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15 Minutes With . . . Dr. Jeet Joshee – CSU Long Beach Dean



Dr. Jeet Joshee is the associate vice president for international education and dean of the College of Continuing and Professional Education at California State University, Long Beach. (Photograph by the Business Journal's Thomas McConville)

Dr. Jeet Joshee wears two professional hats for California State University, Long Beach (CSULB).

Joshee is the associate vice president of International Education, overseeing all international affairs at the university. He is also the dean of the College of Continuing and Professional Education (CCPE), where he is responsible for the college's degree, certificate and online programs.

At the CCPE, Joshee also oversees the American Language Institute, the Center for International Trade and Transportation, the Advanced Media Production Center, summer session, winter session and the Open University Programs. Programs and courses available at the college are geared for working professionals looking to update their resumes, start their own business, prepare for a job transition or just want to learn.

Joshee said these hats pair well with each other as globalization impacts professional business industries across the board and, he said, they are "under one umbrella."

Joshee came to Long Beach about three years ago from California State University, San Bernardino, where he was the dean of the College of Extended learning. Before that, Joshee served as assistant dean at the University of Connecticut's College of Continuing Studies, where he oversaw academic affairs, including international programs and special sessions.

He has also worked for the University of Massachusetts

Amherst – his Alma mater – as head of the credit program in the continuing education division. Joshee earned his doctoral and master's degrees in international education.

Professionally, Joshee is a boardmember of the University Professional Continuing Education Association (UPCEA) and serves as a commissioner of UPCEA's international commission and chair of the opportunities and equities committee.

Joshee sat down with the Business Journal Staff Writer Tiffany Rider to explain how the CCPE outreach has gone global, and how courses and programs offered at the CCPE are developed.

LBBJ: What goals did you set when you began at CSULB?

Joshee: The college was in very good hands at that time, but it certainly had to grow and go to the next level, and that was my goal at the time. To do that, we needed to have some new programs, serve the customer base and get into new areas. So we . . . set some specific goals in terms of developing programs, working with people and groups in business and industry, and working very closely with our academic partners on campus. At this college, one of our core jobs is to extend the strengths of the entire university out to the community.

LBBJ: How does that work between your roles as associate vice president and dean?

Joshee: The extension, in today's context, is not just local. It is



Dr. Jeet Joshee works in both continuing education for professionals as well as international education, a combination that pairs well as globalization impacts business industries across the board. (Photograph by the Business Journal's Thomas McConville)

national and international. We're being recognized nationally for the successes in some of our programs. That is also true for international, especially being in an international city. Virtually from every part of the world, we have business connections through this city. . . . One of the new things we're doing is training international visitors on this campus. We started last year. We bring in government officials, public/private entrepreneurs from China, Thailand, Korea, Vietnam and certainly educational administrators and faculty. In general, the training is about two to three weeks in length. Just this past fall we had almost 1,000 visitors to this campus through that program.

LBBJ: What kind of budget does the CCPE work with and how is it funded?

Joshee: This college is fully self-supported. What that means is we do not take the state's subsidy. There's no General Fund allocation for this college, so the entire college and all of its programs are dependent on the revenue that it generates. On top of that, we reimburse the university for some of the services that we utilize on the General Fund side. So it's not just recouping the cost of instruction – it's covering the cost of everything.

LBBJ: Are you looking at expanding programs and courses?

Joshee: We certainly are, and our focus is really on the professional education that the workforce currently needs. So we are continually looking for new programs. We proactively go out to our academic partners as well as outside companies to see what's going on in terms of education and training. On the other hand, we also get inquiries from companies that tell us, 'This is what we're looking for,' not only for a degree program, but their workforce needs. They need to update their skills. So they let us know and we work with faculty, we work with other departments, to put the program together.

LBBJ: As far as workforce needs, are there specific industries that you're referring to such as international trade or technology?

Joshee: Certainly one of the strategic priorities we had set three years ago was to take advantage of our proximity to the largest port [complex] in the country. We already had very good working relationships with the ports. That has increased. With global logistics, we have two programs. There's a master's degree in global logistics that we offer, and also there is a global logistics specialist program, which is a non-credit certificate program. We serve many companies in the area and beyond who are part of this supply chain industry. Whether they be in the ground transportation, air, shipping. We have a new program called marine terminals operators. Also, we recently launched a program called "Living in a Port City." We have been very aggressive in the Center for International Trade and Transportation to put these new programs together.

LBBJ: Explain the relationship between the college and the Center for International Trade and Transportation [CITT], and the importance of its programs for professionals.

