

Shelly Marquardt Celebrates 20 Years at CCU

California Coast University recently celebrated the 20th anniversary of one of its long-standing employees, Shelly Marquardt.



Shelly currently serves as Vice President of Operations at CCU. She began her career at the university in 1988 in student services and later moved on to work in both the finance and testing departments. As Vice President of Operations, a few of Shelly's job duties include managing student accounts and services, payroll, veteran and military benefits, and tuition reimbursements.

Shelly enjoys every aspect of her job, but she especially enjoys the challenge. Despite all of her experience, she is constantly learning new things and enjoys being busy throughout the day. Shelly says her experience at

CCU has taught her to work and communicate well with others and her favorite part of each day is when she is able to talk to students.

Shelly says that, over the years, CCU has become her second family. "I have so many cherished memories and have made lifelong friends here," Shelly said. "Everyone cares for one another and works as a team to accomplish every task."

Shelly's favorite CCU memory was when the university went through the accreditation process. Although she admits it was a very busy time for the entire staff, Shelly says being a part of the team at CCU and watching everyone work together was amazing.

Shelly lives in Corona, California with her husband, son, 3 dogs and 4 cats. Outside of the university, her hobbies keep her very busy. She volunteers as team mom for many of her son's sports teams and never misses a single event because she loves watching him play. Aside from running to soccer practices and baseball games, Shelly enjoys spending time with friends, listening to music, and watching movies with her family.

Please join us in congratulating Shelly Marquardt on her 20th anniversary at CCU!

CCU is pleased to offer two new degree programs!

Associate of Science Degree in Healthcare Administration

Associate of Science Degree in Business Marketing

For more information, visit the programs page on the CCU website or call 1-888-CCU-UNIV.

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New CCU Giftware

CCU is proud to introduce its newest line of gifts and novelties.



There's really no better way to show support and school spirit

than treating yourself to some great new California Coast University gear!

With the holidays fast-approaching, these high quality items also make great gifts for friends and family!

To view all of CCU's giftware, visit www.calcoast.edu/giftware.php or call **(888) CCU-UNIV** to request a catalog.

Attention all Students and Alumni:

The California Coast University Alumni Association is a non-profit organization with membership available to all students and graduates of CCU. If you are not yet a member now is the time to join!

Members are the first to be notified of any significant changes, improvements or expansions for the University and its degree programs. Members also receive a copy of Coastline, the Alumni Association's Newsletter! CCU encourages all Alumni Association members to provide information about themselves and their accomplishments for possible inclusion in the upcoming editions of Coastline!

All donations and annual membership dues of only \$35.00 are tax-deductible. The Alumni Association also offers a Life Membership for a donation of \$1,000. All contributions are greatly appreciated and are used toward improving all aspects of the University.

To join the Alumni Association, send an email to alumni@calcoast.edu or visit www.calcoast.edu/edonation.php to make a tax-deductible donation to the Alumni Association at California Coast University.

Friends and Faces of CCU

Lisa Lindsay Wicker – Rochester, Michigan



As an author, speaker, entrepreneur, career-woman, wife, mother, and friend Lisa Lindsay Wicker has been helping people live life to the fullest. With her dynamic approach to life and her signature style, she connects people across the world and finds her mission to be that of helping others to get the most of their work lives.

Known for her hard hitting, anointed reality checks, she shares contemporary messages with relevant life experiences and empowering principles as demonstrated in her spirited and well-acclaimed new book

titled, *The Winning Spirit: Building Employee Enthusiasm*.

“Enthusiasm is natural,” Wicker says. “Most of us start a new job excited about opportunities to do great things... yet frequently, the enthusiasm of that first day wears off, and the reason almost certainly lies in how we’re treated at work.”

Lisa is currently a group human resources executive at Chrysler, LLC and is internationally recognized as a leader in human resources development and training, organization dynamics and change management. Among her credits, Lisa was Vice President of Human Resources, MGM Grand, the first African American female to be named to the position in the company’s international operations. Through her accomplishments, she was voted one of the most successful businesswomen in Detroit by the Detroit News.

