

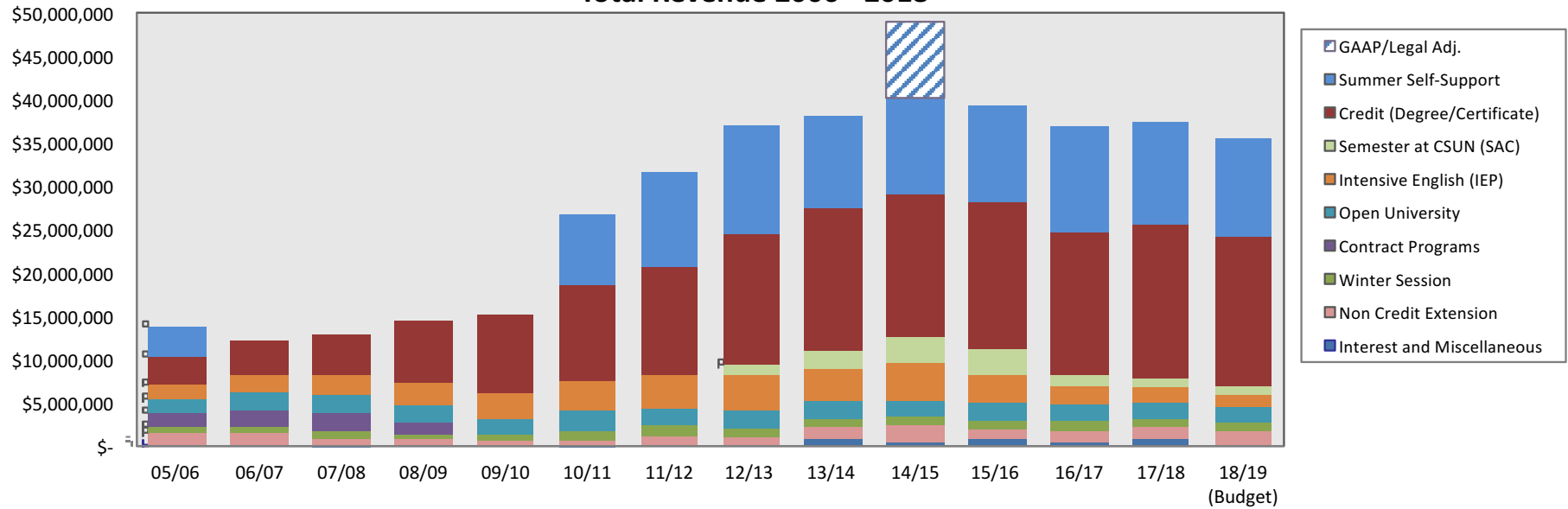
**California State University, Northridge**  
The Tseng College  
Graduate, International and Midcareer Education

**Outcomes Overview**  
**2017-2018**

For Questions, Contact Joyce Feucht-Haviar, dean  
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(818) 677-5005

## California State University, Northridge The Tseng College 2017/2018

### Total Revenue 2006 - 2018



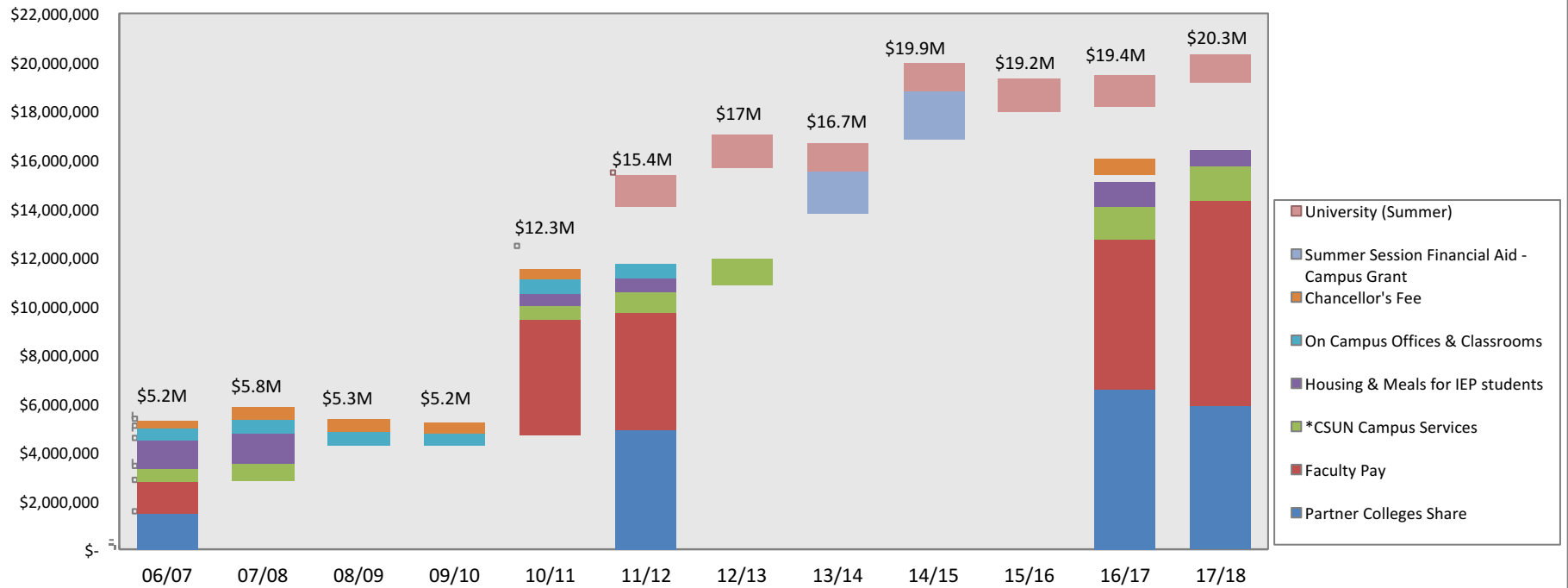
Note : Beginning in 2010/11, CSUN Summer Session was moved from state-support to self-support by CSU. Instructional Support Revenue was not included in Summer Session 2010/11 but was included in 2011/12 and each year after.

