Welcome to Winter 2011

It is my pleasure to welcome you to the 2011 winter quarter. If you are considering enrolling at UC San Diego Extension to update or learn new job skills, you are making a great decision. Job competition is tough right now—especially in our global marketplace—but history demonstrates that education can overcome barriers to success. It is those who continue to add to their body of knowledge and skills that are better positioned to ride out economic downturns and emerge from them even stronger. There is no better time than the present to reinvent ourselves and prepare for the upswing sure to follow.

Workforce training programs have been an important part of the national recovery plan. Career transition programs have been designed to get people trained and back to work as quickly as possible. Here at UC San Diego Extension, we have rolled out the new Career Transition and Development for Professionals Program aimed at helping professionals seeking career changes.

While the majority of national programs focus on vocational workers, our program targets one of the sectors hardest hit by the recession—the college-prepared workers with more than five years of experience in their fields. The skills and knowledge individuals gain through this program empower them to take control by establishing career goals, developing action plans, mastering proactive job search techniques and executing career management strategies in order to achieve success.

Perhaps already known, this recession reminds us that we should not and cannot take our employment relationships for granted. We must continually upgrade our skills and knowledge and stay on top of industry trends and best practices.

I encourage you to spend a little time going through the pages of this catalog. Regardless of the course or program you choose, you may be assured that the level of expertise and know-how gained is certain to provide a distinct advantage in an increasingly competitive global marketplace. UC San Diego Extension is committed to helping motivated learners such as yourself succeed in the workplace, and to help employers recruit and develop a more highly skilled and talented workforce. For more information visit extension.ucsd.edu/careers.

Sincerely,

Timothy F. Brouillette
Associate Director, Business Programs
UC San Diego Extension
Executive
Mary Lindenstein Walshok
Associate Vice Chancellor, Public Programs and Dean, UC San Diego Extension
Bruce Dunn
Associate Dean
Henry DeVries
Assistant Dean, External Affairs
Vicki Krantz
Chair, Academic Directors Council

Administrative Directors
Business Affairs
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Human Resources
Catherine Talley (858) 822-2224
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Monica Doyle (858) 964-1007
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Elizabeth Meyer (858) 622-5741
Student Services
Elizabeth Silva (858) 534-5798

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Business & Professional Programs
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Locke Epsten (858) 534-9150
Tim Brouillette (858) 622-5761
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Lisa Kovacs-Morgan (858) 822-2318
EPSE & LAMP
Gary De Spain (858) 534-9149
Global CONNECT™
Greg Horowitt (858) 964-1311
Peter Thomas (858) 534-0425
Healthcare Delivery & Behavioral Sciences
Grace Miller (858) 964-1012
Leslie Bruce (858) 964-1303
K-16 Programs
(including Academic Connections)
Edward Abejta (858) 534-3402

Lecture Series–Economics Roundtable, Helen Edison & Burke
Edie Munk (858) 822-0510
Life Sciences & Engineering
Hugo Villar (858) 622-5761
MAS Degrees & Advanced Certificates (Oaped)
Maureen Eijsermans (858) 534-9160
OSHA Training Institute
Scott MacKay (858) 964-1068
Osher Lifelong Learning Institute
Gretchen Laue (858) 534-8247
San Diego Dialogue
Nathan Owens (858) 534-8638
Service & Civic Leadership
Bruce Dunn (acting) (858) 534-8506
UC Professional Development Institute for Teachers
Gretchen Laue (858) 534-9157
UCSD-TV
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Student Services

Campus Locations
La Jolla Campus
9600 N. Torrey Pines Rd.
Bldg. C
La Jolla, CA 92037
(858) 534-3400

Mission Valley Center
404 Camino Del Rio S.
Ste. 102
San Diego, CA 92108
(619) 260-3070

Sorrento Mesa Center
6925 Lusk Blvd.
San Diego, CA 92121
(858) 882-8000

For registration office hours, see page 264 or call (858) 534-3400.

How to Enroll
Online extension.ucsd.edu
Phone (858) 534-3400
Fax (858) 534-8527
Mail Enrollment Form (see the inside back cover)
In-person All Three Locations

Winter Quarter begins January 3, 2011
Summer Quarter begins June 2011
(Spring quarter catalogs are available May 2011)

Spring Quarter begins March 2011
(Fall quarter catalogs are available August 2011)

(858) 534-3400 • extension.ucsd.edu
General Info

Catalog Request
For a free catalog call (858) 534-3400 or visit extension.ucsd.edu/catalog

Complimentary Enrollment
For more information, see page 265 or call (858) 534-3400.

Concurrent Enrollment
Enroll in a UCSD course without formal admission to the University. Choose from a broad range of undergraduate and graduate-level coursework while benefiting from UCSD’s outstanding faculty, libraries and facilities. For more information, see page 16 or visit extension.ucsd.edu/concurrent

Discounts for UCSD Staff and Faculty
UCSD Extension offers staff and faculty a 10% discount of up to $50 per quarter. No discounts for all travel/study programs, food and wine courses, executive programs, concurrent enrollment, or courses with fees $75 or less. For more information, see page 266 or call (858) 534-3400.

Financial Assistance
Financial assistance options are available through UC approved lenders. For more information, see page 267 or call (858) 822-1366.

Index
See page 271.

Maps
Maps of all UCSD Extension campuses can be found on pages 276–279.

Parking
Parking is free at the Mission Valley, and Sorrento Mesa centers. If you need to park on the UCSD campus, a parking permit is necessary. Evening permits are $53 per quarter (plus a non-refundable $2 processing fee for mailing) or $1.00 per 45 minutes up to a maximum of $9.00. For more information, see page 264. or call (858) 534-4223.

