In Good Company
A CLOSER LOOK AT OUR PARTNERS

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BUILDING FUTURE LEADERS AT NIELLO
MEETING THE NEEDS OF A MODERN WORKFORCE
IMPROVING COLLABORATION IN THE CITY OF ROSEVILLE

Working with Sacramento State to advance her career, Sarah Crawford redefines the possible, page 14.
The partnerships and custom programs featured in this issue highlight the many strengths the College of Continuing Education has to offer.

—Guido Krickx
Dean, College of Continuing Education

Message from the Dean

Collaboration is one of the core values of our organization—it informs who we are and how we work on a daily basis. By reaching out to others and helping them succeed, we fulfill our mission as a college. That is why we are so proud to feature some of our partners. They challenge us to develop creative solutions, and together we build programs that are greater than what we could do alone.

The partnerships and custom programs featured in this issue highlight the many and varied strengths of CCE. Our corporate training programs offer cutting-edge insights and raise the awareness of emerging trends and best practices. As a result, our participants often reshape their individual careers and affect the practices, strategy and culture of their organizations. Read more about the educational programs and services we’ve developed to meet the needs of professionals, public sector organizations and our region’s businesses.

Located in the capital of the nation’s most populous and diverse state, our college is dedicated to advancing the economic, political, social and scientific issues affecting our region. If you or your organization wants to unlock your full potential, consider partnering with us and discover how we can build a program or develop a solution together.

Guido Krickx
Dean, College of Continuing Education
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Thanks to Our Partners

WE ARE TRULY HONORED TO SERVE OUR PUBLIC AND PRIVATE PARTNERS, and are grateful for their continued support. Thank you for choosing the College of Continuing Education as your trusted training partner.

Economic and workforce development is the heart of what we do, and drives our business and government partnerships. We look forward to finding new ways we can address industry demands both now, and in the future.

If you’re interested in redefining what’s possible at your organization, please contact:

Christine Irion, director of extension programs
916.278.4809 • irionc@csus.edu
The needs of our workforce are ever-changing. As part of the California State University system, the College of Continuing Education has a duty to support the rapidly evolving workforce of California by providing innovative solutions for individuals, employers and policymakers. This work goes beyond awarding traditional degrees and certificates—we also empower professionals through training.

Proper training is the key to employee effectiveness and enhances an organization’s bottom line. For our economy and workforce to thrive, we must invest in the future by developing highly skilled and motivated staff who can take their organizations to the next level.

As a public institution, the College of Continuing Education is transparent in our business processes. We want our partners to feel confident in their investment, so it’s important to know how we operate.

We are a self-supporting unit of the university, receiving no public funding for our operations. Fees collected for each class go directly to instruction and administration, with any remaining funds reinvested into program development. Operating with such thin margins makes us a cost-effective
We’re out in the community, listening and working with local businesses and industry leaders. This helps us understand what our community needs in terms of workforce development. Employers are looking to build skills and develop employees using real-world applications, which we deliver.” — Jenni Murphy, Associate Dean

resource for staff training and development, and is one of the many reasons we are a top provider in the region for public, private and government organizations.

How It Works
We offer a variety of solutions to improve employees’ skills and make the most of organizational training dollars. Facilities, educational materials, schedules, evaluations, follow-up, and other details are handled completely and professionally by our experienced staff.

From an initial needs assessment, through program planning and delivery, we work closely with clients to ensure that program content and learning objectives are aligned with their organization. Clients gain relevant and measurable results from their investment.

We Offer Flexible Solutions

✓ Public Offerings: Register for our public courses offered throughout the year.

✓ Exclusive Offerings: Programs can be delivered offsite, on your schedule, to a cohort of your employees.

✓ Customized Training: We take our curriculum and adapt it to your needs.

Drawing on our resources at Sacramento State, in addition to subject matter experts both domestically and internationally, the College of Continuing Education leverages talent and expertise to develop high-value programs in partnership with organizations big and small.
Who comes to CCE for professional and leadership training?

We primarily serve individuals from both the public and private sectors who are seeking to advance in their careers and take advantage of promotional opportunities.

Right now, the big issue for organizations is succession planning. We’re seeing a wave of individuals who are promoting sooner than they would have in the past. They’re looking for training as one way to get an infusion of new skills and a better understanding of effective leadership.

What if an employer or organization is interested in a custom training program?

We are able to customize curriculum to fit specific needs and make it meaningful to an organization, presenting a solution that will actually achieve the outcomes they’re looking for.

It’s all about understanding the organization. We want our instructors to know their vision, mission, values and culture as well as be aware of major strategic goals, change initiatives or new business processes. This knowledge along with understanding the skills gap, allows our instructors to provide relevant context in the classroom.

What are the instructors like?

