

California State University, Northridge
The Tseng College
Graduate, International, and Midcareer
Education

A More Focused Look at the
Advanced Professional Education
Strategy

2015-2016

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California State University, Northridge
The Tseng College: *Graduate, International, and Midcareer Education*

The Advantages of CSUN's Distinctive Approach to Self-Support Advanced Professional Education Strategy

Through its Tseng College: *Graduate, International, and Midcareer Education* (Tseng College), California State University Northridge (CSUN) has focused over the last 17 years on developing its capacity and reputation for offering excellent and distinctive self-supporting advanced professional education programs – primarily baccalaureate degree completion programs, graduate degrees, and post-baccalaureate certificate programs. This focus is rather unique and gives CSUN a distinction and an advantage in its ability to support economic and community development in Greater LA and beyond by expanding the university prepared high-talent workforce and community leaders the region needs. CSUN's self-support programs have grown quickly and are exceptional in their ability to foster and support very high levels of student achievement (as measured by successful on-time graduate rates that are regularly over 80%).

The approach that CSUN takes to developing and offering self-support degree and graduate credit certificate programs through its Tseng College gives CSUN and those it serves the following distinctive advantages:

- Using self-support funding to support the development of innovative programs often in emerging fields of importance to the regional economy builds the capacity of CSUN's departments and colleges to offer graduate and advanced professional education to midcareer professionals seeking to advance or change their career path. This allows CSUN to enhance its reputation and influence in professionally focused disciplines and the related fields of practice to the advantage of CSUN's faculty and the scope of their research and engagement with leading practitioners, students achieving their educational goals, and regional employers in need of well-prepared senior professionals. The ability of CSUN to develop programs in emerging and changing fields within and across disciplines also enhances CSUN's ability to attract and hire faculty with expertise in those new fields of importance to the economic and community development future of Greater Los Angeles.
- Using self-support funding has also expanded the ability of CSUN's colleges and departments to offer programs in new fields, with innovative formats and/or across disciplinary and institutional boundaries without placing additional demands on limited state funding which is much needed to support the growing demand for CSUN's on-campus baccalaureate programs.
- Using self-support funding, CSUN has been able to develop and offer professionally focused graduate programs and a professionally focused baccalaureate degree completion program for working adults even during times of recession when the regional and state economies needed such programs to help

midcareer adults change careers as the economy changed.

- CSUN's self-support programs offered through its Tseng College provide significant extra teaching and research opportunities for faculty. These programs often create ongoing educational and research relationships among CSUN faculty and students and regional industries and/or areas of professional practice that offer CSUN faculty and students opportunities for field work and applied research, as well as giving both faculty and students insights into the changing realities influencing the industries and professions in question which help to link CSUN teaching and contemporary research practice.
- CSUN's self-support degree and graduate credit certificate programs expand educational options for midcareer professionals and this adds to friends and supporters of the University – i.e., graduates that have a strong sense of engagement with the campus overall as well as with the particular program in which they were enrolled and the department and college that is the academic home to that program.
- Through a thoughtful investment of self-support funds in the development of degree and credit certificate programs, CSUN has achieved both program excellence and distinction as well as positive financial returns. Over the last 15 years, CSUN through its Tseng College has invested significantly (over \$800,000 per year) in compensation for faculty time devoted to crafting programs, instructional design support, online production focused on student achievement and instructional excellence, and co-creative engagement between faculty and leading practitioners in targeted fields to ensure that each program is well designed to serve the midcareer adults who take them. The CSUN approach to the development of self-support programs through its Tseng College allows faculty the time and support needed to work together to craft rigorous and purposefully innovative advanced professional preparation programs that prepare graduates to be leaders in the field in question in the decades ahead. No other CSU that we have contacted invests in the development of self-support programs in this way. This approach also benefits midcareer students because the resulting programs are exceptionally well-designed and taught by CSUN faculty working together to link the learning in each course to others in the program to achieve significant student learning outcomes at both the course and program levels, and the students enrolled in these programs are supported by extensive student support services also designed to meet the needs of midcareer adult students.
- CSUN's self-support programs also have exceptional support services. These student support services were developed in The Tseng College to meet the needs of midcareer students and they include specialized financial aid counseling for students, internal teams dedicated to obtaining accreditation and approvals for new or redesigned programs, specialized and responsive online applications and admission systems, international student services, market research and marketing services, and distance-learning instructional design and production services.

