimization
- Digital Marketing Tactics & Trends

OCCUPATIONAL SUMMARY FOR MARKET RESEARCH ANALYSTS AND MARKETING SPECIALISTS.

661,000 ANNUAL JOB OPENINGS (2019)

22.4% PROJECTED GROWTH (2019-2029)

$63k MEDIAN SALARY (HIGHLY EXPERIENCED WORKERS CAN EARN UP TO $121K)

Source: Economic Modeling Specialists Intl.

c.e.uci.edu/digitalmarketing
The E-Learning Instructional Design certificate program addresses a growing demand for online employee training.

When the world abruptly shut down in March, there was a rush to keep it turning as much as possible from home — a small miracle of 21st century technology. With a global workforce migrating to their computers in makeshift home offices, organizations had to scramble to find ways to connect with employees and train them online. It was an awkward adjustment, at least at first.

The good news is that people began settling into new routines, getting acclimated to the New Normal and even discovering that the transition offered some real advantages, said Danielle Watkins, advisory board member for DCE’s E-Learning Instructional Design certificate program and founder and owner of Zenith Performance Solutions, an award-winning instructional design firm.

"Transitionaling to doing everything from home turned Zoom into a household word," she said. "It became a verb, like Google. And after, say, 12 or 18 weeks of working from home, Zoom fatigue aside, a lot of people started to realize they could be just as productive, or more so, than before the pandemic. They started to think, 'Why do I even need to go back into the office?"

The same could be said of the classroom. Zenith Performance Solutions took on a number of new corporate clients that needed to train workers during the shutdown, and that meant converting in-person Instructor-Led Training (ILT) to Virtual Instructor-Led Training (VILT). They quickly found there was more to it than just throwing some videos and slides online.

Designing effective e-learning content is a process that requires a distinct skillset.

"Some people think that it’s all about the technology, just putting up a webinar or a series of PowerPoint presentations," Watkins said. "There’s so much more to it than that. Designing eLearning is a two-part process — know what your technology platform can do, followed by interactive design for the technology program. Understanding your technology is about 15% of the process. Designing interactive training content is 85%.”

Homebound training

DCE’s fully online E-Learning Instructional Design program provides the background needed to master the basic principles of designing and presenting curriculum through the latest platforms. Expert instructors teach the methodology, skills and techniques required to directly align e-learning strategies with business objectives.

Well-trained instructional designers are instrumental in improving employee performance, and the program teaches all elements of effectively delivering engaging online content. It’s designed for anyone from current professionals to those looking to change careers. In fact, most instructional designers made the jump after working in other industries.

"Few people go to school to become instructional designers," Watkins said. "Most come from the corporate world. A lot of sales professionals and other subject matter experts end up transitioning to e-learning instructional design. The UCI
Training a homebound workforce

"While the demand for online corporate training had been growing even before the pandemic, the worldwide shutdown put the movement into overdrive out of necessity and highlighted the need for a new generation of skilled e-learning instructional designers."

Danielle Watkins

Watkins is a good example. She left her teaching career to become an instructional designer in the early days of online education. "I realized my husband and I couldn't afford a house in Colorado on a teacher's salary," she said. "I've been doing this since 2000, so I've seen the best and worst of e-learning."

To get a better understanding of the job, Watkins recommends "The Accidental Instructional Designer: Learning Design for the Digital Age," a book by Cammy Bean that covers every aspect of designing e-learning content, from creating scenarios and building interactivity to designing visuals and working with Subject Matter Experts (SMEs) — a key part of the process.

"We're in the business of asking questions," she said. "At Zenith we work with a lot of different clients in tech industries, real estate, governments. We aren't SMEs in any of the subjects that need to be addressed, and that's okay because they are. We need to learn just enough to be able to design the course content. After that, the material is entirely proprietary. They keep it and we move on."

The future of e-learning

Delivering eLearning is becoming faster and more effective with the help of evolving technology. Platforms such as Adobe Captivate and Articulate 360 allow designers to create stunning, mobile-ready courses that enhance e-learning storytelling with overlap videos and slides, even 3-D visuals in some instances.