CSUN fiscal year starts on July 1 and ends on June 30 covering the Summer, Fall, Winter Intersession and Spring Terms. CSUN Summer Session typically starts late May and ends mid – August which means that a portion of the summer revenue; i.e. revenue generated during the month of May and June should be recognized as part of the previous fiscal year. In the past this revenue recognition adjustment was recorded at the overall University level. As per the Chancellor's Office requirement, this revenue

**California State University, Northridge**  
**The Tseng College**  
**2017/2018**  
**Analysis of Cost as a Percentage of Revenue**  
**Revenue \$37,334,203 (incl. Summer Session 2017 )**

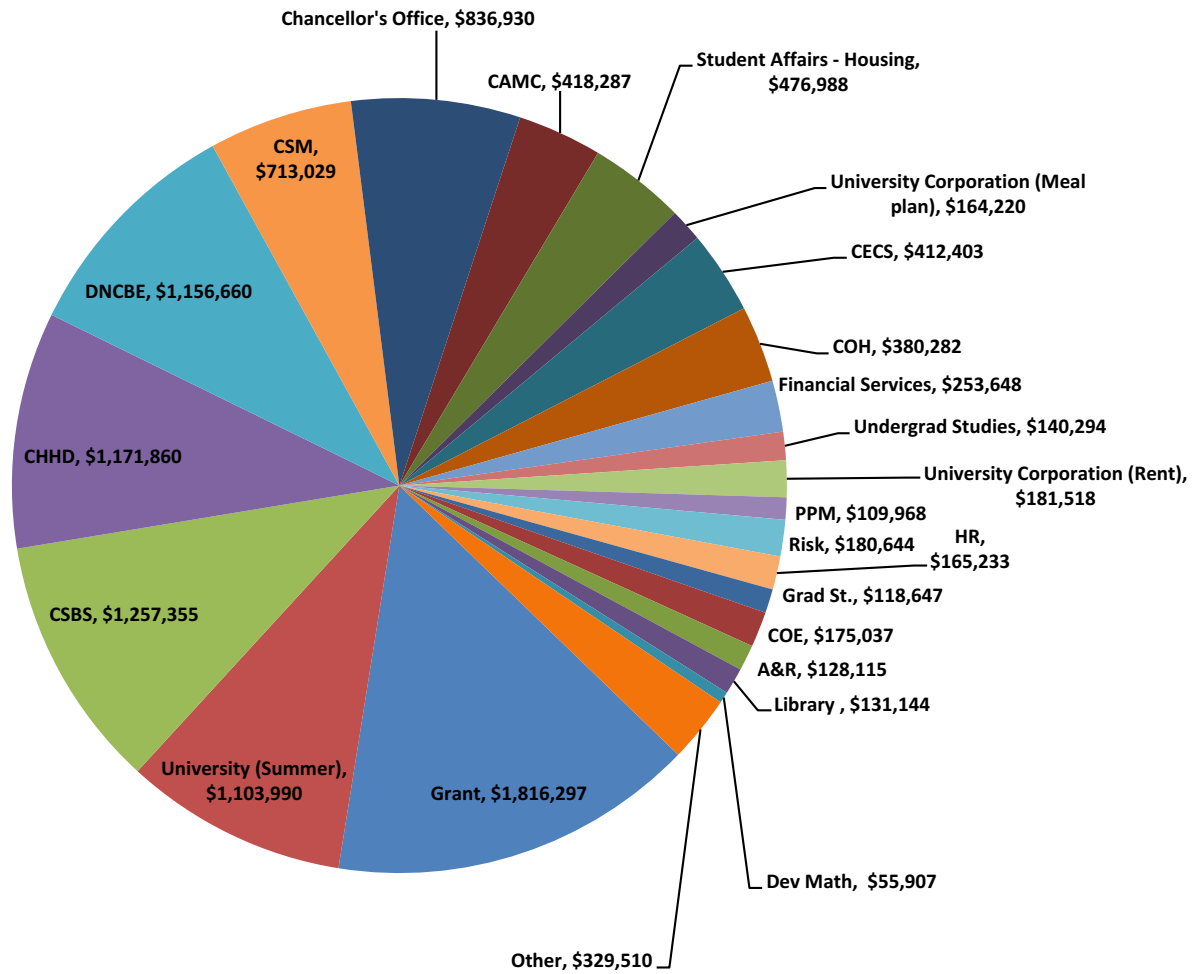
<b>Cost Items</b>	<b>% of Revenue</b>
Instructional Salaries & Benefits	24.0%
Cost Reimbursement & Revenue share to partner Academic Colleges/Departments	23.6%
Tseng College Staff Salaries & Benefits	23.4%
CSUN Capital Project	8.0%
Contribution to Operating Fund Balance/Reserves	7.5%
Campus Services	3.8%
Direct Marketing (non-people costs)	3.6%
General Operating expenses	2.7%
CSU Chancellor's Office	2.2%
External Relations and Partnerships ( including CSU5) for CSUN Overall	0.8%
Campus-wide International Support	<u>0.4%</u>
<b>TOTAL</b>	<b>100%</b>

**California State University, Northridge**  
**The Tseng College**  
**2017/2018**  
**Overall Financial Return to CSU/CSUN**  
**2007 - 2018**



Note: The overall financial return to CSU/CSUN without Summer were \$5.8M (2010/11), \$6.4M (2011/12), \$7.5M (2012/13), \$7.7M (2013/14), \$10.6M (2014/15) \$8.9M (2015/16) \$9.2M (2016-17) and \$10.4M (2017-18)

**California State University, Northridge**  
**The Tseng College**  
**2017/2018**  
**Total Transfer to CSUN/CSU = \$11,887,877**  
**(excluding faculty pay)**



