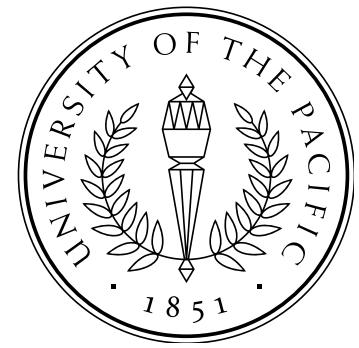


# TRANSIT and PARATRANSIT

MANAGEMENT CERTIFICATE PROGRAM



*A results-oriented program  
to help advance you to the  
next level of success in today's  
transit environment*

## TOPICS:

- Budgeting and Financial Management
- Designing Innovative Organizations
- Enhancing Leadership Effectiveness
- Legal Issues in Employee Relations
- Effective Communication Skills
- Marketing Through Customer Service
- Overview of Transit Legislation, Regulation, and Policy
- Safety Management System
- Talent Management
- Strategic Thinking



**REGISTER ONLINE:  
[Go.Pacific.edu/Transit](http://Go.Pacific.edu/Transit)**

**SPRING 2019**

## WHO SHOULD ATTEND:

- Any transit and paratransit employees who wish to become supervisors or managers
- Current managers, department heads and new hires who have little or no formal management training or experience in public transit and paratransit
- Existing managers who would like to enrich their management skills

*“This training provides an enormous amount of insight on customer service from many different perspectives and in ways that you may never consider customer service. It’s a 10! Excellent course and in depth instruction.”*

Shanika M., Bay Area Rapid Transit

WESTGATE CENTER FOR LEADERSHIP AND MANAGEMENT DEVELOPMENT  
EBERHARDT SCHOOL OF BUSINESS • UNIVERSITY OF THE PACIFIC

## Program Benefits

The topics in this program provide key management and industry essentials for transportation professionals. Furthermore, you will gain a thorough understanding of what it takes to be a successful transportation manager. You will learn basic principles of management, marketing, risk management, human resources, operations, budgeting and leadership. Our instructors will show you how transit systems can be designed, operated and monitored to enhance performance. Your skills, abilities and knowledge as a manager in the transit industry will be enhanced to allow you to have a greater impact on the financial well-being of your organization.

As a participant, you must attend seven of the eight classes to receive a Transit and Paratransit Management Certificate from the University of the Pacific Westgate Center for Leadership Development. Completion of all eight classes earns you five Continuing Education Units (CEUs). The quality of the instructors is uniformly excellent. Class size is limited so that participants have a chance to interact with each other and with the instructors.



## Westgate Center for Leadership and Management Development

Located within the Eberhardt School of Business at the University of the Pacific, the Westgate Center was established to offer management and executive training programs for individuals and organizations.

The instructors for the Westgate Center Programs are selected based upon their knowledge, management experience, and teaching ability. They emphasize practical, current examples from the real world using specific organizational applications.

*Go.Pacific.edu/Transit*

## INSTRUCTOR BIOS

### THOMAS BRIERTON

#### *Legal Issues in Employee Relations*

Mr. Brierton has been a Professor of Business Law at the University of the Pacific for over 25 years. He specializes in Human Resource and Employment Law topics. He has litigated a wide variety of cases in private practice and served as a consultant to many businesses in employment and commercial law. Mr. Brierton holds a J.D. from Northern Illinois University and a B.A. in Business Administration from University of Wisconsin.

### DONNA DEMARTINO

#### *Overview of Transit Legislation, Regulation, and Policy*

Ms. DeMartino is the General Manager/CEO at San Joaquin Regional Transit District. She has over 30 years of management experience in the transit industry including, light rail start up, operations support, engineering and construction, and facilities management, contract administration, and project management. Ms. DeMartino serves as Chair of APTA's CEO Committee and on CTA's Executive Committee. She holds a B.A. in Education from California State University and an M.S. in Transportation Management from San Jose State University.

### WALTER R. L. DIANGSON

#### *Safety Management System*

Mr. Diangson brings 30 years of experience in public transportation and local government planning, management, operations and administration. For 15 years, he was a member of the senior management team of DAVE Transportation Services, Inc., a national leader in the provision of contract management and operations of public transit and paratransit services, where he held a number of key positions including location inspections, risk management and safety. He holds a Bachelor of Architecture from University of California, Berkeley and an M.B.A. from Columbia University.