And that's just the beginning. Augmented Reality, Virtual Reality, and Artificial Intelligence are poised to create immersive instructional experiences that wouldn't be remotely possible in a traditional classroom setting. "We're just figuring out how to use this technology," Watkins said. "But I'd say that AR, VR, and AI will be widespread within the next five years."

It's all creating a new world of opportunities for instructional designers, offering a blend of innovative tech tools to compliment the all-important human element — the creativity and imagination needed to deliver the most engaging and effective content possible.

While the demand for online corporate training had been growing even before the pandemic, the worldwide shutdown put the movement into overdrive out of necessity and highlighted the need for a new generation of skilled e-learning instructional designers.

"Corporations were discovering the advantages to remote training well before the pandemic," Watkins said. "It saves on travel expenses, flying instructors to workplaces, and paying for facilities and supplies. It's the most efficient way to reach employees working in international offices and different time zones."

In a post-pandemic world, the demand will be greater than ever, offering a lucrative career path and an attractive option for those affected by economic disruption and widespread unemployment. The Bureau of Labor Statistics had listed it as one of the fastest growing fields in the U.S. even before the shutdown.

"It used to be that when I'd tell people I was an instructional designer they'd just stare and cock their heads like a chocolate lab," Watkins said. "They had no idea what that was, but that's starting to change. With so many new tech tools to work with, e-learning instructional design keeps getting better and better — and more fun."

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Pilar Fernandez parlayed her Clinical Trials certificate into a position at a top Italian clinic.

Caring for others is what drives Pilar Fernandez, a passion that has defined her life journey across three countries. Starting out as a nurse in her native Spain, the UCI DCE alumna was inspired to get an advanced degree in biotechnology and work at a Spanish genomics company. A few years later she moved to the U.S. for a position at the National Institutes of Health.

With an adventurous spirit and insatiable desire to learn, Pilar then moved to Italy where she was determined to learn Italian while exploring local culture, but limited job opportunities led her to another career switch. She had experience in clinical trials, so she decided to explore options in that field.

"While working at NIH, I had the opportunity to conduct experiments with human samples and work with clinical data from patients with bone marrow disorders," Pilar said. "I felt like my background in nursing and experience working at NIH gave me a strong foundation and a keen interest in clinical trials."

Pilar had hands-on experience but needed to round out her education to take the next step. She went looking for an advanced program that addressed regulations, study guidelines and more. She also wanted a program in English.

Turns out, the DCE Clinical Trials certificate program checked all her boxes. And it led to an internship and full-time position working with some of the top hematological experts in Italy.

"This was my first time taking a course online, and I wasn't quite sure what to expect," Pilar said. "I found the certificate program was even more rewarding than I expected for several reasons. It gave me the flexibility I needed to study part-time while exploring a new culture, learning a new language, and looking for a new career opportunity."

Pilar was kind enough to spend time fielding questions from her home in Rome, talking about her exceptional journey and how UCI helped open the door to her latest adventure.

What was your primary motivation to switch from biotechnology to a career in clinical trials?

Well, after our family relocated to Italy, I found myself immersed in an amazing country with unbelievable history, outstanding food, great weather — and a challenging job market with few biotechnology opportunities.

I quickly realized that this was a perfect opportunity to focus on learning Italian — a job requirement in Italy — and reshape my career toward clinical trials by merging my NIH clinical research experience with my nursing background. Above all, I wanted to continue developing my skills and focus on my passion to help others.

I started to read about careers in clinical trials, and that's when I realized that I had a lot to learn. Although I had experience with clinical samples at NIH, I needed to learn more about regulation and study guidelines, Good Clinical Practices, and protocol development.
Why did you choose the UCI DCE Clinical Trials certificate program?

First, I needed a program in English, my second language, that would teach me about clinical assays and give me the flexibility to complete the course remotely across time zones while learning Italian, adapting to a new culture, and working part-time. UCI's Clinical Trials program is taught by experts in the field and it was a perfect fit for me.

What was it like, taking the online program a continent away?

Even though I’m located literally halfway around the world, I found the instructors were extremely accessible and responsive. Also, the curriculum has a built-in flexibility that allowed me to pick and choose courses that interested me the most.

What was your favorite part of the experience?

