

# Administrative and Executive Assistant

Free Program Overview

## *Administrative and Executive Assistant*

This career event features a panel of well-known executive assistants from several of Silicon Valley's leading corporations who will personally answer questions about the field of administrative and executive assistants and its growing opportunities. An overview of UCSC Extension's Administrative and Executive Assistant program will also be covered. The courses in this program include guest lectures from CEO and senior executive assistants to further enhance learning through immediate, practical day-to-day applications.

Course 3085

### Administrative and Executive Assistant Advisory Board

BONNIE SAVAGE, CEO Assistant,  
JDSU Corporation

DEBBIE GROSS, CEA Assistant,  
Cisco Systems

SHERRY PARSONS, Executive  
Administrative Manager, Earthbound Farm

RACHAEL CHAMBERS, Program  
Manager, Cisco Systems



## BUSINESS AND MANAGEMENT



### The Program the Media Is Buzzing About

Enroll in the Bay Area's only training program for administrative and executive assistants. Whether you are looking to enter the profession or are aiming for the next level, you'll receive tailored instruction and mentoring delivered by experienced CEO and senior-level executive assistants.

This program will help you get one of the most sought after jobs in the market today! Acquire essential skills while learning methods and tools that your manager will notice:

- Increase your productivity and effectiveness
- Improve your ability to organize and prioritize
- Expand your network and build alliances
- Develop self-confidence
- Garner respect for your position, yourself, and others
- Set realistic goals to achieve positive results

Individual courses give you skills you can apply immediately. Adding this certificate to your résumé will open doors to Fortune 500 companies, regardless of your educational background.

### Who Should Take This Program

- Administrative professionals at any level
- Current assistants seeking improved skill-sets
- Mid-career assistants wanting to enhance their prospects
- Career changers from nearly any profession

### How Can This Program Help Me Get the Right Job?

This program examines the technical and administrative skills necessary to meet current job requirements in small and large corporations within the Silicon Valley business environment. Students benefit from hands-on training and excellent networking opportunities that help them become successful professional administrators. Participants have the opportunity to interact with Silicon Valley's most prominent EAs as well as class members whose companies may have openings.

### What Other Benefits Will I Get from This?

- Tips and tricks from experienced CEO and senior executive assistants
- Tools to keep you on top of your game, and make you a valuable asset
- Ideas on how to make the most of your career as a professional administrator
- Confirmation that you are in a position and career that is in high demand
- Achieve your goals, gain courage and confidence



## About UCSC Extension Silicon Valley

The vital learning community at UCSC Extension Silicon Valley is well known for its collegial atmosphere and rigorous preparation. Our faculty of expert practitioners teaches state-of-the-art solutions to the everyday problems confronting technology professionals working in Silicon Valley. The professional education programs we offer build expertise, open doors to new opportunity, and deliver tangible value. Our broad portfolio of open-enrollment courses and certificates, affordable pricing, experience-based instruction, and central location in Silicon Valley help turn jobs into careers.

### AEA Certificate

#### Certificate Requirements

**Total:** 14.5 units  
**Required:** 9 units  
**Elective:** 5.5 units

**GPA:** 3.0, with a C or better in all courses.

**Timeline:** Complete minimum courses within 3 years.

**Note:** Courses completed more than five years prior to date of certificate issuance cannot be used to fulfill requirements

#### Recommended Course Sequence

"Business and Professional Writing," "Communication Skills for Administrative and Executive Assistants" and "Project Management for Administrative and Executive Assistants" must be completed prior to enrolling in "Administrative and Executive Assistants' Practicum."

#### Certificate Application Information

We encourage you to establish candidacy in a certificate program early in your studies. There are substantial benefits in doing so:

- Curriculum changes subsequent to the date your application is received will not affect your course requirements.
- Candidates will be notified of updates or special opportunities related to the program

#### How to Apply

Certificate applications can be submitted online. An application fee, listed on the Web page, is required to establish candidacy. Visit [ucsc-extension.edu/admincert](http://ucsc-extension.edu/admincert).

