

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

A More Focused Look at the
Advanced Professional Education
Strategy

2017-2018

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

**The Advantages of CSUN's Distinctive Approach to Developing
and Supporting Self-Support Degree and Certificate Programs**

Through its Tseng College: *Graduate, International and Midcareer Education* (Tseng College), California State University Northridge (CSUN) has focused over the last 20 years on developing its capacity and reputation for offering excellent and distinctive self-support degree and certificate programs for midcareer professionals. These include baccalaureate degree-completion programs, graduate degrees, and credit certificate programs for post-baccalaureate students. This focus gives CSUN a distinct advantage in its ability to support economic and community development and to produce leaders by expanding a university-prepared workforce. CSUN's self-support degree and certificate programs have grown quickly and are exceptional in their ability to foster and support high levels of student achievement. Successful on-time graduation rates are regularly over 80% and frequently over 90%.

Programs offered through the Tseng College have the following advantages:

- Self-support funding finances the development of innovative programs in emerging fields. This builds the capacity of CSUN to offer graduate and advanced professional education to midcareer professionals seeking to expand or change their career paths. These programs enhance CSUN's reputation and influence in professionally focused fields. Faculty gain opportunities to expand their research and refine curricula through active engagement with leading practitioners. Midcareer students receive an education rooted in the strengths of the discipline and the realities of practice in the field. Regional employers gain the advantage of well-prepared graduates as a resource in contemporary urban and global economies. The ability of CSUN to develop programs within and across disciplines also enhances the university's ability to attract and hire faculty with expertise relevant to regional economic and community development.
- Self-support funding expands the ability of CSUN's colleges and departments to offer programs in new fields. These programs have innovative formats across disciplinary and institutional boundaries. They do not place demands on limited state funding for on-campus baccalaureate programs.
- Using self-support funding, CSUN develops and offers professionally focused graduate programs and a baccalaureate degree-completion program for working adults, even during times of tight budgets. Regional and state economies need such programs to help midcareer adults advance and/or

redirect their careers as the economy changes.

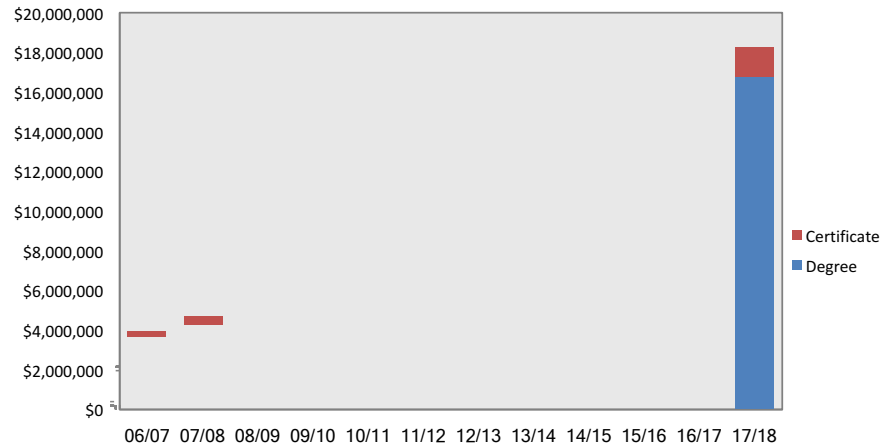
- Self-support programs offered through the Tseng College provide teaching and research opportunities for faculty. Programs often create ongoing educational and research relationships among faculty, students and regional industries and/or professional practice areas. Faculty and students gain opportunities for fieldwork and applied research, as well as insights into changing developments influencing industries and professions. Self-support programs link teaching and research to the complex economic and social context of Greater Los Angeles and beyond.
- Self-support degree and certificate programs expand educational options for midcareer professionals, increasing connections of the university. Students in self-support programs develop a camaraderie with CSUN and the program's college and department. These students often stay involved with the university after graduation and expand CSUN's network of relationships and prospective supporters.
- CSUN has achieved 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; and engagement between faculty and leading practitioners in targeted fields. This ensures that each program serves the midcareer adults who enroll. This approach allows faculty the time and support needed to work together to craft rigorous and innovative advanced professional preparation programs that prepare graduates as leaders in the decades ahead. No other CSU invests in the development of self-support programs to this extent. The programs are well designed and taught by CSUN faculty working together to link the learning in each course to other program courses. This achieves significant student learning outcomes as measured by student success at both the course and program levels.
- CSUN's self-support programs have exceptional student support services. These services were developed in The Tseng College to meet the needs of midcareer students. They include specialized financial aid counseling, internal teams dedicated to obtaining accreditation and approvals for new or redesigned programs, specialized and responsive online applications and admission systems, international student services, and ongoing online student and faculty support services.
- In keeping with the CSU/CSUN commitment to access, programs are moderately priced compared to many other program providers. Even so, the high demand for CSUN's self-support programs results in important additional revenue for departments and colleges that collaborate with The Tseng College to create programs.

