

Updated July 7, 2014

**University Self-Support Program Roles & Responsibilities of
CSUN's The Tseng College**

<p>1. Applications, Transcript Analysis, Admissions & Records Management</p>	<ul style="list-style-type: none"> a) Manages and handles all aspects of admission to the University for students applying to self-support degree and credit certificate programs. b) Manages in collaboration with the relevant department(s) admission to the program in question leading to admission to the program in question. c) Handles conditional admissions for international students coming into the Intensive English Program. d) Handles transcript analysis for all students applying to self-support degree or credit certificate programs. e) Initiates and manages registration, withdrawals, and enrollment exceptions including all student contacts and communications. f) Processes all relevant admissions actions in our SOLAR data systems. g) Communicates necessary information with The Tseng College's financial management group regarding student admissions and tuition. h) Manages application processes, including online application systems development and management as well as systems involved in the regular mail and email processing of applications. i) Provides application review management, including: <ul style="list-style-type: none"> ▪ receiving and tracking of all applications and supporting documentation (this may include the application, application fee, transcripts, letters of recommendation, test scores, bank statements, and financial affidavit); ▪ ensuring that all applications are submitted within specified time frames; ▪ ensuring that completed application files are submitted in a timely manner to the academic department for review; ▪ following-up with the academic department to ensure that stated timeframes and deadlines are adhered to; ▪ providing application status to applicants as requested;
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	<ul style="list-style-type: none"> ▪ ensuring that the signed 1295's or certificate evaluation forms are returned to admissions and records for the applicant SOLAR file to be updated; ▪ preparing and sending out admissions packets; and ▪ receiving statement of intent to register forms and ensuring that those students are properly enrolled. <p>j) Processes all international applicants, including:</p> <ul style="list-style-type: none"> ▪ SOLAR update of application materials, and ▪ I-20 preparation and delivery to applicants. <p>k) Handles all aspects of SEVIS for international students coming into self-support credit and noncredit programs.</p> <p>l) Ensures staff remain current with best practices in applications and admissions at CSUN, in the CSU, nationally, and internationally.</p> <p>m) Ensures staff remain current in I-20 and SEVIS regulations and requirements.</p> <p>n) Provides transcript evaluation, including preparation and submission of 1295 to department and admissions status update to SOLAR.</p> <p>o) Formalizes program admission in data systems.</p> <p>p) Manages data system development, including:</p> <ul style="list-style-type: none"> ▪ set-up fees ▪ due date calendars ▪ adjustment calendars ▪ session dates ▪ student groups ▪ Easy Application administration
<p>2. Program Approval & Accreditation</p>	<p>a) Prepares annual CSU academic plan submission and then submits it to CSUN academic affairs designee.</p> <p>b) Initiates and manages required campus approvals with standing committees, including approval from the CSUN standing committees of the faculty senate -- committees on extended learning, graduate studies, and educational policy.</p> <p>c) Prepares and manages any CSU required reviews and/or approvals.</p> <p>d) Initiates, prepares, and submits to the deputy to the dean</p>