#### Program Contact

Business and Management Department,  
 (408) 861-3860 or e-mail  
[program@ucsc-extension.edu](mailto:program@ucsc-extension.edu)

### Curriculum

#### Required Courses (9 units required)

	Units	Course
Administrative and Executive Assistants' Practicum .....	2.0	19031
Business and Professional Writing .....	2.0	5916
Communication Skills for Administrative and Executive Assistants.....	2.0	6957
Finance for the Non-Financial Manager .....	1.0	4247
Project Management for Administrative and Executive Assistants.....	2.0	13524

#### Elective Courses (5.5 units required)

	Units	Course
Adobe Illustrator, Introduction* .....	1.5	6497
Adobe Photoshop, Introduction* .....	1.0	5307
Business Communication Across Cultures .....	1.5	6475
Facilitation Skills* .....	2.0	0426
Graphic Design Fundamentals* .....	2.5	20025
Interviewing for Success: Using Structured Interviewing Techniques .....	0.5	6254
Leading and Facilitating Productive Meetings ..	0.5	2573
Leading People Through Change .....	0.5	4689
Management and Organization Principles* .....	2.0	0692
Organizational Development and Change, Introduction .....	2.0	2719
Presentation Skills for HR Professionals and Trainers* .....	2.0	0913
Using Positive Political Skills in the Workplace .....	0.7 CEUs	6558

\* See Web site for details.

#### Program Coordinator

BONNIE SAVAGE, executive assistant to the CEO of JDSU, is a professional with more than 20 years of experience working with CEOs and senior executives from Silicon Valley's highest profile companies. She is also a leader of the administrative team providing valuable resources and insight to improve overall company efficiency and teamwork. With a small group of colleagues, Bonnie led the way in developing Extension's Executive Assistant program to help train the next generation of C-level assistants. She is a member of the Silicon Valley Catalysts Association (SVCA), a group of executive assistants to Silicon Valley CEOs.

### Required Courses

#### Administrative and Executive Assistants' Practicum

This final required course in the Administrative and Executive Assistant Program unifies and reinforces all aspects and content explored in the previous classes. You will explore some of the vital components of this career, such as, functioning in a team environment, leading a team to success, developing effective conflict management skills, planning a project or event, and assessing your critical-thinking and planning skills.

Course 19031

#### Business and Professional Writing

According to Fortune magazine, professionals with the best writing skills earn three times more than their least-capable peers. This course is designed to immediately improve your written business communications through concrete, no-nonsense tools that will serve you throughout your career. The workshop format provides action oriented feedback that builds confidence through in-class exercises, while homework practice solidifies your new skills.

Course 5916

#### Communication Skills for Administrative and Executive Assistants

This is a foundation course for individuals already in the role of administrator, those desiring promotion to the executive administrator level, and those wanting to transition to this field. Participants examine aspects of oral and written communication within a variety of corporate environments including effective business letters and e-mails; listening skills for successful communication; how to motivate others, including your boss, using persuasion and influence while avoiding conflict; understanding yourself and others, from CEOs to subordinates, to improve your interpersonal skills, using a personality-type assessment; telephone skills at the executive level; interviewing techniques; and resumé writing.

Course 6957

#### Finance for the Non-Financial Manager

This hands-on seminar focuses on learning to read, analyze and evaluate "the numbers" behind a "good" financial statement and their relevant data. Materials include the tools used to improve an organization's financial performance and to assess its competitive strength. The course covers key accounting concepts, financial statements, cash budgets, strategic plans, detailed budgets, and financial ratios.

Course 4247



# Course Descriptions

## Project Management for Administrative and Executive Assistants

This course teaches executive assistants the practical tools of consistent project management and how to apply them to deliver predictable, consistent results. With these skills, participants will be able to manage complex projects efficiently and confidently. Topics include time management, multitasking, personal organization, planning and calendaring, travel, corporate infrastructure and charting, and financial structure and reporting.

Course 13524

## Elective Courses

### Business Communication Across Cultures

Because Silicon Valley companies draw their workforce from around the globe, both staffers and managers quickly learn that their "default" communication styles aren't always effective. This highly interactive, practical course covers how to apply the latest research to intercultural business activities, including competition and teamwork, feedback and clarification, appraisal and motivation, optimal use of time, coaching employees through cultural transitions, and strategic use of cultural resources.

Course 6475

### Interviewing for Success: Using Structured Interviewing Techniques

This course is designed to improve the interviewing skills of staffing professionals, managers, supervisors and other employees involved in personnel selection decisions. Specific techniques for behavioral, technical, and executive interviews are covered as participants learn a variety of interviewing and evaluation techniques for making more effective hiring decisions. Topics include how to prepare job specifications; review résumés quickly and accurately; plan, control, evaluate and document the interview; and use effective questioning techniques in the interview process.

