

## Faculty Committee on Extended Learning

Wednesday, November 28, 2018

3:15 p.m. – 5:00 p.m.

### Minutes

**Committee members present:** Virginia Kennedy, Joyce Feucht-Haviar, Ahmed Alwan, Ray Calnan, Ivan Guillory, Stephanie Hood, Stephanie Kim, Li Liu, Henrik Minassians, John Whitener, Svetlana Tyutina, Vickie Yu, and Carol Shubin

**Committee members absent:**

**Guests:** John Binkley, Karen Pak, Linda Moody, Me'Laine Pemberton Hanna

### Call to Order

Virginia Kennedy called the meeting to order at 3:21 pm. The meeting was held in Room 375 in the Extended University Commons.

### Old Business

Review and Approval of October 2018 Minutes

### **Committee action:**

Virginia Kennedy asked for a motion to approve the minutes. Svetlana Tyutina moved to approve the minutes. Henrik Minassians seconded the motion. Virginia Kennedy asked for a vote on the motion. The minutes were unanimously approved.

### New Business

Virginia Kennedy will summarize the minutes to share with the group to give to their colleges.

The December meeting will not happen. Kannan AMR and the Distance Learning Team will present in the spring meeting.

### **How to Initiate New Self-Support Programs: Certificates, Degrees, and other Formats**

Joyce Feucht-Haviar asked if anyone has had experience with Certificates. Svetlana Tyutina talked about translation and interpretation and service learning projects. As well as other certificates in the foreseeable future. Some students could access courses through Tseng College. Translation is more of a certificate than a degree. Is there a reason for this certificate to be credited? There are 15 credit units for a certificate, but if it is a professional person not looking for a degree, then the next step would be to see what else is out there and market in the region. Is there enough demand to make it viable? Set of course for non-credit or in the summer that does not need to be repeated then things could be done in the

summer. The challenge becomes: how do you control the cost of marketing, obtaining the number of students, and faculty to teach these courses.

Option one-time single time. The non-credit course could be any length and any format. Post-degree for a new regulation or a new skill set. Spread out over a few Saturdays or all at once. It needs to be something that works for Northridge, perhaps the alumni. What is the draw? The faculty teaching and national speakers for a one-time session. To develop there is a form. John Binkley has this form. Everything is done in house. A course could be listed in a catalog and reduce the marketing cost. We no longer have that type of vehicle for marketing. If we already know the target audience, then we know where the market is and how to approach the certificate.

Linda Moody says it is comparable to the Yellow pages and Google. The contemporary version of the telephone book is how we can reach these students.

It can be less expensive if the certificate is tied to something that is already being offered. A certificate could be added to a degree. The licensing board started to enforce things that were not enforced before. John Binkley is meeting with Shari to discuss the SLPA program. Only a few students do not have the master's degree for the certificate.

Joyce Feucht-Haviar gave the example of Lactation Education. 5 credit courses are needed for a certificate. But the field only needs two. The licensure is 2 courses. The recommendation is 2 credit courses back to back in the summer. Then add on other courses. We would have to look at those courses. Open University is working with the College for this opportunity for practitioners.

Northridge is 5 courses post master's program. Claremont College has created a certificate. The list of certificates is available. This list could be sent to the committee. Through grad studies, the certificate has been created and approved. It could be offered through Self-support. First time offered in self-support would need to go to the chancellor's office, but not a lengthy process. The process to go the other way. Self-support to state funding.

John Binkley mentioned The Academic Master Plan – Go to Cal State.edu has this document and the planning document. It is a living document and a degree database that also has to be updated. If a college does not market a master's degree then it does not get marketed. The college of business would have to find their own funds. It is a Multi-disciplinary degree. The question was posed if the degree could be offered in self-support. 20 or 25 students. Can we offer a program like that with lower enrollment? Yes, but you would have to lower the cost of the program. All other costs, e.g. marketing, faculty costs, etc. will stay the same. If fewer students are taking the course then it would be more expensive for the students, but it can still be offered if there is a need for this course. What other courses can be put together to make it more viable? Yes, perhaps the online option. If the audience you are trying to get are mid-career professionals they are working and might live far away. These students would want to have these courses for only about an hour, but adding drive time and other aspects, students might not want to do a specialized program.

Noncredit certificates for the 100 hours is sometimes useful. It is a credential that could be used for the professional. The credential on the transcript often gives it higher value to an employer. The credit certificate has the advantage of being a bigger block of courses. Some master's degrees do not have as long as a shelf-life because of the change in technology.

Carol Shubin asked if there could be research done with current students instead of graduates. She is interested in working with this program but would like to know about the students attending. There could be not just a market survey, but an input survey. There would be the option of bringing in practitioners of the field with the faculty to find out what would be good for the students.

Li Liu asked if there was a problem with putting courses stateside. The previous example: Business courses 6 courses offered 2 spring, 2 fall, and 2 spring. Offered for students who do not have a BA degree in business. This certificate could be used as a prerequisite for the master's program or personal enhancement.

Some programs start out online and smaller then spread out based on the need and specialization. Each time the program is offered word of mouth is spread and the college name is more known. Data science would need more research.

John Binkley clarified that a university certificate is 5 courses and is not cheap. There needs to be financial aid eligibility. For example, the pre CDS certificate, what are the 10 courses needed for the Master's degree. When you start the master's degree you start fin aid again. The business certificate could be used for gainful employment.