Shuttle Service
Two shuttle systems operate on the UCSD campus. For more information, see page 269 or call (858) 534-RIDE.

Textbooks
To Purchase:
Visit bookstore.ucsd.edu/books/extension, call (858) 534-7323 or (800) 520-7323, or visit the UCSD Bookstore in the Price Center.

To Rent:
Visit ucsdbookstore.rentbooks.com

For a full listing of general information topics, see page 264.
Online Classes

The Online Classroom: Log on and Learn

If you want the option of taking a class anytime and anywhere, consider our proprietary online classroom. Innovatively combining rich graphics, audio, and multimedia, this web-based class delivers the same high-quality content delivered in “face-to-face” courses with the added benefit of being able to review at your convenience, 24/7.
Welcome to UC San Diego Extension, the continuing education and public programs arm of the university. Annually we educate almost 56,000 enrollees through innovative local, corporate and online programs as well as provide access to the vast array of intellectual resources in our region through the award-winning UCSD-TV and nationwide through UCTV, which reach over 22 million households and millions more around the globe through the Web.

Our mission is to serve the critical lifelong learning needs of individuals, organizations and communities. We believe for businesses to take advantage of innovation to grow, employers and job seekers need to wholeheartedly embrace lifelong learning. The following pages recap just some of the continuing education efforts and public programs from the past year.

Sincerely,

Mary L. Walshok
Associate Vice Chancellor of Public Programs and Dean of Extension

Certificate Enrollment Up 43% Over Three Years

The number of students entering certificate programs at University of California San Diego Extension grew modestly in 2009 and has grown 43 percent over the past three years. Approximately 30 percent of Extension students enroll in certificate programs.

Adjusted certificate enrollment figures show a modest 1 percent growth for the past year, with 2,706 students beginning certificate programs in 2009 as compared to 2,677 in 2008 and 2,264 in 2007. The adjusted numbers omit enrollments for the anomaly of a national Occupational Safety and Health (OSHA) certificate program that averages 75 new students a year but had 393 students enter in 2008 in order to qualify before a change in requirements.

Overall, an unadjusted total of 2,759 students entered continuing education certificate programs during 2009, as compared to 2,362 during 2007 and 1,890 during 2006. A total of 3,070 students entered certificate programs in 2008, due to the OSHA program spike in enrollments.

New Certificate Enrollments Climb

<table>
<thead>
<tr>
<th>Year</th>
<th>New Enrollments</th>
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<tbody>
<tr>
<td>2006</td>
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</tr>
<tr>
<td>2007</td>
<td>2264</td>
</tr>
<tr>
<td>2008</td>
<td>2677</td>
</tr>
<tr>
<td>2009</td>
<td>2706</td>
</tr>
</tbody>
</table>
The top ten UC San Diego Extension certificate programs attracting the most new enrollees in the past year are:

- Accounting
- Business Management
- Clinical Trials
- Copyediting
- Human Resource Management
- Paralegal Studies
- Project Management
- Regulatory Affairs for the Biomedical Industry
- Sustainable Business Practices
- Teaching English as a Foreign Language

UC San Diego Extension by the Numbers

$35.4M  
Annual budget (100% self funded)

55,598  
Annual enrollees, representing 26,006 students in 4,989 courses

2,700  
International students from 60 countries

1966  
The year UC San Diego Extension was founded

1,400  
UC San Diego undergraduate & graduate students in Extension courses

1,022  
Number of classes fully online, an increase of 137%

957  
Active part-time instructors

921  
Active advisors (838 business and 83 campus)

452  
Osher Lifelong Learning Institute members

297  
Pre-college youth program attendees

100  
Certificate & special study programs

5  
UC San Diego master’s degrees administered by Extension

92%  
Students reporting personal satisfaction from obtaining certificate

86%  
Certificate students with college degrees (25% master’s degree or higher)

Top Ten Certificates

Certificate Student Education Level

Extension Certificate Benefits

- Personal goal achievement satisfaction 92%
- Increased performance confidence 84%
- Increased personal and professional network 69%
- Increased ability to make informed decisions 65%
- Increased ability to make a career move 64%

(Source: 2009 survey of 488 UC San Diego Extension certificate graduates.)
Sharing the Lessons of Sustainable Business

For companies that are looking for talent to help them change their business models and implement sustainable strategies, UC San Diego Extension has created a specialized certificate in Sustainable Business Practices.

Certificate students learn how the triple bottom line has transformed stakeholder theory—which originated in the ’70s and examines a business’s influence on owners, employees, customers, suppliers, community, and the environment—into the three condensed elements of people, planet and profit.

$400,000 in Stimulus Funds for Healthcare IT Training

In 2009 the San Diego Workforce Partnership awarded funds to UC San Diego Extension to provide no-cost training to Workforce Investment Act eligible individuals. The training assisted students in preparing for current and emerging San Diego jobs in the health information technology (HIT) industry.

The San Diego Workforce Partnership provided $400,000 in federal funding for this effort in 2009-2010 to train individuals for emerging jobs such as healthcare integration engineer, healthcare systems analyst, clinical IT consultant, and technology support specialist. UC San Diego Extension created a new HIT program to train 100 individuals to obtain skills for these high demand jobs.

Health information technology education programs are among the fastest growing continuing education offerings nationwide. The UC San Diego Extension certificate, under the direction of Hugo Villar and Leslie Bruce, includes practical learning opportunities so graduates will be immediately ready to step into the health IT positions.

