

**Faculty Committee on Extended Learning
November 20, 2013**

Minutes

Committee members present: Ardavan Asef-Vaziri, Rick Covington, Joyce Feucht-Haviar, Gary Katz, Luiz Mendes, Patricia Miller, Louis Rubino, Denise Sandoval, Theresa White

Committee members absent (excused): Lynn Gordon, Jeanine Minge, Carol Shubin, Shane Stecyk

Guests: Mechelle Best, John Binkley, Sloane Burke, Jessica Isomoto, Cathy Williams, Alan Wright, Lih Wu

Call to Order

Patricia Miller, Committee Chair, called the meeting to order at 3:24 pm. The meeting was held in the Executive Conference Room in the Bookstore Complex.

Old Business

Approval of October 23, 2013, Meeting Minutes by Committee Members

The draft minutes from the October meeting were sent to the committee in advance of the meeting. Patricia Miller asked if there were any questions or comments about the draft minutes, there were none.

Board Action: Gary Katz moved to approve the minutes; Theresa While seconded. Patricia Miller asked for a vote: the minutes were unanimously approved for the October 23, 2013, meeting.

New Business

Announcements

Joyce Feucht-Haviar announced that two committee members, Lynn Gordon and Theresa White, had been recognized for ten years of service at an event at the president's house on the previous night.

Patricia Miller shared highlights from the Faculty Senate meeting: the need to elect a new president; the announcement of more changes to this year's Commencement ceremonies; a discussion on FTE enrollment numbers; and, the upcoming Faculty Retreat.

Program Review: Online Master of Public Health (MPH) in Health Education

Because the Master of Public Health (MPH) is an existing graduate degree program, approval is not required to run a version of the program through self-support. However, Tseng College welcomes commentary on new or changed graduate certificate and degree programs from the Faculty Senate Committee on Extended Learning. In this meeting, the committee will review the online MPH program, discuss any concerns, and/or vote to endorse the self-support program offering.

In lieu of a handout, the committee was asked to review the website for the Master of Public Health (MPH) online program: <http://tsengcollege.csun.edu/programs/MPH>. Joyce Feucht-Haviar explained to the committee that approval is not required to offer an existing degree program through self-support. Assistant Dean of Program Development, Jennifer Kalfsbeek-Goetz, introduced the academic lead, Sloane Burke, from the department of Health Sciences.

Jennifer Kalfsbeek-Goetz provided an overview of the program, which consists of 46 units to be completed in seven consecutive semesters. CSUN's program is accredited by the Council on Education for Public Health, and has been for over 40 years, which means that the online program is accredited. The decision to offer an online version of the program through self-support had been based on market research that showed growth in the field and ample student interest in an online program. Sloane Burke added that CSUN students have been asking for an online MPH program for many years. Joyce Feucht-Haviar pointed out that the market is not limited to the U.S.—the online program is open to international students, as well.

Jennifer Kalfsbeek-Goetz and Sloane Burke presented more details about how the program works, including the customizable field experience, the asynchronous courses and the synchronous components. The committee inquired further into the practicum, required number of field hours, attrition rate, and comparison to other MPH programs. Lou Rubino, as a faculty member in Health Sciences, shared his support of the program and inquired about how the policy and health care management topic, one of the five core areas, was specifically addressed in the course work. Sloane Burke indicated that HSCI 541 focuses on administration and management and that policy is built into all the courses. In reading over the course descriptions, Lou Rubino pointed out that HSCI 538 also specifically defines policy development in its content.

Board Action: Patricia Miller asked for a motion to vote in support of the self-support online MPH program. Lou Rubino so moved; Luiz Mendes seconded. Patricia Miller called for a vote; the motion passed unanimously.

Program Modification: Master of Science in Tourism, Hospitality and Recreation Management

New or significantly modified graduate degree and graduate credit certificate programs are reviewed and approved by the faculty curriculum committee of the relevant college or program (for multidisciplinary programs – made up of faculty from each participating department) and then given final review and approval by the Educational Policies Committee or the Graduate Studies Committee of the Faculty Senate. This is the final step for program revision approval (new

programs must also be approved at the CSU chancellor's level). The Tseng College dean also likes to have the review and commentary on new or changed graduate degree and graduate credit certificate programs from the CSUN Faculty Senate Committee on Extended Learning.