Lisa is currently completing her research at California Coast University for a Ph.D. in Management concentrating on the linkage between diversity and productivity in the automotive industry. She says her experience at CCU has helped solidify her professional career.

“The university has grown and is continuing to offer programs for people who have the need to balance work, family and education,” Wicker says. “My experience at CCU has been great while taking coursework, the library, faculty and administration have been very helpful in assisting me to realize this goal.”

New Educational Partners for CCU

California Coast University has added Concord Law School and American Graduate University to its list of Education Partners! All of the partnerships listed on the CCU web site were formed to assist alumni seeking to further their education.

The universities offer CCU graduates a broad selection of degree programs to choose from in addition to other benefits including tuition discounts, fee waivers, acceptance of transfer credit and a fast track to admission.

Concord Law School offers a fully interactive program of legal education

online. Students access course materials, watch video lectures, attend live classes, take exams, check their module progress, go to the library, meet with other students in the lounge, and contact their professors and the administrative staff all through Concord's online learning platform.

American Graduate University offers individual courses, Master's degree programs and several Master's certificate programs. The mission of the university is to develop and deliver quality graduate education at a reasonable cost in the areas of acquisition and contract management, project/program management, supply

management, and overall business management that meets and exceeds the needs of its students.

For more information on each university, or for a complete list of Education Partners, please visit the CCU website at www.calcoast.edu/partners.php.



CCU in the Community

California Coast University was recently invited to make a presentation to MESA, a woman's organization made up of Albertson's employees. Last month, CCU representatives Christi Okuma and Patricia Shumaker attended the organization's monthly meeting, where they presented information about CCU's degree programs, rental library and transfer credit options. Christi and Patricia also explained how CCU offers credit for work experience, as well as any training that employees complete on the job. At the conclusion of the meeting, they handed out information packets and conducted information sessions with members of MESA, encouraging employees to use CCU's referral program to receive tuition discounts.



CCU and Albertson's recently formed an E-Learning Partnership that includes tuition reimbursement and a 10% discount for employees who wish to continue their education.

MESA is a women's organization made up of Albertson's employees who hold various positions in the company. Their mission is to mentor each other and help other women advance to management positions.

At CCU, we strive to continue community outreach and develop partnerships with companies like Albertson's to help orchestrate tuition reimbursement options for employees.

If you think your company or employer would be a good candidate for a partnership, please contact Christi Okuma, Development Coordinator, at **(888) CCU-UNIV** or cokuma@calcoast.edu.



Five Recession-Proof Industries

Military.com

The following article is from Military.com

Job searching has become a bit of a challenge in today's uncertain economic climate. However, Kiplinger magazine found five "recession-proof" industries that will assuage job seekers fears.

Here are the five industries that are recession-proof:

1. Healthcare — An increasingly aging population fuels demand in this field. And these careers should stay in demand for years to come.

Some specific jobs with stable prospects include nurse, physical therapist and physician assistant.

2. Education — Grade-school teachers who specialize in high-demand fields such as math, science or bilingual education should have an easier time finding and keeping a job.

3. Security — Crime doesn't stop in a recession. That makes jobs, such as police officers, detectives, private security guards and international security experts a good bet. In the off chance that a police officer is laid-off or loses his job, he'll be able to find a job easily because demand is high.

4. Environmental Sciences (Green Collar Jobs) — The green collar industry has become an ideal career choice for job seekers. The BLS expects environmental careers, including ecologists, hydrologists, environmental chemists and others, to grow to 25 percent over the next decade, reports Kiplinger.

5. Government — Regardless of the job market and economic situation, the federal government must press on. In fact, due to an aging workforce, the government is hiring a lot lately. There are a lot of job opportunities for job seekers in their 20s in the federal government, and there are several openings across a broad range of fields.

New Law Aims to Validate Online Learning

by Dennis Carter, Assistant Editor

The following article is an excerpt from eSchool News.