Classes are taught by experienced faculty from our campus, as well as part-time instructors from the community. Many instructors are practitioners in their field who have worked for large companies or consulted with government organizations. Many left leadership roles to move into training and consulting. When they talk about leadership, they are talking from personal experience.

How long does it take to complete a training program?

On average, most of our programs can be completed in a few months. We prefer to schedule 2–4 weeks between each class meeting so participants have opportunities to apply what they’re learning back at the workplace. They need time to reflect, implement new techniques and try different approaches to leading and motivating others. Meanwhile, they’re building networks they’ll continue to use once the training is over.

What kinds of results do you see?

We see inspiring transformation with people who are open to it, but even with folks who come in a little skeptical. We’ve helped individuals regain motivation and commitment to their work, and organizations develop stronger managers and leaders.

While our programs build skill development, they also build confidence. People complete our programs more confident and more skilled than when they started. That’s what’s most exciting.
Welcoming President Nelsen

Robert S. Nelsen became Sacramento State’s eighth president on July 1, 2015 and he is ushering in a new era at California’s capital university. In his first campus address, President Nelsen announced community outreach as one of his top priorities. He looks forward to expanding partnerships with local businesses and government agencies, to better serve the workforce development needs of our region.

His steadfast commitments to his students and the community characterize his career in higher education, which spans nearly three decades. Nelsen served as president of UT-Pan American from 2010–2014. He earned his bachelor’s and master’s degrees in political science from Brigham Young University and his doctorate from the University of Chicago’s Committee on Social Thought.

Meet President Nelsen at www.csus.edu/president

Sacramento State starts new pilot apprenticeship program bringing training and real-world opportunities to today’s dynamic workforce.

Workforce Development Professional Apprenticeship

In July 2013, three California State University campuses (Los Angeles, Long Beach, and Sacramento) received a $90,000 grant from the CSU Commission on the Extended University to build a three-tiered, flexible-format professional development program serving front-line staff, managers, and executives in California’s workforce development industry.

The Workforce Development Professional Apprenticeship, a first of its kind, has been approved by the California Department of Apprenticeship Standards. The apprenticeship program was built in partnership with CCE, California Workforce Association, AFSCME local 146, the Sacramento Employment and Training Agency, the California Community College Chancellor’s Office, and Butte County Office of Education. Participants will complete over 2,000 hours of on-the-job experience and 144 hours of classroom training with CCE. The program, launching in fall 2015, will be eligible for future state-wide delivery.
In Good Company: Case Studies of Our Partnerships

Corporate Partner: The Niello Company

Location: GREATER SACRAMENTO AREA
Industry: AUTOMOTIVE SALES, SERVICE & PARTS
Employees: 680

Corporate Partner Background

The Niello Company encourages employees to enhance their leadership and professional skill sets at Sacramento State. The company is committed to providing distinctive automotive products and exceptional service while treating customers and employees with unyielding integrity.

Driven by passion, reputation, and a customer-oriented environment, the company strives to create an unsurpassed experience for each customer. It’s not just about selling the car—it’s about creating a relationship.
The Challenge: Providing Skills for New Supervisors

Every leader within the company maintains a continuous commitment to developing, growing and enriching their workforce.

Newly promoted and hired supervisors must be prepared to manage a diverse staff, handle critical and sensitive conversations, embrace change and build a team environment.

The Solution: Public Offering

By underwriting the fees of approximately 10 employees each year and providing staff with release time to take classes, Niello has ensured ongoing professional development.

Sending employees to the Supervisory Development certificate program is a major commitment for both the company and each employee. The program is rigorous with 70 hours of instruction over 10 courses. The content is delivered by expert instructors with extensive industry experience and covers important topics from conflict management and recruitment, to fostering diversity.

“The Sacramento State Supervisory program aligns with and supports the core values, mission and vision of The Niello Company. This program has proved to be a critical component of the development, training and success of many of the leaders of our company...today, and in the future.”

— Rick Niello, President
The Niello Company
Municipal Partner:

The City of Roseville

Sacramento State College of Continuing Education teaches a customized, onsite Business Analysis certificate program to the City of Roseville’s IT Department.

Location: PLACER COUNTY
Industry: LOCAL GOVERNMENT
Employees: 1,291
Municipal Partner
Background
The City of Roseville’s IT Department first approached Sacramento State in 2013, as they were interested in sending their staff to the Business Analysis certificate program.

With the City and university close to 30 miles apart, a locally delivered program was the best solution.

The first cohort took seven courses in a classroom close to their office, leading to the first graduating class of 25 employees in 2014.

After the initial program’s success, the City of Roseville asked the university to customize content for the next cohort, focusing on specific business skills and tools to help the City transform its workforce.

