Previously a residence for La Salle’s Christian Brothers, St. Mutien was converted in August 2011 to house La Salle University’s English Language Institute and Lifelong Learning Institute. The English Language Institute was developed to provide a full-time opportunity in English as a second language for international students, and the Lifelong Learning Institute was established to meet the growing need for quality, non-degree professional education in a variety of business-oriented courses and programs.
LIFELONG LEARNING INSTITUTE OPENS DOORS TO NEW KNOWLEDGE
By Janine Monico, ’07

Take control of your education. Take control of your employability. Take control of your future. Through La Salle’s Lifelong Learning Institute (LLI), professionals, individuals, and organizations can participate in high-quality, non-degree programs that enhance skills and open up new doors.

Taught by professionals for professionals, these courses are niche-oriented, ensuring that the education and application are specific to each student’s particular career and interests. In every program, the focus is on up-skilling individuals for personal growth, professional advancement, and service to others.

La Salle has partnered with established, professional associations and skilled practitioners to manage and instruct the diverse programs. Each program was selected based on a growing need for professionals in each industry. These courses add value to individuals’ skill sets, making them more valuable in the workplace and more secure in a successful future.

For professionals who want to grow in their current careers, professional development courses provide supplemental skill sets and education. For example, the Effective Presentations course teaches students, through discussion and plentiful practice, how to deliver presentations, significantly impacting professional success.

For individuals who find themselves unemployed or looking to change careers, these programs allow them to get a taste of a new industry. This allows a person to determine if he or she wants to pursue a career in the field or further education in the subject. For example, La Salle offers an online executive certificate in paralegal studies, in which students develop practical legal skills employers require of paralegals.

Participation is not limited strictly to individuals. Companies can also enlist the LLI to develop a custom program for them. The LLI will conduct a needs assessment on the company to identify specific needs, which can then be addressed through a series of workshops at the company’s location or at one of La Salle’s three locations. Topics include management, supervision, and leadership training.

Outside of professional development, the LLI also offers workforce solutions focused on specific trade workers. The welding and ironworks course covers proper safety, machine maintenance, operation of machinery, and the principles used in welding.

“We put professional, corporate, workforce, and conferences all under one umbrella,” said Bob Herbst, Director of the LLI. “It brings education to the masses on a broad spectrum.”

Each course is based on Lasallian learning principles, giving students an experiential education through hands-on practical application of theory.

These short-term courses are affordable, allowing students to get an introduction to an industry they may want to pursue, without a long-term commitment and substantial financial investment. Most of these courses are in alignment with La Salle credit programs, which allows students to take the next step in their educational advancement.

Working professionals who want to improve a skill set can browse the classes online. Organizations can schedule an organizational needs assessment, and the LLI will design a results-oriented plan of action.

For more information on the Lifelong Learning Institute, visit www.lasalle.edu/lifelonglearning or call Bob Herbst at 215.991.2600.

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On Jan. 24, 2012, during the State of the Union address, President Barack Obama spoke of creating a Financial Crimes Unit that would track down large-scale fraud and protect people’s investments. He planned to create a special unit of federal prosecutors and leading state attorneys general to expand investigations with a new unit that would hold those accountable who broke the law, speed assistance to homeowners, and help turn the page on an era of recklessness that hurt many Americans.

Recent multi-billion-dollar scandals have shaken the business world, triggering congressional action and legislation. This has elevated the need and importance of the skills required in accounting to detect and deter fraud. There is now a strong need for academic programs that prepare accountants and other professionals with the knowledge and skills needed to enter forensic accounting and fraud investigation positions.

La Salle University’s College of Professional and Continuing Studies addresses this need with its graduate Certificate in Fraud and Forensic Accounting. This 10-month program is one of the few graduate certificate programs of its kind offered nationally. The Fraud and Forensic Accounting program offers six courses designed to teach students the necessary techniques to detect, investigate, and deter fraud, while also giving them a hands-on experience.

The program will provide students with a foundation for developing methods and procedures to prevent fraud in an organization and, if necessary, strategies for collecting evidence to support legal action.