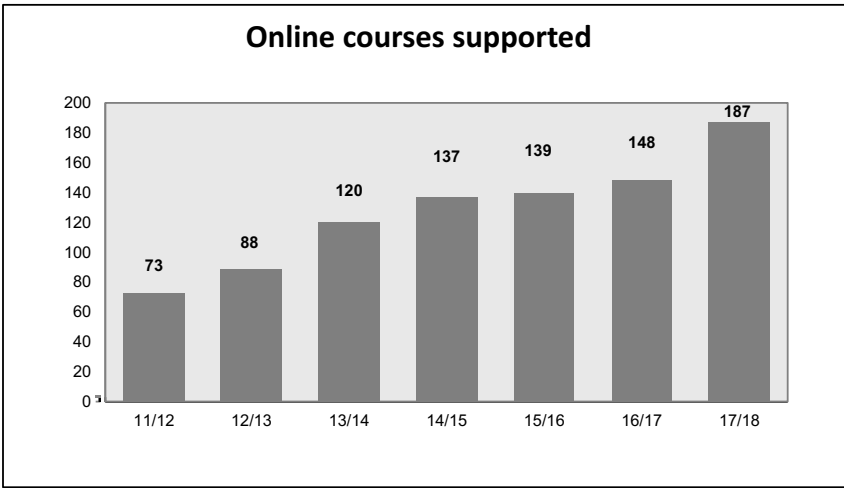
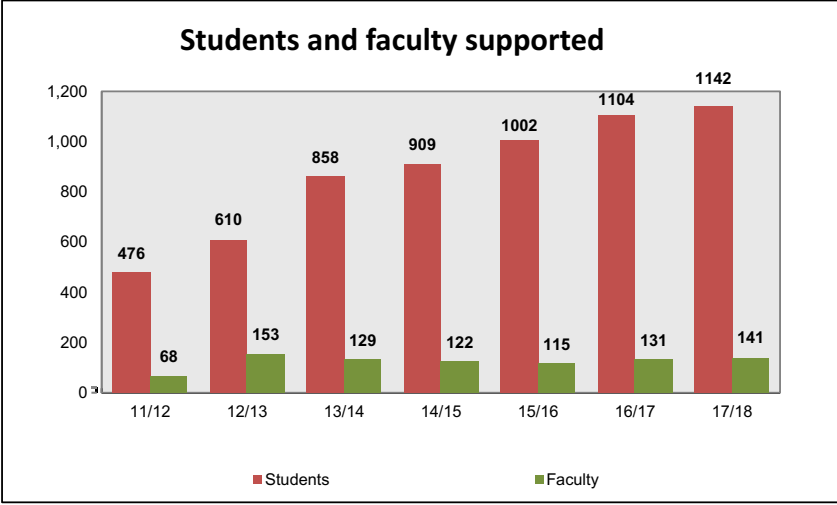
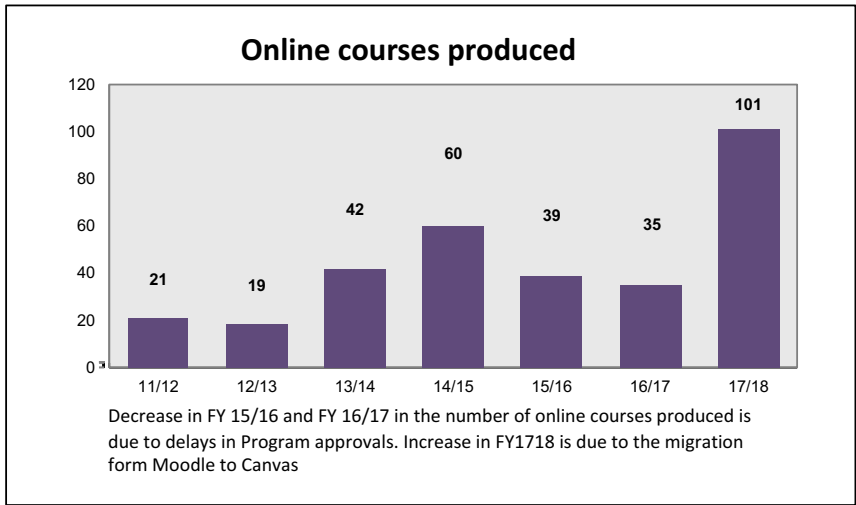
**California State University, Northridge**  
**The Tseng College**  
**2017/2018**

**Total Payment to Partner Colleges and Departments**  
**Including Summer Session 2017**

	<b>College Transfer</b>	<b>Faculty Pay</b>	<b>Total Amount</b>
College of Education	\$ 175,037	\$ 244,490	\$ 419,527
College of Engineering and Computer Science	\$ 412,403	\$ 586,074	\$ 998,477
College of Arts, Media and Communcations	\$ 418,287	\$ 408,254	\$ 826,541
College of Humanities	\$ 380,282	\$ 592,066	\$ 972,348
College of Social and Behavioral Sciences	\$ 1,257,355	\$ 2,960,397	\$ 4,217,752
College of Science and Mathematics	\$ 713,029	\$ 557,694	\$ 1,270,723
College of Health and Human Development	\$ 1,171,860	\$ 1,683,023	\$ 2,854,883
College of Business and Economics	\$ 1,156,660	\$ 1,011,640	\$ 2,168,300
Developmental Math	\$ 55,907	\$ -	\$ 55,907
University (Undergraduate Studies)	\$ 150,206	\$ 373,910	\$ 524,116
<b>TOTAL</b>	<b>\$ 5,891,026</b>	<b>\$ 8,417,548</b>	<b>\$ 14,308,574</b>

**California State University, Northridge**  
**The Tseng College**  
**2017/2018**  
**Distance Learning Services**

The Distance Learning (DL) team in the Tseng College is responsible for the production and support of all fully online degree, hybrid, and credit certificate programs offered through self-support. DL works in close collaboration with the IT academic technology team that provides training and support services and practices to allow for a faster and more responsive approach to online production and faculty and student support for fully online degree and certificate programs.

