Milestones

POINTS OF PROGRESS
2014–2016

IN THIS ISSUE:

ENHANCING THE STUDENT EXPERIENCE
WINNING INDUSTRY RECOGNITION
NURTURING OUR PROGRAMS AND PARTNERSHIPS

Joseph Eyerman goes above and beyond the call of duty as a working professional, parent and new graduate. Read about his path to success, page 8.
Now entering its 65th anniversary year, the College of Continuing Education endures as a leader for innovative education and professional development opportunities. As the college continues to build on its legacy and pioneer new programs and services, I am excited to join this dynamic team as their new dean.

The college serves a critical role by increasing pathways and access to higher education in California and beyond. This is no small task, and requires steadfast commitment to serving the needs of the community. It is clear this organization takes its role seriously, and I look forward to supporting its strategic direction as we move into the future.

In this issue of Access Magazine, we highlight some of the many ways CCE is achieving its goals while enhancing the lives of students, staff, clients and stakeholders. It is an honor to serve such a thriving institution, and I look forward to our next chapter together.

Best Wishes,

Helen Wussow
Dean, College of Continuing Education
CCE’s Napa Hall

Features and Updates

4 College of Continuing Education: Visions of 2020

6 Strategic Goal 1: Enhance Student Experiences and Success

10 Strategic Goal 2: Foster Relationships with Our Communities

12 Strategic Goal 3: Grow a Strategic and Innovative Portfolio of Programs and Services

14 Strategic Goal 4: Excel as a Place to Work, Learn and Grow

16 Strategic Goal 5: Strengthen the College of Continuing Education’s Identity

18 Strategic Goal 6: Commit to Operational Excellence

If you see this icon next to a story, it means we have additional video footage available! You can see college videos on our website.

Cover Feature and Student Spotlight: Joseph Eyerman, One Man’s Balancing Act
CCE VISION: The College of Continuing Education will enhance lives through innovative education and professional development.
It is a time of transition for CCE, as we have a new college dean and new university president. It is also an opportunity to forge a bold path forward.

The university launched a new strategic plan in 2014 to address the changing climate in higher education and to prepare the university for the future. We proudly support the new university initiatives, and have made great strides to align with Sacramento State’s vision of the next five years.

Following the university’s lead, the College of Continuing Education updated the major strategies which guide our operations. Over the course of 2014–16, our college carefully revised its mission, vision, values and strategic goals to align with our greater campus and address the needs of the community. This new plan was developed using feedback from internal and external stakeholders, campus and community partners, and our staff.

We launched this new plan in June 2015 and have already made steps toward each of our strategic goals. Read more in this issue about how we’re meeting our goals and fulfilling our mission as a college.

CCE’s New Strategic Plan for 2015–2020:

**Vision**
The College of Continuing Education will enhance lives through innovative education and professional development.

**Mission**
The College of Continuing Education extends the mission of Sacramento State by providing access to educational and professional programming that meets student and industry demands.

**Values**
Excellence, Collaboration, Versatility, Integrity, and Innovation

**Strategic Goals**
1. Enhance student experiences and success
2. Foster relationships with our communities
3. Grow a strategic and innovative portfolio of programs and services
4. Excel as a place to work, learn and grow
5. Strengthen the College of Continuing Education’s identity
6. Commit to operational excellence

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**Visions of 2020**

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CCE students and professionals successfully expand their knowledge, improve their skills and advance in their career choices.
CCE is uniquely positioned to provide alternative pathways to student success. We are able to extend the reach of the university to busy adults who need night and weekend programs, online and hybrid models, and professional development certificates as they make their way up the career ladder.

Our aim is to close achievement gaps while increasing the number of graduates and program completions. Both our college and the university share this focus on student success, and place it as our number one priority. As such, we partner with university departments and use talented faculty to deliver these opportunities offsite or in a different format.

**Graduation and Completion Rates**

In the two years covered by this report, our degree completion programs helped 122 students earn their bachelor’s degrees. Moreover, another 342 students earned graduate degrees and credentials through our programs and 582 students earned noncredit certificates.

Many of these students had gaps in their education, and had to make a concerted effort to come back to school as adults to finish their degrees. We are humbled by the personal and professional sacrifices they made on their road to graduation.

In addition, we also partnered with state agencies like Caltrans to offer certificates directly to their employees. More than 3,800 state employees successfully completed trainings in the past two years, earning certificates for their participation.