“What the Fraud and Forensic Accounting program aims to do is provide students with the knowledge and skills to not only uncover, but also deter, fraudulent activities. By doing so, students can help save organizations from severe financial consequences and discourage economic hardships,” said Joseph Ugras, Dean of La Salle’s College of Professional and Continuing Studies.

“Students will gain knowledge of ethical behavior and standards of conduct that they can take with them into the business world,” said Lillian Mina, Assistant Director of Program Development and Recruitment. The program provides a solid foundation for individuals supporting the president’s initiative, both in the public and private sectors.

For more information on the Fraud and Forensic Accounting graduate certificate program, visit www.lasalle.edu/forensic or call Lillian Mina at 610.834.1258.

La Salle University is pleased to announce that the Society for Human Resource Management (SHRM) has acknowledged that its Master of Science in Human Capital Development is fully aligned with SHRM’s HR Curriculum Guidebook and Templates. Throughout the world, only 213 educational institutions have been acknowledged by SHRM as being in alignment with its suggested guides and templates. The HR Curriculum Guidebook and Templates were developed by SHRM to define the minimum human resources content areas that should be studied at the undergraduate and graduate levels. They are part of SHRM’s academic initiative, revalidated in 2010, to help the society define HR education standards taught in universities.

The fully online Master of Science in Human Capital Development program began in the fall of 2011 with robust enrollment. The program’s curriculum is designed for working professionals who are expected to lead their organizations’ workforce with strategic thinking that integrates the people, mission, goals, and objectives of the organizations. Students in the program learn to develop, implement, and measure strategic human capital plans for their organizations.

The program’s two-year, multidisciplinary curriculum draws courses from psychology, management, negotiation theory, and instructional technology in addition to specifically developed courses to offer students a well-balanced blend of theory and practice. Students are able to focus on a particular aspect of human capital development in fields such as education, health care, finance, global corporations, not-for-profit, and government. Students also have the option of surveying different human capital development initiatives throughout the world.

“The Human Capital Development program differs from most human resource master’s-level programs in that it focuses on human capital strategic decision making rather than on traditional human resource transactional management,” said Program Director Stanley Braverman, Esq., MBA.

For additional information on the Master of Science in Human Capital Development, visit www.lasalle.edu/humancapital or call Lynnette Clement at 215.991.3682.
In the fall of 2011, La Salle University opened the doors of the English Language Institute (ELI). The ELI was developed to provide a full-time opportunity in English as a second language for international students desiring an undergraduate or graduate degree from La Salle.

The program started with several students from around the world. Since the fall, the program has grown to 17 students representing several countries, including India, Saudi Arabia, China, and Vietnam. When students arrived, they were taken through an international student orientation, which involved a tour of La Salle. “I like La Salle and the environment around campus. The people are friendly, and they all have smiles on their faces,” said Rakan Kames, an ELI student from Saudi Arabia.

There are three programs in which the students can be involved. “ELI Only” is for students who are just beginning to learn English and who are preparing for full academic studies. “ELI Plus” allows graduate students to take credits outside of English language learning, and “International Pathways” is for students who can take the full 15 credits a semester outside of ELI.

ELI Only students study a minimum of 18 hours a week within four domains of English language learning: academic writing, reading, listening, and speaking. Currently, half of the enrolled students in the ELI program are preparing for graduate studies, while the rest are preparing for undergraduate studies. The most popular majors for ELI students fall within the School of Business, followed by public health.

An important part of integrating into the U.S. and learning English is getting to know U.S. culture. To do this, students are encouraged to get to know the Philadelphia area. “One of our students from Bangladesh is doing a tour of the Independence Mall area for our presentation skills class,” said Ed McManness, Director of the International Institute. “For the presentation, she will act as a tour guide by bringing brochures and showing us pictures, explaining the different sites students can visit, and telling us the different dining options in the area.”