Curriculum documents were electronically available to the committee for review prior to the meeting. Jennifer Kalfsbeek-Goetz introduced the program modification: the MS in Tourism, Hospitality and Recreation Management is an existing degree to which two new, online, self-support options will be added in Tourism Management and Hospitality Management. Both options will stand alone as a graduate certificate. Approximately half of the curriculum has been significantly modified and updated for the online, self-support format. The 30-unit degree is designed to be completed in less than two years. Jennifer Kalfsbeek-Goetz described the market research that had been conducted and the advisory board that had been consulted during the development of the modified program. She emphasized the global aspect of the fast-growing tourism and hospitality field and that the online program is formatted to access a global student population.

The committee posed questions to the academic leads from the Recreation and Tourism Management department, Alan Wright and Mechelle Best. Patricia Miller inquired about whether or not web design and web development was included in the program content; Mechelle Best affirmed that the topic was covered in every course. Lou Rubino asked about the department's staffing plan for the additional courses. Alan Wright, department chair, shared that two tenure-track positions had been approved and that they intend for half of the hospitality management courses to be taught by industry professionals. Alan Wright also recognized that further staffing concerns will need to be addressed as the program continues and cohorts overlap. Gary Katz inquired about a field component. Alan Wright explained that field work is not a part of the online self-support program, though it is required for the state-side program, because the department expects that the primary student population will be working professionals who are currently in the field. Mechelle Best pointed out that, like the state-side program, most courses do include assignments that focus on practical applications, requiring students to visit sites and do assessments. The committee also discussed the importance of intercultural communication and foreign language skills for the tourism and hospitality field.

Board Action: Patricia Miller asked for a motion to vote in support of the program modifications to the Master of Science in Tourism, Hospitality and Recreation Management. Luiz Mendes so moved; Theresa White and Gary Katz seconded. Patricia Miller called for a vote; the motion passed unanimously.

Orientation continued: Tseng College Unit Presentations

Because of time constraints during the September and October meetings, three of the unit presentations had been deferred to the present meeting. Patricia Miller invited the remaining units to brief the committee about business operations and goals of their units. In the orientation booklet, the unit sections contained organizational charts and program overviews. Questions and comments were entertained throughout the presentations.

The Academic Affairs unit was presented by John Binkley, Deputy Dean. John Binkley stated that he works with the CSUN Graduate Studies office in the same way as the associate deans of the other academic colleges. The main areas of focus are: assessment; instructional performance and complaints; approvals; compliance; and, outreach. Joyce Feucht-Haviar added that the deputy dean's office also oversees international travel and faculty exchange/visiting scholar programs. Patricia Miller stated that this topic may be added to a future meeting for further discussion.

Administration, Finance and Support Services was presented by Lih Wu, Executive Director of Business Operations and Finance. Lih Wu overviewed the volume of students and enrollments processed by Tseng College and described the various positions and responsibilities that make Tseng College like it's own "mini-college," providing full service for its students. A major project on which Tseng College is currently working with other CSU campuses is the development of a new Peoplesoft application system, AAWS. Tseng College is serving as a pilot, having gone live with AAWS in August and with hundreds of cohort students already in the system.

Marketing and Communications was presented by Lih Wu and Cathy Williams, Integrated Marketing Coordinator. Cathy Williams overviewed the primary focus on the Tseng College website as the "hub" for all recruitment efforts. As part of a strong online presence, Tseng College is very active in social media, with a goal of building engagement and driving inquiries to the website. Because the department includes its own in-house graphic designers and digital marketing specialists, promotional pieces are now being created as e-brochures with iPad/digital tablet functionality. Some committee members expressed interest in learning about e-brochures; Joyce Feucht-Haviar suggested that Tseng College could offer a workshop for interested faculty members. Cathy Williams introduced the CRM (contact relationship management) used by the college and explained how inquiries are managed. Joyce Feucht-Haviar added that the Marketing and Communications department also produces pieces for the university as a whole.

Discussion Topic: Changes to the University Certificate policy

Patricia Miller briefly reviewed the committee's previous attempt to revise the University Certificate policy. The committee had been asked via email to provide comments or suggestions about revising the policy, but no input was received. Therefore, Patricia Miller asked the committee if she and John Binkley could continue to work on the revision and bring changes to the committee when ready. The committee agreed.

Adjournment

The meeting was adjourned by Patricia Miller at 5:00 p.m.

Prepared by Jessica Isomoto