**Earned Degrees and Certificates:**
Students master the mechanics of speech so they can help children with speech disorders or adults with brain injuries who are learning to speak again.
Joseph Eyerman is a busy man. His career in law enforcement spans over 17 years, and he currently serves as a correctional sergeant at Folsom State Prison. Along the way he also made time for school, earning four associate degrees with honors from Sacramento City College. In his spare time, he coaches youth basketball and football at Capital Christian School. All of this was accomplished while balancing family time with his wife, Jodi, and his four children.

Yet there was still something missing when Joseph thought about all of his achievements, something that weighed on his mind—his desire to earn a bachelor’s degree. “Even though I already had these associate degrees, I still felt like something was missing. In my mind, I had accomplished some goals, but I wasn’t quite done yet.”

It was this nagging feeling that pushed Joseph to search for a criminal justice program that fit his full schedule. “I felt thankful and blessed when I discovered the online criminal justice program,” Joseph says, “It’s always been a dream of mine to graduate from Sac State because my dad, Joseph IV, and brother-in-law, Tim, graduated from there. They inspire me.”

After a transcript evaluation at CCE, Joseph learned he still had nine other general education classes to complete before he could transfer to Sac State. He steadfastly took the courses he needed at various community colleges, all while continuing to work, coach, and attend his kids’ school and sporting events. Two years later, he was ready.

In fall 2013, Joseph enrolled in the online criminal justice program offered by the College of Health and Human Services and CCE. He was quickly invited to join three prestigious honor societies: Alpha Phi Sigma (APS), Phi Kappa Phi and Golden Key International. An exceptional student, Joseph was sworn in as a board member of Sac State’s APS chapter as the Distance Learner Liaison. Joseph worked with on-campus APS board members and distance...
Joseph was honored to wear regalia from three prestigious honor societies, and the gold cords for summa cum laude. Additionally, Joseph wore his father’s Sac State Class of 1976 ring. “I was thrilled to walk across the stage and shake the President’s hand while wearing my father’s class ring. I’ve worked hard and waited a long time for this, for me and my family.”

Joseph’s charity work extends to football as well, one of his passions. He plays in the annual Pig Bowl, a charity football game between greater Sacramento area firefighters and law enforcement officers. Since 1974, the game has raised and donated more than $1.4 million to charity. The Pig Bowl holds great significance for Joseph as his late father, a former sheriff’s deputy, took the family to the games in the mid–1970s. Currently, the Pig Bowl is the longest running public service football game in the nation. The 42nd annual game took place at Sac State on January 30, 2016.

“I’m honored to be part of such an amazing tradition and all that it represents,” Joseph says. “I get to honor those that sacrifice so much for their communities. I get to be part of something very special. The Pig Bowl is so much more than a charity football game, and it means a lot to me and my family.”

In spring 2016, Joseph and his family had one more thing to celebrate: graduation day. He received his bachelor’s degree in criminal justice, graduating with honors in May. “I was excited my family saw me graduate. My mom, sister and nieces flew in from Mississippi to watch me. They’ve all seen me work hard, and it meant a lot to have family there.”

After graduation, Joseph plans to climb the ranks in his profession and work toward earning a master’s degree. “I just hope to be a good example for my kids. I want them to chase their dreams, and never think that anything is impossible for them.” He calls his daughter and three sons his biggest motivators and supporters. “The more I accomplish, the better I set my kids up for their future,” he says.
Our college engages with the community and builds enduring partnerships that strengthen and enrich not only our region, but state and international communities as well.

Our participation in partnership based programs also allows us to gather direct feedback from community stakeholders about what they need to succeed. In turn, we use this feedback to build better programs and deliver educational opportunities that support the local economy, foster alumni connections and bring people together in lifelong learning.

With our location in the state’s capital, we are fortunate to partner with more than 35 state and federal agencies each year to bring training to their employees and support their workforce development. Many of these partnerships endure over the years—like our work with Caltrans, training thousands of their employees for more than 15 years.

Community Milestone: 8th Biennial Childhood Obesity Conference

The biennial Childhood Obesity Conference is the nation’s largest, most influential collaboration of professionals dedicated to combating pediatric obesity, and is planned by CCE. Nearly 2,000 attendees from across the country traveled to San Diego for the 2015 event, where Chelsea Clinton was one of three keynote speakers.

