

EDUCATION, TRAINING & ONLINE LEARNING



Presented by



Increasing Opportunities for High-Achieving Students

Titans of Empowerment



“CSUF allowed me to explore and find my passion, which was really, really big for me.”

- Makar Makarian

Makar Makarian immigrated to the U.S. with little more than a dream to be the first in his family to go to college.

After enrolling at Cal State Fullerton as a transfer student in chemistry, faculty mentors encouraged him to engage in hands-on research to improve cognitive function in patients with Alzheimer’s disease. This gave him the knowledge and confidence to apply to graduate school.

Makar’s lab and research experience opened doors to pharmacy school and advanced his ultimate goal of working in the field of medicinal chemistry.

Cal State Fullerton empowers undergrads with real-world research and learning experiences to prepare them for future careers or graduate schools.



“Let’s create a place where students build up their mental stamina.”

- Asha Bhattacharya

Having experienced anxiety, Asha Bhattacharya understands firsthand the importance of mental wellness.

The Cal State Fullerton marketing student dreamt of creating a “gym for the mind” on campus — a place where students could train their brains and proactively cultivate mental toughness.

Asha’s participation in the President’s Scholars leadership program for high-achieving students encouraged and empowered her to pitch an idea to CSUF President Fram Virjee.

Impressed by her vision, the president sanctioned a new student wellness room that is scheduled to open in 2022.

Now a proud Titan graduate, Asha continues to advocate for mental wellness in her management role at Amazon.

Makar and Asha are just two examples of graduates who experienced Cal State Fullerton’s commitment to advancing student success. This empowered them to pursue their passions and career paths.

From admissions through commencement, CSUF works to empower all Titan students to reach their fullest potential.

You can help support deserving students through the “It Takes a Titan” campaign.

Learn more at <https://campaign.fullerton.edu/empowerment/>





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TEACHING THE BUSINESS OF SPORTS

Concordia University Irvine's School of Business & Economics has launched a new MBA in Sports Business. This new program is designed to address market needs, producing more sophisticated leaders in the ever changing world of sports business. As it does, sports industry heavyweights are weighing in on the present landscape—and how Concordia's newest program will help students.

One supporter is Leigh Steinberg, perhaps the most well-known sports agent in recent times, and the model for the lead character in the 1996 film *Jerry Maguire*. Steinberg has represented 64 NFL first-round draft picks and eight number-one overall draft selections, more than any other agent.

Steinberg met and became friends with Mark Francis, who is heading up the new program, 12 years ago when Francis began teaching sports business at UCLA. "Mark is uniquely qualified, as someone who has been very involved in sports marketing himself, to bring real-life experience. It's not all just theory, but there are practical skill sets that are learned: how to recruit or sell, how to negotiate, how to maintain client relationships," says Steinberg. "I've worked with him on a number of different things. I found him to be very creative and thorough. I have great admiration for his skills."

A native of Fredericton, New Brunswick, Canada, Francis coached men's and women's ice hockey at two very successful high school and college programs, winning conference and national gold and silver medals. An executive mentorship with the Los Angeles Kings hockey team brought him to L.A. in 2008.

He then landed a job teaching sports business at the Center for Media, Entertainment & Sports at UCLA's Anderson School of Management. He also coached UCLA's American College Hockey Conference Men's club team for seven years.

"Both those things allowed me to get to know everybody in the athletics department at one of the number-one sports schools in the world," Francis says. He then worked as a consultant with a production company, BaAM Productions, which produces large-scale sports events for majors pro sports entities, including the NHL Winter Classic, NHL All-Star Game, MLB All-Star, Pro Football Hall of Fame, the Rose Bowl game, and more.

"The one thing I have always wanted to do was run a program like this," says Francis. "Concordia gave me that opportunity. I have always wanted to be an influencer in the industry to produce highly-ethical, qualified



leaders in the sports industry. We are developing the next round of sports executives. Ethics and character are a major part of that."

