

The Faculty Committee on Extended Learning  
Wednesday, October 15, 2008

Minutes

*Committee members present: Tamarah Ashton, John Binkley, John Bruton, Brian Connett, James Decker, Eric Garcia, Joyce Feucht-Haviar, Sabina Magliocco, Coleen Martin, Renee Moreno, Kyriakos Pontikis, George Wang*

*Committee members absent: Radha Ranganthan (excused)*

*Guests: Kim Badrkhan, Bev Palmberg, Marcella Tyler, Lih Wu, Russell Paquette, 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.

Brian Connett welcomed the two newest members of the committee, James Decker and George Wang.

Old Business

**Approval of September 17, 2008 Minutes**

Brian Connett asked for a motion to approve the minutes for the September 17<sup>th</sup> meeting. Sabina Magliocco moved that the minutes be approved and Tamarah Ashton seconded the motion. Brian Connett asked for a vote on the motion. The minutes were approved unanimously.

**Completion of the review of the Overview Binders**

Because of a lack of time during the previous meeting, three sections in the Overview Binder were asked to be presented at today's meeting.

Brian Connett introduced Marcella Tyler, executive director of Marketing, Public Relations and Communications. She then introduced Russell Paquette, director of Advertising and Marketing Services, for The Tseng College. Together, they made a presentation about the college's approach to marketing. In addition to the material found in the Overview Binder, examples of brochure development, website development and Internet marketing were presented. The college's use of market research was also discussed. Renee Moreno asked if the market research done for the Master's of Public Policy could be shared with the committee. Marcella Tyler agreed with the condition that it would not be widely distributed since it is proprietary information. It will be sent electronically to the committee members by Julia Potter.

Brian Connett next introduced Lih Wu, director of Financial Management and Human Resources who presented “Budgeting and Financial Management”.

Brian Connett then introduced Bev Palmberg, director of Student Support Systems and Administrative Services, who presented “Student Support Services and Administrative Systems”.

At the conclusion of these presentations, John Bruton asked what The Tseng College uses to benchmark. Joyce Feucht-Haviar, dean of The Tseng College, remarked that The Tseng College is the benchmark that other Extended Education units use. Brian Connett thanked the presenters and expressed his admiration for the work of The Tseng College.

### New Business

#### **Update on International Programs and Partnerships**

Brian Connett introduced Kim Badrkhan, deputy to the dean, who discussed The Tseng College’s international initiatives.

- The College is working with a partner in Egypt to establish a university in Alamein, Egypt. It will be called California University Alamein, Egypt (CUA-E). Joyce Feucht-Haviar traveled to the region last fall to meet with our partner and various stakeholders in the project and to visit the site. Photographs and maps were distributed to the committee members. Kim Badrkhan described the nature of the partnership, explaining our contributions to the academic structure. Joyce Feucht-Haviar added that there is no financial contribution or responsibility by CSUN for the project. The projected launch is fall 2009.
- Kim Badrkhan then presented the College’s academic collaboration with Al Buraimi College (BUC) in Oman. A map of the region was distributed to the committee members. A member of the CSUN faculty who is a member of the curriculum development team for BUC, Jack Alanen, is on sabbatical leave there. BUC is preparing for their first graduation in December. Joyce Feucht-Haviar and Kim Badrkhan will attend the event. BUC will also be the site for the first International Graduate Center that our College, working with CSU partners, has designed. A description of the Center was distributed to the committee members. Kim Badrkhan is the lead working with BUC leads to develop and/or modify degree programs for the Center. Those programs are Knowledge Management, Engineering Management, Business Administration, Information Technology, and English with an emphasis in Linguistics (TESL). The proposed launch of the Center is spring 2010.

Joyce Feucht-Haviar described the International Graduate Center concept from the CSU perspective. She asked Julia Potter to send the document describing the concept to the committee members.

### **Update on Forthcoming Programs that will be Reviewed by the Committee**

Brian Connett introduced Joyce Feucht-Haviar, dean of The Tseng College, who presented an overview of those programs that will be presented to the committee this year for review:

- Assistive and Recuperative Technologies and Therapies - Adaptive Clinical Practices is being developed collaboratively with the College of Health and Human Development and Assistive and Recuperative Technologies and Therapies - Engineering Assistive Technology is being developed collaboratively with the College of Engineering and Computer Science. Joyce Feucht-Haviar stated that the University has considerable strength in the assistive technology area. These two master's degree programs are being developed as two tracks with some common courses. The Tseng College received a program development grant of \$50,000 from the CSU. There is huge interest and need in our region as evidenced by the 4000 certificates the College has issued over nine years to students in the "Assistive Technology Applications Certificate Program (ATACP)", a program offered in partnership with the Center on Disabilities at CSUN.
- Music Industries Studies is a master's degree program in development with the Mike Curb College of Arts, Media and Communication. Our regional focus and market demand supports the development of a master's degree, especially given the strong reputation of the faculty in this area.
- Travel and Tourism Management is being developed with the College of Health and Human Development. The existing master's program will be modified to offer it in a cohort format with an international point of view. The program may be available through the International Graduate Centers.

Joyce Feucht-Haviar then distributed a flyer about the Library Science program offered in partnership between CSUN and the University of North Texas (UNT). She explained that the Master's of Library and Information Science that The Tseng College had been developing with the Oviatt Library was not going to be offered as a result of the slow process to achieve American Library Association (ALA) accreditation. One school, she stated, took 15 years to become ALA accredited. In order to achieve the goal of regional relevance, the decision was made to offer a program through UNT that was fully accredited and was easily modified with courses offered on the CSUN campus and online courses from UNT. The degree is from UNT.

**Meeting Adjournment**

Having no further business to discuss, Brian Connett adjourned the meeting at 4:55 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 October 15, 2008. (That meeting has since been cancelled, so the next meeting is February 15, 2009)

Prepared by: Julia Potter