It was reading the introductory forum posts explaining each person’s situation. I enjoyed the diversity of the students’ backgrounds, experiences, and personal situations. Near the end of the program, I realized that doing an internship abroad in clinical trials would give me the experience I needed to succeed. And it worked better than I expected!

Did the internship lead directly to a full-time position?

Yes, it did! I completed a 15-week internship at GIMEMA, Italian Adult Hematological Diseases Group, a non-profit dedicated to studying and curing hematological diseases. After 15 weeks at GIMEMA, and with the help of the UCI Clinical Trials certificate, I learned the skills I needed to do the job, and more importantly, the value, meaning, and impact of my work. I’m now working there as a Clinical Research Associate in data management, where I work with an interdisciplinary team and Italy’s top experts in hematology. I also interact with doctors, nurses, and clinical research professionals in public hospitals all over Italy.

Tell me about navigating your internship while speaking a new language.

Just over a year after arriving in Italy, equipped with intermediate Italian and a nearly finished UCI Clinical Trials certificate, I rode Rome’s retro-looking metro halfway across the city for my first day at GIMEMA. Although my initial interview was in English, I quickly found that my day-to-day work would be in Italian. I also learned that GIMEMA’s energetic team is composed of clinical research professionals from all over Italy.

What drives you? Tell me something about your personal background and hobbies.

As a Spaniard with a strong passion for life and learning, I speak four languages, have lived in three countries, and have worked in four different sectors of the healthcare field. I like to play tennis and cook, go biking, hiking, and travelling. I’m a curious person and love exploring new interests, new cultures, and meeting people from all over the world.

Basically, I am a Spaniard that follows her dreams in life, including her passion for taking care of others and continued growth as a person and as a professional.

ce.uci.edu/clinicaltrials
The sudden outbreak of the coronavirus pandemic exposed dangerous vulnerabilities in healthcare systems and supply chains around the world. With protective equipment shortages, lack of effective treatment, or even a widespread tracking system, it ran unchecked in its earliest stages.

But it also opened a door for data science to find innovative ways to safely manage future outbreaks and maybe even fast-track a vaccine for this mysterious and deadly disease, said Dr. Majed Al-Ghandour, instructor for the UCI Division of Continuing Education’s Introduction to Data Science course.

Even now, a wealth of big data is being mined and analyzed by artificial intelligence and machine learning, to find the safest and most effective path forward to recovery.

“For one thing, artificial intelligence is being used to show and visualize trends with the spread of the disease, then predict COVID-19 hot spots, tracking and fighting the pandemic with good data models,” Al-Ghandour said.

“We need to learn from COVID-19 patients’ data the best algorithms to use, based on their medical data and a few other things. Using this information, the goal is to train a machine to learn how to analyze COVID-19 data and lead us to innovative solutions.”

Think of data science, AI and ML as a unified weapon in the fight, a black box of sorts, he added. "It’s very basic, like a black closed box. Data in, data out."

That black box is working overtime to help heal the damage caused by COVID-19 and prevent future pandemics. Far from leading mankind into a “Black Mirror” dystopia, it might be the thing that saves us.

**Sharing the data**

AI has been especially useful for navigating the delicate path to fully reopening the country, by tracking and forecasting outbreak hot spots and pinpointing ZIP codes with the highest rates of coronavirus cases. Systems using maps and models were developed by several universities and agencies, including Johns Hopkins, the CDC, and the Institute for Health Metrics and Evaluations.

“Counties and states are using AI models to move into the various phases of their reopening plans,” Al-Ghandour said. “Data science analytics can also help predict economic funding shortages to better allocate resources to fight the pandemic. Drones have even been used to patrol public spaces and get medical supplies where they need to go.”

Data science has proven to be a powerful tool in the early stages of developing a COVID-19 vaccine, he added. “Google used algorithms and its computing power to understand the proteins that might make up the virus, then they shared their data with others to help develop treatments.”

Google’s DeepMind division published its AI findings so medical researchers could study the proteins. And BenevolentAI, a company that was already using AI to create drugs to treat serious diseases, is now using its resources to develop new medicines for COVID-19 and investigate existing drugs that might be useful in the fight.
"AI also can be used to accurately diagnose the virus within seconds," Al-Ghandour said. "A company called BlueDot developed AI algorithm near-real-time insights to help hospitals and airlines prevent outbreaks."