The higher-education law signed by President Bush last month demands that colleges authenticate test takers in online courses through the use of sophisticated identification technology or with exam proctors. While some high-ed officials believe the law will help lend greater



credibility to online learning, others say the new mandate is largely unnecessary.

The legislation promotes use of the latest monitoring methods, such as web cameras and keystroke recording, to ensure that test takers are, indeed, the students enrolled in an online course. Some campus officials and experts in online learning say distance educators have always taken precautions during exams, and they say the law questions the validity of distance learning itself—implying that online students cheat, while failing to impose strict anti-cheating policies on students in a traditional classroom.

"Having this law imposed on the online school to me is redundant and insulting," said Michael Lambert, executive director of the Distance Education and Training Council (DETC), a Washington, D.C.-based nonprofit organization that promotes standards for schools that offer online courses. "There are [lawmakers] who do not believe that you can really

learn in [online classes]. ... The law presumes people cheat and that people aren't honest. It's always been a question raised by people who do not understand how we teach."

Officials interviewed by eSchool News expect the federal Education Department to release guidelines for implementing the new law later this year, and they expect it will take effect in the next school year.

Accredited distance-education programs have always carefully monitored students' test taking, mostly using proctors who watch students take exams and confirm their honesty with the college.

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New Law Aims to Validate Online Learning (cont.)

by Dennis Carter, Assistant Editor

Lambert said the DETC, in its 400-page book of standards, outlines specific procedures for how proctors can ensure academic honesty. Students should recommend potential proctors — they cannot be family members, and DETC suggests librarians and local community leaders—and provide their contact information. DETC or university officials confirm the proctor and mail the person an exam and directions on how to administer the test. Then, the student takes the exam at a specified location.

John F. Ebersole, president of Excelsior College in Albany, N.Y., a school that specializes in online classes, said legislation requiring greater accountability for distance-education programs has been in lawmakers' sights for several years. College officials, he said, shouldn't have been surprised when the legislation was unveiled.

"No one should be unduly alarmed about this requirement," said Ebersole, who has been near the forefront of internet-based classes since the 1980s. He added that while online programs should solidify their test-verification policies, cutting-edge technology could face fierce opposition among students and university faculty.

"There are a lot of concerns that come along with [monitoring technology]," he said. "People feel like these systems are rather intrusive, and they raise questions of privacy. ... But different institutions are going to have different ways of dealing with this."

Lambert said officials at DETC — which is affiliated with 110 colleges nationwide—were confident the organization already was meeting the new law's requirements.

"Everybody looked around and said, 'We're already doing this,'" he said. "Our students pay their own tuition to go to school. Since you're paying your own money to get this training, it would be somewhat ludicrous for someone to cheat for you. It's counterproductive to why you're enrolling."

Michael A. Jortberg, an executive for Axiom, an information management company based in Arkansas, said requiring students to have web cameras with them when they do their online coursework introduces a burden that undermines the attraction of distance education for adults who do their work when they find time in a busy daily schedule.

"We believe equipment introduces extra costs, processes, and administration, which curbs distance learning's flexibility," Jortberg wrote in an eMail message to eSchool News. "This seems counter to the beauty of online flexibility."

Asked if test proctors were as reliable as expensive monitoring equipment that could raise the cost of education, Jortberg said college officials and technology vendors would watch closely as schools adjusted to new requirements.

"Only time will tell," he said.

CCU Among Top College Board CLEP Test Centers

As a College-Level Examination Program (CLEP) test center, CCU recently learned it is among the top in the country that has demonstrated the largest increase in test volume growth in 2007-2008!

Since 2005, CCU has opened its doors to CLEP testers and is proud to offer access to all students looking to further their education.



The College-Level Examination Program gives students the opportunity to receive college credit for what they already know by earning qualifying scores on any of 34 examinations. Credit can be earned for knowledge acquired through independent study, prior course work, on-the-job training, professional development, cultural pursuits, or internships.

*"I cannot
teach
anybody
anything,
I can only
make
them
think."
— Socrates*



eSCHOOL NEWS
Technology News for Today's K-20 Educator