

## Basic Principles: Selected Core Capabilities Developed and Maintained by the Tseng College

*The core capacities the Tseng College has developed are rooted in its purpose and values, and in the knowledge, skills, abilities and agility needed to implement and sustain self-support programs for the university. These programs meet student needs today and also evolve in response to changes within the university and in the economy and the workplace requiring university prepared professionals. The Tseng College develops and refines its capacities so they can be called upon to undertake projects, expand services and create programs focused on student success. In addition to our ever-changing portfolio of programs and services, 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

The College has Forefront Expertise and Significant Experience in:

- Exceptional instructional design skills
- Understanding of adult learning theory
- Up-to-date knowledge of the learning modes and instructional format preferences of midcareer professionals
- Expertise in curriculum design for international students
- Experience in creating and delivering programs in a wide range of formats (workshops, seminars, etc.)

Enhancing the College's Ability to:

- Create new degree programs in compliance with university procedures and in collaboration with academic departments and colleges
- Create both credit- and noncredit certificate and credential programs, and reconfigure existing degree programs for midcareer professionals
- Custom design and deliver credit and noncredit programs for public- and private-sector employers (U.S. or international)
- Convene and facilitate faculty and practitioner program-development teams (both within and across disciplines)
- Develop outcomes-based programs
- Plan and deliver programs to international clients using a variety of partnership models
- Strong knowledge of the changing world of work for post-degree professionals
- Extensive command of alternative and innovative instructional strategies

- Up-to-date familiarity with global issues impacting the marketplace and workplace
- Agility and innovation in the creation and delivery of student support services

### **Creating and Managing Partnerships and Collaborations – Within and Beyond the University – to Engage Academic Resources and Expertise**

The College has a Broad Understanding of the Evolution of and Capabilities of American Higher Education, the CSU, and CSUN and, in turn, the Ability to:

- Engage university faculty from a wide range of fields and disciplines in program development, teaching and special projects
- Involve respected practitioners in curriculum design and teaching in partnership with university faculty
- Raise awareness of university applied research capabilities for business and industry
- Represent the university through positive public relations with business and industry leaders
- Establish long term working relationships in local and regional public sector markets
- Quickly locate needed academic resources at other U.S. colleges and universities
- In-depth knowledge of issues facing public sector professionals in urban contexts
- Working knowledge of the strengths and resources of CSUN colleges and departments, CSU and UC campuses, and regional community colleges
- Educational services for contracted customized educational programs
- Strong working relationships with other CSU professional and continuing higher education (PaCE) units for effective project partnerships
- Strong networks of relationships with continuing higher education units nationwide
- Established working partnerships with selected international private preparatory schools, colleges and universities
- Skills in survey development and analysis, educational needs-assessment and program evaluation

### **Online Course Design, Development, Delivery, and Technical Support**

More than 20 Years of Experience and Forefront Skills in:

- Teaching fully online, hybrid, and off campus at the graduate and undergraduate levels
- Applying instructional design models for eLearning
- Creating instructional games and simulations
- Applying human factors to educational technology
- Educational technology applications development
- Project management and development of training and online courses

- Providing faculty training and consultation for use in hybrid, off-campus, and fully online courses and programs
- Command of learning-management systems, web-based conferencing software, and collaborative tools for synchronous and asynchronous learning
- Universal design principles, usability testing and accessibility standards (ADA Section 508a) requirements for online materials and courses
- Graphics applications and audio and video editing tools
- Teaching students effective use of educational technologies employed in online programs
- Providing faculty with collaborative instructional strategies and use of web 2.0 tools in online courses
- Technical and educational technology support services for online programs
- Web design and development
- Content Management Systems (CMS), Learning Management Systems (LMS), and Customer Relations Management systems (CRM)
- Innovative online course design and development
- Macintosh and Windows operating systems and productivity applications
- Mobile applications
- eBooks and authoring eTexts
- Facilitating and educating faculty and practitioners about emerging trends and technologies in distance learning
- Building relationships and collaborations with internal departments, other CSU campuses and other universities

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

### Systems and Services Development Capacities and Expertise in:

- Establishing pay for instructors and developers of all programs
- Managing staff and student-assistant payroll
- HR policy and process coordination
- Classroom equipment-management
- Facilities management
- Advanced data-systems management
- Dashboards and data management
- Setting up courses and programs in university data systems
- Financial and variance analysis of College transactions
- Budgeting for projects, programs and College activities
- Pricing for a wide range of educational programs, services and partnerships
- Creation of reports and presentations for a wide range of stakeholders
- General accounting (account adjustments, profit and loss statement preparation, journal entries management, reconciliations)
- Contract and agreement management
- Accounts payable management

- Management of purchasing activity
- Accounts receivable management
- Student account finances
- Client/student account problems solving
- Communication with students and university partners
- Handling of student withdrawals, appeals and refunds
- Processing and tracking of tuition payments and fees for all programs (short term, IEP and cohorts)
- PeopleSoft/Oracle, Microsoft Office, OnBase, Box and Cisco Jabber
- Financial-aid counseling and management for nontraditional programs and students
- Developing and managing external contacts

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

#### Expertise and Long-Term Experience in:

- Student academic record management, including the ability to include credit and noncredit program data on official CSUN transcripts
- University and program admissions authority
- Transcript evaluation skills and authority (domestic and international)
- International recruitment, student visa process facilitation – direct I-20 and SEVIS services, and student support services
- Student-centered client service to continuing and new CSUN students, continuing and new international students, and international contacts (agents)
- Applications development and refinement for student-support and administrative systems
- Management and design of admissions and enrollment systems and services
- Advanced skills in PeopleSoft
- Contracting and managing relationships with international agencies
- Writing internationally accepted English proficiency exams testing academic skill areas
- Designing and administering TESL/TEFL short-term, intensive training programs

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

#### Expertise and Long-Term Experience in:

- Creation and management of support services for remote/online students
- Proactive, single point-of-contact support services for all students
- Planning and management of practica 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 and event planning and management for international students

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

Capabilities in the Use of, Strategic Creation of, and the Deployment of :

- Market strategy for both brand awareness and lead generation
- Website strategy, design and development
- Customer-relations management (CRM) and marketing automation (Salesforce and Pardot)
- Search-engine optimization (SEO) and search-engine marketing (SEM)
- Digital, print, radio and television advertising
- Media ad buying, including negotiation of pricing and services
- Analytics development and assessment
- Social media communications
- Award-winning graphic design, copywriting and editing
- Vendor management and negotiation
- Event planning and execution
- Internal and external public relations and communications
- Market research

### **Academic Affairs Management and Academic Approval**

Knowledge, Skills, and Experience in:

- WASC Substantive-Change proposal-writing and process management
- Working with a variety of special accreditors
- 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, evaluation and selection