Teaching English as a Foreign Language

Half the world’s population is expected to be speaking English by 2015. In many lands learning English is the key to upward mobility. More than 90 percent of Japanese elementary schools offer English programs. Children in China start learning English in the third grade and the country offers more than 50,000 English-training centers.

UC San Diego Extension’s professional certificate in Teaching English as a Foreign Language (TEFL) is training teachers to use teaching methods and special techniques to rapidly increase their students’ proficiency and fluency. This certificate provides in-depth study and training in best practices and methodologies for teaching English.

“A major goal is to provide training which results in highly advanced knowledge and skills in explaining the English language—its use both by native speakers and as a lingua franca,” says Roxanne Nuhaily, director of the English Language Institute and International Programs at UC San Diego Extension.

Legal Eagles Celebrate 25th Anniversary

This year the Paralegal Certificate Program at UC San Diego Extension celebrated its 25th anniversary. The program, approved by the American Bar Association for two decades, is taught by experienced paralegals and attorneys, and features a curriculum that combines practical skills with legal theory and analysis.

The UC San Diego Extension paralegal program, which received a seven-year ABA re-approval in 2007, offers two certificate options. An accelerated program can be completed in 12 weeks and requires attendance from 9:00 a.m. to 4:00 p.m. four days a week. For working adults, a part-time evening program is offered that can be completed in four to five quarters.
January 2010 marked the 10th anniversary of UCTV, the University of California’s satellite channel. UC was the first university system to offer such a wide range of multidisciplinary content and, 10 years later, it remains at the forefront.

UCTV was pre-dated by local broadcast channel UCSD-TV, which launched in 1993, and both channels are operated today by UC San Diego Extension.

The most growth in UCTV video views has been through audio and video podcast downloads, which went from a total of 2.2 million in 2008 to 55 million in 2010. This is likely due to UCTV’s established relationship with Apple and its frequent promotion of UCTV content on the iTunes U site. The UCTV Web site continues to trend upwards with a 2010 average of 2.5 million hits per month and 4.6 million video downloads per month. UCTV has also become one of YouTube EDU’s most watched channels, offering 3,400 videos to more than 31,000 subscribers.

At a time when California’s unemployment rate surged to double digits, the highest rate since the Great Depression, UC San Diego Extension launched a scholarship program in 2009 open to the more than 1 million alumni of the University of California. All UC alumni are now eligible to apply for one of four merit scholarships of up to $5,500 to enter any continuing education certificate or special study program offered by UC San Diego Extension.

What does it mean to change the world? The definition is purposely broad, and can range from cultural enrichment to regional economic development. UC San Diego Extension is looking to reward alumni with the promise and potential to improve the quality of life in San Diego and beyond. In the application essay, potential recipients can explain how they would help California build a globally competitive talent pool, accelerate economic vitality or foster community-building conversations if they receive this advanced training.

The demand for clinical trials in Latin America is expected to grow tenfold in the next five years. How will clinicians meet this demand for specific expertise in the design and administration of trials that will meet high government standards? In 2010 UC San Diego Extension began offering a new online Latin American Clinical Trials Certificate taught by Spanish-speaking medical faculty with practical, international experience.

Designed in partnership with pharmaceutical and biomedical research industry leaders, the UC San Diego Extension Clinical Trials and Research Program began in 1997. More than 2,500 students have participated in the program from such local and national companies as Amilin, Pfzer, Novartis, Gen-Probe, Biogen Idec, Neurocrine, and Quintiles. This first-of-its-kind program not only serves the San Diego region, which is the third largest biotech cluster in the nation, but draws students from across America, Europe, Asia, and Australia.

**Happy Anniversary: UCTV turns 10**

**UC Change the World Scholarship**

**Clinical Trials Program Adds Latin American Certificate**
Fresh from a presentation to secure a data mining project, Peter Chen is delighted anew with his decision to go for certification in the emerging discipline of searching teams of information to look for better answers from a bigger picture.

“Having a data mining certificate certainly not only opens up the opportunity for this project but also adds credibility to my presentation as the sole data mining consultant for that segment of the proposal,” Chen said. “Both the skills and the certificate have been incredibly useful in my new consulting position—I’m working on multiple projects now and I’ve got requests for proposals that have the potential to be very interesting.”

Chen was downsized out of a company last year where he’d worked in informatics and finance for several years.

Fortunately, his previous employer paid for his continuing education in data mining, then sent him out on his own, where he is finding plenty of work.

“Downsizing worked out for me,” Chen said. “I’m working several levels higher now.”

Looking for a needle in a haystack is a good analogy for data mining jobs. Data mining is the technique of extracting specific types of information or patterns from large databases, such as data warehouses.

Data mining is a collection of tools and techniques to sift the biggest picture possible for clues to how things work and how they could be better. There’s so much information now that has been stored in databases or database-friendly formats since computers made their way into our workplaces, our record keeping, our calendars and even our shopping carts.

Data mining aims to develop or create algorithms that tell us what our information means. Matchmaking at eHarmony and Google’s method for ranking search results are widely used data mining examples. But finding meaning and revelations in data has spread far wider, from insurance actuaries to transportation scheduling, to how to deliver effective community healthcare, based on what has actually happened.

“Data mining is a powerful tool for predictive problem solving,” Chen said. “People see it as a magic black box—I put stuff in and stuff comes out—but it doesn’t really work that way. There’s a lot more to it.”

Confessions of a Data Miner

By Marty Graham

Data mining is the technique of extracting specific types of information or patterns from large databases.
One of the biggest challenges is making the data usable. Strange as that sounds, think of the different ways of writing a date in an Excel spreadsheet. It can be entered month-day-year, day-month-year, and even year-month-day, in the method of some invoicing. And it can be stored so the computer recognizes it as text, as a date, or as numbers that can be added and subtracted. How a single agency saves its data and what program it has used can span 25 years of changes and a dozen iterations.