**Tracking the risk**

Aside from addressing the need for new treatments, data science tools can help refine tracking systems to trace the movements of infected or potentially infected individuals — a move that has generated controversy over privacy issues, especially in the U.S.

"Contact tracing is a method used to find and follow-up with people who have been in close contact with someone who tested positive for COVID-19," Al-Ghandour said. "Apple and Google launched new contact-tracing tools using AI and ML, then lent them to public health agencies around the world. These are custom-built apps that run on tablets and smartphones, and they provide a cost-effective and secure way to fight viruses or diseases on national levels."

Tracking travel activity is an especially useful tool for minimizing cross-border and cross-continent spread of the virus. "Smartphone location-tracking data were made available from numerous sources to monitor travel to reduce COVID-19 hotspots. Closing travel from China and Europe relatively early is a good example."

**Mastering the machines**

None of these analytic tools would be effective, of course, without well-trained professionals to master them. The UCI DCE Data Science certificate program aims to open the door to this technology and train the next generation of strategic leaders and managers to be proactive for future emergencies.

The online program provides deep background on data science basics along with hands-on experiential training that addresses the latest applications being used to track COVID-19 cases. Students analyze potential business impact and project how best to distribute resources, for instance.

"We show our students how to collect COVID-19 data, cleansing the data to build models and patterns to help identify the peaks and flatten the curve," Al-Ghandour said.

"We show our students how to collect COVID-19 data, cleansing the data to build models and patterns to help identify the peaks and flatten the curve."

Dr. Majed Al-Ghandour

"We also use predictive analytics to optimize business performance at a variety of levels impacted by COVID-19."

The program uses the latest visualization software tools to create a dashboard for tracking coronavirus cases, creating maps and charts that break down the latest statistics: new cases, seven-day rolling averages, completed tests and number of patients currently hospitalized. A Hospital Resource Use feature allows students to project and analyze the number of ventilators and hospital and ICU beds that will be needed.

"Coronavirus will cause us to rethink the traditional way of using data science, ML and AI for operating hospitals and our healthcare system," Al-Ghandour said. "We have a unique opportunity to use these analytic tools to truly evaluate our health agencies, medical supply distribution, the technologies we use as well as our policies and procedures."

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Are you interested in launching a career in Data Science? Sign up for our online courses this fall 2020. For more information, visit [ce.uci.edu/datascience](ce.uci.edu/datascience).
In a constantly changing world, few careers have remained as consistently in demand and adaptable to change as that of the skilled sales professional. Rapid advances in technology can disrupt business, communication and commerce, but there will always be a need for candidates who can successfully develop and manage fruitful relationships with clients.

UCI Division of Continuing Education’s Professional Sales Readiness course prepares students to transition directly from the virtual classroom to a lucrative new career.

Sales can be rewarding and quite lucrative for well-trained pros, especially those fluent in new high-tech sales tools. Problem is, not nearly enough college grads are being groomed to take on these positions, creating a wide gap that few schools are currently addressing, said Debbie Holzkamp, founder and CEO of Virtanza, a leading sales education, certification and jobs-placement company.

"Even though 50% of college graduates will end up in a sales position, universities are not preparing students for sales," she said. "Only 3% of colleges and universities offered sales courses pre-COVID-19. So, my mission for the last decade has been to fill that gap for employers by putting more and more qualified salespeople in the workforce. And for employees, my mission has always been to expose motivated workers to stimulating, fulfilling and lucrative careers."

"Professional Sales Readiness gives students exposure to sales roles, sales tools, and all processes needed to excel in sales."

It might be easy to overlook sales for a trendier career, but the field offers a wide range of opportunities across virtually all industries and titles, from entry-level inside sales to account executives and managers in healthcare, technology, manufacturing — you name it. And these jobs offer annual income ranging from $65,000 to $100,000 for qualified candidates.

"For instance, on the Acclaim site — the badging platform connecting credentialed students with open positions across industries — there are currently more than 82,000 open sales positions in California alone, and 39% offer compensation upwards of $100,000. One of the positions, for a business development representative at a post-production house, pays $87,000 and requires college-level sales training."

