

The Faculty Committee on Extended Learning
Wednesday, February 18, 2009

Minutes

Committee members present: Tamarah Ashton, John Binkley, John Bruton, Brian Connett, Joyce Feucht-Haviar, Coleen Martin, Renee Moreno, Kyriakos Pontikis, George Wang

Committee members absent: James Decker, Eric Garcia (excused), Sabina Magliocco (excused), Radha Ranganthan (excused)

Guests: Kim Badrkhan, Jennifer Kalfsbeek, Lih Wu, Julia Potter

Call to Order

Brian Connett, the Committee Chair, called the meeting to order at 3:15 p.m. The meeting was held in the Executive Conference Room in the Bookstore complex.

Old Business

Approval of October 15, 2008 Minutes

Brian Connett asked for a motion to approve the minutes for the October 15th meeting. John Bruton moved that the minutes be approved and George Wang seconded the motion. Brian Connett asked for a vote on the motion. The minutes were approved unanimously.

New Business

Proposed modification to the Master of Science in Taxation

(A copy of the proposal prepared for submittal to the CSUN Graduate Studies Committee had been distributed to the members of the committee by e-mail a week in advance of the meeting.)

Brian Connett introduced Jennifer Kalfsbeek, director of The Tseng College's Private Sector Programs. Jennifer Kalfsbeek stated that there are two modifications to the program that will be presented to the Graduate Studies Committee in April 2009.

The first is a change to the admission criteria to allow more flexibility to admit qualified students and to bring the program more in line with the admission criteria for the MBA. A typical successful applicant is a CPA or Enrolled Agent, who has a GPA of 3.4 in the last 60 units, and has 5 years of work experience in the tax field.

Jennifer Kalfsbeek then presented the second modification to the program: the addition of ACCT 668. It is designed to provide an option to offer a course in the cohort on an emerging topic in taxation. The students will benefit from an enhanced curriculum and the program will enjoy more flexibility while not increasing graduation requirements. Because the program is offered as a cohort, this course is not available as an elective but rather as an option to give the academic lead the ability to keep the program current.

(At the end of the meeting, the committee unanimously endorsed the proposed modification to the Master's of Science in Taxation program.)

New Program Proposal - Master of Science in Assistive Technology in Human Services

(A copy of the proposal prepared for submittal to the CSUN Graduate Studies Committee had been distributed to the members of the committee by e-mail a week in advance of the meeting.)

Brian Connett asked Jennifer Kalfsbeek to present the Master of Science in Assistive Technology in Human Services. She began with an overview of the program. It was developed in tandem with the Master of Science in Assistive Technologies and Rehabilitation Engineering. The two programs share four core courses.

Joyce Feucht-Haviar, dean of The Tseng College, described the development of the programs with active collaboration between faculty and leading practitioners in the field.

Jennifer Kalfsbeek told the committee that since sending the materials to the members last week, an additional modification has been made to the program proposal going to the Graduate Studies Committee. AHS/RE 601 and 602 were changed to 501 and 502 respectively. 502 was also significantly revised (the content has not changed, but the wording has changed to reflect recent consultation with the Psychology Department). The revised course proposal for 502 was distributed to the committee members and the changes were discussed.

(At the end of the meeting, the committee unanimously endorsed the proposed Master of Science in Assistive Technology in Human Services program.)

New Course Proposal - MS in Assistive Technologies and Rehabilitation Engineering (name to be changed to MS in Assistive and Rehabilitative Technology)

(A copy of the proposal prepared for submittal to the CSUN Graduate Studies Committee had been distributed to the members of the committee by e-mail a week in advance of the meeting.)

Brian Connett introduced Kim Badrkhan, deputy the dean at The Tseng College. Kim Badrkhan is serving as The Tseng College lead for this program. He began with an overview of the program, noting the high demand by employers for this degree in our region. He also stated that the name of the program was changing to Assistive and Rehabilitative Technology so that the program would be listed with professional science master's degrees at the California State University.

There was brief discussion about the various areas of focus that could be included in the curriculum. Brian Connett commented that ergonomics would be important to cover. Kim Badrkhan responded that it would be included.

John Bruton asked if market studies are done before a program is developed.