Understanding U.S. culture is also incorporated into their readings. “We have incorporated a book called ‘American Ways’ into the student’s reading section, and it explains cultural differences while also giving the students a background into U.S. politics, the educational environment, citizenship, and even sports. It really helps them orient themselves to this new culture and worldview because it can be very much different from their own,” McManness said.

Another important factor in learning a new language is continual exposure and practice. Last fall, La Salle students were given the opportunity to volunteer their time and act as conversation partners for the ELI students to help them practice their English and learn more about U.S. culture. “It was good for me because it really helped me increase my skills in the English language,” said Rinku Singh, an ELI student from India who participated in the conversation partners program.

Each day when the conversation partners met, they chose a topic amongst themselves to discuss. As the conversation progressed, the students talked about their own experiences within that topic and got the opportunity to learn about that topic from each other’s cultural perspective. The English Language Institute hopes to continue the conversation partners program in the fall semester of 2012 and is actively looking for anyone who would be interested in volunteering.

For more information about the English Language Institute, please call 215.991.2600 or visit www.lasalle.edu/ELI.

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On Monday, Jan. 30, students from Hangu High School, the top high school in China, visited La Salle University’s English Language Institute and met with Joseph Ugras (right), Dean of the College of Professional and Continuing Studies. The students had the opportunity to learn more about the University and the benefits of pursuing an undergraduate degree at La Salle.
FOCUS ON FACULTY: YOANY BELDARRAIN, PH.D.

By Johnathan Payne, ’13

Did you know that one of La Salle University’s instructors lives in Europe? Yoany Beldarrain, Ph.D., of the Master of Science in Instructional Technology Management program, works with students from her home in Germany, where she has lived for the past two years while teaching online courses for La Salle University. She also works as an adjunct professor at Duale Hochschule Baden-Württemberg in Germany, where she teaches strategic management, and at Reutlingen University in Germany, where she teaches business communication.

The courses that Beldarrain teaches at La Salle are fully online and use WIMBA, a system designed for real-time online conferencing.

“Teaching online requires different types of design, delivery, and assessment strategies,” Beldarrain said. “We have to check for understanding in different ways that require a different level of engagement. The learning experience can therefore be more customized.”

The time differences can easily be an obstacle for some, but already being an online instructor makes it easier for Beldarrain to adapt to teaching students in one country while living in another. “I have worked with virtual teams for many years now, so being in a different country isn’t an issue,” she said. “I use the students’ time zone to schedule class meetings with WIMBA, even if it means having a class presentation at midnight my time. I enjoy what I do that much.”

Beldarrain was attracted to La Salle because of its practical approach to instructional technology management. She said the program helps students who are preparing to enter the field or who are looking to pursue a better position within the field. “Every assignment, every project, and every discussion topic carefully ties theory with practice, preparing the participant to make critical decisions in real life,” Beldarrain said. The classroom is meant to be a safe place where students can interact and ask questions, formulate ideas, and make mistakes. “Learning from mistakes is very important,” she said. “Through the mistakes we make, we provide ourselves with an opportunity for improvement.”

Besides teaching, Beldarrain hosts special workshops and provides consulting services on topics such as business communication, instructional design, project management, and virtual teaming. Beldarrain has released several publications, including Implications of Anonymity in Cyber Education and Online Teacher Support Programs: Mentoring and Coaching Models. She also co-authored a book with Bobbe Baggio, Ph.D., Director of La Salle’s Instructional Technology Management program, in 2011, called Anonymity and Learning in Digital-Mediated Communications: Authenticity and Trust in Cyber Education.

Beldarrain earned her undergraduate degree in elementary education from Florida International University before attaining her graduate degree in instructional leadership from Nova Southeastern University. She later received her Ph.D. in instructional design for online learning from Capella University.
FOCUS ON A STUDENT: SCOTT AGOSTINI

By Johnathan Payne, '13

It’s hard to balance work and family, let alone while taking on an educational development opportunity. But somehow, La Salle student Scott Agostini has managed to meet all of those challenges while going back to school to pursue his master’s degree.