Course 6254

### Leading People Through Change

Managers and supervisors often bear the responsibility of maintaining morale and productivity during difficult change processes. Achieving this goal effectively requires grasping the impact of change on people, understanding the change process, acquiring critical coping skills, optimizing positive payoffs from change, and implementing action plans for leading people through change. Participants will learn the causes, consequences, and costs of mismanaging change; stages of change process; fundamental

processes in change management; and strategies for harnessing the power of change for you, employees and your organization. Participants will develop a personal action plan for leading people through change.

Course 4689

### Leading and Facilitating Productive Meetings

How much time do you spend in meetings every week? Is your organization wasting valuable resources, time and money on unproductive meetings? This one-day workshop teaches you how to participate in and run effective meetings. Using group exercises and lecture format, this program evaluates strong and weak points in meetings and shows how to plan meetings and prepare an agenda, lead a meeting, be a powerful participant, demonstrate useful problem-solving techniques and deal with conflict and difficult behavior. This is an active workshop with multiple exercises. It's appropriate for managers, supervisors, project managers and administrators.

Course 2573

### Organizational Development and Change, Introduction

Organizational development (OD) aims to improve organizational effectiveness by means of planned, systematic change interventions. As change agents, participants may be managers, human resource professionals, consultants, as well as those interested in pursuing a career in this field. The course is delivered in a workshop style, and includes group work outside of class. Topics include the 21st century organization, organizational structure, design, culture, systems and rewards, management and leadership, and diagnostic models and systematic change intervention.

Course 2719

### Using Positive Political Skills in the Workplace

The term "office politics" often signals only negatives. But in the workplace it is as simple as two people interacting. Political skill is needed to be effective in any organization. Understanding office politics is critical to gaining the resources, information and promotions you need to succeed. Participants in this seminar will learn how to become "positively political" by reframing office politics to use different types of power, avoid being manipulated, work effectively with others (especially insecure people), understand the political give-and-take of any organization, stand out and fit in, turn adversaries into allies, recognize organizational norms, avoid losing integrity, and build influence, visibility and recognition.

Course 6558

## What Our Graduates Say...

### ...about the Certificate Program

*Please allow me to express my thanks to you for allowing me to learn from you all. I was humbled by the greatness that surrounded me...I found myself saying, "I want to be like that" or "one day I'll be able to speak as fluidly as she does." Ladies, I gained strength from your strengths; you all have helped me in knowing that I really do have something significant to offer, not only in class but in the "world" that I live in.*

*You really must have a service attitude, as Bonnie said, to be successful as an "Administrative Professional." I've even got my director calling me that now when he speaks of me.*

*I found that as my attitude changed, so have the attitudes of those around me. I feel a bit more respected, a bit more confident... and I think that's a good thing. Again allow me to express my deepest appreciation and gratitude to each and every one of you for sharing a bit of who you are with me.*

—Debra Ryan, NEC Electronics America, Inc.,  
Executive Administrative Specialist for  
Custom SOC Marketing, Engineering & Packaging

### ...about "Communication Skills for Administrative and Executive Assistants"

*It's impossible for me to say which part of the course was the most valuable. There were at least 15 points sufficiently valuable to apply directly to my work and my life and make a significant impact.*

—Glenna Heller, Seagate

*I especially liked the "people-skills" training given in the first few weeks. I also must compliment you on the way in which you organized the course structure, and your ever-present enthusiasm. There were times where being the only guy in the class was a little intimidating, but you managed to smooth the way with your welcome.*

—John MaGee, Executive Administrative Assistant

*It really was an amazing experience and the best class I've taken in a long time! Everything was relevant to my current role as an Admin Assistant and future position as a Chief Executive Assistant.*

—Renée Wright, Intuit QuickBooks Group

### ...about "Project Management for Administrative and Executive Assistants"

*This course gave me tools I could use in my job immediately. I started working and thinking with fresh ideas and ways to do things better.*

—Lucy Letcher

*The most valuable parts of this course were relearning and retraining skills appropriate to my profession, networking and exposure to other levels within the profession and gaining expertise through their experiences and sharing.*

—Bettina Bremsteller

*Continues on reverse...*

## What Our Graduates Say...

### ...about "Project Management for Administrative and Executive Assistants"

*I treasured all the classes as each one of them not only offers great lessons but also complements each other. You and all guest lecturers are awesome. What you have taught in the class will be able to apply to our daily life. It takes passion and experience to put the classes together as well. I truly believe the lessons are needed for Executive Assistants in other corners of the world, especially in Taiwan and China.*

