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

A More Focused Look at the Advanced Professional Education Strategy

2013-2014

Questions? Contact Joyce Feucht-Haviar, dean
joyce.feucht-haviar@csun.edu
(818) 677-5005
California State University, Northridge
The Tseng College: Graduate, International, and Midcareer Education

A Distinctive Advanced Professional Education Strategy

Through The Tseng College, CSUN has focused over the last 12 years on developing its capacity and reputation for offering excellent and distinctive advanced professional education – primarily in the form of graduate degree and graduate-credit certificate programs. This focus is rather unique and gives CSUN a distinction and an advantage in its ability to serve the region and the state.

The approach that CSUN takes to developing and offering self-support programs through its Tseng College offers the University the following distinctive advantages:

- It builds the capacity of CSUN’s departments and colleges to offer graduate and advanced professional education to extended regional, national, and international markets, thereby expanding the University’s reputation and supporting the hiring of additional faculty. It also enhances the ability of CSUN colleges and departments to offer programs in new fields, with innovative formats, and/or across disciplinary and institutional boundaries.

- It increases CSUN’s capacity to develop and offer graduate programs to midcareer professionals. This enhanced capacity is likely to prove a significant competitive advantage for CSUN in the years ahead.

- It provides significant teaching (with accompanying additional earning) and research opportunities for faculty (CSUs with predominantly noncredit portfolios do not offer commensurate teaching and earning opportunities since relatively few campus faculty members teach noncredit courses).

- It produces more 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, the department, and college that are the academic home to that program; and employers who benefit from custom delivered program and/or research relationships with CSUN initiated through the Tseng College. Graduates of CSUN programs offered through its Tseng College become part of the pool of those who can be approached for gifts to a program, department, or the college itself (the Tseng College routinely passes these kinds of contacts on to its partnering colleges and departments for whom they become important supporters).

- It achieves positive financial results through a major commitment to investing in program development and support. Over the last ten years, The Tseng College has invested significantly (over $800,000 per year) in market research, faculty time,
instructional design support, online production focused on student achievement and instructional excellence, and engagement with leading practitioners in targeted fields to ensure that each program is well designed for the midcareer market, innovative in its approach to professional preparation for the decades ahead, and excellent and distinctive in content and instructional strategies. Because of this investment in program development, these programs attract enrollment and build the University’s reputation for excellence in the fields in question. No other CSU that we have contacted invests in the development of programs in this way. As a result, CSUN’s degree and credit-certificate programs are increasingly robust in enrollment and many offer multiple cohorts in response to demand.

• It gives CSUN the advantage of offering new programs, cross-disciplinary programs, and programs from a variety of colleges instead of “off-the-shelf” educational fare. The Tseng College specifically seeks to provide financial, relationship, and capacity and reputation-building advantages to as many CSUN colleges and departments as possible by crafting programs in viable fields for midcareer professionals across the colleges. This approach also benefits midcareer students because the resulting programs are exceptionally well-designed and delivered.

• It has resulted in outstanding support services that enable CSUN to compete successfully not only regionally but also nationally and internationally in advanced professional education. These services 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 design and production services.

• It returns significant revenue to the CSUN departments and colleges that work with The Tseng College on advanced professional education degrees and credit certificate programs. For institutions with predominately noncredit portfolios, there is generally no return to colleges and departments from noncredit programs. I.e., for many CSU campuses, the continuing education unit’s return is little more than a share of Open University fees – sometimes as little as 10% (and sometimes this is returned to the university overall rather than to specific sponsoring departments or colleges) – together with the designated share of overhead charges for campus services.

In summary, CSUN’s distinctive approach to advanced professional education through its innovative and agile Tseng College makes the university a high-value partner for public-sector agencies, private-sector organizations, and other partnering institutions – local, regional, or international. Through this approach, CSUN can do what other CSU’s cannot across a broader spectrum of programs, levels and delivery modes.
The Distinctive Advanced Professional Education Strategy of CSUN's Tseng College

The Tseng College - Degrees & Credit Certificates
Revenue (10 years total = $85MM)
Fiscal 2005 - 2014
2013-2014 Total = $16.3MM

The Tseng College - Degrees & Credit Certificates
Student Enrollment (10 years total = 15,878 students)
Fiscal 2005 - 2014
2013-2014 Total = 2,401

The Tseng College - Degrees & Credit Certificates
Transfer to Partner Colleges (10 years total = $6.7MM)
Cost Reimbursement and Revenue Share
Fiscal 2005 - 2014
2013-2014 Total = $1.2MM

The Tseng College - Degrees & Credit Certificates
CSUN Faculty Pay (9 years total = $10.4MM)
Fiscal 2005 - 2014
2013-2014 Total = $1.7MM
California State University, Northridge
The Tseng College

Degree, Graduate Certificate, and Pathway Sequence Program Offerings for 2013-2014

Predominately Face-to-Face and/or Regional

- Baccalaureate Degree-Completion Program in Public Sector Management
- Graduate Certificate in Business Administration**
- Graduate Certificate in Public Sector Management and Leadership (linked to MPA)
- Graduate Certificate in Urban Studies and Planning (linked to MPA)
- Master’s Degree in Assistive Technology Engineering
- Master’s Degree in Humanities
- Master’s Degree in Music Industry Administration
- Master’s Degree in Psychology: Behavioral Clinical Psychology
- Master’s Degree in Public Administration
- Master’s Degree in Social Work
- Master’s Degree in Taxation

Distance Learning

- Baccalaureate Degree-Completion Program in Public Sector Management
- Graduate Certificate in Health Administration (linked to MPA)
- Graduate Certificate in Nonprofit Sector Management (linked to MPA)
- Graduate Certificate in Public Sector Management and Leadership (linked to MPA)
- Master’s Degree in Assistive Technology Studies and Human Services
- Master’s Degree in Communication Disorders and Sciences
- Master’s Degree in Educational Administration: K-12
- Master’s Degree in Educational: Teaching English as a Second Language
- Master’s Degree in Public Administration
- Master’s Degree in Public Health: Community Health Education
- Master’s Degree in Social Work
- Master’s Degree in Tourism, Hospitality, and Recreation Management: Hospitality Management
- Pre-Requisite Program in Communication Disorders and Sciences**

Certificates of Advanced Professional Development

- Certificate of Advanced Professional Development in Assistive Technology Applications
- Certificate of Advanced Professional Development in Neurodevelopmental Strength – Based Approach to Teaching and Learning
- Certificate of Advanced Professional Development in Post-Production Services
- 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.