Agostini is the Human Resources Director of the Magee Rehabilitation division of Jefferson Hospital. He earned an undergraduate degree in political science from Rutgers University in Camden but chose to pursue a career in human resources. Agostini began his career as a human resources assistant and gradually moved from one company to another, working his way up to human resources generalist and, eventually, human resources director.

Agostini compared the skills needed to be a human resources professional to characteristics emphasized in *The Wizard of Oz*. “Think about all the different characters in *The Wizard of Oz*,” Agostini said. “Dorothy was very adaptable; she could talk to different people and was open minded. The Scarecrow needed brains, and with HR you have to be smart about what you do and really know your business. You need heart like the Tin Man because you’re dealing with emotional issues and discipline, and you have to be understanding, which I think is very important in human resources. And lastly is courage, because you need to be courageous enough to speak out publically when something is wrong, address concerns, and guide employees.”

Agostini likes the Human Capital Development program because it helps develop all of these components. Students gain the background knowledge in human resources strategic principles and get the opportunity to learn how to interact with others in the workplace.

For more information about the online Master of Science in Human Capital Development program, please call 215.991.3682 or visit www.lasalle.edu/humancapital.

SUMMER READING PROGRAM OFFERED AS COMMUNITY SERVICE

By Luz Ayala, '13

La Salle University’s College of Professional and Continuing Studies (CPCS) offers a summer program taught by instructors from the Institute of Reading Development, who are dedicated to sharing the academic and personal rewards of reading with students of all ages. The goal of the Institute of Reading Development is to make reading a central and vital part of people’s lives. The Summer Reading program has eight reading skills courses focused on phonics, comprehension, vocabulary, study skills, speed reading, and effective note taking. According to Lillian Mina, Assistant Director of Program Development and Recruitment for the College of Professional and Continuing Studies, “La Salle has offered the Summer Reading program with the Institute of Reading Development since 2009. CPCS is proud to offer this program as a community service to children and adults who are interested in developing skills in reading.”

Each program is designed to meet the needs of each age group, teaching students the skills they need for their personal enrichment.

Within each program, instructors use a variety of books from nonfiction, fiction, and professional readings in order to help students obtain skills that will prepare them for their future, both inside and outside of the classroom. Programs meet once a week for a five-week period, and tuition varies on each level. La Salle offers the Summer Reading programs at both its Bucks County Center in Newtown, Pa., and at Montgomery County Center in Plymouth Meeting, Pa. “Last summer, the program had 26 students at the Bucks County Center and 67 students at the Montgomery County Center,” Mina said. “Parents were thrilled to be a part of the program because the instructors provided them guidance to help their children excel in reading.”

For more information about the Institute of Reading Development’s Summer Reading program at La Salle University, please visit www.lasalle.edu/reading.
FOCUS ON NEW STAFF

Robert Herbst, M.A.
Director, Professional and Corporate Education
La Salle University

Robert (Bob) Herbst is the Director of Professional and Corporate Education for the new Lifelong Learning Institute at La Salle University. Previously, Herbst served as the Program Manager for International Program Development, at Penn State University's Office of Management Development where he developed and was lead instructor in an international leadership program conducted in Moscow, Russia, at the Moscow School of Business. Domestically, he developed several customized leadership, management, and supervision programs for Penn State University. Herbst is also the former Senior Director of Learning for the Financial Planning Association in Denver, Colo., and the former Executive Director for External Affairs at The American College. Herbst is a former core associate faculty member of the Graduate Program in Professional and Business Communication at La Salle University.

Herbst earned a M.A. in radio, television, and film from Bowling Green State University. His undergraduate degree was awarded by Defiance College in Ohio. He has undertaken post-master’s studies at Rice University and Southern Methodist University. He also holds a certificate from the CBS/Sterling Institute in New York.

Herbst lives in Chester Springs, Pa., and is married to the former Christine Bitting. They have two married daughters.