- These programs are increasingly offered fully online to expand access throughout the region and the state. This expanded access creates a path for international reach. This allows regional students to benefit from a learning community of midcareer professionals who work in a variety of organizational and regional contexts. It adds a valuable breadth to student interaction and group projects, and fosters innovative solution design and leadership.

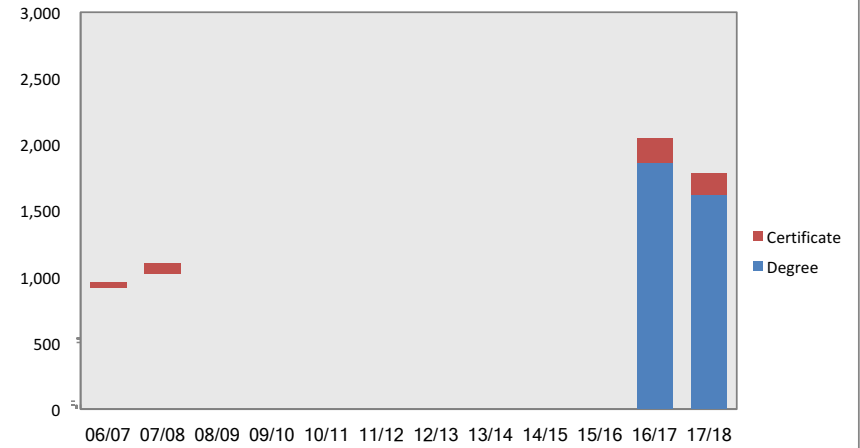
In summary, CSUN's distinctive approach to advanced professional education through its Tseng College gives the university a positive reputation for innovation, leadership and development of a university-prepared workforce. A growing number of CSUN self-support degree programs are now listed on national rankings and have been recognized for their excellence with awards. On-time graduation rates from self-support programs (including those offered fully online) are well above national averages, with many exceeding 90%, and some occasionally reaching 100%. For fields that require earning a degree and then passing a national licensure exam, graduates of self-support programs pass those exams on the first attempt at rates well above the national average. As these programs have grown in reputation and reach, CSUN's influence and impact have expanded to state, national and international levels.

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

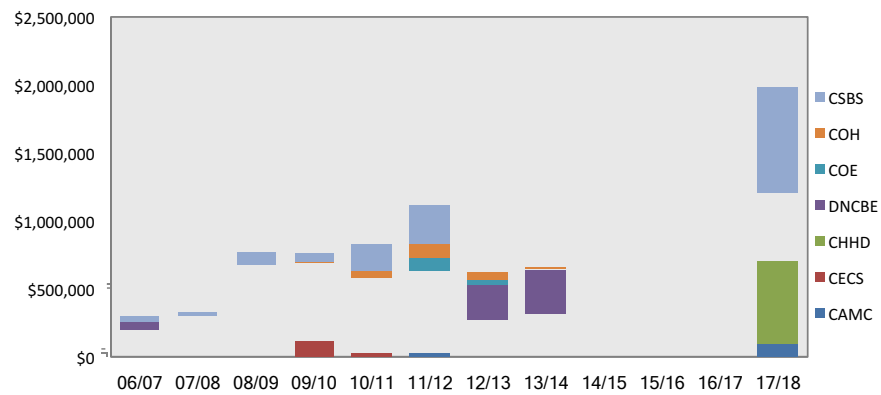
**The Tseng College - Degrees & Credit Certificates
Revenue (12 years total = \$147.3M)
Fiscal 2006 - 2018
2017-2018 Total = \$18.3M**



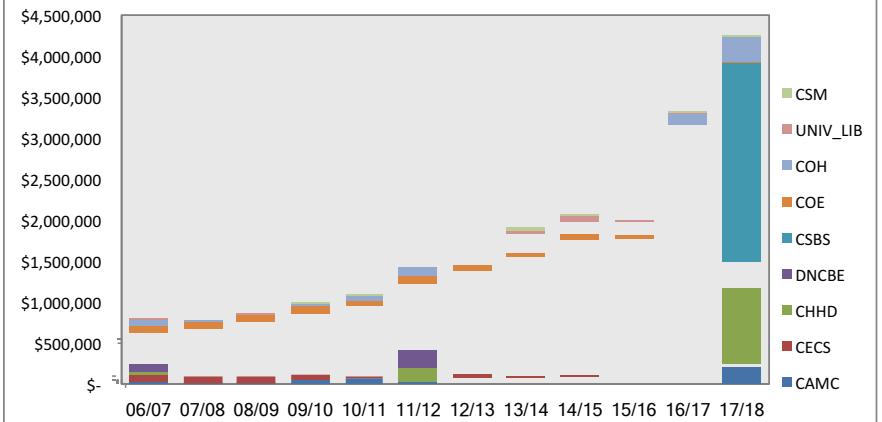
**The Tseng College - Degrees & Credit Certificates
Number of students (12 years total = 22,550 students)
Fiscal 2006 - 2018
2017-2018 Total = 1,782**



**The Tseng College - Degrees & Credit Certificates
Transfer to Partner Colleges (12 years total = \$14.5M)
Cost Reimbursement and Revenue Share
Fiscal 2006 - 2018
2017-2018 Total = \$2.0M**



