

**Faculty Committee on Extended Learning
April 17, 2013**

Minutes

Committee members present: Rick Covington, Joyce Feucht-Haviar, Robert Lopez, Luiz Mendes, Jeanine Minge, Louis Rubino, Carol Shubin, Patricia Miller, Martin Saiz, Shane Stecyk, Theresa White

Committee members absent: Ardavan Asef-Vaziri (excused), Lynn Gordon (excused)

Guests: Jessica Isomoto, Jennifer Kalfsbeek-Goetz, Michael Neubauer

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 March 20, 2013, Meeting Minutes

The draft minutes from the March 20, 2013, meeting were distributed to the committee in advance of the meeting. Patricia Miller asked if there were questions or comments about the draft minutes; there were none.

Board Action: As two committee members were absent and four members arrived late, this agenda item was delayed until a quorum was present. When a quorum was present, Patricia Miller asked for a motion to approve the minutes of the March 20, 2013, meeting. Robert Lopez so moved and Luiz Mendes seconded the motion. Patricia Miller asked for a vote on the motion. The motion was unanimously approved by all in attendance (Note: Carol Shubin was not in attendance for this vote).

New Business

Report from Faculty Senate Meeting: S.A.A.F.E. Week and SB-520 Bill

Patricia Miller reported from the Faculty Senate meeting.

- a) S.A.A.F.E. Week: A flyer with information about the events for S.A.A.F.E. Week (Sexual Assault Awareness for Everyone) will be posted to the committee's Moodle page.
- b) SB-520 Bill: Faculty discussed the proposed SB-520 Bill, which would amend the already existing California Virtual University Bill (which has a 2014 sunset clause), altering the original articulation between the CSU, UC, & Community College systems in relation to transferable credits. The new bill places the

right to these changes in the hands of legislators rather than faculty who understand content value. The added language in SB 520 could allow for transferable credits from private and independent institutions that may not go through a recognized accreditation process. Carol Shubin shared that she and Provost Hellenbrand had recently co-written a piece about not legislating any particular mode of instruction. Patricia Miller urged committee members to read the bill and provide feedback. Links will be posted to the committee's Moodle page.

Report from Academic Technology Committee: myCSUNtablet Initiative

Patricia Miller reported on the myCSUNtablet Initiative, formerly known as the iPad Initiative, as discussed at the Academic Technology Committee, a standing committee of the Faculty Senate. The myCSUNtablet Initiative was expecting 1,000 students to enroll in tablet-based courses in the fall semester. One of the main points of the initiative is to reduce the costs of textbooks for students; however, students are required to purchase an iPad (or other tablet computer) and e-books. As an incentive to students, the campus bookstore plans to offer payment plans for iPads, though it will not offer a discounted price. Jennifer Kalfsbeek-Goetz had attended a recent faculty workshop and shared that the initiative's goal was to help faculty not be dependent on textbooks, rather, to create their own content. She also added that another advantage of tablet-based courses is that it can be more efficient for students to have everything for school all in one place—course material, notes, assignments, audio, etc. Data has revealed that students are starting to default to smart phones and tablets, rather than laptops and PCs. Traditional financial aid will cover these costs as it does for other academic materials. A brief discussion followed about the cost of academic technology for students.

Program Modification Proposal: Bachelor of Arts in Liberal Studies, Professional Preparation for the Contemporary Global Economy Option, degree completion program

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.

Patricia Miller and Jennifer Kalfsbeek-Goetz introduced Michael Neubauer, the academic lead for the Liberal Studies program and the proposed bachelor's degree completion program. Michael Neubauer provided more background on the proposed program, as introduced by Jennifer Kalfsbeek-Goetz at the March meeting. The

proposed program will be a 21-unit track that students should be able to complete in seven semesters, including summers, with a planned start in Spring 2014. The program will be a fully-online, cohort-structured program run via the campus learning management system, Moodle. The curriculum for the Professional Preparation for the Contemporary Global Economy track/option had been developed by Humanities faculty-- Timothy Black, Sheena Malhotra, Tracy Buenavista, and Steven Wexler-- with additional help from Lynn Lampert, chair of Research, Instruction & Outreach Services at the Oviatt Library. Some of the courses were redesigned graduate level courses that already existed in the catalog as part of a graduate program that never materialized. Michael Neubauer opened the floor to questions from the committee.

Lou Rubino inquired about the program budget and tuition costs. Jennifer Kalfsbeek-Goetz responded that budget had not been finalized, but the goal is to set the tuition fees in the same range as other online programs offered by Tseng College. Joyce Feucht-Haviar added that the price point should be competitive with other schools nationally, and that the program will also be marketed internationally. Patricia Miller referred to the two courses in the Foreign Languages in Translation (FLIT) subject that focus on Europe and Asia and asked if there could be one that focused on Latin America. Michael Neubauer affirmed that courses can be rotated and substituted within the curriculum. Rick Covington suggested the addition of an introductory course in computer programming, which is more about spreadsheets than coding, in order to reduce the digital divide between technical and non-technical administrators. A brief discussion followed about the applicability of courses in the current curriculum and maintaining a list of ideas for future courses.