### LOIS LANG

#### *Effective Communication Skills*

Ms. Lang is a partner with Evolve Partner Group LLC, which provides strategic human talent services. She specializes in relationship work with a focus on the neuroscience of communication. Her practice also includes strategic planning with an emphasis on assessing work environments to help organizations become high performance workplaces. Lois has her doctorate in Industrial/Organizational Psychology from the Professional School of Psychology and master's in Public Administration/Health Care Services Administration from University of San Francisco.

### PETER JOHNSON

#### *Enhancing Leadership Effectiveness*

Mr. Johnson is the Director of the University of the Pacific Westgate Center for Leadership and Management Development. He has been working for over 25 years with nonprofits, for profits and government agencies, helping leaders and managers reach their full potential as individuals, teams and organizations. Mr. Johnson holds an M.B.A. from University of the Pacific and a Bachelors in Management from San Diego State University.

### SACHA JOSEPH-MATHEWS

#### *Marketing Through Customer Service*

Dr. Joseph-Mathews is a Professor of Marketing at the University of the Pacific. She teaches marketing courses in International Marketing, International Business, Advertising and Promotions, as well as Hospitality and Services Management. Professor Joseph-Mathews has also published articles on tourism, marketing and international business. She holds a Master of Science with social emphasis in Tourism and Hospitality Management from Florida State University and a B.A. in Mass Communications from University of the West Indies, Mona Campus.

### GLORIA SALAZAR

#### *Budgeting and Financial Management*

Ms. Salazar is the Assistant General Manager/CFO at San Joaquin Regional Transit District. Her experience includes audit, general accounting, grants and project management. She currently serves on the California Transit Finance Corporation board. Ms. Salazar passed the Uniform CPA Board in 1993 and is an active Certified Tax Preparer with the California Tax Education Council holds a B.A. in Accounting from University of the East and an M.B.A. from National University.

### MARK SCHAFF

#### *Strategic Thinking*

Mr. Schaff is a Senior Training Administrator in the Training and Development Department of OCTA, specializing in helping individuals and teams capture the latent value in their business units. He has been a speaker on organizational and financial topics from basic business acumen and ROI to conflict management at numerous conferences across the county. Mr. Schaff is a Certified Public Accountant and holds a B.S. in Business Administration from California State University, Northridge and an M.B.A. from the University of Southern California.

### ANGELA SUN

#### *Talent Management*

Angela Sun is a Senior Learning and Development Specialist at Orange County Transportation Authority. She has lead the design, development, and implementation of the Intern Development Academy and Early Career Academy for employees. In addition to leading development programs, she has been a part of the COMTO City Intern Program as a speaker at the national conference. She holds a B.S. in Education, and a M.S. in Instructional Design and Technology from California State University, Fullerton.

### CYNTHIA WAGNER-WEICK

#### *Designing Innovative Organizations*

Dr. Wagner-Weick is a retired Professor of Management at the University of the Pacific. Her expertise includes Strategic Management and Policy, Management of Technology Product Innovations, and Global Business. Dr. Wagner-Weick has consulted with companies around the world. She holds a Ph.D. from Wharton School, University of the Pennsylvania and an M.S. and B.A. from Ohio State University.

## COURSES

Series includes 8 of the following 10 courses. Classes run 8:30 A.M. - 4:00 P.M.

### BUDGETING AND FINANCIAL MANAGEMENT

- » Budgeting and Cost Allocation Controls
- » Transit Budget Development
- » The Budget as a Key Management Tool
- » Transit Funding Resources & Required Reporting
- » Grants Management
- » Standards and Required Financial and Performance Reporting for Transit Entities

### DESIGNING INNOVATIVE ORGANIZATIONS

- » Why Innovation is Important and What Prevents Successful Innovation in Organizations
- » Strategies, Structures, Processes, and Skills that Characterize Successful Innovators
- » Practical Tools to Improve an Organization's Capacity to Generate and Successfully Apply New Ideas

### EFFECTIVE COMMUNICATION SKILLS

- » Organizational Communication Strategies
- » Understanding Barriers to Communication
- » Methods to Open Communication
- » Identifying Your Communication & Listening Styles