To address the need for university-credentialed candidates, UCI partnered with Virtanza to offer this online Professional
Sales Readiness course designed to prepare the next generation of sales pros for success. Students are trained in the latest platforms and technology, using customized simulation tools that replicate real-world situations.

**Filling the sales gap**
Sales has always been about cultivating and maintaining relationships with clients, and today's sales professionals have an array of tech tools that help them master the process in a number of innovative ways, said course instructor Bernice Burns.

"Professional Sales Readiness gives students exposure to sales roles, sales tools, and all processes needed to excel in sales. Students practice prospecting and engaging with Customer Relationship Management (CRM) and sales-engagement technology, conducting critical needs-assessment meetings, writing and presenting compelling proposals, and negotiating and closing deals. And they do all of it with an awareness of and sensitivity to personality and cultural differences."

With technology enabling growing globalization, the ability to connect with a customer's personality and culture is more critical than ever. Learning to leverage these new tools to amplify CRM and adapt to a worldwide marketplace is a key component of the UCI course, Burns added.

The Virtanza model provides the latest tech tools and expert instruction that allow students to explore 13 professional sales roles through real-world, employer role-play simulations. Students learn advanced CRM techniques, sales engagement and planning, with an introduction to the same Salesforce and Groove platforms used by Fortune 500 companies.

"Salesforce.com is the 800-pound gorilla in the CRM field," Burns said. "Considering that early CRM tools were basically electronic Rolodexes — allowing for storage and organization — we've definitely come a long way. Today's systems track key stages in the entire sales process, with customizable reports that allow users to evaluate collected data in every imaginable way."

Sales pros have access to apps that send and track customer correspondence, display news events that affect client business, even enable sophisticated marketing campaigns, with customer contact and relationship information displayed in front of them at all times.

**A custom education**
Before the course begins, students are administered the GrowthPlay's Chally Sales Assessment. This predictive assessment is an industry standard to determine individual sales competencies and pinpoint their most effective roles. The survey allows for a customized educational experience through sales simulation role-plays based on real situations — scenarios written by Virtanza's technical writers under guidance of sales directors at Virtanza's employer partners.

"These are actual sales situations that our students analyze and solve," Burns said. "This experiential learning gives experience in genuine day-to-day customer sales interactions. It helps them explore their future path and figure out what they want it to be — identify a career path and learn the necessary skills for specific roles. Exercises allow students to try on these roles, usually more than one, giving them more freedom of choice than, say, a sales bootcamp would."

Professional Sales Readiness aims to prepare students to step directly from the virtual classroom into their new careers. Burns and Holzkamp offered an example, one of Virtanza's early students who assessed extremely well for Consultative Solution Sales, Relationship Solution Sales, and New Business Development roles.

"We assigned the student a role-play simulation from a technology firm serving the healthcare industry. They were looking for business development reps who were adept at finding new business, forming relationships, and upselling customers. Dana crushed both role-play exercises. What's more is that the company hired Dana as an intern fresh from the course, and later as a full-time employee."

It's all about providing students with today's most effective tech tools to enable and amplify age-old values that ensure success —professionalism, resilience, perseverance, and empathy. Those qualities always have been foundations for successful sales pros, Burns said.

- Learn more: ce.uci.edu/profsales
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Source: Economic Modeling Specialists, Intl.

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FALL COURSES STARTING IN OCTOBER:

- LSS Philosophy and Project Selection
- Lean Six Sigma Descriptive Statistics

Enroll Now
ce.uci.edu/sixsigma
Business English

Our Business English program helps second-language English learners study business concepts, further business English skills, and enhance cross-cultural communication for business and professional settings. This course will be offered in 2- and 4-week increments in winter and summer sessions of 2021.

[Link to Business English program: ip.ce.uci.edu/businessenglish]

International Finance Certificate

This Accelerated Certificate Program for international students teaches the foundations of international finance and structure of international financial markets while gaining an understanding of financial management techniques used by multinational firms, and more. This 3-month program is offered in winter and summer quarters.

[Link to International Finance program: ip.ce.uci.edu/intlfinance]

Project Management Certificate

Project management students develop documentation on simulated projects to gain a deeper understanding of the project environment while satisfying education requirements to sit for the PMP® exam. Courses cater to professionals in any discipline who manage projects in their organization and to those with other work experience who are preparing to pursue opportunities where project management skills and training is required.