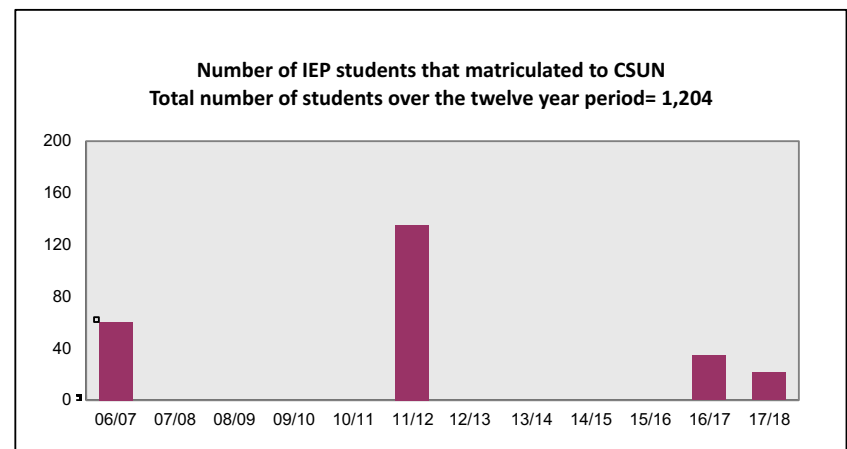
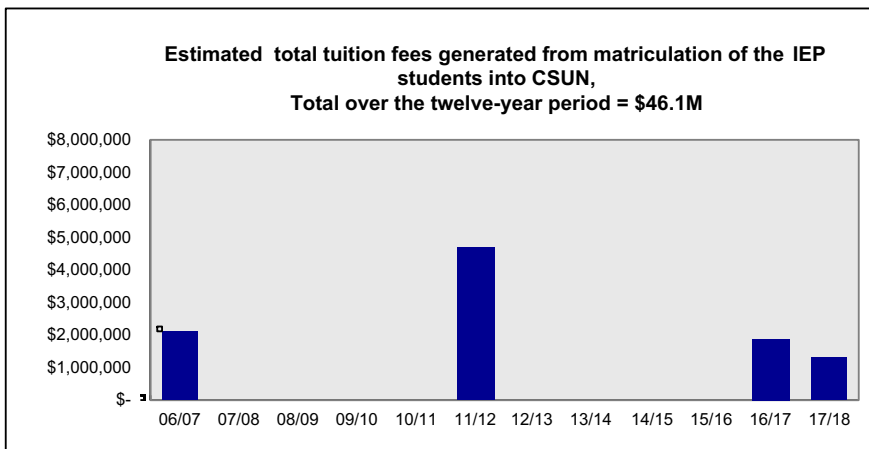
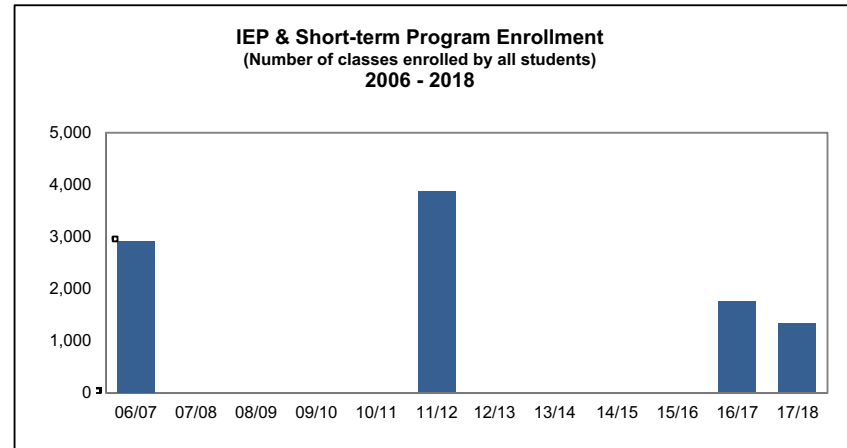
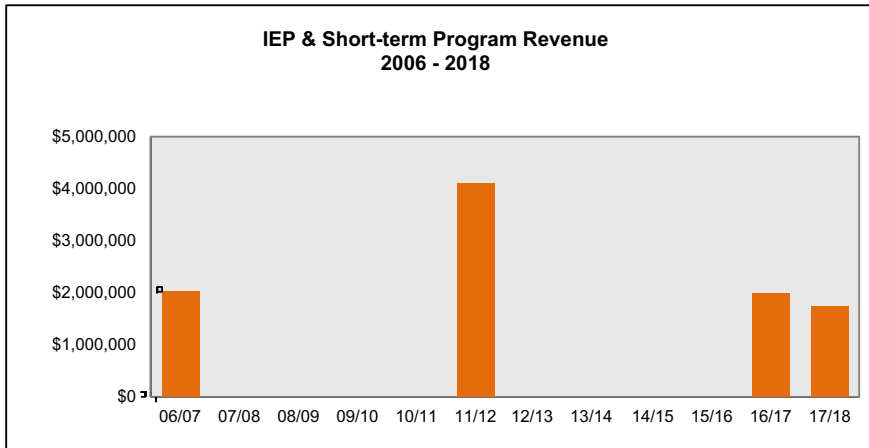


**California State University, Northridge  
The Tseng College  
2017/2018**

**Intensive English and University Pathways Program**

The CSUN Intensive English and University Pathways Programs brings international students to CSUN to study English, focusing on written and spoken language skills needed for success in American higher education. By recruiting international students and refining their experience on the CSUN campus, the Tseng College has increased the number of international students who become degree-seeking students at CSUN. Those programs bring an international presence to the mix of students on campus and bring in additional revenue from out-of-state fees.

