Basic Principles in Selected Core Capabilities of the Tseng College

The Tseng College’s core capabilities consist of the various kinds of knowledge and skills that can be called upon, drawn together and used in different ways to undertake projects and create programs for new or existing markets. More than our current portfolio of programs and services that must – and will – be ever-changing, our core capabilities provide the foundation for the college’s ability to innovate and respond successfully to current and upcoming challenges and opportunities.

Program Development and Instructional Design for Midcareer Professionals

- Exceptional instructional-design skills
- Working command of theories related to the development of advanced conceptual/critical reasoning skills
- Working command of adult-learning theory
- Up-to-date knowledge of the learning modes and instructional format preferences of midcareer professionals
- Ability to create new degree programs in compliance with University procedures and in collaboration with academic departments and colleges
- Ability to create both credit- and noncredit-certificate and credential programs
- Ability to reconfigure existing degree programs for midcareer professionals
- Expertise in curriculum design for international students
- Expertise in creating and delivering programs in a wide range of formats (workshops, seminars, etc.)
- Ability to custom design and deliver credit and noncredit programs for public- and private-sector employers (U.S. or international)
- Ability to convene and facilitate faculty program-development teams (both within and across disciplines)
- Ability to convene and facilitate faculty and practitioner program-development teams (both within and across disciplines)
- Strong working knowledge of the changing world of work for post-degree professionals
- Ability to develop outcomes-based programs
- Extensive command of alternative and innovative instructional strategies
- Up-to-date familiarity with global issues impacting the market place and the world of Work
- Ability to plan and deliver programs to international clients using a variety of partnership Models
- Agility and innovativeness in the creation and delivery of student support services
Creating and Managing Partnerships and Collaborations – within and beyond the University – to Engage Needed Academic Resources and Expertise

- Working knowledge of the "larger issues" and capabilities of American higher education
- Ability to engage University faculty from a wide range of fields and disciplines in program development, teaching and special projects
- Ability to engage respected practitioners in curriculum design and teaching in partnership with university faculty
- Ability to raise awareness of University applied research capabilities for business and Industry
- Ability to represent the University in a public relations context to "friend raise" with business and industry leaders
- Long-term, successful working relationships in regional and local public-sector markets
- In-depth knowledge of issues facing public-sector professionals in urban contexts
- Working knowledge of the strengths and resources of CSUN colleges and departments
- Working knowledge of the strengths and resources of CSU and UC campuses
- Ability to quickly locate needed academic resources at other U.S. colleges and Universities
- Strong working relationships with other CSU continuing higher education units for effective project partnerships
- Strong network of relationships with continuing higher education units nationwide
- Established working partnerships with selected international private preparatory schools, colleges and universities
- Survey-development and analysis skills
- Educational needs-assessment skills
- Program-evaluation skills

Online Program Development, Production, Delivery and Technical Support

- Extensive experience with teaching fully-online, hybrid, and off-campus at the graduate and undergraduate levels
- Expert skills in applying instructional design models for eLearning
- SLOAN online teaching certified instructional designers and Director of Distance Learning
- Advanced skills in applying human factors to educational technology
- Advanced skills in educational technology applications development
- Advanced skills in project management and development of training and online courses
- Expert experience in providing faculty training and consultation for use in hybrid, off-campus, and fully online courses and programs
• Advanced to expert skills and command of learning-management systems, web-based conferencing software, and collaborative tools for synchronous and asynchronous learning
• Advanced knowledge of universal design principles, usability testing, and accessibility standards (ADA Section 508a) requirements for online materials and courses
• Working knowledge of graphics applications and audio & video editing tools
• Expert skills in teaching students effective use of educational technologies employed in online programs
• Extensive command in providing faculty with collaborative instructional strategies and use of web2.0 tools in online courses
• Agile and responsive technical and educational technology support services for online programs
• Expert knowledge and experience in web design and development
• Proficient to expert knowledge in Content Management Systems (CMS), Learning Management Systems (LMS), and Customer Relations Management systems (CRM)
• Agile and innovative in online course design and development
• Broad to advanced experience with online learning communities
• Advanced skills with authoring software, programming languages, and databases
• Proficient with Macintosh and Windows operating systems and productivity applications
• Moderate knowledge of mobile applications
• Broad knowledge in eBooks and authoring eTexts
• Ability to convene, facilitate, and educate faculty and practitioners on emerging trends and technologies in distance learning
• Extensive experience with building relationships and collaborations with internal departments and other CSU campuses as well as external universities