	<p>WASC approval processing including WASC Substantive Change proposal for off-campus or online program.</p> <p>e) Initiates, prepares and submits to deputy to the dean WASC program implementation notification form for off-campus cohorts.</p> <p>f) Engages in relevant work with special creditors as needed.</p> <p>g) Engages in faculty senate reporting.</p> <p>h) Formalizes program admissions with applicants/students and Admissions & Records communications.</p>
<p>3. Financial Aid</p>	<p>a) Notifies College financial aid officer when program in question has been approved by the dean for development.</p> <p>b) Notifies College financial aid officer when program in question has been approved by CSUN Graduate Studies Committee and, if applicable, by CSU.</p> <p>c) Working with deputy to the dean, confirms that Admissions & Records (A&R) has assigned CIP code, added program to Academic Plan, and assigned Plan Code. (Graduate Studies Committee secretary notifies A&R of program approval.)</p> <p>d) Prepares and sends to College financial aid officer the program course schedule and fee amount.</p> <p>e) Working with deputy to the dean and College financial aid officer, confirms that request for financial aid eligibility has been submitted to DOE by CSUN director of financial aid.</p>
<p>4. Program Development & Management</p>	<p>a) Ensure senior staff in the College are and remain well connected regionally, nationally, and internationally so information about trends and needs in advanced professional education in the field most relevant to CSUN's strengths and potential are regularly examined and ideas and options are brought back to the University to enrich planning and program development (and market advantage).</p> <p>b) Develops outcomes-based programs in collaboration with academic units.</p> <p>c) Provides instructional design, instructional strategies, and adult learning expertise for all program development projects.</p> <p>d) Provides expertise on midcareer and advanced professional education regionally, nationally, and internationally.</p> <p>e) Provides expertise on the effective use of educational technologies and online instruction for midcareer adults and international markets.</p>

	<p>f) Engages in general program and administrative planning, management and coordination.</p> <p>g) Assists academic unit with instructional design and applications of adult learning theory to programs targeted to the midcareer adult.</p> <p>h) Develops and manages external (non-CSU) contracts when relevant and/or necessary.</p> <p>i) Plans and manages program events (orientations, culminations, etc.).</p> <p>j) Responds to web and email inquiries from prospective applicants and current students regarding the administration of the program, including:</p> <ul style="list-style-type: none"> ▪ enrollment ▪ admission criteria ▪ payment ▪ fees information <p>k) Manages the logistics for the administrative functions of program development and program/project redesign as needed.</p> <p>l) Manages the administrative functions of the program planning effort, in collaboration with the academic lead.</p> <p>m) Makes suggestions regarding the program development group models, examples, and best practice ideas drawn from a review of exceptional programs in the related field, adult learning theory and practice, best models for teaching and structuring programs for midcareer professionals, and lessons from CSUN The Tseng College experience in offering midcareer programs to the regional, national, and international markets to enhance the options available for consideration and incorporation into the design of the new program.</p> <p>n) Identifies and suggests possible external experts, potential partner organizations, and/or respected senior professionals with relevant expertise for possible engagement in program development and/or instruction.</p> <p>o) Works collaboratively with the academic unit to ensure there is a process in place for regular assessment, continuous improvement of the curriculum, and that the instructors are successful with the midcareer students.</p> <p>p) Designs and implements program assessment efforts.</p>
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	<p>q) Manages the internal The Tseng College support services, including:</p> <ul style="list-style-type: none"> ▪ application and admission processing, ▪ registration ▪ financial aid ▪ student records ▪ student financials <p>r) Develops, communicates and negotiates the MOU and budget with the academic unit.</p> <p>s) Tracks and reports the admissions process for each program, from submission of applications through enrollment and graduation of students.</p> <p>t) Submits textbook orders to the Matador Bookstore submitted by the academic lead and or faculty members.</p> <p>u) Reserves appropriate rooms for program courses.</p> <p>v) Plans and coordinates the logistics of meetings with relevant academic unit representatives and the relevant The Tseng College teams, including marketing, admissions & records, etc.</p> <p>w) Works with The Tseng marketing unit to develop marketing strategies and marketing collaterals to maximize program enrollment.</p> <p>x) Initiates and engages in curriculum design for international students in collaboration with The Tseng College Intensive English Program and international specialists in the Admissions and Records unit at The Tseng College.</p> <p>y) Assists with relevant program needs assessment efforts and program evaluation activities.</p>
<p>5. Student/Client Support and Administrative Systems and Services</p>	<p>a) Enrolls cohort students into the cohort and in all courses from the onset through to the completion of the program. This process is typically initiated through a “batch” or group enrollment process, allowing The Tseng College staff to enroll an entire group of students at once, and initiate the billing of the group simultaneously.</p> <p>b) Requests and receives tuition payments by phone, mail and in person.</p> <p>c) Provides assistance with accessing CSUN portal and email accounts for students and faculty by way of the student support services unit at The Tseng College.</p>

