

FALL 2020

Transit and Paratransit

Management Certificate Program

UNIVERSITY OF THE
PACIFIC
Eberhardt School of Business
WESTGATE
Center
FOR LEADERSHIP

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

For almost 30 years, the Westgate Center has been offering quality leadership training to the transit industry. Thousands of transit leaders have attended our leadership programs throughout California, Oregon and Washington.

Over the past year, we have developed a new online version of our top-rated Transit Management and Paratransit Certificate Series. Our goal was not to take what we did in person and duplicate it to the online world, but rather to use our experience and knowledge in transit leadership and harness online technology to create a more engaged and effective learning experience. Each one-day class is broken into four hours of online learning done at the participant's convenience prior to the three hours of class engagement with the instructor to discuss, debate and internalize learning.

“This course helped me to reflect on my organization in many ways during COVID-19 and the drastic changes to every aspect of our operative services. It also provided tools to identify challenges and how to manage our financial shortages to insure future success.”

Anne — SamTrans

Learn more and register: [Pacific.edu/Transit](https://pacific.edu/Transit)

ENROLL TODAY!

Online courses begin:

- Cohort 1 - September 4
- Cohort 2 - September 11
- Cohort 3 - October 8

Program Benefits

- Program topics provide key management and industry essentials for transportation professionals.
- Gain a thorough understanding of what it takes to be a successful transportation manager.
- Learn basic principles of transit regulations and mandates, management, marketing, risk management, human resources, operations, budgeting and leadership.

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.

A few of our participating agencies:



WESTGATE CENTER FOR LEADERSHIP & MANAGEMENT DEVELOPMENT

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

The instructors for the Westgate Center Programs are selected based upon their transit knowledge, management experience, and teaching ability. They emphasize practical and current examples from the real world using specific organizational applications. 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. Class size is limited so that participants have a chance to interact with each other and with the instructors.

COURSES Series includes 8 of the following 9 courses.

[Learn more about our Instructors](#)

OVERVIEW OF TRANSIT LEGISLATION, REGULATION, AND POLICY

Instructor: Donna DeMartino

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

EFFECTIVE COMMUNICATION SKILLS

Instructor: Lois Lang

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

DESIGNING INNOVATIVE ORGANIZATIONS

Instructor: Cynthia Wagner-Weick

- » Why Innovation is Important
- » 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

BUDGETING AND FINANCIAL MANAGEMENT

Instructor: Gloria Salazar

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

STRATEGIC THINKING

Instructor: Mark Schaff

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

SAFETY MANAGEMENT SYSTEM

Instructor: Walter R.L. Diangson

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

LEGAL ISSUES IN EMPLOYEE RELATIONS

Instructor: Thomas Brierton

- » Federal and State Employment Law
- » Hiring and Firing – The Legal Basics
- » Employment Discrimination, Harassment & Retaliation
- » Americans with Disabilities Act

MARKETING THROUGH CUSTOMER SERVICE

Instructor: Sacha Joseph-Mathews

- » Marketing for the Generations
- » Service Quality and Dimensions
- » Figuring Out the Gaps in Service Provision
- » Understanding Customer Expectations

ENHANCING LEADERSHIP EFFECTIVENESS

Instructor: Peter Johnson

- » Leadership vs. Management
- » Purpose, Vision, Values and Goals
- » Creating Trust
- » Effective Communication
- » Building Teams

“Very good session and timely to go along with current events. Interactive and positive experience. Will definitely be put to use in my everyday work life.”

Jeff — SunLine Transit Agency

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

Lisa — Paratransit, Inc.

Learn more and register: Pacific.edu/Transit



PROGRAM FEE *(Includes all instructional materials)*

SERIES: Save by enrolling in the entire series for \$2,495
 INDIVIDUAL SESSION: The cost per individual class is \$375
 FINANCIAL AID/SCHOLARSHIP: Available online

- *When enrolled in the entire series a Caltrans Scholarship may cover up to 50% if eligible.*

ONLINE TRAINING

(8:30 AM - 11:30 AM)

All of our programs are online, and available to participants regardless of their location. Our online programs help you build and enhance critical foundational skills that set the stage for your professional success.

CONFIRMATION

You will receive an email prior to the start of the program for which you have registered with all technical requirements and a link to log into the program platform.

EARN YOUR CERTIFICATE IN TRANSIT MANAGEMENT

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.

“This course provided me with very useful tools that I will use to further my knowledge in transit regulations and mandates. I am exploring the many sites that were introduced to me.”

Denise — OmniTrans

REGISTRATION

- 🗨️ ONLINE: Go.Pacific.edu/Transit
- ✉️ E-MAIL: Westgate@Pacific.edu
- ☎️ CALL: 209.946.2956 or 888.439.2867

ENROLL TODAY!
 Online courses start soon.
Go.Pacific.edu/Transit

**FALL 2020
 PROGRAM DATES***

COHORT 1 SPONSOR
access

COHORT 1 (FRIDAYS)

- 1 September 4
- 2 September 18
- 3 October 2
- 4 October 16
- 5 October 30
- 6 November 13
- 7 November 20
- 8 December 4

COHORT 2 (FRIDAYS)

- 1 September 11
- 2 September 25
- 3 October 9
- 4 October 23
- 5 November 6
- 6 November 20
- 7 December 4
- 8 December 18

COHORT 3 (THURSDAYS)

- 1 October 8
- 2 October 22
- 3 November 5
- 4 November 19
- 5 December 3
- 6 December 17
- 7 January 8, 2021
- 8 January 22, 2021

*For detailed course schedule, refer to Go.Pacific.edu/Transit