**Business Operations, Financial Management and Administrative/Technical Services**

• Ability to develop and manage external contacts
• Ability to pay faculty for extra services at competitive rates
• Skills in contracting and managing relationships with international agencies
• Skills in developing and managing international contracts and partnerships
• Classroom equipment-management capabilities
• Facilities-management capabilities
• Skills in advanced data-systems management and problem solving
• Ability to set up courses and programs in University data systems
• Expertise in student academic-record management, including the ability to include credit and noncredit program data on official CSUN transcripts
• Ability to access and deliver disabilities and deaf-translation services
• Working knowledge of disabilities access policies and program- and course-related options
- Expertise in student account services and support
- Skills in management of large contracted programs
- Ability to deliver services on-site or online

**Recruitment, Admissions, Registration and Client Services (for U.S. and International Students)**

- University and programs’ admissions authority
- Transcript-evaluation skills and authority (domestic and international)
- Expertise in international recruitment
- Expertise in international student-visa process facilitation – direct I-20 and SEVIS services
- Expertise in all other international student support services
- Expertise in student-centered client service to continuing and new CSUN students, continuing and new international students as well as international contacts (agents)
- Skills in applications development and refinement for student-support and administrative systems
- Expertise in management and design of admissions and enrollment systems and services
- Advanced skills in PeopleSoft and Oracle
- Skills in tuition payment processing and fees for all programs (short term, IEP, and cohorts)
- Expertise in establishing pay for instructors and developers of nontraditional programs
- Expertise in managing staff and student-assistant payroll
- Expertise in HR-policy and process coordination
- Expertise in vendor management for program-support services (including off-campus sites)
- Accounts-payable management skills
- Accounts-receivable management skills
- Financial analysis and budgeting skills for projects and programs
- Pricing skills for a wide range of educational programs, services and partnerships
- Financial-aid counseling and management for nontraditional programs and students
- Extensive training and experience writing internationally accepted English proficiency exams testing all academic skill areas
- Knowledge and experience recruiting internationally for extended learning and state sponsored programs
- Ability to design and administer high quality TESL/TEFL short term, intensive training programs

**Student Support Services (online, off-site and residential)**

- Planning and management of field trips
Planning and management of practice and internships for advanced professional preparation degree programs – local, regional and online
- Housing services management for international students, corporate groups, and intensive executive education programs
- Meal-plan management for international students
- Events planning and management for international students
- Creation and management of support services for remote/online students
- Proactive, single point-of-contact support services for all students

**Public Relations, Marketing, Communications and Market-Research Skills**

- Online marketing
- Website development, design and strategy
- Customer-relations management (CRM) expertise (Salesforce and EnrollmentRx)
- Search-engine optimization (SEO)
- Search-engine marketing (SEM)
- Google Analytics: implementation and assessment of data
- Social-media communications
- Mobile marketing
- Traditional marketing and communications
- Enrollment management
- Internal and external public relations and communications
- College branding and market positioning
- Award-winning graphic-design capabilities
- Award-winning writing and editing capabilities
- Vendor management and negotiation
- Internal and external public relations and communications services
- Market-research services
- Program-marketing services
- Web marketing services
- Print marketing and advertising
- Radio and TV advertising
- Management of external marketing and design vendors
- Negotiation of external advertising, marketing and media pricing and services

**Academic Affairs Management and Academic Approval**

- WASC Substantive-Change proposal-writing skills
- WASC Substantive-Change process-management skills
- Essential skills and abilities for working with a variety of special accreditors
- Major events planning and management
- Program assessment (integrated into curriculum design)
- Management of Academic Affairs issues related to nontraditional and distance learners
- Instructor-development support services and programs
- Instructor-support skills
- Instructor-evaluation skills
- Instructor-selection skills