	<p>d) Serves as an administrative point of contact for initial inquiries, regarding University programs administered through The Tseng College, from potential and current students as well as partnering and other University faculty and staff members.</p> <p>e) Provides housing services management for International Students, Corporate Groups, and Intensive Executive Education Programs.</p> <p>f) Provides meal plan management for international students in longer term programs.</p> <p>g) Provides International Student Events Planning and Management for programs enrolling exclusively international students.</p> <p>h) Provides student services management, including:</p> <ul style="list-style-type: none"> ▪ Processing registrations and payments for all The Tseng College programs by phone, in person, voicemail and email ▪ Cohort registration ▪ cohort “exception” monitoring and payment processing ▪ SOLAR scheduling of classes for all The Tseng College programs ▪ IEP registration/up-dates/changes ▪ processing tuition payments ▪ providing technical support for students with CSUN portal access concerns ▪ providing SOLAR guidance for students and staff ▪ providing email account retrieval and SOLAR account activation support services, ▪ initiating password changes, ▪ providing student problem solving assistance and student account resolution assistance, ▪ managing student appeals processes, and ▪ providing assistance with processing program applications and I-20’s.
<p>6. Financial Management, Budgeting, Human Resources,</p>	<p>Student Accounts Management, including:</p> <p>a) Provides customer service (calls, emails & letters) to students and agents regarding student accounts.</p> <p>b) Bills tuition to students, including sending out statements, past</p>

<p>Contracting and Risk, and Reporting</p>	<p>due letters, and making collection calls.</p> <p>c) Manages tuition refunds, cohort jumping, and cohort exception tuition recalculations.</p> <p>d) Tracks and reports student financial accounts regarding payment and financial aid status.</p> <p>e) Processes third party sponsor payments, i.e. agencies and corporate sponsors.</p> <p>f) Audits and reconciles student accounts including processing withdrawals.</p> <p>g) Provides accurate financial information to the program directors/coordinators in a timely manner to ensure the success of the cohort.</p> <p>Financial Management & Human Resources, including:</p> <p>h) Develops financial budget for the cohort to ensure the viability of the program.</p> <p>i) Reviews and monitors MOU's as the programs progress.</p> <p>j) Participates in the faculty hiring process as well as processing instructor special pay by:</p> <ul style="list-style-type: none"> ▪ signing-in new faculty ▪ verifying I-9's ▪ processing new hire paper work with the CSUN HR department ▪ processing pay checks for faculty in a timely manner <p>k) Prepares partner college reimbursements and revenue shares as per the MOU</p> <p>Other:</p> <p>l) Processes and tracks expenditures related to programs.</p> <p>m) Confirms that all parties have signed new MOU agreements and sends them to Controllers office.</p> <p>n) Provides financial aid management, including counseling and disbursement.</p>
<p>7. Distance Learning Program Development, Production, and Learning</p>	<p>a) Provides orientation and training to faculty and students in the use of The Tseng College online learning resources implemented in their face-to-face and hybrid classes.</p> <p>b) Manages all aspects of online program production and delivery.</p>