Joyce Feucht-Haviar responded that yes, market research is done. The Tseng College looks at several layers of marketing. There is the extended regional market which was examined closely for these degrees. The Tseng College also works with the deans to identify the academic strengths of the University. The credibility of the University in a particular area is vital to effective marketing and successful implementation. In this case, the University is highly regarded in engineering and human services. Additionally, CSUN's Center on Disabilities offers a non-credit certificate in assistive technology through The Tseng College: "Assistive Technology Applications Certificate Program (ATACP)." The ATACP is designed to provide a practical approach to the applications of assistive technology in meeting the needs of individuals with various disabilities in many settings. The ATACP is the largest Assistive Technology (AT) certificate program in the country. Last March, 4,000 people from across the country were awarded the certificate. This not only supports the demand for the new degree programs program on-campus for service to our region, it also makes the case for offering the Human Services degree online in the future.

(At the end of the meeting, the committee unanimously endorsed the proposed Master of Science in Assistive and Rehabilitative Technology.)

Update on Forthcoming Programs that will be Reviewed by the Committee

Brian Connett then presented the next agenda item, a review of forthcoming programs. He asked Jennifer Kalfsbeek to present Mediation and Conflict Resolution non-credit certificate. This program will offer 10 CEUs. After successfully completing the one semester program, students will be able to mediate in the State of California.

Brian Connett asked if students will be able to do formal arbitration. Jennifer Kalfsbeek responded that no, this is just for mediation. She noted that there is more demand for mediators because formal arbitration and litigation is much more expensive and time consuming.

Joyce Feucht-Haviar stated that this committee will have formal review of this program because it is non-credit.

Then Brian Connett asked Joyce Feucht-Haviar to present the proposed Innovation Cluster. A handout with brief descriptions of the MFA in Integrated Arts, the MS in Innovative Engineering Design, and an Executive MBA with a Focus on Managing to Promote and Sustain Innovation was distributed to the committee members. Joyce Feucht-Haviar stated that these programs capture areas of distinction and excellence at CSUN. The genesis of these programs was a directive from the provost to examine possible cross-disciplinary and cross-college programs that could build upon CSUN's strengths and that could be offered through self-support. She distributed a document, "Options for New Levels of Excellence and Distinction for CSUN - Three to Five Years Forward" to the committee members. (This was scheduled as a separate agenda item.) Joyce Feucht-Haviar met with the deans of all the colleges at CSUN to discuss possible collaborative degrees. Those possible collaborations and possible degrees, which are not College specific, are described in the document. These three degrees emerged. CSUN is well positioned for each of these degree programs. The first to be developed will probably be the MFA in Integrated Arts.

Kyriakos Pontikis commented that he is interested in a degree in sustainable design offered from the Interior Design department. The new Sustainability Institute on campus is interested in creating interdisciplinary courses. He wants to see a Master's in Sustainable Interior Design developed.

A brief discussion about entrepreneurship followed. Joyce Feucht-Haviar commented that our student population may well bring the non-standard, outsider point of view that often leads to fresh ideas. Brian Connett described his experience as a student taking a "New Ventures" course. John Bruton suggested a Master's in Innovation and Creativity with an emphasis in Entrepreneurship. Joyce Feucht-Haviar said that this was possibility. She added that we are out in front in this area. It could be useful to have a master's program, but a graduate credit certificate program in sustainability is more likely. Brian Connett added that The Tseng College can get outside professionals to participate in the development of the program which brings real insight into the topic. He recounted his experience with bringing a guest lecturer who was renowned in the field to his classes. Joyce Feucht-Haviar agreed that it is enriching for all to create a hub with faculty at all levels working with outside professionals in the field.

Referring to the areas of excellence document, John Bruton asked what the time line of implementation for the suggested programs is. Joyce Feucht-Haviar responded that this was a two to five year "looking ahead to see what was on the horizon" document.

Overview of the new MOU between Colleges

Brian Connett introduced Lih Wu, director of Financial Management and Human Resources for The Tseng College. He asked her to present the next agenda item: an overview of the new Memorandum of Understanding between partner colleges and The Tseng College. She handed out documents listing the responsibilities of The Tseng College and those for partner colleges. The new MOU is designed to offer a standard framework to insure equality.

Joyce Feucht-Haviar noted that in the CSU, MOU is a “Memorandum of Understanding” for use within the University. MOA is a “Memorandum of Agreement” for use with an outside contracting partner. The MOU is an instrument necessary to move money within the University.