[Link to Project Management program: ce.uci.edu/pm]

Digital Marketing & Communications Certificate

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

[Link to Digital Marketing & Communications program: ce.uci.edu/digitalmarketing]

Emergency Management and Disaster Recovery Specialized Studies

Study response and recovery management for major emergencies or natural disasters. Ideal for anyone responsible for the emergency management plan at their place of work.

[Link to Emergency Management program: ce.uci.edu/em]

Embedded Systems Engineering Certificate

Understand embedded systems engineering as a synergistic function between hardware, firmware and software device design and development. Learn the essential concepts of development through a practical, hands-on approach utilizing industry design automation (EDA) tools and design kits.

[Link to Embedded Systems program: ce.uci.edu/embedded]
Put your passion and skills to work in the nonprofit sector

Offered 100% online, the Nonprofit Management Specialized Studies is designed to provide you with the practical knowledge you need to begin a successful career in this challenging yet rewarding industry.

● [ce.uci.edu/nonprofit](ce.uci.edu/nonprofit)

Online HR Management Certificate

Taught by industry experts and highly regarded by local employers for its real-world focus, the HR Management certificate will help you advance your human resources career through coursework that reflects the most current HR activities and functions.

● [ce.uci.edu/hr](ce.uci.edu/hr)

Contract Management

Explore a career that positions you with unique expertise as you impact every level and department in your organization. Gain a working knowledge in the contracting field – whether commercial, government, or international.

● [ce.uci.edu/cm](ce.uci.edu/cm)

Supply Chain Management

With increased trade from globalization, a more complex global supply chain has emerged. Learn how to evaluate processes and procedures, develop strategies and create a tactical plan to implement successful supply chain operations.

● [ce.uci.edu/scm](ce.uci.edu/scm)

Machine and Deep Learning

Explore machine and deep learning software tools used in the industry to solve business problems. Learn from industry experts on how to deliver new insights and improve the competitiveness of businesses by applying the art and science of machine and deep learning.

● [ce.uci.edu/machinelearning](ce.uci.edu/machinelearning)

Python for Data Science, Web and Core Programming

Learn to program using a popular language that is fast, easy to use, and runs on all major hardware platforms. A great entry point for those new to programming and looking to learn to create applications for analytics, the development of the web, and new systems.

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

company.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

- Device Software 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

*Join our LinkedIn group to receive industry updates, job postings and more*

[linkedin.com/groups/13670954](https://www.linkedin.com/groups/13670954)
Meet environmental regulatory challenges and the increasing need for sustainable and green initiatives. Learn the practical applications and business aspects of facilities management. Develop emergency management plans to effectively respond to natural and technology-related disasters. Ensure your organization is in compliance by sharpening your environmental, facilities and emergency management skills.

programs
- Emergency Management and Disaster Recovery Specialized Studies Program
- Environmental Management Certificate Program
- Facilities Management Certificate Program
- NATO Crisis Management and Disaster Response (CMDR) Specialization

UCI campus programs
- Water-Energy Nexus Certificate Program

Join our LinkedIn group to receive industry updates, job postings and more
linkedin.com/groups/13669863

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
- CPA Review
- Personal Financial Planning Certificate Program
- Wealth That Lasts

[ce.uci.edu/finance](http://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

- Healthcare Analytics Specialized Studies Program
- Lean Healthcare Specialization
- Pharmacy Technician Program

UCI campus programs

Join our LinkedIn group to receive industry updates, job postings and more
linkedin.com/groups/13687933

ce.uci.edu/healthcare
International Programs

From English language instruction, to university preparation and high-quality certificates and internships, our **practical, real-world experiences** help students advance their resume and global competence.

