

THE NEWLY REDESIGNED...

USC School Business Management Certificate Program – a Blended Learning Program

...WILL HAVE YOU THINKING LIKE A CBO.

STARTING JULY 30, 2008 • SPACE IS LIMITED



The USC School Business Management Certificate Program

PROGRAM BENEFITS:

The USC School Business Management Certificate Program in partnership with the State of California's Financial Crisis and Management Assistance Team (FCMAT) and School Services of California (SSC), is offering a blended online learning program that is **not offered by any other state approved K-12 school business provider**.

Combining an on-line and in-person learning experience, our scenario-based program will launch you right in the middle of real-life school business situations. You will learn how to problem solve both individually and in groups by making simulated professional decisions that are faced in any school business setting. By the end of our program you will know how to confidently handle operational and tactical issues as well as possess the skills of leadership and strategic planning which are crucial for any Chief Business Officer.

School Business Management is one of the few areas in the job market that is wide open. Since many school business officials will be retiring in the next five years, the demand for qualified professionals in the field will be extremely competitive. Obtaining your USC Business Management Certificate Program will help put you at the top of the recruitment list.

UNIQUE PROGRAM DESIGN:

The USC SBMCP is conducted approximately 75% online and book-ended with two residential sessions to make for a well-rounded learning experience. This allows you the flexibility to arrange your learning around your professional and personal schedule.

With a participant cohort of no more than 25 students, you will work individually and together in learning how to deal with real-world business situations and activities. Details can be found at the program website: www.usc.edu/RossierProDev.

The program is divided into six learning modules. Each of the modules is designed as a cross-functional learning experience which is driven by complex scenarios.

In each of your modules, you will face a real-world challenge that you will work on with three or four other classmates. You will seek solutions by exploring resources that are built into your online classroom, including readings, connections to valuable internet sites, and videotaped insights from a host of functional experts as well as current CBO's.

In addition, you are presented individual activities that provide you with the chance to check your mastery of factual information and receive direct feedback. You will discuss conceptual information and learn to better understand decision-making and analysis through interactive gaming techniques. Like any good learning experience, there will be plenty of discussion opportunities moderated by one of our expert program facilitators who are practitioners in school business. You will also have live interactions with our host of experts which will allow you to ask them questions directly in real time sessions.

SPECIAL PROGRAM FEATURES:

- Allows you the flexibility to arrange your learning around your professional and personal schedule.
- Establishes a professional network with your fellow participants whom are current and future school business officials.
- The simulated problems you solve are immediately applicable to your current workplace, increasing your productivity and effectiveness.
- Field work projects will provide evidence of your ability to apply the learning to real-world work assignments.
- Individual resume and interview techniques are reviewed as well as strategies for your next position.
- Once you've graduated, you will have access to the USC Rossier School Career Center.
- SSC will discuss with graduates their personal application file and advancement preparation.
- Your USC SBMCP Certificate leads to CASBO certification.



PROGRAM FACILITATORS:

Carol A. Berg, Ph.D., Deputy Superintendent/CBO for the Anaheim City School District, has capped a 45-year career in education in the public and private sectors. Before returning to public school service, Carol was the Executive Vice President of School Services of California. In addition to her many responsibilities at SSC, she served as fiscal advisor to schools facing bankruptcy and assisted their return to fiscal solvency. Prior to her work at SSC Carol was the Deputy Superintendent in the Newport Mesa Unified School District where she also was a teacher, a principal and assistant superintendent.

Joyce Mahdesian, Ed.D was a public school superintendent for 20 years serving in small, medium and large districts. As a result, she has a variety of experiences with school business operations. Dr. Mahdesian has dealt with declining and growing districts; good and bad funding years; earthquake; teacher strike; special education; facilities issues; bond and parcel tax elections; communications and media; business personnel hiring; and management information systems.

OUR SCHOOL BUSINESS EXPERTS FEATURED IN THE PROGRAM:

Wendy Benkert, Assistant Superintendent of Business Services, Orange County Department of Education

Ron Bennett, President and CEO, School Service of California

John Bukey, General Counsel, California School Boards Association

Kelly Calhoun, Director, Education Technology & Information Systems, Folsom Cordova Unified School District

Margaret Chidester, Attorney of Law, Office of Margaret Chidester

Richard De Burgh, President, School Purchasing Group Inc.

Tom DeLapp, President, Communication Resources for Schools

Brian Frohmuth, Risk Manager, County of Tulare

William P. Gallaspie, Management Analyst, Fiscal Crisis & Management Assistance Team (FCMAT)

Donald Gatti, Assistant Superintendent of Business Services, Stanislaus County Office of Education

Tom Gilbert, Managing Partner, Gilbert Associates Inc.

John D. Gray, CIA Vice President, School Services of California

Eric Hall, President, Eric Hall and Associates

Kenneth F. Hall, Founder and Chairman Emeritus, School Services of California
Founding Director, USC School Business Management Program

Diana Halpenney, Attorney of-Counsel, Kronick, Morskovitz, Tiedemann and Girard

Robert Hamm, Deputy Director, Maintenance and Operations, Los Angeles Unified School District

Renee Hendrick, Director of Fiscal Service, Orange County Department of Education

Michele Huntoon, CPA Associate Vice President, School Service of California

Janelle Kubinec, Associate Vice President, School Service of California

Bill McGuire, Associate Superintendent of Administrative Services, Clovis Unified School District

Joel Montero, Chief Executive Officer, Fiscal Crisis and Management Assistance Team

Cindy Petersen, Director of Charter School, Grant Joint Union High School District

Tim Purvis, Director of Transportation, Poway Unified School District

Kim Stallings, Chief Business and Financial Officer, Long Beach Unified School District

Caprice Young, Chief Executive Office, President, The California Charter Schools Association

Don Zimring, Superintendent, Las Virgenes Unified School District

PROGRAM DETAILS:

The program begins and ends with a residential session held on the USC University Park campus. (located 10 minutes south of Downtown Los Angeles). The first is a Boot camp which will be held from **July 30–August 3, 2008**. The program concludes with a Leadership Capstone session in late **Spring, 2009 (dates TBA)**. In the 10 months connecting your campus experiences, you will work in an online learning environment facilitated by a former school business leader with over 20 years of experience.

The introductory blended program price is **\$4,975**. This includes your tuition, on-campus meals and on campus residence. All course materials will be provided electronically.

To view an example of our Collective Bargaining online scenario and for complete information on the USC School Business Management Business Certificate Program please visit our website at: www.usc.edu/Rossier/ProDev.

If you prefer to speak to someone in person,
call Dr. Joy Mahdesian, Faculty Advisor at **(858) 794-0019**.

Or call the Rossier School of Education Office of Professional
Development Programs at **(213) 743-1585**.