CCE has been the organizing partner for this event since 2001. Participants share emerging research, best practices and effective policy strategies to promote and sustain healthy eating and physical activity practices for children, adolescents and their families. This event provides an opportunity for stakeholders to develop a shared vision of social norm change, which directly impacts our state. California has made significant progress in recent years as one of the select few states reporting decreased rates in childhood obesity.
Campus Community Events in 2014–2016

The college supports numerous conferences, events and meetings each year including these high profile Sac State events.

Feria de Educación
Sacramento State teamed with Univision 19, the California State University system and the Mexican Consulate of Sacramento to help students and their families from the Spanish-speaking community realize their college dreams by sponsoring the second and third annual Feria de Educación in 2014 and 2015, held in Serna Plaza and the University Union. CCE is the lead planner for the event each year, supporting key campus partners such as the College Assistance Migrant Program (CAMP) and Public Affairs and Advocacy.

Thousands of participants from throughout the Sacramento region attended workshops on everything from college readiness and the role of parents to career opportunities and financial aid, and connected with dozens of college representatives, enjoyed live entertainment—and even had their pictures taken in the professional roles they hope to play in the future.

As a newly designated Hispanic-Serving Institution, Sacramento State is proud to host Feria de Educación. As President Robert S. Nelsen says, “It is never too early to begin thinking about higher education, and preparation is the key.”

Hornet Heartsaver
Sacramento State’s beloved muscular mascot, Herky, is the poster boy for the university’s Hornet Heartsaver initiative to promote cardiovascular health and the importance of learning CPR.

CCE is the leading force behind this important initiative, and hosts a “Heart Health Block Party” each February in the Union Ballroom. The event offers free CPR demonstrations and heart-healthy activities for students.

CCE also offers special Hornet pricing for CPR and Basic Life Support classes to Sacramento State students, faculty, staff and alumni (at $35-$40/class). The college became an American Heart Association Authorized Training Center in 2012, making Sacramento State the first campus in the CSU system to earn AHA’s approval.

Expanding Your Horizons Conference
Sacramento State and the non-profit group, Women of AT&T, host the annual Expanding Your Horizons (EYH) Conference each October. This event is a one-day science and math conference for 6–8th grade girls, designed to encourage and empower them to pursue education and careers in science, technology, engineering and mathematics.

“I want to convey a scientific mindset, which is curiosity, to figure out why things work,” says Cynthia Keller-Yuen, a chemistry professor at Sacramento State who runs one of the workshops.

The girls also spend time with industry leaders and Sac State student mentors to experience a taste of college.
Strategic Goal 3:
Grow a Strategic and Innovative Portfolio of Programs and Services

At the very core of our college mission, CCE provides access to programs and services that meet student and industry demands. It’s what we do. To achieve this mission, we are always seeking ways to expand our program offerings and reach new audiences, whether on-ground or online.

In recent years, we’ve seen our portfolio grow to serve the needs of approximately 32,000 participants annually. Our programs and events see attendees from all 58 counties in California and over 30 countries worldwide. This speaks to the great need for alternative educational pathways in our community, state and abroad.

In addition to these offerings, we also administer Open University and Early Start Programs on behalf of the university.

COUNTRIES SERVED BY INTERNATIONAL PROGRAMS: 37 COUNTRIES

Program Milestone
Launched New ADN to BSN Collaborative Program in 2015

The ADN to BSN Collaborative program creates a pathway for RN students to earn a bachelor’s degree at Sacramento State. Coursework is planned well in advance to provide a seamless transition for students who complete an Associate Degree in Nursing and then continue to a Bachelor of Science in Nursing. Several organizations worked with CCE to launch this innovative program in 2015, including Sacramento City College, Sierra College, American River College and Sac State’s School of Nursing.
Summer Academies

The Summer Academies for High School Students provide Sacramento region high school-age youth the opportunity to explore future careers through hands-on, career-focused instruction.

In its third year, we expanded to nine course offerings in a wide array of fields. Students built robots and bridges, learned to use forensic biology to solve crimes, performed on stage, and earned their CPR certificates.

Summer Session

Summer Session offers Sac State and visiting students the opportunity to take classes over the summer during two 6-week sessions and one 12 week session. The short sessions allow students the flexibility to complete graduation requirements and advance toward degree goals while pursuing other interests over the summer. Summer Session helps students on their path to graduation.

65% of students who graduated in the summer were enrolled in a CCE summer course.

