

ITFS: PROMOTING BETTER GOVERNMENT

California State University, Long Beach

Summary. Through ITFS, exceptional civil servants in California receive the training they need to ensure high-quality public administration. Cal State Long Beach's Masters in Public Administration has trained a broad range of civic leaders throughout the state, from local city administrators to state transportation officials, contributing to improved services in essential areas. These talented public servants have been able to hone their administrative skills even as they work, thanks to the convenience and flexibility offered by ITFS. In addition, ITFS broadcasts provide a valuable forum for communication between the University and the community in which it resides.

A Community University With a Long Reach. California State University at Long Beach—also known as Cal State Long Beach—is largely a commuter campus, serving 30,000 full and part time students. ITFS is a critical part of the University's mission to deliver educational opportunities to this large area. Recognizing the need to give exceptional civil servants the training they needed to provide top-notch public services,

Cal State Long Beach, several municipalities and other agencies together developed a Masters in Public Administration (MPA) program. Each year approximately thirty to fifty local government workers and civil servants attend courses from their work place or other conveniently located sites. Current "rising stars" at the Police Department, the Orange County Department of Transportation, and several mayors' offices were all students of the MPA program.

In fact, ITFS has extended the reach of this powerful educational resource beyond Orange County. Cal State Long Beach, in partnership with CALNET (an ITFS-based network), is now providing its MPA programming throughout Southern California. This expanded reach creates the kind of student critical mass necessary to attract top instructors in public administration. "It is professionally rewarding to provide course content that is such an asset to the communities as well as to the individual student," said Mat Kaplan, Director of Technology and Distance Learning for University College and Extension Services at the University.

Providing Training to the Public and Private Sector. In addition to producing and transmitting the MPA programming, students and administrators on campus broadcast training seminars and conferences for corporations and government agencies using the University's ITFS capacity. Cal State Long Beach regularly creates programs for McGraw-Hill Publishing and the Department of Justice's National Institute of Corrections, often reaching more than 1,000 training sites, and over 10,000 trainees statewide.

Enhancing Town-Gown Relations. Cal State Long Beach's ITFS system also carries programming for residents of Long Beach and nearby communities 24 hours a day, 7 days a week. University President Robert Maxson believes that, "the technology that accompanies our ITFS bandwidth has benefited our campus and our community in numerous ways. Along with the distance learning opportunities we are able to provide by

utilizing this bandwidth, we offer a weekly program, called Beach View, that is broadcast through large areas of the greater Long Beach/Los Angeles area. Our topics are meant for general audiences and have covered everything from helping children succeed in school to ways seniors can prevent osteoporosis to the Southland's heritage, languages and cultures.”

Corporate Contributions to Community Education. The ITFS capacity used by Cal State Long Beach more than doubled when Pacific Bell began sharing the spectrum with the University. In exchange for some capacity, Pacific Bell implemented digital technology transmission, installing new equipment on campus and at receive sites. The digital conversion has allowed Cal State Long Beach to double its ITFS programming while still freeing up excess capacity to lease to current corporate partner Worldcom Broadband Solutions in order to support both the distance education program and community outreach efforts.

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ITFS Summary Information

Number of Channels: 20% of E group
Channel ID: E
Call Signs:

Quantity of Receive Sites: 4
Channels Operational Status: Operational
Program Scheduled hours: 24/7