Svetlana Tyutina asked if these courses are being advertised to sister colleges? Most certificates are geared toward our area but do not have to be.

Assistive Technology in Engineering is in the Chancellors' office. Perhaps being offered in Spring 2020. This has both a career path and is significant to Northridge. Some other areas would like to know if the degree and institutions are credited. These areas might have had past experience with a program that is similar to correspondence courses. And this is why these questions arise.

John Binkley stated the marketing aspect is hard to say because every cohort has its own marketing plan. Academic is working with the Marketing department. More digital – banner ads are used to track the click and the CRM. Salesforce is the brand that gives us the ratings that determine if a program should be pursued. Ideas for where particular things come from. There is a look to the university first. For example, the Nutrition program. There is a conversation about the readiness of the department and where they would like to go. Other questions show up as well, like those students who do not have a master's degree in nutrition. A lot of these courses have been taken as general courses- both lower division and upper division.

There is a 10-course sequence to get into the Communication Disorders Master's program. Plenty of students might have taken these courses already but as general courses. The option is to talk to a community college to help the students. How many people already have a degree in the field or a Biology degree who could go straight to the program?

Master's in tax failed in state support but succeeded in self-support. Was offered face to face on campus. Self-support is synchronous. There are 45 people in the cohort. The cohort starts in the fall so tax people can still work during tax season. Those are the type of things that are considered.

- Me'Laine Pemberton Hanna will send the Committee the list of the Master's degrees that are being offered on campus.

Joyce Feucht-Haviar discussed a few of the courses that had specialization. For example the Music degree. If the University was thinking of canceling a program then research is needed. Another way to find interest is looking at the market as well. Some peer institutions market based on the hot new area, but to use the university strength, there is a need to target an area that has university reach.

There are three self-support master's degree programs for mid-career professionals. Soft-skills and habits of mind are now what more employers are looking for. Could self-support create a new one? Yes, but multiple departments would need to be included.

Virginia Kennedy asked how is this process. Joyce Feucht-Haviar answered it takes a while but if there were a potential and a market for it, the process starts with research. Then marketing and campus approvals. Campus approvals can take up to a year and a half.

John Binkley said that the department could squeeze it through approvals in a semester. Department approvals before it goes to EPC and becomes agendicized. There is a college review process.

Virginia asked how many master's degree certificates do we have.

Linda Moody is working on 3 new master's degree. The Accelerated BSN came to Tseng College because it is a second degree. As well as RN to BSN. The curriculum is already being offered, so the process is easier.

In Tseng College, more degrees are offered than certificates. More Masters degrees are offered than Baccalaureate completion.

Carol Shubin asked about the Liberal Studies program and if students needed to retake courses. John Binkley answered that there is not a way to create a specific cohort to meet every specific person's needs since so many students have taken different liberal studies courses. Carol Shubin thought the Liberal studies degree could be used to help the completion rates. The 80 credit requirement actually made it easier for students to take on state support than self-support.

Li Liu asked if two departments offered coursed then there would be a way to offer a degree. Joyce asked for the department to contact her to find out what factors are needed, e.g. the marketing aspect and the course offering aspect. Afterward, the program is sent to the Chancellor's office. Board of Trustees meeting in April, so the CO is focused on preparing for this meeting in February and March.

Student Learning Outcomes in terms of putting proposals together is not understood by the faculty on campus. What is the SLO for undergraduate vs the graduate level? Sometimes these departments are not given the information that they need.

EO1071 people need to offer options to degrees. This is another area that clarity is not always given.

Self-support does extensive market research. There have to be a criteria of assessing student need. Not just with the students that the degree/certificate is being targeted. Then market for 9-12 months before the cohort is offered.

Important to take back to your group – take back ideas, big and small, comments about funding, courses offered etc. The department can then talk to self-support. They will first see if the option could work. What policies are there that says we can or can't do something? What is needed to be added to provide the best success for the students? Partnerships are also another way to think about things.

Carol Shubin asked if any colleges in Oman are interested in Data Science.

Take away is that the Self-support will come to the department. Some departments often come to self-support. If a committee member has international contacts they could look into potential partnerships as well. We have 125 international agreements, e.g. friendship MOUs to explore things.

Stephanie Hood asked if there are components that determine if a program is offered in self-support or state support. How do we make the self-support degree work, what is the market, if it is a new program does the department have enough strength faculty wise and interest in the field. If a program sustains itself and does not take away from other programs, other funds, the department has to find as a new way of growth.

The program development process – Send a faculty-friendly version

Henrik Minassians says the department needs to have the money to pay the part-time faculty so that the current faculty or courses are still being offered. Faculty entitlement pay. Self-support pays for additional pay, administrative support pay, revenue share that goes back to the college. Self-support not only does not pull money away but it gives back. Ray Calnan, there is also a way to have students take courses in the summer. One year and a semester can be offered. Also, the flexibility that is there in self-support that is not offered in state-support.

### **Other issues from Committee members**

Announcements – Virginia Kennedy things going on with the Faculty Senate committee. Ray asked if there is a way for the committee to send her an email about how they would like the voting to go. Virginia will then make her own decision. The committee could email her tonight or any time before 2 pm.

The meeting of John, Carol Shubin, and Virginia Kennedy will be scheduled by John's assistant Bryanna.

### **Adjournment**

Having no further business to discuss, Virginia Kennedy adjourned the meeting at 5:07 pm.

*Prepared by Me'Laine Pemberton Hanna*