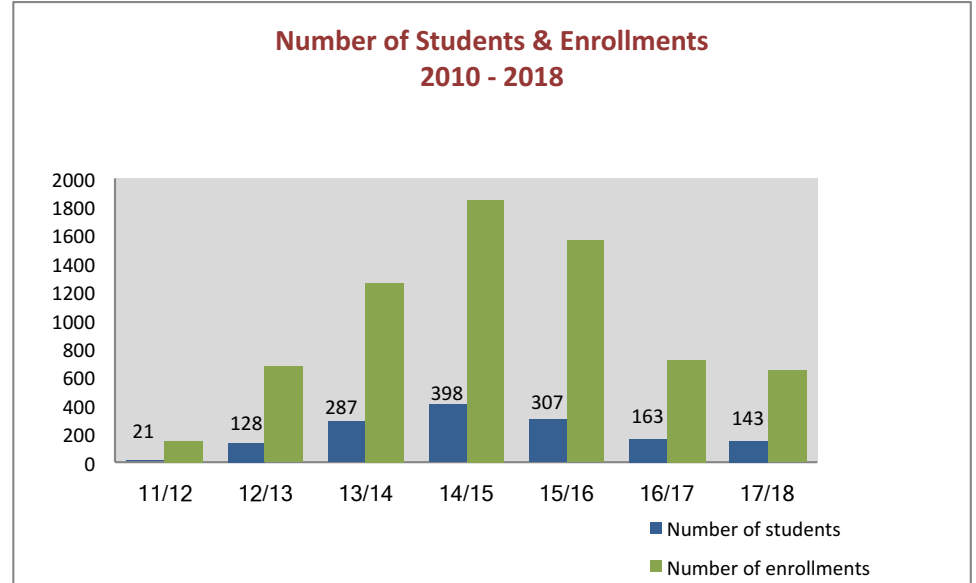
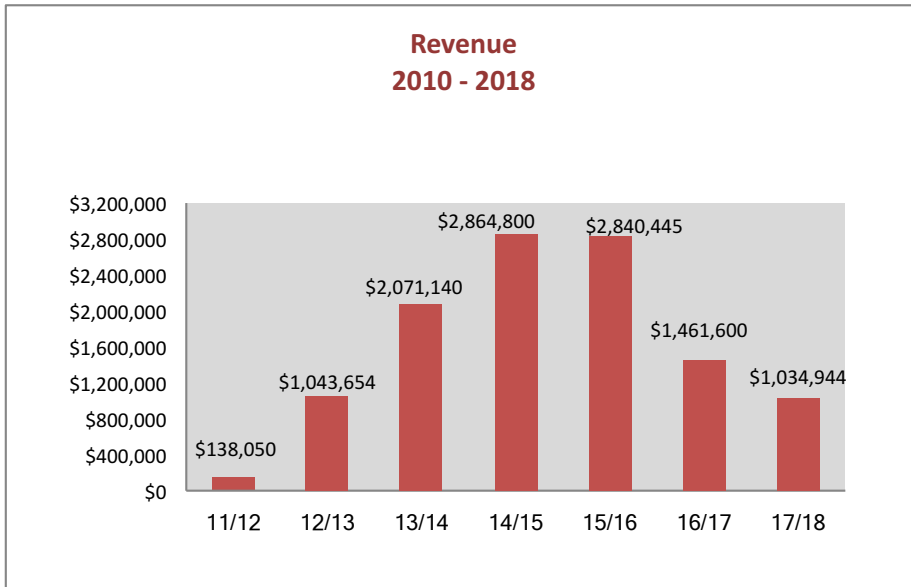
Below is an analysis of this pattern from 2006 through 2017/2018





**California State University, Northridge**  
**The Tseng College**  
**2017/2018**  
**SEMESTER AT CSUN (SAC)**

Semester at CSUN is a program that allows qualified international students seeking their baccalaureate or master's degree at an international college or university to study for one or two semesters at CSUN. The vast majority of students stay for only one semester. This semester-abroad opportunity is increasingly recommended or required for graduation from many international colleges and universities seeking to have their graduates prepared for work and life in an interconnected world. CSUN restructured its semester at CSUN program (which has existed for decades) in the spring of 2012, and this change in approach was implemented in the 2012/2013 academic years.



Various world economy factors have created a decrease in the College's International Programs. Semester At CSUN was directly impacted with the freeze of the Brazilian Science Mobility Program due to political uncertainty in Brazil.

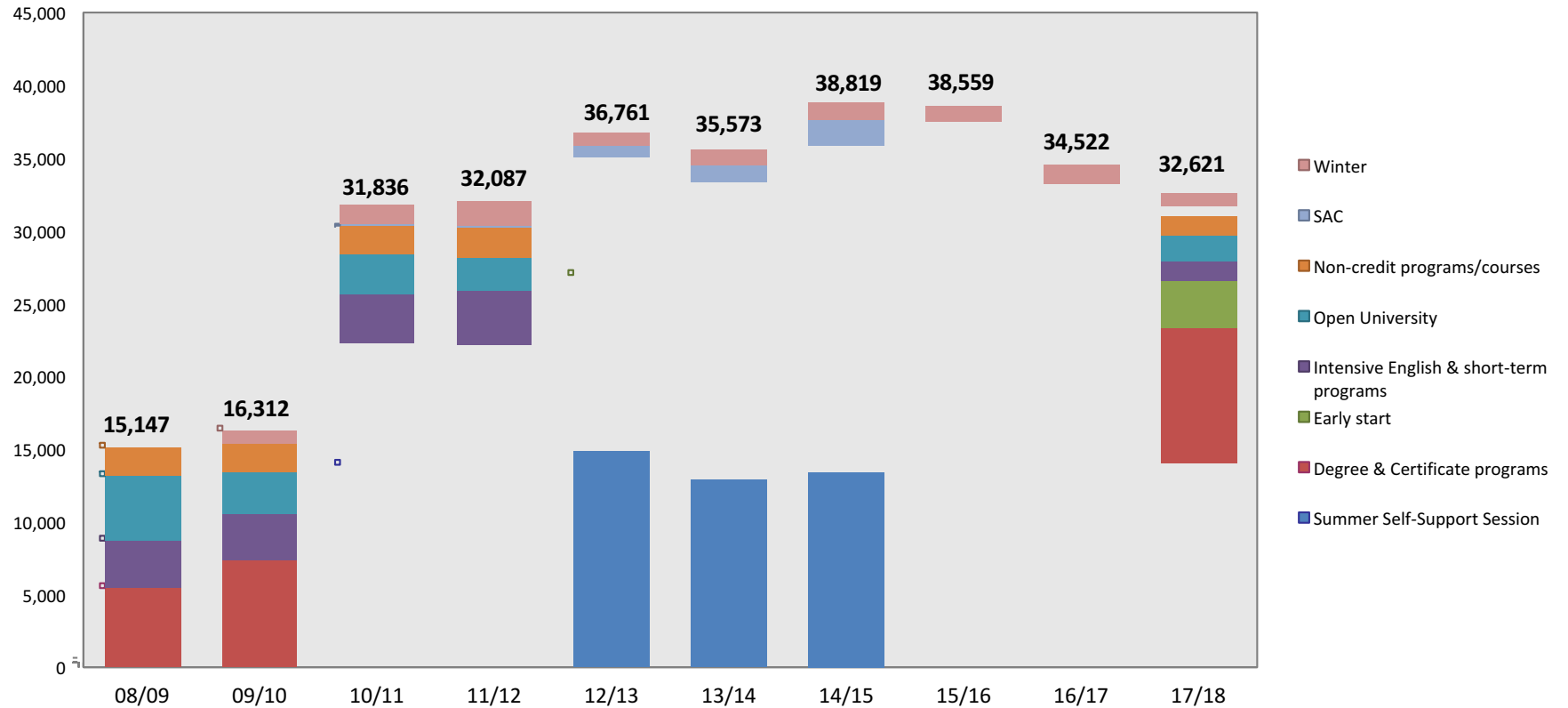
## California State University, Northridge