**The Tseng College - Degrees & Credit Certificates
CSUN Faculty Pay (12 years total = \$21.0MM)
Fiscal 2006 - 2018
2017-2018 Total = \$4.2MM**



Faculty pay increases in FY 16-17 and FY 17-18 + conversion from Moodle to Canvas in FY 17-18

California State University, Northridge **The Tseng College**

CSUN Self-Support Degree, University Certificate, and Pathway Sequence Program Offerings

Predominately Face-to-Face and/or Regional

- B.A. Public Sector Management – Baccalaureate Degree Completion
- B.S., Nursing – Accelerated Program
- M.A. Music Industry Administration
- 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. Humanities
- M.P.A. Master of Public Administration: Health Administration
- M.P.A. Master of Public Administration: Nonprofit Sector Management
- M.P.A. Master of Public Administration: Public Sector Management and Leadership
- M.P.H. Master of Public Health: Community Health Education
- M.S. Assistive Technology Studies and Human Services
- M.S. Communicative Disorders
- M.S. Engineering Management
- 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)
- University Certificate in Nonprofit Sector Management (linked to MPA)

CSUN Self-Support 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.

CSUN University Access Programs

- Open University (Fall Semester and Spring Semester)
- Winter Term
- Summer Session

CSUN Self-Support International Programs

- Intensive English Program (IEP)
- Intensive English Program with Conditional Admission (IEPCA) to CSUN
- Semester at CSUN for International Students
- Custom Designed and Contracted Programs for International Groups

CSUN Self-Support Degree, University Certificate, and Pathway Sequence Program Launch Timeline

2019-2020

- B.A. Liberal Studies – Baccalaureate Degree Completion
- M.A. Instructional Design (online)
- M.S. Assistive Technology Engineering (online)
- M.S. Tourism, Hospitality, and Recreation Management: Hospitality Management (online)
- Cert APD – Solution Design Certificate
- Cert APD – Leadership in the Age of Disruption
- UCert – Hospitality Management Certificate; Graduate Credit Certificate (linked to M.S. Tourism, Hospitality, and Recreation Management) (online)
- UCert – Instructional Games and Simulations Certificate; Graduate Credit Certificate (linked to M.A. Instructional Design) (online)

2020-2021

- M.A. Community Development Leadership
- M.K.M Master of Knowledge Management
- M.A. Digital Education Innovation and Leadership (online)
- M.S. Information Systems Management

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CSUN Self-Support Programs Summary of Graduation Rates for 2017/2018

- M.S., Applied Behavior Analysis (face-to-face) **78.6%** (37 units, 2 year cohort duration)
- M.S., Assistive Technology Studies and Human Services (fully online) **72.7%** (30 units, 2 year cohort duration)
- M.S., Communicative Disorders (fully online) **94.1%** (63 units, 3 year cohort)
- M.A., Music Industry Administration (face-to-face) **97.1%** (33 units, 2 year cohort)
- MPA, Master of Public Administration (fully online) **61.9%** (36 units, 2 year cohort)
- MPA, Master of Public Administration (off-campus cohorts) **84.3%** (36 units, 2 year cohort duration)
- MPA, Master of Public Administration (on-campus) **81.5%** (36 units)
- Master of Social Work (fully online) **87.5%** (60 units, 2 year cohort duration)
- Master of Social Work (off campus) **85.7%** (63 units, 3 year cohort duration)
- Master of Public Health (fully online) **62.2%** (42 units, 2 year cohort duration)
- M.S., Taxation (face-to-face) **64.5%** (30 units, 1.5 year cohort duration)
- B.A., Public Sector Management (off site) **85 %** (60 units, 2.5 year cohort duration)
- Graduate Credit Certificate in Business Administration (face-to-face) **63.8%** (18 units, 1 year cohort duration)
- Credit Certificate of Preparation for Advanced Studies and Communication Disorders and Sciences (fully online) **83.9%** (30 units, 2 year cohort duration)
- Certificate of Advanced Professional Development in Radiologic Technology: CT/MRI (fully online) **100%** (83 units: 12 units online coursework and 71 credits or 710 hours of on-site clinical education)
- Certificate of Advanced Professional Development in Speech-Language Pathology Assistant Fieldwork (online and clinical setting) **100%** (13 units, 16 week cohort duration)

CSUN Self-Support Program Graduates
National Licensure Exams Pass Rates for 2017/2018

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 2017/2018 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) -- **87%** first attempt pass rate (National average is 82.4%).

- BCBA Examination for M.S., Applied Behavior Analysis (CSUN's face-to-face on the CSUN campus self-support master's program) **92%** first attempt pass rate (*National average is 65%*).
- Students graduation from CSUN's fully online self-support master's degree in Public Health (MPH) have a **100%** pass rate on the National Commission for Health Education Credentialing's Certified Health Education Specialist (CHES) exam (*National average is 66%*), and a **100%** pass rate on the National Board of Public Health Examiners Certified in Public Health (CPH) exam (*National average is 70+%*).

**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.*