<p>Management</p>	<ul style="list-style-type: none"> c) Provides instructional design and human factors expertise for all program develop projects. d) Provides graphic and visual production design expertise for all program development projects. e) Keeps up to date on new educational technologies and their effective integration into advanced professional education for the midcareer professional. f) Monitor student achievement and the educational outcomes of online programs to make appropriate adjustments in production, course design (working collaboratively with faculty), instructional strategies, and use of technologies to increase student achievement. g) Provides necessary technical support, regarding The Tseng College online learning tools, to faculty and students in University programs managed by The Tseng College.
<p>8. Market Research, Marketing, Sales, and Events Management</p>	<ul style="list-style-type: none"> a) Conducts market research to assess potential for program viability or the need for program changes. b) Develops detailed and strategic marketing plans for each program. c) Provides detailed marketing outcome reports for each program at the end of each cohort or year. d) Designs, coordinates and produces all print materials, including brochures, posters, mass mailings, etc. e) Designs, coordinates and produces all advertising materials, including newspaper, radio, world wide web, and other mediums. f) Coordinates events (food, location reservations, receipt of RSVP's, etc.), including conferences/seminar attendances, program orientations, program graduations/culminations, etc. g) Conducts negotiations with outside vendors (for lists, ads, printing, etc). h) Takes care of all internal CSUN requirements for bidding and approvals for each vendor and each marketing tool. i) Coordinates all communications with marketing / advertising / printing vendors. j) Serves as program representatives in the community and with prospective corporate clients when relevant. k) Provide professional level editing of all print and digital materials including marketing materials and proposals and

	<p>reports.</p> <p>l) Engages in: Internal and External Public Relations and Communications efforts, friend-raising and Client/Supporter Cultivation efforts and College Branding and Market Positioning activities.</p> <p>m) Initiates and manages print, radio and TV advertising and marketing efforts.</p> <p>n) Conducts Web marketing.</p>
<p>9. Web Site Design, Management, and Analysis</p>	<p>a) Provides web site development, including:</p> <ul style="list-style-type: none"> ▪ design for accessibility ▪ design site architecture ▪ design for search engine optimization ▪ usability evaluation, edit and rewrite content for use on web ▪ graphic design ▪ builds site and incorporates into The Tseng College website <p>b) Assesses web site effectiveness using web analytic tools.</p> <p>c) Keeps current on web strategies and digital marketing to ensure continued improvement.</p> <p>d) Applies human factors principles to all web interfaces to make all effective and easy from the client perspective.</p> <p>e) Ensures staff skills and abilities are regularly updated to keep pace with web options and potentials.</p> <p>f) Provides web site management, including:</p> <ul style="list-style-type: none"> ▪ webpage updates ▪ upload documents ▪ database management <p>g) Provides web analytics reporting, including:</p> <ul style="list-style-type: none"> ▪ tracking the number of visitors ▪ pages viewed ▪ referring sites ▪ browser ▪ resolution information
<p>10. Formal</p>	<p>a) Works with partner departments to convene and conduct</p>

<p>Program Assessment, Program Review, and Curriculum Improvement</p>	<p>periodic formal program review and curriculum assessment focused on student achievement.</p> <p>b) Works with the partner department/college to analyze the outcomes of the review and assessment to determine what curriculum changes and program improvements need to be made to improve student achievement.</p> <p>c) Works with the partner department/college to develop a plan for making the needed changes and implementing them quickly.</p> <p>d) Works with the partner department/college to prepare reports for the relevant deans and for CSUN.</p> <p>e) Works with the partner department/college to plan and conduct any required accreditation self-study/review in keeping with all the requirements of the relevant accrediting body.</p>
<p>11. Regional, National, and International Relationships and Partnerships</p>	<p>a) Develops and manages a set of working relationships and formal partnerships with organizations, agencies, and institutions regionally, nationally, and internationally on behalf of the University.</p> <p>b) Develops and manages long-term educational partnerships that lead to contacted and/or joint programming.</p> <p>c) Develop and manage long-term educational relationships that increase the visibility and reputation of CSUN nationally and internationally.</p>
<p>12. Broad Service for CSUN and CSU</p>	<p>a) Tseng College staff participates fully in CSUN campus life and serve on committees and task groups within and outside the college.</p> <p>b) Tseng College staff (particularly senior staff) work with University departments, colleges, centers, institutes, administrative units, and individual faculty to lend their expertise to helping to solve problems, expand options, and help to make things possible that are important to the University whether or not they have advantage for self-support operations.</p> <p>c) Tseng College senior staff participates fully in CSU level meetings and are expected to contribute to the advancement of the CSU and the improvement of practice for CSU CE/EE units and those they serve.</p>