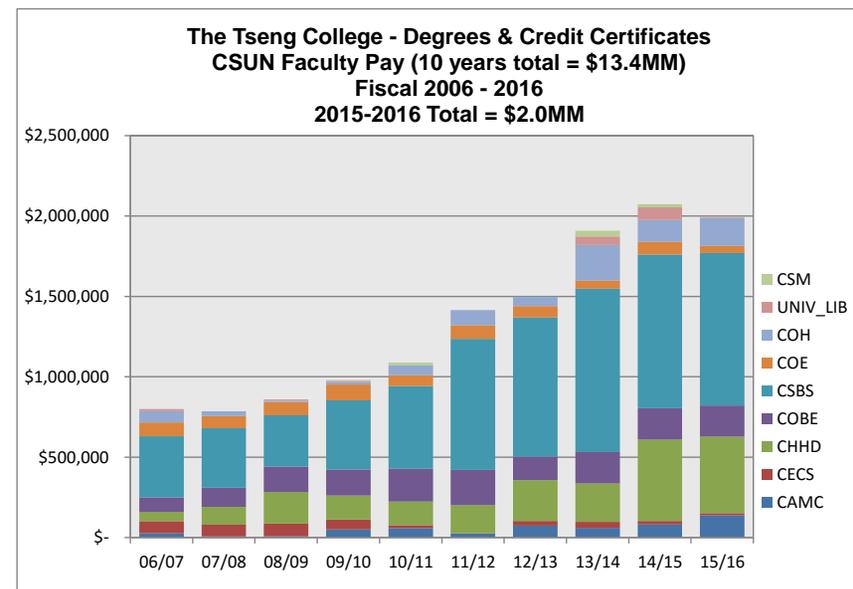
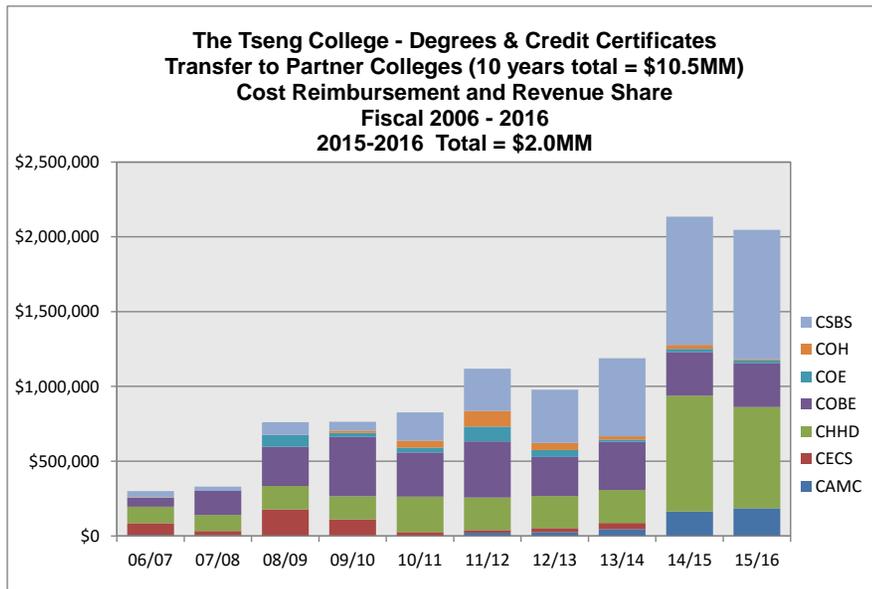
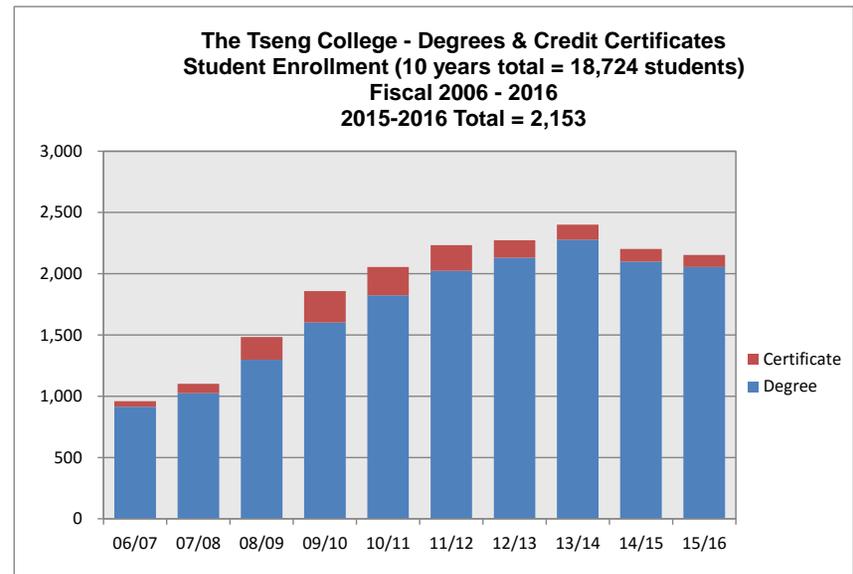
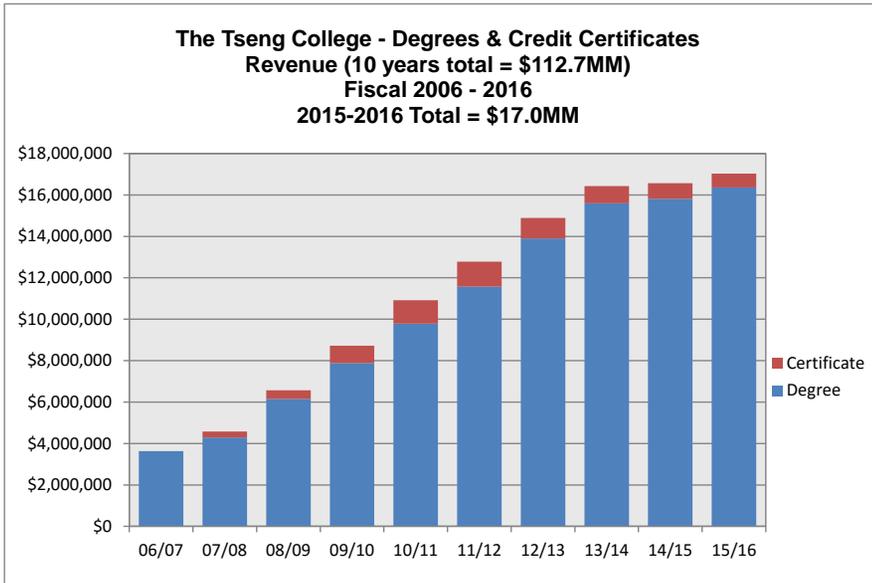
- While priced moderately in keeping with CSU values and commitment to access, the high demand for CSUN's excellent and distinctive self-support programs results in important additional revenue for CSUN departments and colleges that collaborate with The Tseng College to create CSUN's self-support advanced professional education degrees and credit certificate programs.
- CSUN's excellent and distinctive self-support degree and certificate programs for midcareer professionals are increasingly offered fully online to expand access throughout the region and the state. At the same time, this has expanded access to CSUN programs nationally and opened the way for an international reach. This leads to cohorts in CSUN online programs that allow regional students to benefit for a learning community of midcareer professionals who are working in a variety of organizational and regional contexts. This adds a valuable breadth to the exchange and to group projects designed to foster exploration of alternatives and innovative solution design and leadership strategies in each field.