**programs**

- **English Language Programs**
  - Intensive ESL
  - Conversation & Culture
  - Business English

- **Certificate Programs, Internship, & OPT**
  - Business Administration
  - Business of Esports
  - Creativity & Product Development
  - Data Science & Predictive Analytics for Business Professionals
  - Digital Marketing & Communications
  - Global Human Resources Management
  - Innovation Management & Entrepreneurship
  - International Business Operations & Management
  - International Finance
  - International Tourism & Hotel Management
  - Meeting & Event Planner
  - Project Management
  - Strategic Communication Management
  - Teaching English as a Foreign Language (TEFL)
  - Internship Experience
  - Optional Practical Training (OPT)

- **University Preparation Programs**
  - International Undergraduate Preparation Program (IUPP)
  - International Graduate Studies Preparation Program (IGSPP)

- **Experience UCI Programs**
  - Academic Study Abroad Program (ASAP)
  - Experience University Research (EUR)

- **Custom Designed Programs**

[ce.uci.edu/international]
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]
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

- Business Essentials for Leaders Specialization
- Leadership & Management Short Courses
- Organizational Leadership & Communication 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.

**programs**

- Clinical Trials: Medical Device & Drug Development Certificate Program
- Medical Device Development Certificate Program
- Regulatory Affairs and Compliance Certificate Program

**UCI campus programs**

- Clinical Research Certificate Program
- Clinical Laboratory Science/Medical Technology (CLS/MT) Training Program
- Comparative Effectiveness Research and Evidence Based Medicine Certificate Program
- Post-Baccalaureate Premedical Program
- Post-Baccalaureate Program in Pharmaceutical Sciences

Join our LinkedIn group to receive industry updates, job postings and more [linkedin.com/groups/13671446](https://www.linkedin.com/groups/13671446)

[ce.uci.edu/ls](http://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 Analytics for Business Certificate Program
- Data Science Certificate Program
- Database Management Certificate Program
- Full Stack Web Development Certificate Program
- Java Programming Certificate Program
- Machine and Deep Learning Specialized Studies 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

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.
ARTS & ENTERTAINMENT ● ce.uci.edu/arts
Culinary Arts Program

BUSINESS & MANAGEMENT ● ce.uci.edu/bm
Business Administration Certificate Program
Business Analysis Certificate Program
Contract Management 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
International Tourism & Hotel Management Certificate Program
Interpretation Certificate Program
Lean Six Sigma Black Belt Certificate Program
Lean Six Sigma Green Belt Specialized Studies Program
Meeting & Event Management Specialized Studies Program
Nonprofit Management Specialized Studies Program
Project Management Certificate Program
Real Estate Licensure Certificate Program
Spa and Wellness Management Certificate Program
Sport Management Specialized Studies Program
Strategic Communication Management Specialized Studies Program
Supply Chain Management Certificate Program

EDUCATION ● ce.uci.edu/educ
Clear Induction Administrative Services Credential
Gifted & Talented Education (GATE) Specialized Studies Program
Independent Educational Consultant Certificate Program
Montessori Teacher Education Program
Preliminary Educational Consultant Certificate Program
Reading Certificate Program
Teaching English as a Foreign Language (TEFL) Certificate Program
Teaching English to Speakers of Other Languages (TESOL) Certificate Program

ENGINEERING ● ce.uci.edu/eng
Device Software 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

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Environmental Management Certificate Program
Facilities Management Certificate Program
NATO Crisis Management and Disaster Response (CMDR) Specialization

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Applied Accounting Certificate Program
CPA Review
Personal Financial Planning Certificate Program
Wealth That Lasts

HEALTHCARE ● ce.uci.edu/healthcare
Healthcare Analytics Specialized Studies Program
Lean Healthcare Specialization

LAW ● ce.uci.edu/law
High School Summer Institute in Law
Paralegal Certificate Program
Public Policy Making Academy

LEADERSHIP ● ce.uci.edu/leadership
Business Essentials for Leaders Specialization
Leadership & Management Short Courses
Organizational Leadership & Communication Certificate Program

LIFE SCIENCES ● ce.uci.edu/ls
Clinical Trials: Medical Device & Drug Development Certificate Program
Medical Device Development Certificate Program

TECHNOLOGY ● ce.uci.edu/tech
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Blockchain Technologies Specialized Studies Program
Business Intelligence & Data Warehousing Specialized Studies Program
Computer Programming Courses
Cyber Security Certificate Program
Data Analytics for Business Certificate Program
Data Science Certificate Program
Database Management Certificate Program
Full Stack Web Development Certificate Program
Java Programming Certificate Program
Machine and Deep Learning Specialized Studies 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