George Wright, Dean of Concordia's School of Business & Economics, says this new program is another example of the university's commitment to serve Concordia students as well as the local, national, and international business communities. He "thanks Professor Emeritus Curt Cattau, MBA Director Drew Wolf, and Program Director Mark Francis for creating, refreshing, and delivering unique sports business programs that align with Concordia's mission and will serve sports business and all the related industries in an even more impactful manner."

Steinberg agrees and says sports is essentially a relational business. "At the end of the day, everything comes down to relationships with other people," Steinberg says. "Character, reliability, and trust are key. Whether you're an athletic director, a general manager, an agent or a reporter, you'll be dealing with the same people over and over again with an understanding that no one transaction is worth destroying the relationship."

**"We are developing the next round of sports executives.
Ethics and character are a major part of that."**

The world of sports now offers multiple employment opportunities—all of which operate on the same basic principles. "Someone can work for a team, a league conference, an athletics department, sports branding, public relations, a players association, sports-themed content, motion pictures, documentaries—the field is exceptionally broad," Steinberg says. "Some students may end up working in entrepreneurial startups that don't exist now. The key is to prepare them with skills so they can move in any way."

Concordia's sports business alumni have received jobs and internship placements with the Golden State Warriors, Sacramento Kings, the NHL in Toronto and Anaheim, the San Diego Padres, and the Los Angeles Dodgers. Steinberg's counsel to students at Concordia is simple: "Be kind to your future self. Do those things in business practices and networking that may not come to fruition instantly."

To learn more about the MBA Sport Business program at Concordia, please visit www.cui.edu/sportsmba or call (949) 214-3254.



Dr. Curt Cattau, Mark Francis, Leigh Steinberg, and Dean George Wright

Sports is big business. We can be your competitive edge.

“Concordia has a feel for what students and businesses are looking for. Their new sports MBA program promises to be a great success.”

— Leigh Steinberg, Chairman & CEO, Steinberg Sports & Entertainment

The new MBA in Sports Business from Concordia University Irvine is your competitive advantage in the world of sports. It's big business – valued in the hundreds of billions of dollars globally and constantly growing. And this dynamic industry needs leaders with a solid business foundation and contemporary skill sets to lead their organizations. Our modern curriculum is designed to meet the increasing sophistication of sports-specific issues in professional and college sports businesses today. There's no better place to take the next step in your career.



SCHOOL OF BUSINESS & ECONOMICS

Online Info Night: Sept 8 • Classes Start: Aug 29 & Oct 24

CUI.EDU/SPORTSMBA



Regional Community College and Automotive Partnership Helps Industry and Students Succeed

Orange County's automobile industry is one of the largest in the country, outselling and out-servicing 24 entire states. On average, over 4 million repairs are performed each year at Orange County dealerships— that's 12,000 repairs per day. To accomplish this herculean task, a large and well-trained workforce is needed but with workforce shortages everywhere, filling over 360 new job openings each year has become a major challenge. To overcome this, the Orange County Automobile Dealers Association (OCADA), and its nonprofit arm, OC Driven for Success, have partnered with the region's community colleges to help support and build a workforce pipeline that will give students great paying careers and dealers the well-trained workforce they need to grow and thrive well into the future.

"As vehicles continue to become more sophisticated with more computers onboard, specialized training is needed to work on them," says John Sackrison, Executive Director of OCADA.

"Orange County's community colleges are a great choice for students; colleges are local and offer the highest return on investment for both the students' time and money. The automotive technology college professors are experienced industry professionals and master technicians. Partnering with them just made sense for everyone."

Although regional dealerships are highly competitive, they all share similar problems — the biggest of which being the shortage of automotive technicians. Because of this, industry leaders are united in their efforts to support their future workforce.

To address this need, OCADA established a nonprofit arm, OC Driven for Success, to provide outreach, support, scholarships, internships and training opportunities for high-tech careers in the automotive industry. OC Driven for Success's efforts support students at all five of Orange County's community college automotive technology programs and fall into three main categories: creating career awareness, supporting job readiness, and connecting prospects to careers.

Over the past 5 years, OC Driven for Success has connected over 400 students with scholarships who have gone on to earn degrees and certificates in automotive technology. But scholarships are just the tip of the iceberg.