### Summer Academies

<table>
<thead>
<tr>
<th>SESSION</th>
<th>SUMMER 2014</th>
<th>SUMMER 2015</th>
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<tbody>
<tr>
<td>Academies Offered</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Enrollments</td>
<td>193</td>
<td>239</td>
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### Summer Session

<table>
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<tr>
<th>SESSION</th>
<th>SUMMER 2014</th>
<th>SUMMER 2015</th>
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</thead>
<tbody>
<tr>
<td>Courses Scheduled</td>
<td>221</td>
<td>214</td>
</tr>
<tr>
<td>Enrollments</td>
<td>6,793</td>
<td>7,456</td>
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### Winter Session

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<tr>
<th>SESSION</th>
<th>WINTER 2015</th>
<th>WINTER 2016</th>
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<tbody>
<tr>
<td>Courses Scheduled</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Enrollments</td>
<td>945</td>
<td>1056</td>
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</table>

Winter Session

In addition to Summer Session, CCE extends access to students who want to take classes outside of the normal school year by administering winter session on behalf of the university.
As an organization dedicated to lifelong learning, it is only natural that the College of Continuing Education extend professional development opportunities to our staff. We continue to promote staff training through all available channels, including fee waivers for credit and non-credit classes, as well as sponsoring staff attendance at industry conferences. We believe that developing our people and giving them a chance to grow helps contribute to our success as an organization.

Strategic Goal 4: Excel as a Place to Work, Learn and Grow

We are so proud of our staff’s ongoing contributions to our organization, and their tireless work every day to support our students, clients and partners.

CCE STAFFING 2014–16:

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<tr>
<td>Management Personnel</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Full-Time Staff</td>
<td>101</td>
<td>104</td>
</tr>
<tr>
<td>Hourly Staff</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>Student Assistants</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Temps</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>145</strong></td>
<td><strong>146</strong></td>
</tr>
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CCE Instructors

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<tbody>
<tr>
<td>CSU Retiree</td>
<td>7</td>
<td>10</td>
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<tr>
<td>Off-Campus Instructors</td>
<td>386</td>
<td>298</td>
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<tr>
<td>On-Campus Faculty</td>
<td>317</td>
<td>324</td>
</tr>
<tr>
<td>State Retiree</td>
<td>37</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>747</strong></td>
<td><strong>658</strong></td>
</tr>
</tbody>
</table>
Staff Milestones
• In 2014, CCE’s Homecoming Committee won Sac State’s coveted Golden Spatula Award for best tailgate experience at the event.
• Associate Dean Jenni Murphy was honored with a Woman of Influence award in 2016. She was recognized for her outstanding leadership at CCE and positive influence on the campus community.

Instructor Milestones
• Professor Karen Horobin won the CSU’s Edward M. McAleer Jr. Excellence and Innovation Award in 2016.
• Several of our instructors were awarded with Outstanding Faculty Awards in 2016. The Faculty Senate honored these individuals for their commitment to student success, scholarly and creative activity and their record of service. Congratulations go to:

  Ana Garcia-Nevarez, Child Development

  Celeste Roseberry-McKibbin, Speech Pathology and Audiology

  William Vicars, American Sign Language
Strategic Goal 5: 
Strengthen the College of Continuing Education’s Identity

For most of our history, our students and clients have referred to us as the “best kept secret” at Sac State. Some may see this as a compliment, but it also limits the great work we can do. In order to expand access to education, we need to increase awareness of our stellar programs and services with the general public. We’ve made great strides in the past two years to improve the public’s perception of our college while aligning promotions with the overall Sacramento State brand.

Website Upgrade
Sacramento State’s website got a facelift in 2015, and CCE followed with a new look of our own. Our redesigned website made its debut in January 2016, aligning with the new campus look. We not only addressed the design, which helps users find what they need, we also implemented a new content management system that increases internal workflow efficiencies.

The fresh design is already attracting new attention, receiving 10,000 more visitors in the first quarter of 2016 compared to the previous year.

Professional Development Marketing Campaign
With steep competition in the field of professional education, it’s crucial for CCE to remain in the public eye as a top choice for lifelong learning. To this end, we launched a comprehensive marketing campaign for our professional development programs in order to strengthen our identity in the Sacramento region and raise awareness of our programs and services.

Perhaps you saw our ads for professional development around town and online in spring 2016. Our campaign could be seen everywhere from the Sacramento Airport, to Highway 50’s digital sign, and on Comstock’s and Capital Public Radio’s websites.