*I learned a lot from my classmates as they are sharing their feelings and true work situations.*

*Once again, thank you and all guest speakers for such inspiring and practical lessons.*

—Angela Chou, Executive Administrator,  
Monolithic Power Systems

### ...about "Administrative and Executive Assistant Practicum"

*I am learning a lot in all my classes. One thing I really like about this class is that it seems to represent a day in the life of a Chief Executive Assistant. The beauty of it is that it draws upon everything we've learned in prior classes at a deeper level, i.e. practice! That's the best way to learn!!*

—Susan Robinette

*We have all learned so much and I have watched each of the women I started the AEA certificate program with 15 months ago develop into strong, confident professionals. Some of us have been administrative assistants or executive assistants for longer than a few years; and while we may have performed our job well, I think this course really opened our eyes and made us see the value in who we are and what we do on a daily basis.*

—Robin McCarthy, Executive Assistant,  
W. L. Butler Construction, Inc.

## Our Program in the News...

### San Jose Mercury News

*"Power Behind the CEO Throne"*

August 2007

### San Jose/Silicon Valley Business Journal

*"UCSC training program upgrades assistants' skills, role"*

October 2007

*"Educating today's assistants goes far beyond the typing test"*

July 2008

### San Jose Magazine

*"Powers behind the boss: Six women who have raised the bar"*

August 2008

### Cupertino Courier/Sunnyvale Sun

*"Program Trains Executive Assistants to Be Leaders"*

September 2008

## Certificate FAQs

### Is this course for me?

Yes, if you are an administrator wanting to improve or advance into an executive administrative role.

### Are there any prerequisites?

Not to enter the program. However, you must complete both the Communications Skills and Project Management courses before you may register for the Practicum.

### How long does the program take to finish?

As quickly as one year, but you can take up to five years to finish all the required and elective courses.

### Is there any homework?

Yes, homework will consist of approximately 50% of the final grade. Homework is based on class discussions and practical application and will be assigned each week. At the end of the course, each student will prepare a short final presentation based on insights from the course.

### What results are expected by taking the Certificate Program?

- Improved work performance
- Increased confidence
- Greater ability to motivate others and your boss
- Better project management skills
- Enhanced skills for preparing a strong résumé
- Insight into developing an optimal department

### Are there any limits on how long it takes to earn the Certificate?

- Course work must be completed within three years of declaring candidacy
- Courses completed more than five years prior to date certificate is issued cannot be used to fulfill requirements



## Master Instructors

### *Communication Skills for Administrative and Executive Assistants and Practicum*

**SHERRY PARSONS** has over 30 years of experience in the administrative field. She currently supports the vice president of Organic Sales at Earthbound Farm. Prior to joining Earthbound Farm, Sherry supported the CEO of Network General, as well as other executives in the high-tech industry and in fields such as vision health care, agricultural research and development, and manufacturing. Sherry holds a B.S. in Business Management and is a prior member of the Silicon Valley Catalyst Association (SVCA), a group of executive assistants to Silicon Valley CEOs.

### *Project Management for Administrative and Executive Assistants*

**RACHAEL CHAMBERS**, has over 15 years of experience with top Silicon Valley companies. She was an executive assistant at Cisco Systems, Google, Netscape, Excite and MCI. She is currently a program manager at Cisco Systems. She holds a B.A. in history from the UC San Diego.

### *Lead Instructors for the Required Courses*

**BONNIE SAVAGE**, see program coordinator.

**DEBBIE GROSS**, CEA, has over 20 years of experience in the administrative field. She joined Cisco Systems in March 1991 as the executive assistant to John Chambers, then Senior Vice President of Worldwide Operations. In 1995, when Chambers became President and CEO, Debbie Gross assumed the lead role heading Cisco's broad 900-person administrative team. In addition to her management responsibilities, she often teaches in Cisco's administrative training program, "Cisco's Way." She has been a member and one of the original founders of the SVCA (Silicon Valley Catalysts Association), which is a 30-member organization of Executive Assistants who support CEOs in the Silicon Valley.

### Enrollment Information

Visit [ucsc-extension.edu/admcert](http://ucsc-extension.edu/admcert), for the most up-to-date information about all our courses and programs, including textbooks, instructors, schedules and locations.

Enroll online at [ucsc-extension.edu](http://ucsc-extension.edu).