### ENHANCING LEADERSHIP EFFECTIVENESS

- » The 15 Rules for Effective Leadership
- » Leadership Versus Management
- » Creating and Implementing Teams
- » Motivating Others by Creating a Mission, Vision & Goals
- » Building Your Human Capital Through Coaching and Mentoring

### LEGAL ISSUES IN EMPLOYEE RELATIONS

- » Federal and State Employment Law
- » Hiring and Firing – The Legal Basics
- » Employee Selection and Appraisal
- » Keeping Yourself Out of Court
- » The Role of Collective Bargaining Agreements
- » Americans with Disabilities Act
- » Managing in a Unionized Environment

### STRATEGIC THINKING

- » What is Strategic Thinking?
- » Assessing Situations
- » Recognizing Connections
- » Making Decisions

### MARKETING THROUGH CUSTOMER SERVICE

- » Who are Your Customers?
- » Recognizing Internal Customers
- » Key Elements of Customer Service
- » Figuring Out the Gaps in Service Provision
- » Understanding Customer Expectations
- » Going Beyond Expectations to Build Relationships

### OVERVIEW OF TRANSIT LEGISLATION, REGULATION, AND POLICY

- » Federal and State Legislation
- » Regulations
- » Policies and Procedures - Formation and Influences
- » Interpreting and Complying with the ADA
- » Identifying and Locating Important Information Resources for Continued Education

### SAFETY MANAGEMENT SYSTEM

- » Risk Management in Transit
- » The Risk Management Process
- » Transferring Risk through Insurance Management
- » Safety – A Way of Life and an Organizational Value
- » Controlling Risk through Effective Hiring, Training and Safety Awareness

### TALENT MANAGEMENT

- » Where and How to Find Top Talent
- » Importance of Core Competencies
- » Developing Your Employees for Today and the Future
- » Effective Incentives
- » When Talent Leaves

## PROGRAM DATES

### CLOVIS

1	February 1
2	February 15
3	March 1
4	March 15
5	March 29
6	April 12
7	April 26
8	May 10

### ORANGE

1	February 8
2	February 22
3	March 8
4	March 22
5	April 5
6	April 19
7	May 3
8	May 17

### SACRAMENTO

1	March 1
2	March 15
3	March 29
4	April 12
5	April 26
6	May 10
7	May 24
8	June 7

## PROGRAM INFORMATION

### PROGRAM FEE

**Fee includes all instructional materials.**

SERIES: Save by enrolling in the entire series for \$2,495

INDIVIDUAL SESSION: The cost per individual class is \$345

FINANCIAL AID/SCHOLARSHIP: [Available online](#)

### TRAINING LOCATIONS

Clovis, CA - City of Clovis; Orange, CA - Orange County Transportation Authority (OCTA); Sacramento, CA - Paratransit, Inc.

### CONFIRMATION

Confirmation of your registration will be emailed to you prior to the first class meeting. A map and parking instructions will be included.

### CONTINUING EDUCATION UNITS (CEUs)

Participants must attend seven of the eight classes to receive a Transit and Paratransit Management Certificate from the University of the Pacific Westgate Center for Leadership Development. Completion of all eight classes earns you five Continuing Education Units (CEUs).

### TO REGISTER

**ONLINE:** [Go.Pacific.edu/Transit](http://Go.Pacific.edu/Transit)

**E-MAIL:** [westgate@pacific.edu](mailto:westgate@pacific.edu)

**CALL:** 209.946.2956 or 888.439.2867



Eberhardt School of Business  
 Westgate Center  
 for Leadership Development  
 University of the Pacific  
 3601 Pacific Avenue  
 Stockton, CA 95211

Address Service Requested

*“This program is a very valuable tool for any supervisor/manager seeking to improve his/her knowledge and skills. Very effective for adult learning.”*

Charles O.,  
 Orange County Transit Authority

Enroll today!  
[Go.Pacific.edu/Transit](http://Go.Pacific.edu/Transit)

# Management Certificate Program



# TRANSIT and PARATRANSIT

SPRING 2019



*“A great, well rounded program for any level of transit employee.”*

Lisa C., Paratransit, Inc.

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