“If you do have the data you need, it’s often very dirty,” Chen said. “A big part of each project is cleaning up the data and making it usable, and being sure you’ve gotten rid of data that is full of mistakes. Since a lot of it is legacy data, that’s often much of the work.”

Once the data can be worked, the data miner turns to problem mapping, devising and documenting protocols for searching the data to get usable results. There are usually several different ways to do that.

“A lot of people jam it all in and see what comes out,” Chen said. “But you want to get a meaningful result and that means looking at the best data of the relevant variables.”

With a bachelor’s degree from the Massachusetts Institute of Technology, Chen worked in predictive and quantitative modeling in the financial sector.

Chen began the five-class, five-quarter data mining program at UC San Diego Extension in 2008, studying advanced techniques for preparing data and using the sophisticated software programs that support handling millions of records.

“The classes were online, so you can be anywhere and take them at a time that works for you,” Chen said. “We had video lectures and problem sets each week to work on.”

Chen said he felt like he had plenty of opportunities to interact with his instructors.

“The UC San Diego Extension’s instructors were Ph.D.s who work in the industry so you learn what happens in real life,” Chen says. “They gave us different projects that were culled from real projects so we learned a lot about the real challenges and rewards.”

Data mining students worked on the most prominent open source software, Weka, which has both point-and-click and script-writing in its applications, allowing for very in-depth and quirky searches.

According to Chen, the results are often surprising and can change the way people are thinking about solving problems.

“The question you have at the start isn’t necessarily the question you’ll find you actually want the answer to,” Chen said. “That’s one indication that you’ve done it correctly.”

Looking for a needle in a haystack is a good analogy for data mining jobs.
As the recovery begins, and the bioscience industry stirs with life, some areas are going to be hotter than others. Many of the disciplines are young enough that experienced researchers, technicians and scientists who’ve gained skills in other areas will be needed to learn and work on these emerging areas.

With a little education, says Felicia Murray, people can make a great sideways move in the science community. Murray, the life sciences program representative at UC San Diego Extension, works closely with instructors and students in the life sciences area where a range of classes and certificate programs help people advance their careers in the life sciences.

“From bioinformatics and computational biology to detailed, highly interactive classes in stem cell biology, these courses can prepare people for lateral transitions,” Murray says.

The U.S. Bureau of Labor Statistics (BLS) is predicting just average growth in the bioscience sector and warns that job seekers will face stiff competition for those jobs, especially in the wake of the past year’s layoffs. But the bureau also believes that bioscience technician jobs will be the driving factor behind growth in its broadly defined science technician category.

“Employment of biological technicians should increase faster than the average, as the growing number of agricultural and medicinal products developed with the use of biotechnology techniques boosts demand for these workers,” according to a BLS publication. “Also, an aging population and stronger competition among pharmaceutical companies are expected to contribute to the need for innovative and improved drugs, further spurring demand.”

Employment recruiters, including Nick Maczkov of Maczkov-Biosciences, a California recruiting firm with offices in the Bay Area and San Diego, say that they expect to see job growth in areas where San Diego companies have already established footholds.

“The prime areas are going to be personalized medicine and diagnostics, nanotechnology and medical devices and stem cell research,” says Maczkov, who has worked with dozens of companies from Alza to Zonagen. “Oncology will continue to be very, very big.”

Immunology, and surprisingly, vaccines, will also be stronger than average job recruitment areas, he says.

“It was an area that was going away—all the problems with production and stability made it unprofitable,” Maczkov says. “But with recent advances and the H1N1 virus, vaccines are becoming an area where there are better profit margins, enough so that smaller biotechs are getting involved.”

Monoclonal antibody research is opening up because scientists are getting better at it, he says. And biosimilars (the term for a generic made by copying a wide range of products such as vaccines, blood and blood components, allergenics, somatic cells, gene therapy, tissues and recombinant therapeutic proteins that were originally created by biology rather than chemical processes) is an emerging area.

“The FDA has indicated that they’re favorably disposed to biosimilars because the cost of the patented biologics is very high,” says Maczkov.
What are Green Jobs Paying?

National Journal and UC San Diego Extension Conduct Sustainability Salary Survey

By Lori Tripoli and Henry DeVries

Forty-three percent of sustainability professionals make $75,000 or more per year, according to a survey conducted by UC San Diego Extension in collaboration with Sustainability: The Journal of Record. In all, 366 U.S.-based sustainability professionals in workplaces that include corporations, nonprofits, and government responded to the survey, which was conducted in the fall of 2009 and winter of 2010. Twenty percent of respondents earn salaries between $100,000 and $149,999.

High-end salaries aren’t just limited to those working in large cities, where the cost of living is likely to be higher than that in more remote areas. Interestingly, almost as many of those at the upper end of the salary echelon work in suburbs as in large cities (with populations of one million or more). Not surprisingly, more professionals in the top income tiers ($75,000-plus per year) have advanced education.

Results indicate that men outearn women in the sustainability field, with 65 percent of males making $75,000 or more per year, compared to 33 percent of the females. Although some perceive sustainability as a “youthful” profession given its relatively recent emergence as a career track and its emphasis on improving the planet for future generations, respondents were in all age ranges, with significantly more being in the 35-plus crowd than in the 34-and-under age range. That said, the majority of respondents (62 percent) have less than three years of sustainability experience.