Lih Wu explained that in the past, The Tseng College paid all of the up-front costs to develop a program. The new MOU requires that the partner colleges share the costs during the development phase. Budgets for up-front development costs, including marketing, will be created in advance by The Tseng College and will be agreed upon by the deans of each college collaborating on the project in question. Up-front program development expenses will be monitored by both college and Tseng College finance staff. Colleges will pay for faculty costs (salaries and reassigned time) related to program development and The Tseng College will continue to cover market assessment and other up-front program development costs. There are now incentives to build larger cohorts. Net revenue is shared with the partner college on a sliding scale based upon the number of students in a cohort. The Tseng College needs to rebuild its reserve from the net share of revenue.

Renee Moreno comment that some programs do not succeed with large classes. Brian Connett commented that the size of the class can be discipline specific. Joyce Feucht-Haviar stated that the cohort format needs to allow for a larger number of students to compensate for attrition. There is no remedy available for students leaving a program because people cannot join a cohort in progress. It is important to remember, she pointed out, that these students are midcareer professionals who come with a commitment to learning and motivation to value the conversation between students.

Brian Connett asked if the new MOU is in place. Joyce Feucht-Haviar replied that it is still a period of transition from the old format to the new.

Lih Wu added that the CSU Chancellor’s office still receives a portion of the money. There are also costs from CSUN, including student services fees, which must be paid.

Overview of the new arrangement for Open University

Brian Connett then asked Lih Wu to continue by presenting the next agenda item: an overview of the new arrangement for Open University.

Lih Wu distributed a chart showing a comparison between several CSU Open University programs. She reported that the new arrangement at CSUN calls for 13% overhead charges which will be deducted from the total revenue from Open University and then the balance of funds will be distributed 55% to The Tseng College and 45% to the college/department offering the courses. This will be effective July 1, 2008.

Options for Special Sessions in a difficult time

Brian Connett asked Joyce Feucht-Haviar to present this agenda item. She began by explaining that the term “Special Session” is a CSU name for a single course or degree program offered through self-support. There is also in the CSU “extension credit” but The Tseng College does not offer that. Winter Session is self-support. Summer used to be self-support but it was moved to the state side a few years ago, costing The Tseng College millions of dollars in lost revenue.

Joyce Feucht-Haviar described the current strategy taken by the Chancellor to deal with the economic crisis in California. She explained that we cannot offer courses to students through self-support because we cannot afford to offer them at the state tuition rate. Also, we need the Chancellor’s permission for “hybrid” summer but he will not grant it. She reported that requests for a Spring Session have been received and are under consideration. She noted that the university is also considering “fast-track” degree programs.

She told the committee members that she and Kim Badrkhan had attended an Economic Forecast presented by the Los Angeles County Economic Development Corporation (LAEDC). The healthcare industry and private education are two areas experiencing growth during this period. The Tseng College is well-positioned in both these areas.

Review of the ExL portion of “Academic Affairs - Accounting for 08-09, Planning for 09-10”

Brian Connett asked Joyce Feucht-Haviar present this agenda item. The provost is doing academic review and planning for which he prepared the document, “Academic Affairs - Accounting for 08-09, Planning for 09-10”. Joyce Feucht-Haviar distributed copies of the document to the members of the committee for informational purposes.

Update on Al Buraimi College

Brian Connett then asked Joyce Feucht-Haviar to provide an update on the recent developments with Al Buraimi University College (BUC) in Oman. CSUN, through The Tseng College, has an academic collaboration agreement with BUC. In December, she and Kim Badrkhan were invited to participate in the graduation ceremony for the first graduation class of the school. (All expenses associated

with the trip were paid by BUC as required by the MOA.) As a follow-up to the meetings held with the BUC officials during the trip, she prepared a report about next steps for both the continuation of the academic affiliation and the development of the Graduate Center there. Copies of the report were distributed to members of the committee.

Approval of the program modification and new program proposals

Brian Connett asked the committee for a vote of endorsement for the program modification and new program proposals presented during the meeting. The committee members unanimously endorsed the proposed modification to the Master of Science in Taxation program and the new proposals for the Master of Science in Assistive Technology in Human Services and the Master of Science in Assistive Technologies and Rehabilitation Engineering (name to be changed to MS in Assistive and Rehabilitative Technology).

Meeting Adjournment

Because of time, it was agreed to present the final agenda item, a presentation of the doctoral study, at the March meeting. Brian Connett adjourned the meeting at 5:15 p.m.

(No policy changes were discussed or recommended during this meeting.)

The next meeting of the Faculty Committee on Extended Learning is scheduled for March 18, 2009.

Prepared by: Julia Potter