Joshee: CITT is one of the major departments within the college. It is very unique because it is funded largely by events and contracts. It is also a partner with the METRANS Transportation Center based at USC. Mainly, CITT is the center for education, training and research in global logistics.

LBBJ: How do you determine which programs to continue? Is it based on enrollment numbers?

Joshee: Certainly enrollment is a factor because of our self-support needs. On the other hand, we do market trend analysis. We have an outside agency that provides that service for us to see what's going on and what's coming up. We continually do that kind of an analysis, so we know the life of a program, so to speak. Not every program can run forever, especially in the non-credit area. Once that is saturated, there's a certain time where we fade it out. But in the meantime, you do a follow up. There's something you need to build on that. There are new things coming up.

LBBJ: Who are the instructors for these programs and courses?

Joshee: Many times we hire our own CSULB faculty for these programs, especially on the degree side. There are about 14 master's degrees that we offer as well as a bachelor's degree completion program that started this spring. There are also a lot of professional development programs – certificate programs in particular – where we have industry experts and working professionals who are much more knowledgeable on a specific topic. So we bring them in as our adjunct faculty.

LBBJ: How are the fees for these programs and courses determined?

Joshee: The general formula is covering the cost. We are a non-profit. We are part of the state, part of this university. We try to keep it affordable, but as part of the market analysis we also take a look at what can the market bear? The degree programs have a fee structure that is set by the university, and also depending on the level of the program. Some are high-end programs that they really have to price at a higher level. But there are some individual courses [where the fees are low] to benefit the public. Also, we keep track of how similar programs are priced in other places.

LBBJ: Does the college provide financial assistance to students?

Joshee: We do that in the form of scholarships. We work with different companies, non-profits and different organizations in the area to give as many scholarships as possible. We have been quite successful in the logistics area, working with the Los Angeles Transportation Club, harbor transportation clubs and some of the specific industries. They set aside specific funding for this program in particular. So we provide assistance to students in that way. Certainly the regular financial aid in the degree programs is available for the students.

LBBJ: How do you measure the success of the programs offered?

Joshee: We do program evaluations for all of our programs. We analyze what our students are saying. We talk to industry professionals who give us their feedback, and certainly our alumni testimonials go a long way [in determining if we] make changes. We take the applied research component into account – what updates need to be made on an annual basis to keep the program content current. So it's student feedback, our alumni, our business industry company partners – we take all of that into account to see how successful these programs are.

LBBJ: Does the college offer “green” professional development programs and other courses that contribute to the green jobs movement?

Joshee: It's the green and sustainable certificate program. We introduced it last year and we're very proud of it. It addresses ener-

gy, water – all of those topics. [Also, it focuses] on people who are in construction or who are looking to make their houses more environmentally friendly. The program has been very well received. We brought in a lot of industry experts to put this program together. Aside from the full certificate program, there are also individual courses. People are very happy to see this offered.

LBBJ: How does the CCPE work with local organizations?

Joshee: We are one of the major outreach arms of this university, so we have membership at several local organizations. The chamber of commerce, the Rotary Club, and our staff and senior management are involved in many volunteer activities such as the arts council and technology council and advisory boards with the city. We are members of the Non Profit Partnership in Long Beach. So we are out there and we work with both the public and private sectors.

LBBJ: Is there anything else you would like to add?

Joshee: Building on what we briefly talked about, the global aspect of our programs, as a state university we serve our region first, locally, and then the state. But many of our programs are expanding online, like our emergency management master's program is fully online. There are students from all over in that. The global logistics certificate program also has an online version. That has received students from all over the world, from Asia, South America, Europe. So the university is globally engaged.

We would like to bring more students to this university. We would like to introduce more programs of a global nature. Certainly we are working in the internationalization of curriculum at this university. I'm someone who believes that all of our students should have exposure in global education before they graduate, whether they go on to study abroad, they take a course or interact with an international visitor so that they have this competency when they graduate. Without that in this global economy, you are at a disadvantage. This College of Continuing and Professional Education is a primary center for the university to push that.

We have a Center for International Education that is primarily helping the international students and creating excellent opportunities with other institutions. So all of our programs really have these global aspects to them. In one of our other programs, the Accelerated Masters of Business Administration, about 30 to 40 percent of the students are international students. So the extension of the university is not so much within the vicinity now, within the state boundaries. Really, more and more, the boundary is not there, with online and globalizations. So we definitely are reaching out beyond our geographical boundaries. ■