Pervasiveness in the Workplace

Twenty-one percent of respondents reported that sustainability issues are the primary focus of their jobs, and 28 percent indicated that their sustainability work is an important, though not central, part of their jobs. Respondents report working on a variety of issues within the sustainability field. Environmental issues, corporate social responsibility, and energy savings are the leading areas of primary responsibility. The majority (54 percent) of respondents supervise or manage at least one worker, and, for those with direct reports, most oversee a mix of professionals and support staff.

“Green” principles are increasingly being incorporated into design and decision-making, respondents said, with 86 percent reporting that this is happening more often than in the past. Most believe that their employers are committed to sustainability, and think that sustainability is not merely a passing fad.
A Closer Look at Salaries

UC San Diego Extension researchers took the raw data provided from the salary survey of 366 U.S.-based sustainability professionals and made a few comparisons. Are sustainability professionals working in metropolitan areas earning more than their suburban or rural counterparts? Do men in the sustainability field make more than women do?

Percentages are based on those who answered the question (declines omitted). For example, for the 87 percent of the males who answered salary questions on the survey, six percent of those reported they earned more than $150,000. Percentages do not always add up to 100 due to rounding.

### Male vs. Female

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Male</th>
<th>Female</th>
</tr>
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<tbody>
<tr>
<td>$150K plus</td>
<td>6%</td>
<td>3%</td>
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<td>$100k to $149K</td>
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<td>$75k to $99K</td>
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### By Location

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<tr>
<th>Salary Range</th>
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<td>32%</td>
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<td>36%</td>
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<tr>
<td>Under $50K</td>
<td>25%</td>
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<td>Decline to answer</td>
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### By Sustainability Experience

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<tr>
<th>Salary Range</th>
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<th>3 to 5 Years</th>
<th>6 to 9 Years</th>
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<td>24%</td>
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<td>30%</td>
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### By Education

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<thead>
<tr>
<th>Salary Range</th>
<th>Some or None</th>
<th>A.A.</th>
<th>B.A./B.S.</th>
<th>M.S.</th>
<th>MBA</th>
<th>Post Grad</th>
<th>Ph.D.</th>
<th>J.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150K plus</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
<td>25%</td>
</tr>
<tr>
<td>$100k to $149K</td>
<td>16%</td>
<td>17%</td>
<td>17%</td>
<td>27%</td>
<td>26%</td>
<td>19%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>$75k to $99K</td>
<td>29%</td>
<td>33%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>14%</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>$50K to $74K</td>
<td>16%</td>
<td>33%</td>
<td>28%</td>
<td>21%</td>
<td>19%</td>
<td>24%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Under $50K</td>
<td>39%</td>
<td>17%</td>
<td>32%</td>
<td>20%</td>
<td>37%</td>
<td>43%</td>
<td>15%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Online Learning

The shortest distance between you and your next class is online

Quality Instruction, Flexible Format
UC San Diego Extension provides a superior online classroom experience that allows you to fit learning into your busy life. Log on and learn from home, work or any place that is convenient for you. Our online courses deliver the same high-quality content and expert instruction as “face-to-face” courses. Whether you are working on your own time or in real-time online sessions, your interactions with fellow students and your dedicated instructor makes for a true online learning community.

“I enjoy the flexibility that online classes offer. I can work on the course anytime, anywhere. It’s great when I have to travel; I can still be working on my class.”

For more information on classes and to see if online learning is for you, visit extension.ucsd.edu/online

Over 850 online courses are offered to busy working professionals in the following areas of study:

- Art, Photography & Performing Arts
- Business
- Digital Arts
- Education
- Engineering
- English Language Studies
- Foreign Languages
- Healthcare, Behavioral Sciences & Safety
- Humanities & Writing
- Information Technology & Software Engineering
- Law
- Leadership & Management Development
- Life Sciences
- Public Service & Social Responsibility

Benefits of Online Learning
- Learn anytime and anywhere
- Meet people from around the world
- Spend more time learning and zero time driving to class
- 24/7 support
- Easy to use tutorials to guide you on your way
Earn Your Certificate Online

Take control of your career and get the most out of your time. Learn advanced career skills while working full-time. Pause, Rewind, and Replay lectures in one of our online classrooms, available 24 hours a day. We offer the following online certificates:

- ADMET Process
- Biostatistics
- Biotechnology Project Management
- CLAD Through CTEL
- Clinical Trials Administration
- Copyediting
- C/C++ Programming
- Data Mining
- Embedded Computer Engineering
- Embedded Computer Software
- Emergency Department Nursing
- Fifth Year Induction Program
- Gifted and Talented Education
- Java Programming
- Quality Assurance and Control
- Regulatory Affairs Essentials
- Systems Engineering
- Teaching Adult Learners
- Teaching Online
- Technical Communication
- Translation (Spanish/English)

What our students think about online classes

“I learned so much and it was nice to hear the different viewpoints from so many people who live all over the world. We had people in the online class that live in Peru and Paris. It was fascinating how one subject, such as recycling, is done, or not done, in other countries and even the difference between Northern California and Southern California. You just can’t get that kind of experience when everyone lives in the same area and attends class.”

“I enjoyed flipping back through audio-visual lectures to review certain points at my leisure.”

“The discussion board offered so much more than in most on line classes. The thought provoking topics and the great class participation promoted the ability to apply the lessons learned into our daily work and life.”

“I like that I could interact with the whole class without actually being on campus at UCSD.”

“The instructor’s audio lessons were outstanding. Her personal experiences along with her professional outlook made each audio lesson very inspiring.”

“By presenting audio/visual lectures, interactive discussions with classmates and the instructor, activities and readings, there was plenty of variety to keep us all motivated.”