Michael Neubauer explained that the program modification had not yet been approved by the Educational Policies Committee so there was time to continue developing the curriculum and integrating the courses. Instructors had already been identified for the first two semesters. Jennifer Kalfsbeek-Goetz stated that Tseng College's distance learning unit had already been working one-on-one with instructors on the online production of the courses.

Board Action: Patricia Miller asked for a motion to endorse the program modification proposal for the bachelor's degree completion program in Liberal Studies, Professional Preparation for the Contemporary Global Economy Option. Robert Lopez so moved and Theresa White seconded the motion. Patricia Miller asked for a vote on the motion. The motion was unanimously approved.

“Coming Attractions” Announcement: Master of Science in Tourism, Hospitality, and Recreation Management

Jennifer Kalfsbeek-Goetz introduced a program that had been in development for a few years, now with a planned start of Fall 2014. The proposed Master's program will consist of 15 units for the core curriculum and 15 units for one of two specialized options/tracks, including a culminating project or thesis. The program is planned to be fully-online starting Spring 2015, reaching a global audience through asynchronous, online courses.

Jennifer Kalfsbeek-Goetz provided background on the program development. The curriculum was designed to meet industry needs: an advisory group had been convened last summer, with 17 professionals discussing the market demand and what skills the industry needs in a graduate. Following this feedback, faculty members had worked on creating new courses or modifying existing courses that covered the new areas identified by the advisory group: crisis management and innovative marketing strategies. Patricia Miller inquired if a foreign language component will be required; the answer was no.

No board action was required. Jennifer Kalfsbeek-Goetz explained that the program will be brought to this committee for a formal review and endorsement in Fall 2013.

“Coming Attractions” Announcement: Master of Science in Engineering Management

Jennifer Kalfsbeek-Goetz spoke about the Master of Science in Engineering Management program that had run for many years through Tseng College but has been on hiatus, and introduced the redesigned program that will address 21st century needs in manufacturing, with a planned start in 2015. The redesigned program will be fully-online and “stackable”-- 30 units, including a culminating project, with two Graduate Credit Certificates embedded within the degree: a certificate in Entrepreneurship and Innovation Management and a certificate in Production and Supply Chain Management. The redesigned program is unique from other engineering programs because it will be fully-online, asynchronous, flexible, and will focus on sustainability, entrepreneurship, and decision tools for engineers. The redesigned program is expected to be reviewed for approval by the College of Engineering & Computer Science’s curriculum committee in Fall 2013 and by the Graduate Studies Committee in Spring 2014.

No board action was required. The program will be brought to this committee for a formal review and endorsement in late fall or early spring.

“Coming Attractions” Announcement: Master of Arts in Education, Teaching English as a Second Language (TESL) Option

Jennifer Kalfsbeek-Goetz introduced a modification to the existing Master of Arts in Education program, with the creation of a core curriculum centered on instructional design and teaching and several options/tracks that also serve as stand-alone Graduate Credit Certificates. The TESL option was expected to be approved by the curriculum committee of the College of Humanities during the current semester. There is also a Gaming and Simulation option in development, previously announced in a meeting during the past academic year; both programs are planned to start Spring 2015. A discussion followed on the benefits of online, asynchronous, programs and the cohort model.

Discussion Topic: Priority Outcomes and Academic Values Guiding CSUN International Programs, Services and Relationships

A handout titled, “Priority Outcomes and Academic Values Guiding CSUN International Programs, Services and Relationships” was distributed prior to the meeting. Joyce Feucht-Haviar, as Senior International Office for CSUN, had brought

the draft document to various groups for review, and was now approaching this committee to discuss CSUN's international goals. Theresa White inquired how the document would be distributed. Joyce Feucht-Haviar announced that Tseng College was working on a "one-stop-shop" website for international programs and services; the final document would be posted on the new website, as well as distributed via the International Education Council and the departmental international liaisons. A brief discussion followed about the International Education Council charge and departmental international liaison role.

Announcement: Chair Nominations for 2013-14

Patricia Miller again called for nominations for chair for the next academic year. She reminded the committee that the Faculty Senate policies state that members who will be on sabbatical during the academic year must excuse themselves from the committee. Patricia Miller requested that committee members forward nominations to her or to Joyce Feucht-Haviar.

Announcement: May Meeting

Patricia Miller reminded the committee that the May meeting was optional; potential agenda items will be discussed between herself and Joyce Feucht-Haviar approximately ten days before the scheduled date to determine whether or not a meeting will be called.

Announcement: Event

Theresa White shared an invitation to a screening of a documentary she had produced and directed, titled, "From Buckism to Barackism: Re-Imagining Black Masculinity and Manhood." A flyer and more information will be posted to the committee's Moodle site.

Adjournment

With no further business to discuss, Patricia Miller adjourned the meeting at 5:03 pm.

Prepared by Jessica Isomoto