

Updated July 8, 2014

Basic Principles for Training Program Development with Corporate/Community Partners

Three categories of contracted education/training programs for employers in the public and private sectors (clients) are offered by CSUN through the Tseng College: university credit courses/programs, contracted CEU programs, and contracted short-format training.

Determination of Demand – With contracted programs, the client identifies educational/training need and approaches the Tseng College to request a program to meet that need (usually to the Tseng College external relations/sales senior staff).

Budget, quotation and purchase order – The Tseng College executive director, working the associate dean, and/or assistant dean, creates a budget, based on the needs of the client and preliminary programmatic response developed by the team as outlined above. The budget includes the instructional costs, any necessary materials and equipment, any site or delivery mode costs, and all the necessary support functions. The budget is used to establish the price of the program. There is both a preliminary budget with the draft plan that is shared with the client with the preliminary program plan to ensure that the program and the price will meet the client's needs. If the client finds the plans and price appropriate for their educational/training needs, the program plan is finalized with any agreed upon modification and the final prices are therefore established. Upon receipt of the client's purchase order, the work required to develop the planned program then begins.

Hiring – For *Contracted University Credit Courses/Programs*, the academic department responsible for academic oversight identifies the instructors for the program as they would when such programs are offered in any other mode. The CSU's Salary Schedule 2322 serves as the basis for payment of contracted university credit courses.

For *Contracted CEU Course* and *Contracted Hours of Training*, the academic department or subject area specialist recommend instructors. For these non-credit course offerings, Tseng College pays between \$100-150 per hour depending on the subject or complexity of curriculum.

NOTE: Instructors for all program types offered through the Tseng College are paid for program development work as well as for instruction.

Curriculum Development – Following the initial request from the client, conversations take place between the Tseng College and the client (usually with the dean or associate dean) that further defines the client's education/training need and some of the ways CSUN could respond. With the need and the possible response understood more completely by the client and the Tseng College, the Tseng College (usually through the associate dean or the assistant dean for program development) works in close

collaboration with the academic college/department(s) in the subject area(s) in question to further develop an educational/training response to the clients need.

The process for creating a contracted education/training program response proposal for the client starts with a review of existing CSUN courses/programs in the field(s) in question and then, as necessary, plans are made to modify an existing programs or developing new curriculum/program. The program concept and plan are then shared with the client and refined based on that conversation to reach a final program plan.

For the final development of the program once the proposed approach is approved by the client and a contractual agreement reached, the Tseng College engages the instructor(s) identified by the CSUN academic department(s) aligned to the field(s) in question to develop the curriculum in close collaboration with the Tseng College program development staff and the client as needed.

If it is a program that is more complex than a short training program, the program development is guided by the Tseng College Basic Principles of Program Development as appropriate.

Quality Control – If a client wishes to contract for a custom delivery of a CSUN credit course or degree or credit certificate programs, those programs are as always housed in an academic department that is home to the course/program in question. These courses/programs are included in the department's assessment and program review/accreditation requirements. Tseng College also uses student/participant evaluations, conversations with the corporate/community partner, and conversations with the instructors to review the effectiveness of contracted and/or custom delivered program.

Program Approvals - For *Contracted University Credit Courses/Programs*, the curriculum is reviewed and approved at the academic department, academic college and university level through CSUN curriculum approval process. Tseng College executive director approves the budget and the pricing.

For *Contracted CEU Course*, a new course proposal form, which is reviewed by the Tseng College assistant dean for program develop after it is shared and approved by the collaborating department/faculty. Tseng College executive director approves the budget and the pricing. The final plan and budget is submitted to the associate dean and the dean of the Tseng College for approval.

For *Contracted Hours of Training*, the Tseng College associate dean approves the plan and approach before it is presented to the client and Tseng College executive director approves the budget and the pricing. The corporate/community partner approves the appropriateness of the planned training for their training needs.