“I have to admit that I wasn’t sure I could fit going back to school into my life - but I enjoyed the online class so much that it was easy to make the time to study. I thought the coursework was excellent in terms of the amount of information provided and the hands-on practical work expected of us, and I really appreciated the sense of support that the instructor conveyed. I signed up for the class hoping to eventually earn a certificate so that I can freelance to supplement my future pension, but was delighted to find out I can put it to good use right now on the job. It was money and time well-spent.”

Free Online Course Tour – Webinar

Wednesday, December 8
12:00-1:00 p.m. PST

See firsthand how to engage with classmates, post assignments, and find course resources in an online environment. Ask questions and get answers from the comfort of your home or office. Space is limited.

Visit ucsdextension.na5.acrobat.com/studenttour4
LAUNCH

Undergraduates can jumpstart their transition into the workplace with LAUNCH—a new educational offering designed by UCSD Extension. Ambitious students earn a certificate in their field of choice while working with a career coach to help land a job upon graduation.

LAUNCH CERTIFICATES

Completion of a LAUNCH certificate will provide practical knowledge and skills needed to open the doors to entry-level career opportunities. By drawing on the strengths of both your UCSD education and a focused area of study with LAUNCH, students will be prepared to meet the needs of some of today’s fastest growing and most promising industries, such as:

- Biotech Manufacturing
- Business Analysis
- Clinical Trials Administration
- Design Media
- Financial Analysis
- Paralegal
- Patent Law and Protection
- Project Team Management
- Quality Assurance/Control Specialist
- Regulatory Affairs
- Sustainable Business Practices
- Technical Documentation
- Web Media

LAUNCH COACHING

Each LAUNCH student works with a coach who assists them in developing skills which will make the difference in landing that all-important first job after graduation.

LAUNCH students are encouraged to participate in a variety of supplemental opportunities including workshops, panel discussions, identifying career goals, networking and salary negotiation.

HOW TO APPLY

Visit our Web site for the online application. For more information, call (858) 822-1460, email launch@ucsd.edu, or visit extension.ucsd.edu/launch

UC SAN DIEGO EXTENSION CONCURRENT ENROLLMENT

Opening the door to one of the world’s top research universities, Concurrent Enrollment permits individuals to experience undergraduate and graduate courses at UC San Diego. Concurrent Enrollment is administered through UCSD Extension in collaboration with UCSD’s academic departments. Admittance is subject to faculty approval and is designed for individuals:

- completing degree requirements from another college or university
- preparing for graduate or professional school
- seeking professional development
- returning to school after a break in study
- committed to life-long learning

IMPORTANT DATES FOR WINTER 2011

Concurrent Enrollment cards become available . . . . . . . . Dec. 13

Classes begin . . . . . . . . . . . . . . . Jan. 3

Last day to enroll without a $50 late fee/last day to drop and receive a refund . . . . . . . . . . Jan. 14

Final day for Biology, Chemistry, Economics, History, International Studies, IRPS, Physics, Political Science, Psychology, Rady, and Structural Engineering students to enroll, final day to enroll with a late fee . . . . . . . . . . . . Jan. 21

Final day to change grading option, change credit option or drop without a “W” appearing on transcript . . . . . Jan. 28

Final day to drop classes without penalty of “F” grade. “W” will appear on transcript . . . . . . . . . . . . Mar. 4

Email: concurrent@ucsd.edu

To view courses offered, click on Schedule of Classes at tritonlink.ucsd.edu

MASTER OF ADVANCED STUDIES

Bringing together the most advanced knowledge and presentation formats, the Master of Advanced Studies (MAS) is a fully accredited, graduate degree for professionals, conferred by UC San Diego. Under a statewide UC project, the MAS degree credential was introduced to expand career potential and bring academic rigor to professionals in various fields.

UC San Diego Master of Advanced Studies Degrees currently offered:

- Architecture-based Enterprise Systems Engineering (aese.ucsd.edu)
- Clinical Research (clre.ucsd.edu)
- Health Law

Master of Advanced Studies Degree in Health Law, jointly conferred by UCSD and California Western School of Law (hlaw.ucsd.edu)

- The Leadership of Healthcare Organizations (lhco.ucsd.edu)
- Marine Biodiversity and Conservation (mbc.ucsd.edu)

For more information see pages 198-199.

COMPLIMENTARY ENROLLMENT

November 29 - December 3, 2010 only!

Full time UC San Diego students receive a $300 voucher towards catalog classes.

Call (858) 534-3400 or visit our Web site: extension.ucsd.edu/student

See page 265.
Career Management

CAREER TRANSITION FOR PROFESSIONALS

Are you tired of being a passive victim of the current job market? Join us for this highly interactive 10-week program and learn the methods and strategies necessary to effectively navigate your transition.

You will:
- Learn how to use your skills, accomplishment, and passion to communicate your unique value to your target market.
- Identify and expand your network and personal Board of Directors.
- Discover how to avoid the frustrating job search process and get straight to the people who need to see you.
- Fine tune your interviewing and negotiating skills.
- Make sure the next job you land is what you really want.

FOR MORE INFORMATION
Call Sarah Spicci (858) 882-8011 or visit extension.ucsd.edu/careers

CAREER ADVANCEMENT FOR PROFESSIONALS

Now that you’ve found that great company and position, what do you need to know to move your career forward? Take part in this dynamic and interactive 10-week course to learn the actions that will ensure the advancement of your career and your company’s business goals.