### The Tseng College

**2017/2018**

#### Total Enrollments

(Number of classes enrolled by all students)

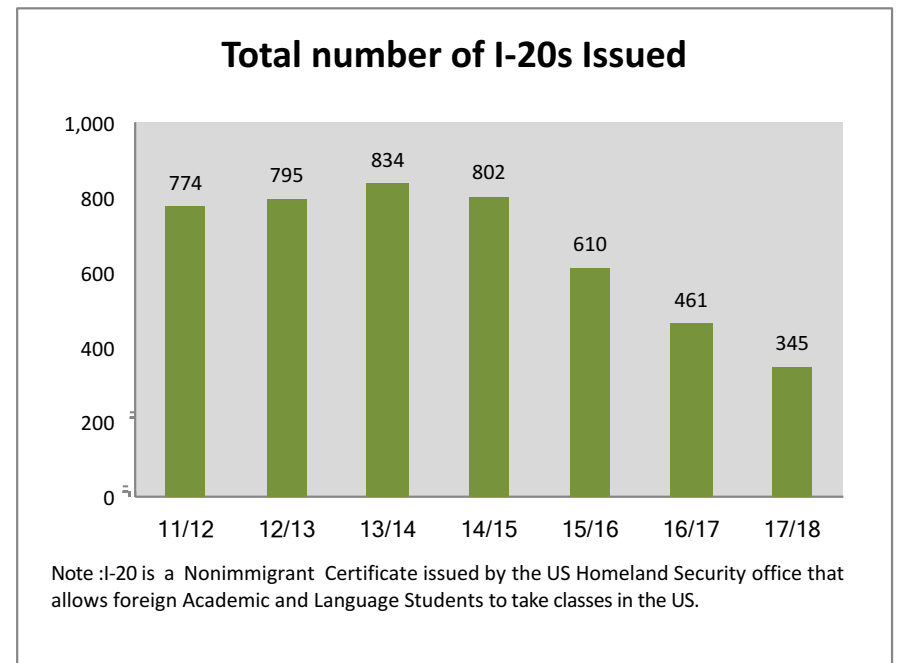
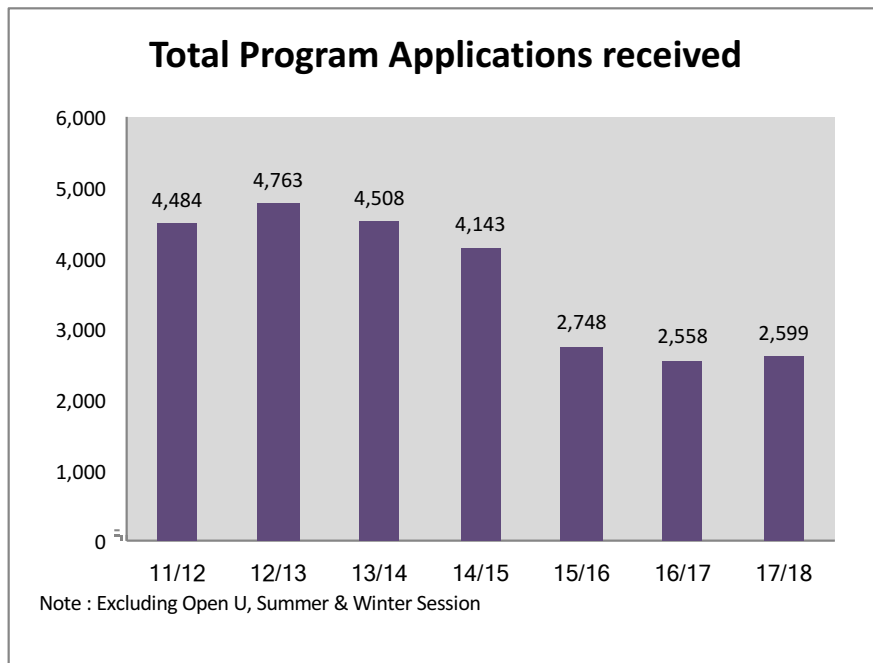


In FY 16-17 and FY 17-18, enrollments were down due primarily to lower enrollments in Summer, Winter, IEP, SAC and Open University programs.