We also showcased CCE’s strength in developing our students by hosting alumni networking events, mixers and info sessions. Combined, these efforts re-connected stakeholders to CCE and attracted new professionals to our programs.
Industry Awards and Recognition from UPCEA: University Professional and Continuing Education Association

Marketing Team Tops National Awards
Each year, the University Professional and Continuing Education Association (UPCEA) honors the top marketing and creative work among continuing education units nationwide. In 2015, UPCEA recognized CCE for our outstanding work, honoring us with seven marketing awards including Best in Division and Best in Show, surpassing hundreds of other colleges and universities that were nominated.

Our awards crossed various categories and touched every aspect of our Marketing Communications team — from strategy and content creation, to design and distribution. These efforts enhance CCE’s reputation with the public, while supporting our strategic goal of promoting a strong identity and brand.

Proyecta 100K: International Program of Excellence Award, 2015
We joined other universities in the U.S. to advance Proyecta 100K, a program that builds English skills for students and professors from Mexico as part of a long-term educational and cultural exchange between the two countries.

UPCEA awarded CCE with the 2015 International Program of Excellence Award. Sarah Rodriguez, the program coordinator, accepted the award at UPCEA’s 100th annual convention in Washington, D.C. in March 2015.

Nearly 40 students and professors from 10 universities in Mexico were selected for CCE’s first Proyecta delegation, and all of them received scholarships from the Mexican government to attend. The participants arrived at Sacramento State in Nov. 2014 with English skills that varied from limited experience to advanced. However, each one was an outstanding scholar in fields such as computer science, biology, architecture and business.

Hornet Heartsaver: Outstanding Noncredit Program Award, West Region, 2015
The Hornet Heartsaver program was launched as a way to offer accessible, low-cost CPR and life support courses to Sacramento State students, faculty, staff, alumni and affiliates. The goal and purpose of the Hornet Heartsaver program is also to increase cardiovascular health awareness and train the campus community to be better prepared to respond to a CPR emergency.

The program was honored with UPCEA’s West Region Award for Outstanding Noncredit Program in 2015. Jenni Murphy accepted the award at UPCEA’s West Region conference in Long Beach, CA.
Strategic Goal 6: Commit to Operational Excellence

As a self-supporting educational unit of Sacramento State, the College of Continuing Education receives no public funding for its operation. Our cost recovery business model allows us to remain independent from taxpayer subsidies. Fees collected for each class cover instruction and administrative costs, and any remaining funds go back into program development.

Therefore, it’s important that we make careful choices about how we operate on a day-to-day basis to ensure long-term fiscal health. We are also mindful of how we allocate resources to meet future growth and student needs.

<table>
<thead>
<tr>
<th>CCE Financial Impact</th>
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<tbody>
<tr>
<td><strong>FISCAL YEAR 2014–15</strong></td>
</tr>
<tr>
<td>Total Revenues</td>
</tr>
<tr>
<td>Faculty Salaries/Benefits</td>
</tr>
<tr>
<td>Contributions to Campus</td>
</tr>
<tr>
<td>Contributions to CSU</td>
</tr>
</tbody>
</table>

CCE REVENUE BY PROGRAM AREA 2014–15:

- Extension 22%
- Summer 21%
- Conference and Training 15%
- International 8%
- Other 5%
- Academic 29%

CCE REVENUE BY PROGRAM AREA 2015–16:

- Extension 21%
- Summer 17%
- Conference and Training 20%
- International 7%
- Other 6%
- Academic 29%
Expansion into Modoc Hall

CCE needed more space to accommodate its growing portfolio of programs and services, due to a significant increase in self-support contracts and programs delivered at Sac State. In spring 2015, the college expanded into Modoc Hall. The space adds another 15,000 square feet to our total footprint and includes three new classrooms, a conference room and new staff space.

The college now spans three buildings across the Sac State campus. Napa Hall will remain the home base for staff and visiting students, while we house additional staff in Modoc Hall and classrooms in Del Norte Hall.

Other operational improvements:
- Our facilities team developed a space plan for Del Norte Hall so double the number of students in the English Language Institute could be hosted there.
- Support and registration services were reorganized to offer students more services at the front counter during longer hours.
This fall, join us as we celebrate 65 years of success in lifelong learning. Although times have changed since our founding in 1951, we remain committed to serving the community through higher education.

We owe our success to our amazing staff and faculty, campus and industry partners, students and alumni, and community members like you!