You will:
- Discover who you are and how you fit in: What unique skills, attributes, and interests do you have and how they relate to your current position?
- Manage your reputation: How are you seen by management and coworkers? What have you done to develop or advance your personal brand?
- Learn about your industry: Are you on top of trends, technology, and organizational advances? What and who do you need to know to stay relevant in your industry?
- Develop your plan: What are your responsibilities? How can you create a realistic, actionable plan to move forward?

FOR MORE INFORMATION
Call Sarah Spicci (858) 882-8011 or visit extension.ucsd.edu/careers

CAREER PROGRAM INSTRUCTORS

Camille Primm is an award-winning career and performance strategist, and author of Learning the Ropes and Discover Your Inner Strength: Cutting Edge Growth Strategies from the Industry’s Leading Experts. An accomplished leader, Camille is known for her interactive motivational style and use of humor to underscore key points. She has facilitated seminars and consulted with organizations nationwide. Her work has gained international recognition via career Internet sites where over 100 of her work/life articles have been published and guided thousands of workers through transitions and growth.

Elizabeth Gibson is a charismatic community leader with expertise in career development, human resources, organizational development, and change management, and broad experience speaking to industry associations, Fortune 500 companies, and small networking groups. Most recently, she was VP of Business Development for the San Diego office of Lee Hecht Harrison, where she consulted locally and nationally on career transition, leadership development, and workforce solutions projects. Elizabeth has served for many years on the Board of Directors for the San Diego Society for Human Resource Management, and is a Past President.

Winter 2011 | extension.ucsd.edu | (858) 534-3400 | 17
Customized Corporate Training

Bring UC San Diego Excellence to Your Workplace

Strengthen, engage and inspire your people
People are the key to business success. Results come from individuals, equipped with the right skills, energized to do the right activities at the right time. Whether your organization is small or large, on-site classes offer a cost-effective way to deliver specialized training tailored to your organization and your people.

Power up your workforce for maximum performance
- Customization – you choose the time, location and topic.
- Integrated curriculum – align training programs with your strategic initiatives.
- High-performing teams – employees learn new skills, develop a common language, and build confidence.
- Real-world knowledge – access cutting edge tools and techniques through highly experienced instructors who are practitioners in their fields.
- UCSD credit – employees earn continuing education units (CEU’s) that can lead to a professional certificate or be used for maintaining credentials or licenses.

“Brown Bag” Information Sessions
Not sure what kind of training employees need and/or want? Host a lunchtime “brown bag” info session, and we will help facilitate the discussion. Whether you are introducing a comprehensive leadership program or encouraging your staff to master certain skill sets, we will provide the best combination of content and instruction to meet your needs.

Online and hybrid courses
Coursework can be customized for the Web for online delivery to both local and remote employees. Hybrid classes, containing both online and classroom instruction, are also available.

Experienced instructors
All courses are taught by practitioners who are experts in their fields. They put theory into practice using case studies, hands-on work experiments, and special guest lecturers.

Outstanding customer care
We will handle the administration of your staff training from beginning to end. Our goal is to develop a one-on-one relationship based on clear communication and superior service.

Five simple steps
1. Schedule a needs assessment by calling (858) 534-9153.
2. Identify potential training solutions.
3. Meet with instructor to review content.
4. Deliver course at your location.
5. Evaluate course results.

“…The Manager’s Toolkit program is an excellent survey course for our experienced leaders. The curriculum parallels that of a 4-year Organizational Behavior program, providing our leaders with solid foundations in the 10 main topics covered.”

Kimberly Fremo,
Employee Development Manager
San Diego Gas & Electric and Southern California Gas Company,
Sempra Energy Utilities

LET US HANDLE THE ADMINISTRATION OF YOUR TRAINING FROM BEGINNING TO END

utilize tuition reimbursement or CA ETP funds
We can provide training funds for employees of manufacturing firms. If qualified, available funding may offset a substantial portion of the fees.

extension.ucsd.edu/corporate
Q&A

What is the minimum number of students?
A No minimum is required, but 15 is optimum for cost effectiveness.

When and where can classes be offered?
A Classes may be offered at any time and any location that is convenient to your organization.

Do you offer training facilities?
A Yes. If you need space, instruction may be offered at our Sorrento Mesa Center.

Who are the instructors?
A UCSD Extension instructors represent San Diego’s most talented and prepared educators. They have frontline experience in the fields they teach and are often published experts in their field.

Is financial assistance available?
A Yes. You may be eligible for state-funded training. Please call for details.

Can classes be customized for the Web?
A Yes. Coursework can be delivered online and even discussed in Web-based classrooms.

Will employees earn continuing education units?
A Yes. If approved, coursework may also be applied to clear credentials or to gain entrance into another academic institution.

How do I enroll?
A To bring UCSD to your workplace, you will first need to contact one of our specialists.

CONTACT US

For more information or to schedule a consultation, visit extension.ucsd.edu/corporate or contact:

Locke Epsten
(858) 534-9150
depsten@ucsd.edu

Sarah Spicci
(858) 534-9153
sspicci@ucsd.edu

Shelly Taskin
(858) 534-7418
mtaskin@ucsd.edu

LEADERSHIP & MANAGEMENT
360° Assessment Program
Manager’s Toolkit
Project Manager’s Toolkit

LIFE SCIENCES
Good Laboratory Practices
Intro to Biotech Manufacturing Process
Biotech: A Look Inside the Building Blocks of Life

OCCUPATIONAL SAFETY & HEALTH
Cal/OSHA Courses
OSHA Courses

WRITING & COPYEDITING
Copyediting
Core Writing Skills
Technical Communication

SAMPLE PROGRAMS

BUSINESS
Finance for Non-Finance Managers
Interest-Based Negotiation
Presentation Skills

EDUCATION
Clear Credential Programs
College Counseling
Science Institute

ENGINEERING
Systems Thinking
Six Sigma
Systems Engineering

ENGLISH AS A SECOND LANGUAGE
Business Writing
Oral Presentation
Pronunciation & Fluency

FOREIGN LANGUAGES
Chinese
Japanese
Travel Study

HEALTHCARE
Healthcare Leadership Program

INFORMATION ARCHITECTURE
Data Mining
.NET Programming
Strategic Role of IT in Business

LAW
Intellectual Property
Professional Ethics
Sexual Harassment

extension.ucsd.edu/corporate
Reinvent Your Retirement

Never Stop Experiencing Life.