## California State University, Northridge The Tseng College 2017/2018

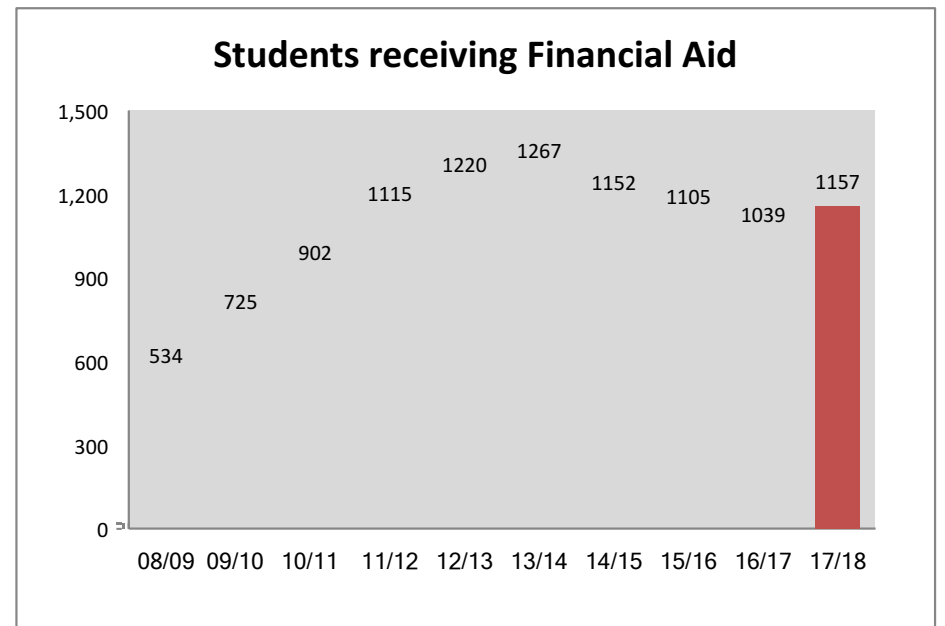
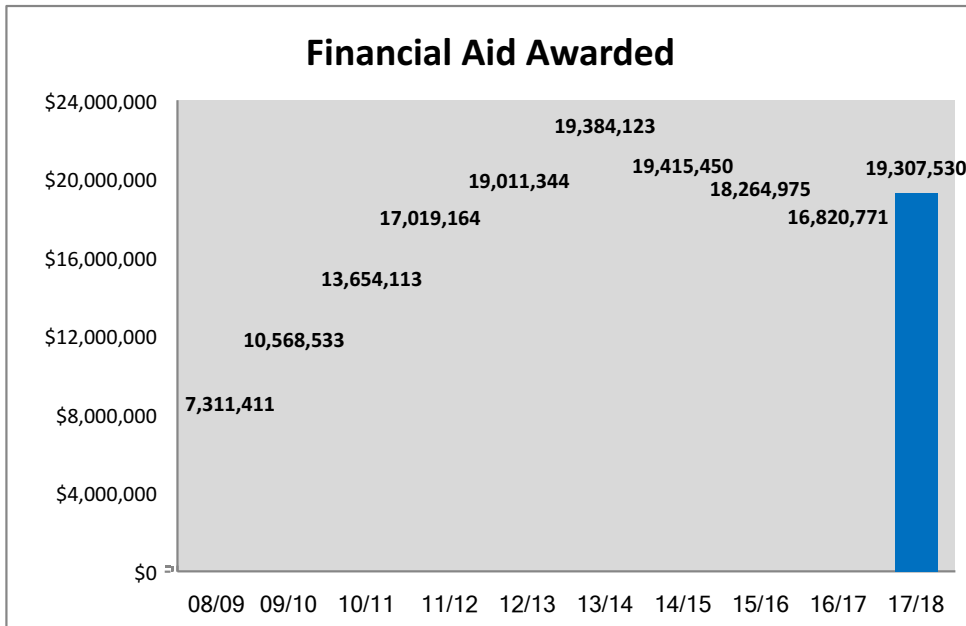
### Admissions, Registration and Client Services and International Student Support

The Tseng College provides the majority of support services for CSUN self-support programs. These include the admission process using the custom-designed AAWS (Application & Admission Web Services). AAWS is tailored to non-traditional and self-support programs. The Tseng College also has a transcript evaluation staff, provides I-20s and SEVIS (Student and Exchange Visitor Program Services) to international students, offers registration and student account services and systems support. The volume and scope of services grow and change to keep up with the needs of non-traditional students.