Ed McManness, M.Ed.
Director, International Institute
La Salle University

Ed McManness is the Director of the International Institute at La Salle University, which contains the English Language Institute. McManness and his family spent almost 14 years in Indonesia, where they were involved in a variety of educational and business-related projects. While there, he taught English as a foreign language for various government, private, and non-governmental organization projects. He also worked with a group of Indonesian businessmen to launch an English language institute that has branches all over Indonesia. In addition to his teaching experience, McManness is co-owner of several small businesses in the U.S. and one business in India. McManness completed his master's degree in education at Towson University and has done post-graduate work on culture and worldview change at the Oxford Centre for Mission Studies in Oxford, England. He is passionate about skiing and road biking and hopes one day to ski and bike the Alps. McManness enjoys his work at La Salle because he is able to interact with students from a variety of cultures and help them realize their dream of a degree from La Salle.

Mary Zaharczuk
Administrative Assistant, International Institute
Professional and Corporate Education

Mary Zaharczuk started off the new year as the administrative assistant to the directors of two new programs within the College of Professional and Continuing Studies, the International Institute and the Lifelong Learning Institute. Previously, Zaharczuk worked as a certified registered rehabilitation R.N. (CRRN) for 12 years with the Drucker Brain Injury Unit of Moss Rehab Hospital. Prior to joining Moss Rehab, Zaharczuk worked as the administrative assistant to the Associate Director of Undergraduate Admissions at Temple University. Zaharczuk enjoys giving back to the community and volunteers in major fundraising ventures for Commonwealth Youth Choirs Inc., the professional boys and girls choirs for the state of Pennsylvania. For the past two years, she also has participated in many volunteer leadership roles and committee chair positions for the many activities her son is involved in, both inside and outside of school.

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Keep up with La Salle University on our Facebook page. Receive program updates, read stories about fellow classmates and alums, learn about current trends related to our programs, and stay up to date on events hosted by the college. We also want to hear from you! As a current or former student, we are asking you to share information about your program and about the success you have experienced as a result of earning your degree. Submit your story ideas to the College of Professional and Continuing Studies marketing office at cpcsmarketing@lasalle.edu.

Visit us on Facebook and be sure to click “Like” to receive additional updates.

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On Wednesday, Feb. 15, Bobbe Baggio, Ph.D., Director of the M.S. in Instructional Technology Management program, participated as an expert panelist for the Greater Philadelphia Chamber of Commerce. Baggio was one of six professionals discussing the latest innovations in technology and how to implement new technologies in business.
This past October, La Salle’s College of Professional and Continuing Studies (CPCS) hosted the 2011 University Professional and Continuing Education Association (UPCEA) Mid-Atlantic Region annual conference. The UPCEA conference was an opportunity for professionals to spark conversation and collaborate with colleagues in order to share ideas and best practices in the field. This was also an opportunity to make professionals in the Mid-Atlantic region more aware of La Salle University and the work it does.

CPCS staff members were the leading coordinators on the planning committee and were extensively involved in arranging everything from sessions and events to meals and board. To assist them, CPCS representatives coordinated with a planning committee comprised of professionals from various universities within the mid-Atlantic region.

The conference was appropriately titled “Sparking a Revolution: Conversations in Continuing Education.” The planning committee had received feedback on previous conferences, which said that people wanted more time to talk with one another and share experiences about their fields. This idea of introducing conversations into the conference felt almost revolutionary. To make the conference more interactive, the committee had participants work together through break-out sessions. In these sessions, participants were able to learn from their peers about the successes and challenges of continuing education departments. The inspiration for “revolution” came from the idea that the theme should correspond to the location of the conference. Princeton, N.J., was an important part in the Revolutionary War, and the committee felt that the word “revolution” applied to the topics they wanted to discuss in the conference.

The committee primarily aimed to provide the members of the mid-Atlantic region with opportunities to exchange knowledge, experience new ideas, and get new perspectives on handling challenges from their peers.

The UPCEA conference itself was a huge success for CPCS and was a great opportunity to show what La Salle had to offer among schools like Penn State, Rutgers, and Georgetown.

Joseph Ugras, Dean of the College of Professional and Continuing Studies and Executive Director of International Education, serves as the current President of the UPCEA Mid-Atlantic Region.