But OC Driven for Success's efforts don't stop there. After building awareness and supporting the education of new technicians, OC Driven for Success connects students to careers at local dealerships around Orange County through career fairs and networking events.

"We partner with community college automotive faculty and deans to host career fairs in the auto shops on campus and invite our members to attend an evening event with automotive technology students," says Sackrison. "It's a win-win for students who are looking to start their careers and employers who are looking for technicians."

Sackrison couldn't be more pleased with the way OC Driven for Success and regional community colleges are working together and is looking forward to developing new programs to further their success.

"It's rewarding when I walk through a dealership's service department and I see students I remember from high school competitions and college events, who have followed the path and are now working in the field and enjoying their career," says Sackrison. "It really is a win-win!"

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Community
Colleges**

CAREER EDUCATION

BUILDING ORANGE COUNTY... TOGETHER



Orange County's community colleges have long formed the cornerstone of workforce education and training in the region—but we couldn't do it without the hundreds of industry partnerships that help us assess workforce needs and inform our training and curriculum.

Together, we ensure that students get the skills they need to find well-paying jobs, and local business get the well-educated workforce they need to grow and thrive!

Benefits of working with an OC community college include:

- Access to a diverse pool of well-trained interns and future employees
- Shaping the future of your industry on an advisory committee
- Developing custom workforce training for your employees
- Networking with like-minded professionals & educators

We partner with Orange County's community college automotive faculty and deans to host career fairs in the auto shops on campus and invite our members to attend an evening event with automotive technology students. It's a win-win for students who are looking for jobs and employers who are looking for technicians."

Kim McPhaul

Deputy Executive Director,
Orange County Automotive
Dealers Association

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**Orange
County
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CAREER EDUCATION



Stratford School Where the Extraordinary Happens!



STRATFORD SCHOOL

At Stratford School, high expectations yield extraordinary results. Our advanced yet intentionally balanced curriculum starts as early as Preschool to inspire and nurture the minds and hearts of every student. From the outset, we simplify challenging concepts, then accelerate learning to enable our students to study ahead of grade level, develop a love of learning, and prepare for the future. Our curriculum is created in thoughtful and meaningful ways to ignite curiosity, nurture exploration, and encourage inquiry.

From Preschool through Grade 8, Stratford's curriculum is infused with sequential instruction in science, technology, engineering, arts, and mathematics — "STEAM" — to help students develop a diverse set of problem-solving skills and talents they'll need in today's world. We accomplish this through a unique cross-disciplinary approach that enhances critical thinking, integrates ideas from multiple subjects, and ultimately expands student learning.

Preschool

Beginning in Preschool, Stratford's curriculum is designed to develop the cognitive, social, emotional, and physical building blocks. Hands-on, multi-sensory activities, including our Imaginative STEAM Play, encourage preschoolers to play and share with others, while developing their self-confidence, so each child discovers the joy and excitement of learning.

Elementary

In Elementary, our accelerated core curriculum exceeds the National Standardized ERB Results and motivates students to become critical thinkers,



innovative problem-solvers, and proficient writers. This balanced approach imparts students with not only a well-rounded education; it fosters the development of strong friendships, effective study skills, and blossoming self-confidence.

Middle School

Middle School continues the Stratford tradition of excellence. We prepare and mentor students for placement in honors and advanced courses at top-tier private and public high schools. Stratford's intentional approach to educating the whole child results in young adults who are gifted communicators as well as skilled and generous collaborators.

Beyond the classroom, we help students discover and define their passions through a variety of extracurricular pursuits, personal enrichment activities, physical education, and time or free play.

Our caring and passionate teachers cultivate a fun and nurturing classroom environment, where high expectations encourage students to try new things with confidence and enthusiasm.

By harnessing the collective power of students, teachers, and administrators, this carefully designed approach, along with our commitment as educational leaders, helps students to excel. Stratford School prepares students to become the future generation of creative problem-solvers, imaginative innovators, and confident, insightful leaders.

**For more information,
visit us at www.stratfordschools.com.**

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