The Challenge: Responding to Demands for Government Efficiency
The City of Roseville’s IT Department was transforming to align with City goals as well as recent revolutionary changes in technology. Transformation requires former systems analysts to develop new business analysis skills and align more with the city’s business units. The IT Department also recognized the need to develop business analysis skillsets in other departments.

The Solution: Onsite Training and Customization
CCE took the popular Business Analyst certificate program to Roseville again, only this time we added further customizations for the client. Courses were held at a city facility, at a time that fit employees’ schedules. The university added case studies focused on group collaboration, while the City added its own predetermined curriculum to the program.

“The City of Roseville is continually transforming its workforce to meet the needs of the public, become more efficient, transparent and innovative. Sacramento State has been a great partner and a great resource to help us meet our training goals.”

—Mike Sinor, IT Director, City of Roseville
Government Partner: The State of California

Government Partner Background

State agencies naturally turn to California’s capital university when they need to find better ways of getting things done.

In 2001, Caltrans was the first public agency to seek our help. They needed to develop project management skills, so we customized a training program to meet that need. That initial partnership was a success, and led to positive referrals throughout state government. Later when the State Training Center closed in 2004, Sacramento State stepped up and became a hub for state employee training.

Now more than a decade later, the State of California continues to entrust Sacramento State with providing employee training programs in support of their objectives, with such offerings as our premiere training program, The Portfolio.
The Challenge: Statewide Succession Planning
Sweeping turnover in state service—particularly at the leadership levels—has generated faster promotions and introduced more talent from the private sector. The State needed a forward-thinking program for the next generation of government leaders, where they can address real world problems and debate realistic solutions.

The Solution: Customized Training Program
Sacramento State built a tiered, transformational program to deeply enrich upper-level supervisors, managers and executives working in state government: The Portfolio. The Portfolio consists of three certificate programs to groom leaders at all levels of public service.

The Portfolio launched in 2006, creating communities of practice between participants by maximizing networking opportunities with their peers. Participants work collaboratively and share best practices in an environment that promotes and values learner-to-learner interaction.

As of today, 795 people have completed Portfolio certificates in 36 cohorts.

“I am tremendously grateful to the Leadership for the Government Executive program for all the valuable resources it has provided me, and highly recommend it. LGE challenges you to take a look in the mirror and work on your leadership/management style in a supportive environment. It helped me while I was transitioning to a new role, and now I have the opportunity to pay it forward.”

—Joanna Gin, Assistant Deputy Director, Legislative Affairs, California Department of General Services and Portfolio Alumni and Cohort Sponsor
Sarah Crawford Redefines the Possible

Alumni Spotlight:
» Sarah Crawford,
TRAINING OFFICER AT CALPERS, AND SACRAMENTO STATE GRADUATE OF COMMUNICATION STUDIES AND INSTRUCTIONAL DESIGN FOR eLEARNING
Sarah Crawford knows the value of good training. She’s been a professional recruiter, a learning specialist, a training officer, and even taught a course in training design and delivery. So when it was time for her to re-enter the workforce, she looked to Sac State for current, industry-relevant education to boost her resume.

Sarah stepped away from the workforce in 2002 to stay home with her three children. At that time, her resume was extensive and notable. An alumna of Sacramento State (Bachelor of Arts in Communication Studies, 1999), Sarah held training positions with increasing responsibility at the Money Store, ADECCO, and EdFund. She also found the time and energy to add a master’s in organizational development to her accomplishments while raising her young family.

Even with a solid resume and an advanced degree, Sarah knew returning to work after 12 years would be a challenge. Substantial changes had taken place in the field of training and development during her absence, in particular, the explosion of eLearning. So she turned her attention to professional development.

A web search brought her back to her alma mater, where she found Sacramento State’s certificate program in Instructional Design for eLearning. The program gave her the knowledge, skills and abilities she needed to advance her career.

A classmate introduced Sarah to employment possibilities within the State of California, and Sarah applied for a position with CalPERS’ training unit. Sarah started with CalPERS exactly one month after completing the certificate program, in August 2014.

“My interview panel was particularly impressed with my recent and relevant professional development. And when I was introduced to my new coworkers, my supervisor always mentioned the certificate program,” she says.
Did you know?

» Our university was founded as Sacramento State College in 1947

» The Extension Division was created in 1952, offering non-credit courses, conferences and workshops

» We became one of the eight official colleges of Sacramento State in 2002, and were re-named the College of Continuing Education

We welcome the opportunity to answer questions regarding programs and registration procedures. Contact us at 916.278.4433 or cceinfo@csus.edu, or visit our website at www.cce.csus.edu.

Endorsements and Approvals:

CCE serves over 27,000 participants annually, from all 58 counties in California plus 30 countries worldwide.