

CSUPERB Los Angeles Basin (C-LAB) Newsletter

CSU

The California State University

PROGRAM FOR EDUCATION AND RESEARCH IN BIOTECHNOLOGY (CSUPERB)

Los Angeles Region Biotechnology Workforce Development Projects

Number 1, June 2009

Inaugural Newsletter

This newsletter describes the goals, participants, and activities of the Los Angeles regional biotechnology workforce development project called "C-LAB" by CSUPERB faculty and administrators. We will publish an issue every six months to keep you informed!

CSUPERB's C-LAB (CSUPERB Los Angeles Basin) project has a history of collaborating to develop life sciences industry-responsive programs. CSUPERB is committed to closing the gap between CSU-based learning and biotechnology industry practice to help build and maintain a professional workforce. The goals of the C-LAB project are to anticipate and respond to industry needs in the Los Angeles (LA) region and to provide scalable solutions and best practices for other regions. President Rosser (CSU-LA and CSUPERB Presidents' Commission) has provided leadership in driving CSU solutions to Los Angeles' biotechnology industry needs. In addition CSUPERB faculty in the LA region have a long history of collaborative projects, perhaps as a result of the critical mass attained by the eight CSU campuses in the region. CSUPERB has supported initiatives that resulted in the PABS program, now a Sloan Foundation supported Professional Science Masters' program, and several California Institute for Regenerative Medicine grants, notably a Bridges to Stem Cell Research grant to CSU-LA and Cal Poly Pomona.

Recently the C-LAB project garnered funding from a variety of sources to focus on rapid provision of biotechnology industry-responsive curriculum. Funding includes contributions from the eight CSU Presidents' Offices in the LA region, the Commission on Extended Education, the CSU Office of the Chancellor, a Small Business Administration (SBA) Earmark Grant and CSUPERB. Rupinder Bhathal was hired in January 2009 as CSUPERB's Director of Industry Partnerships to manage this project. As a result C-LAB activities are currently focused on: 1) developing a one-stop website for human resources and biotechnology professionals at small businesses looking to find industry-responsive courses, workshops and education in the Los Angeles region, 2) developing two, four-course certificates for Biotechnology Project Management (Quality Assurance and Clinical Trials) and, 3) linking new and developing curriculum with other programs, including Pasadena Bioscience Collaborative, Professional Science Masters, Troops to College, and Community College programs. Please read the articles here to catch up on our progress!

Congressman Adam Schiff Honored at 21st Annual CSU Biotechnology Symposium



Representative Adam Schiff receives award from CSU-LA President James Rosser.

Representative Adam Schiff (29th Congressional District) won the 2009 CSUPERB Legislator of the Year Award at the CSU Biotechnology Symposium on January 9 at the Marriott Los Angeles Airport. CSU Los Angeles President James Rosser introduced Rep. Schiff and described his contributions to life sciences workforce development and the CSU during his years as a legislator. CSU Chancellor Charles Reed, along with over 500 CSU faculty, students, and industry professionals, was also in attendance to honor the congressman. The award was given in recognition of his support for and sponsorship of the Small Business Administration earmark grant to the CSU for the C-LAB project and his ongoing leadership and support for biotechnology industry-specific training. The grant funds development of biotechnology training programs and the establishment of a website for small businesses in the region.

Small Business Administration (SBA) Earmark Grant Advisory Board Seated

IN MARCH 2009 CSUPERB RECRUITED AN EXTERNAL ADVISORY BOARD FOR THE SBA GRANT FUNDED ACTIVITIES. THE BOARD INCLUDES LIFE SCIENCES INDUSTRY BUSINESS LEADERS, EXPERTS AND PARTNERS. THE BOARD MEETS TWICE A YEAR, BUT ALREADY THEY HAVE ALL BECOME DEEPLY INVOLVED IN COURSE DEVELOPMENT, NEW FUNDING OPPORTUNITIES AND PROJECT OPERATIONS. MANY THANKS TO THEM ALL!

- **BRUCE BLOMSTROM**, PRESIDENT, PASADENA BIOSCIENCE COLLABORATIVE
- **GINGER CLASBY**, EVP, BUSINESS DEVELOPMENT, PROMEDICA INTERNATIONAL
- **AHMED ENANY**, PRESIDENT & CEO, SOUTHERN BIOMEDICAL COUNCIL (SoCALBio)
- **BRUCE HUEBNER**, MANAGING DIRECTOR, LYNXCOM PARTNERS, LLC
- **WENDIE JOHNSTON**, DIRECTOR, LA/OC BIOTECH CENTER, PASADENA CITY COLLEGE
- **MARTY WARTENBERG**, CHIEF INVENTOR, ZEROBOUNDARY, INC.

BIO 2009—ATLANTA

IN MAY THE CSU SHARED A BOOTH IN THE CALIFORNIA PAVILION WITH THE UC AND THE CCC. THE BIO INTERNATIONAL CONVENTION IS THE LARGEST GLOBAL EVENT FOR THE BIOTECHNOLOGY INDUSTRY. RUPINDER BHATHAL (CSUPERB), SANDRA VAUGHAN-ACTON (CAL POLY POMONA) AND JOHN CROCKETT (SDSU) PRESENTED CSU PROGRAMS, TECHNOLOGY AND BUSINESS PARKS TO PARTICIPANTS. NEXT MAY BIO WILL BE IN CHICAGO; LET US KNOW IF YOU WANT TO PARTICIPATE.