In summary, CSUN's distinctive approach to advanced professional education through its Tseng College has given CSUN a broad and expanding reputation for innovation and for being a thought leader and a valued partner in the development of the university prepared workforce for Greater LA, California, and beyond. As these programs have grown in reputation and reach, CSUN's influence has expanded to the state, national, and international levels as well. Through this approach, CSUN can do what other CSUs cannot across a broader spectrum of programs within and across disciplines serving the midcareer students with excellence and distinction.

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ATTACHMENT A

The Distinctive Advanced Professional Education Strategy of CSUN's Tseng College



California State University, Northridge The Tseng College

Degree, University Certificate, and Pathway Sequence Program Offerings for 2015-2016

Predominately Face-to-Face and/or Regional

- B.A. Public Sector Management – Baccalaureate Degree Completion
- M.A. Music Industry Administration
- M.A. Psychology: Behavioral Clinical Psychology
- M.P.A. Master of Public Administration: Public Sector Management and Leadership
- M.S. Applied Behavior Analysis
- M.S. Taxation
- M.S.W. Master of Social Work
- University Certificate in Business Administration**

Online

- B.A. Public Sector Management – Baccalaureate Degree Completion
- M.A. Educational Administration: K-12
- M.P.A. Master of Public Administration: Health Administration
- M.P.A. Master of Public Administration: Public Sector Management and Leadership
- M.P.H. Master of Public Health: Health Education
- M.S. Communicative Disorders
- M.S.W. Master of Social Work
- University Certificate of Preparation for Advanced Studies in Speech-Language Pathology**
- University Certificate in Health Administration (linked to MPA)

Certificates of Advanced Professional Development

- Certificate of Advanced Professional Development in Assistive Technology Applications
- Certificate of Advanced Professional Development in Radiologic Technology: Computed Tomography
- Certificate of Advanced Professional Development in Radiologic Technology: Magnetic Resonance Imaging
- Certificate of Advanced Professional Development in Speech-Language Pathology Assistant Fieldwork Experience

(Note: The Certificates of Advanced Professional Development are Continuing Education Units)

**A pre-requisite program to admission into a CSUN Master's degree program.

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CSUN Self-Support Programs Summary of Graduation Rates for 2015/2016

- M.S., Applied Behavior Analysis (face-to-face) 93.9%
- M.S., Assistive Technology Studies and Human Services (fully online) 76.4%
- M.S., Communicative Disorders (fully online) 95%
- M.A., Educational Administration (fully online) 66.6%
- M.A., Music Industry Administration (face-to-face) 77.5%
- MPA, Master of Public Administration (fully online) 85.1%
- MPA, Master of Public Administration (off-campus cohorts) 87.9%
- Master of Social Work (fully online) 87.8%
- Master of Social Work (off campus) 92.5%
- M.S., Taxation (face-to-face) 79.4%
- B.A., Public Sector Management (off site) 91.6%
- Graduate Credit Certificate in Business Administration (face-to-face) 72.9%
- Credit Certificate of Preparation for Advanced Studies and Communication Disorders and Sciences (fully online) 79.4%
- Certificate of Advanced Professional Development in TV & Film Post-Production Technology (fully online) 63.6%
- Certificate of Advanced Professional Development in Radiologic Technology: CT/MRI (fully online) 93.7%
- Certificate of Advanced Professional Development in Speech-Language Pathology Assistant Fieldwork (online and clinical setting) 100%

CSUN Self-Support Program Graduates
National Licensure Exams Pass Rates for 2014/2015

In addition to the coursework completed for the degree, two professional fields (speech/language pathologist and behavior analyst) in which CSUN offers self-support masters degree programs also require both the successful completion of the master's degree and successfully passing the national licensure exam for the field in question in order for a program graduate to become licensed to practice as a professional in the field in question. The most recent data available on pass rates for these two national licensure exams is from the 2014/2015 Academic Year. The data for graduates of CSUN's self-support master's degree programs in these fields who passed their respective national licensure exams on the first attempt are:

- PRAXIS Examination for M.S., Communication Disorders (CSUN's fully online self-support master's program) -- 94% first attempt pass rate.
- BCBA Examination for M.S., Applied Behavior Analysis (CSUN's face-to-face on the CSUN campus self-support master's program) 97% first attempt pass rate.

**NOTE: CSUN's first-time pass rates are considerably higher than the national average which includes graduates of all such masters programs from a wide range of universities nationwide who attempt the exam.*