Osher – For Adults Who Thirst for Knowledge

Osher Lifelong Learning Institute invites all who are retired or semi-retired and 50 years of age or older to renew their enthusiasm for learning in a relaxed environment. Designed and run by its members, Osher offers a stimulating program of classes, seminars, lectures and discussion groups, entirely free of the pressures of grades and exams. Classes are taught by distinguished faculty, scholars, and community and national leaders in an array of subjects: history, art, science, literature, economics, politics, medicine, and many more. Live drama, music, and movies add to the choices. Osher members choose as many or as few activities as they wish; there are no requirements. Learning for the love of it—that’s Osher.

Osher Members Enjoy:

- Daytime class hours 10:00 a.m.-3:00 p.m.
- No prerequisites, grades, or tests
- Opportunity to audit most UCSD classes
- Free use of the UCSD libraries

Visit our Web site for videos of some of our past Distinguished Lecturers.

Classes begin January 10, 2011

A sample listing of classes include:

- Distinguished Lecture Series – featuring National and Local Leaders
- Parlons Francais
- Early California History
- Tuesday at the Movies
- Modern & Contemporary Authors
- Peer Perspectives
- Yiddish in Our Culture
- Secrets of World War II
- World of Dance
- Middle Ages & Renaissance
- Inside Politics
- Science & Medicine

Visit our Web site at olli.ucsd.edu
Two choices for ordering your textbooks!

1 PURCHASE
bookstore.ucsd.edu/books/extension
You can have your books delivered quickly and easily to your home, to your office, or to the Mission Valley or Sorrento Mesa Centers. Or you can pick them up at the UC San Diego Bookstore on campus.
By phone: (800) 520-7323 or (858) 534-4557
On campus: UC San Diego Bookstore, Price Center Complex
(For map visit: maps.ucsd.edu)

2 RENT
ucsdbookstore.rentbooks.com
Rent your course books securely online and have them shipped directly free UPS returns too. Save up to 60% off the new price.

Everyday Specials
- 10% off general, scientific, and technical books every Wednesday, 4:00 p.m.-closing, inside the Bookstore
- Bestsellers and featured new and notable titles discounted every day, inside the Bookstore
- 5% off all medical books and instruments every Wednesday 4:00 p.m.-closing, inside the Bookstore
- 5% off medical Web orders webmedbooks.com/ucsd: medical books, software and supplies.

UC San Diego Bookstore Hours During the Academic Year:*
Monday–Friday 8:00 a.m.–6:00 p.m. • Saturday Noon–5:00 p.m. • Most Sundays Noon–5:00 p.m.

*Closed Holidays. Complete hours are posted at: bookstore.ucsd.edu/hours.htm

FREE PARKING SATURDAY AND SUNDAY

Phone-in and online course material orders can be delivered to the Mission Valley & Sorrento Mesa Centers.

UC San Diego Computer Store educational discounts are available for UC San Diego Extension students too.

Apple
Systems academically priced.

Dell
Check out our special values first.

Sony
Lightweight VAIO notebooks are on sale.

Samsung
Less to carry. More to admire.

Lenovo
ThinkPad. Leading edge technology.

Microsoft
Academic Pricing

iPods and accessories often at discounted prices

Canon
Full line of digital cameras. SLRs and lenses. Also Sony and Nikon.
UCSD-TV reflects San Diego’s rich intellectual and cultural diversity through television programs that are unique in their intent and scope. As a university based station, UCSD-TV has unusual access to people and events that impact both the campus community and the greater San Diego region and its non-commercial status gives it the autonomy to create content based strictly on relevance, interest and merit. Broadcasting since 1993, UCSD-TV truly is television unlike anything else in San Diego.

Coming this Winter

**UCSD@50**
Our yearlong magazine program honoring UCSD’s 50th anniversary continues in November with Arts and Humanities Dean Seth Lerer on the “UCSD by Design” book and lecture series, a visit with UCSD alumnus and actor Dileep Rao, who co-starred in the film “Inception,” and more.

[www.ucsd.tv/50th](http://www.ucsd.tv/50th)

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**SummerFest in Winter**
Tune in Friday nights in January for behind-the-scenes programs from La Jolla Music Society’s 2010 SummerFest season. From a night of Chopin to their latest commissions, it’s a night of music that will warm up your winter.

[www.ucsd.tv/lajollamusicsociety](http://www.ucsd.tv/lajollamusicsociety)

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**Spotlight on Opera**
When San Diego Opera kicks off its 2010 season in January, UCSD-TV’s “Opera Spotlight” is there. Tune in Friday, January 28 for a sneak peek at the season opener, Puccini’s “Turandot.”

[www.ucsd.tv/opera](http://www.ucsd.tv/opera)

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Subscribe to the UCSD-TV program guide!

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**visit:** [www.ucsd.tv](http://www.ucsd.tv)  
**email:** [ucsdtv@ucsd.edu](mailto:ucsdtv@ucsd.edu)