TECHNOLOGY BOOT CAMPS ● ce.uci.edu/bootcamps
Coding Boot Camp
Cyber Security Boot Camp
Data Analytics Boot Camp
Digital Marketing Boot Camp
Technology Project Management Boot Camp
UX/UI Boot Camp

UCI CAMPUS COLLABORATION PROGRAMS ● ce.uci.edu
Clinical Research Certificate Program
Clinical Laboratory Science/Medical Technology (CLS/MT) Training Program
Comparative Effectiveness Research and Evidence Based Medicine Certificate Program
Pharmacy Technician Program
Post-Baccalaureate Premedical Program
Post-Baccalaureate Program in Pharmaceutical Sciences
Water-Energy Nexus Certificate Program
As leaders, we focus on continually innovating, driving revenue, and gaining market share.

It’s just what we do—we’re programmed to perform like that. And we’re dedicated to working alongside our colleagues and teams to promote and foster collaboration.

But what if the reality of our day-to-day business changes? What if a pandemic occurs? And what happens when we’re all sequestered to work at our homes?

Even though the pandemic seems to be slowing down, we’re still facing real and significant disruption in our work environment and leading during this time is more important than ever. What’s even more difficult is that we don’t know what lies ahead.

All of us are looking toward our leaders right now. We want reassurance, tips for managing this crisis, and, importantly, we want to know how to proceed with business as usual.

It’s going to require an evolution to create a work environment that works for all of us—today.

Leaders need to:

● **Set the Tone.** The key to recovery is to establish a sense of purpose from the top down. Working together is important, so that the staff feels assured, empowered, and engaged. The goal is to stress open communication and define a spirit of accountability. It’s essential to reinforce the belief in the mission and your people—and this needs to be more meaningful than financial gain.

● **Act Decisively.** Leaders are transparent and guide decision making—and they present opportunities—to everyone. They encourage open communication, act decisively, admit what they do know and what they don’t, and make it clear how and when they are going to present new ideas to move forward. And they make their decisions efficiently, understanding that in this situation quick response and action is imperative.

● **Make Predictions.** Leaders plan. They don’t get stuck in the "now." They plan for what we might call a revolution during these difficult times. They don’t think about what happened in the past—they create a strategy for financial growth to restore a sense of success.

This shall pass. And the future will be bright yet once again.

“If your actions inspire others to dream more, learn more, do more, and become more, you are a leader.”

—John Quincy Adams

Read more at ce.uci.edu/careerzot
Scholarship Program for DCE Students

We’re pleased to announce that the DCE Scholarship Program will soon be accepting applications. All eligible students are welcome to apply for a chance to receive up to $1,500 in tuition assistance.

YOU ARE ELIGIBLE IF YOU HAVE:
• Registered for a UCI DCE certificate program, specialized studies, international programs or concurrent enrollment.*
• Successfully completed at least two courses since July 1, 2016.
• Earned a grade of B or higher in your most recent course.

APPLICATIONS ACCEPTED: August 17 – October 29
(Funds to be used toward Winter 2020 or Spring 2021 courses)

APPLY ONLINE: ce.uci.edu/scholarship
QUESTIONS: dce-services@uci.edu

*Certain exclusions apply. See website for details.

Thank you from the bottom of my heart for selecting me as a recipient of the scholarship award! I was very surprised, overwhelmed, and completely overjoyed when I received your email!

PARALEGAL STUDENT

Thank you so much for this incredible news! I am humbled and so very appreciative of this scholarship! I cannot wait to share this good news with my mentor and recommender!

INDEPENDENT EDUCATIONAL CONSULTING STUDENT

Thank you so much for the great news! I’m so grateful as this will be significant in reducing my financial burdens to focus on my education, and ultimately help me achieve both my personal and professional goals.

POST BAC PRE-MED STUDENT
FALL 2020
COURSES BEGIN: SEPTEMBER 21

WINTER 2021
REGISTRATION OPENS: OCTOBER 23
COURSES BEGIN: JANUARY 4

Congratulations,
DCE Class of 2020!

We invite you to join the
DCE Alumni Chapter today.
Membership is free.
• Be a part of the DCE Anteater family
• Participate in social and networking events
• Continue learning through educational and mentoring opportunities

ce.uci.edu/alumni