2008-2009

C-LAB Coordinating Group

CSU Channel Islands

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Nitika Parmar, Asst. Professor, Biology

CSU Dominguez Hills

Laura Robles, Acting Dean, Graduate
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Helen Chun, Asst. Professor, Biology

CSU Fullerton

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Robert Koch, Chair, Biological Sciences

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AS CSUPERB CRAFTED THE SBA PROPOSAL LAST SUMMER, THE C-LAB COORDINATING GROUP DECIDED TO FOCUS CURRICULUM DEVELOPMENT EFFORTS IN RESPONSE TO A FEB. 2008 USC/SOCALBIO SURVEY OF 395 BIOTECH EMPLOYERS. 60% OF THE COMPANIES RESPONDED THAT THEY HAD 2-3 JOB OPENINGS FOR QUALITY ASSURANCE, REGULATORY AND CLINICAL AFFAIRS ASSOCIATES. THE SURVEY DEFINED THE NEED FOR ENTRY LEVEL EMPLOYEES FAMILIAR WITH PROJECT MANAGEMENT DISCIPLINE AND THE REGULATORY ENVIRONMENT. ACCORDING TO INDUSTRY ADVISORS, THE CURRENT ECONOMIC ENVIRONMENT HAS NOT SIGNIFICANTLY CHANGED THAT WORKFORCE NEED.

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Biotechnology Project Management (Quality Assurance) Certificate Development Wrapping Up

Last fall, in anticipation of the SBA grant award, CSUPERB recruited a faculty development team to pull together learning objectives and course content for a Biotechnology Project Management Certificate in Quality Assurance. The Quality Assurance Development Team is Cheng Li (Business, CSU LA), Nitika Parmar (Biology, CSU CI), Wei-Jen Lin (Biological Sciences, Cal Poly Pomona) and Milt Krivokuca (Extended Education, CSU DH). They have been working with industry advisors, Marty Wartenberg (ZeroBoundary, Inc.) and Imre Fischer (Los Angeles Section, American Society for Quality), to design and develop the certificate, identify existing courses, and provide biotech industry case studies. CSUPERB and Dean Marge Gordon (CSU DH) are organizing a June business meeting to make final decisions on courses to be included in the certificate program, to hash out curriculum sharing arrangements, and determine the timing of the course offerings.

Recruiting Biotechnology Project Management (Clinical Trials) Development Team

CSUPERB has recruited four impressive industry experts from the LA region to help with the Clinical Trials certificate development! They are: Ginger Clasby (EVP Business Development, Promedica International & External Advisory Board member), Peggy Pence (President and CEO, Symbion Research International), Kim Walker (President, Orange County Regulatory Affairs Discussion Group, or OCRA) and Marty Wartenberg (Chief Inventor, ZeroBoundary & External Advisory Board member). We are thankful to each of them for their interest and willingness to 'roll up their sleeves' for the CSU!

CSUPERB is looking for faculty or administrators from LA campuses to work on the Clinical Trials Certificate development team. We recognize that there is no "Department of Clinical Trials" at our campuses, but this project provides an outstanding professional development opportunity and a setting in which to learn about clinical research practices. We have received interest from CSU Fullerton (Bob Koch and David Dyer) and from CSU Los Angeles (Cheng Li and Dean Beatrice Yorker). If you are interested in being a part of the certificate development please contact Rupinder Bhathal. The SBA grant provides funds for release time or additional employment funds. We will finalize our development team in late June/early July timeframe. The team will meet on June 23 at CSU Fullerton to develop an initial strategy for the Clinical Trials certificate, determine courses to include, and define learning outcomes.

Heads-Up: Re-naming C-LAB?!

Rupinder Bhathal is working on a website to advertise, coordinate and provide a 'one-stop' for the LA region's CSU's biotechnology industry responsive courses and programs. We are advised by industry professionals that the "C-LAB" or "Pasadena Biotech Training Center" name will not resonate with the greater LA biotech industry, the target audience for the SBA-funded project. Our 'market' is made up of small business human resources (HR) departments or management (looking for that one-stop shop) and students who are already employed or are looking to enhance their training, employability and career opportunities.

We are open to re-naming the project but, at the same time, want to avoid losing connection to the CSU and CSUPERB. Further, our aspirations for the regional Los Angeles efforts are to scale activities and expand statewide. Consequently we did not want a proliferation of project names (C-LAB, C-BAY, C-SAN) so as to meet the industry requirement for a 'one-stop' resource. After several failed attempts at brainstorming internally and with the External Advisory Board, it was recommended that we work with a professional strategic marketing agency. The Sneaker Academy was selected to help us re-brand the biotechnology workforce development programs.

The result of their work is the recommendation: **CSU BioCompass**, with the tagline, "**Advancing Industry with Education.**" The things we like about the compass metaphor are that it implies 'Direction,' 'True North (i.e. one-stop shop),' 'Pathways,' and 'Empowerment'. When you put this all together, the CSU BioCompass Program (Initiative?) is a one-stop shop for life science professionals to advance their careers with education. Email Susan or Rupinder with your feedback! We want to 'go live' with a website in June or July.