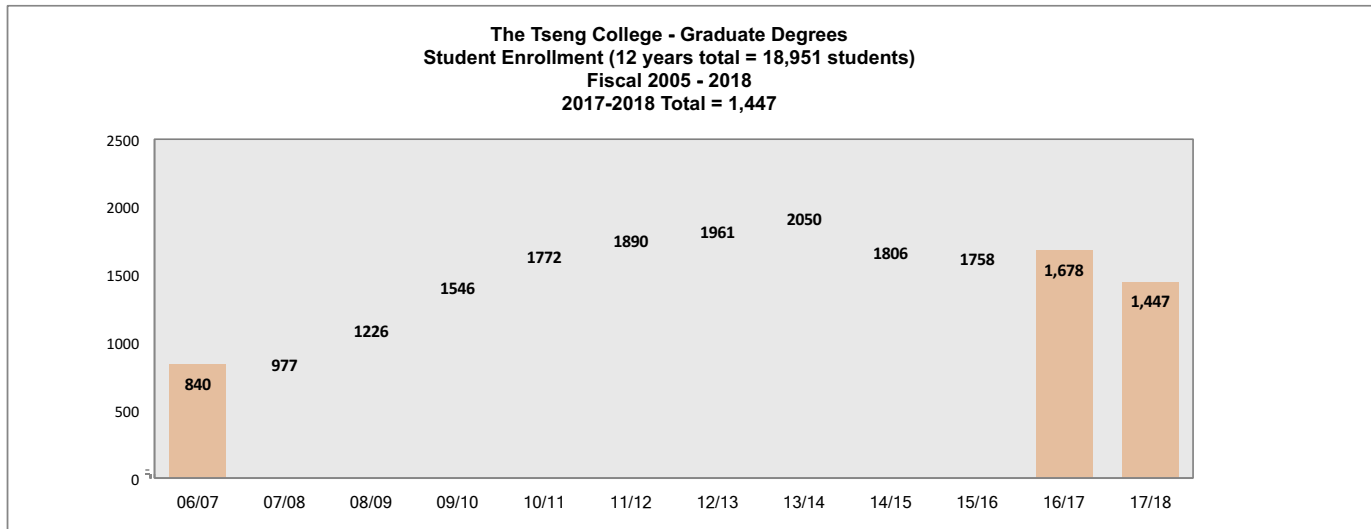
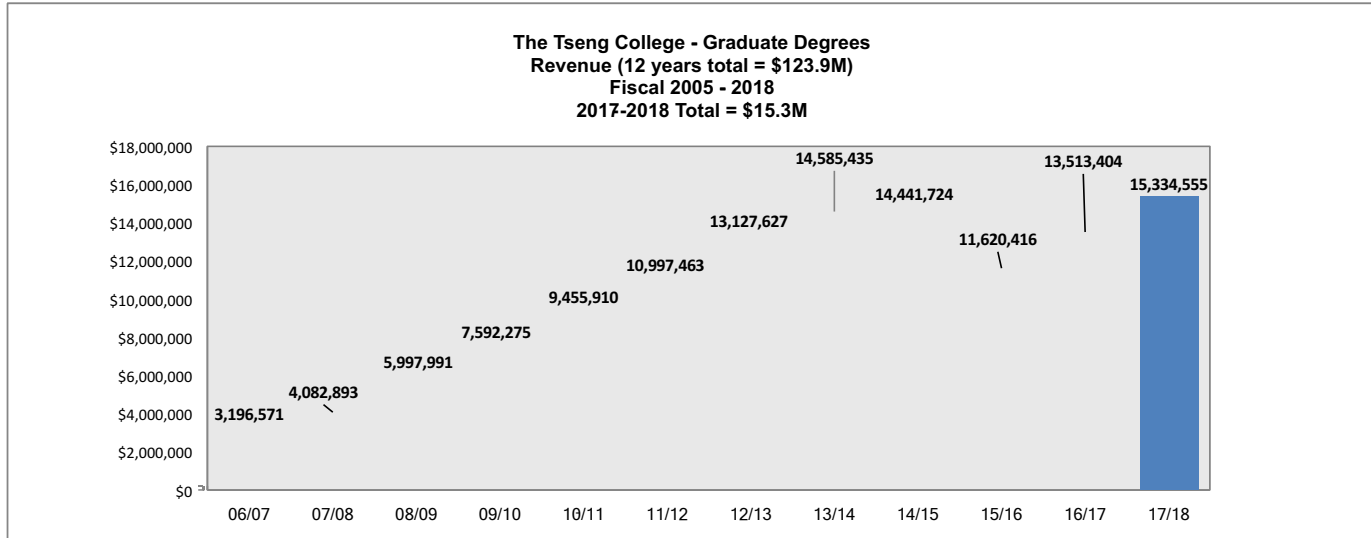
**California State University, Northridge**  
**The Tseng College**  
**2017/2018**  
**Financial Aid**

The Tseng College has its own Financial Aid Unit, responsible for evaluating and packaging financial aid for the CSUN self-support programs. The Financial Aid Unit provides financial aid guidance to the students and works closely with the CSUN Financial Aid and Scholarships Department to ensure compliance with federal regulations, state law, CSU Executive Orders, and institutional policies. The Financial Aid Unit specializes in working with programs containing modules as opposed to traditional standard terms. The College's modules consist of 8 week, 12 week, and/or 16 week blocks.



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

**Self-Support Graduate Degree Programs**



Decrease in 14/15, 15/16, and 16/17 linked to the downsizing of the MPA Program as entrance requirements were raised from 2.5 undergraduate GPA to 3.0 preferred.

**California State University, Northridge**  
**The Tseng College**  
**2017/2018**

Marketing Comparison

Marketing at different campuses (within the CSU and nationally) is done with a mix of in-house staff and external services. The mix varies campus to campus along a spectrum between doing everything in-house and doing all or nearly all with external service providers. In this light, the most useful comparative measure is how much in total is spent on marketing whatever the combination of staff costs and external service provider charges. The national approach to judging whether the marketing expenses are on-track is looking at how much in total is spent on marketing expressed as a percentage of yearly revenue. The national average for marketing expenditures for college and university extended learning units is 10% of total revenue if web and digital marketing is not included and 12% if web and digital marketing is included. It should be noted that some of the more well-known private and for-profit institutions serving working adults spend as much as 25% of total revenue on marketing.

For the Tseng College 2017/2018 marketing costs including staffing and direct expenditures was **6%** of total revenue (including web-based and digital marketing).

**California State University, Northridge**  
**The Tseng College**  
**2017/2018**

Comparative Productivity: Earned Revenue per Full-Time Staff Member

*Ten CSU campuses with a range of extended learning serving areas were selected for a comparative study with CSUN ExL in Fall of 2017. Among the findings was a comparative look at the relationship between the size of the full-time staff and the level of the earned revenue for **2017/2018**. Revenue data is based on the Centrally Paid Cost and Debt Service report that is published and distributed by the Chancellor's Office each year which features revenue from the previous fiscal year.*

	Self-Support Unit Revenue	Number of Full-Time Staff	Revenue/Staff
Campus A	\$5,460,789	22	\$248,217
Campus B	\$26,194,002	55	\$476,254
Campus C	\$29,178,181	90	\$324,202
Campus D	\$29,894,870	84	\$355,891
Campus E	\$15,956,169	41	\$389,174
Campus F	\$17,654,604	31	\$551,714
Campus G	\$30,644,516	56	\$547,223
Campus H	\$32,615,132	125	\$260,921
Campus I	\$19,747,771	81	\$243,799
CSU, Northridge*	\$36,223,714	70	\$517,481

\* Actual Revenue

# 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

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

**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.*

## **CSU and CSUN Policies and Procedures for Staff Reference**

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<http://tsengcollege.csun.edu/aboutus/internal-policies>

This web site has links to the CSU Executive Orders and the CSUN policies that most directly inform CSU and CSUN practices for self-support programs of various types as well as services provided and business practices. The page also has links to the Tseng College Basic Principles that guide practice and processed in the college.