

Faculty Senate Standing Committee on Extended Learning

February 17, 2021 at 3:15 pm – 5:00 pm, via Zoom

Minutes

Members present: *Svetlana Tyutina, Bingbing Li, Joyce Feucht-Haviar, Gary Katz, Yi Ding, Pouyan Eslami, Ivan Guillory, Li Liu*

Members absent: *Monica Garcia (excused), Stephan Duarte, Elizabeth Blakey*

Guests: *Karen Pak, Me'Laine Pemberton Hanna*

Call to Order

Svetlana Tyutina, Committee Chair, called the meeting to order at 3:18 pm. The meeting took place via Zoom. Welcome and introduction by the Chair.

New Business

Review and Approval of November 2020 Minutes

Quorum not met during the meeting. No changes or corrections noted for the November 2020 Minutes. Electronic elections took place via email. The Minutes were approved.

Announcement: The CSUN Certificate Program will be presented at the February 18th Senate Meeting by Graduate Studies.

Responding to the changing demands for post-degree education in rapidly changing fields. Developing degrees with embedded certificates.

Presented by Joyce Feucht-Haviar

- I. Joyce Feucht-Haviar gave a brief history of certificates and the Community College, changes in the industry, the relationship to the CSU, and the potential at the graduate level.
- II. An example of this option:
 - a. Degree in design, from the College of Arts, Media, and Communications, might be put on the Academic Master Plan for next year. The UI/UX degree – (User Interface/User Experience).
 - b. The idea of having a modular graduate degree or shorter certificate program
 - c. UI/UX degree might be a program that can use these shorter certificate program
 - i. Goal: students will take the certificate and have the option to continue to a bachelor's degree or take the certificate for career advancement
 - d. Modular pieces across colleges, builds up an understanding in that degree field or understanding of skillset for new individuals interested in the degree
 - i. Currently useful in a practitioner focused degree, focus, and fields.

Feedback and Discussion by the Committee

- I. Gary Katz spoke about his personal experience with these types of certificates.
 - a. Feucht-Haviar mentioned her interaction with IBI and their types of employees with different expertise in different disciplines. Ravi Shawney runs a company RKS, a graphic design firm who were pioneers of graphic design and their use of graphic design to solve other problems.
 - b. **Action Item:** Feucht-Haviar will send the Committee: The recent RKS newsletter and The LA Jobs in the economy of this week
- II. Svetlana Tyutina had a question of the push to design education which varies from K-12 to university and if the university was interested in this, if there would be an advantage, and if this will help conquer the market.
 - a. Feucht-Haviar mentioned the advantages:
 - i. Faculty in any College or Department could look at their curriculum in both self-support and state funding for modular options
 - ii. There is a desire for cross-disciplinary degrees
 - iii. The self-support function can also be used to develop other degrees
 - iv. There are also external partners that can link to practices in many ways and what is happening in many fields.
 - v. The Committee is encouraged to email Feucht-Haviar if they have additional topics, observations, suggestions, etc.

What are Badges and how do they work?

Presented by Joyce Feucht-Haviar

- I. The *Badges, Overview and Strategy, CSUN* document was shared with the Committee prior to the meeting.
- II. Badges were once offered as a way for employers to have a way to verify that their employees had certain skills.
- III. Some universities would like to have a similar format to verify what students officially know from the certificates they have taken. A transcript could be used, but an employer would not officially know what a student learned. Badges could help solve this problem. Unfortunately, badges did not accomplish the goal that was expected. They focused on specific competencies.
- IV. Badges are listed on their resume or LinkedIn account that showed the person's competency from what each badge covered.
 - a. It was to help employers sort through what an employee actually knows in terms of skillset.
- V. Badges are trending, but they are not nationally regulated. Each university creates their own badges and decides what each badge signifies in terms of competencies.

Feedback and Discussion by the Committee

- I. Tyutina asked could it be because badges are more visible than transcripts? Meaning, an employer can see a badge on a resume, before they are able to see a transcript.
 - a. Feucht-Haviar answered, employers are looking at LinkedIn, digital applications and marketplaces for certain skill and the badges show up there easier than a transcript would.

- b. It also depends on the how much a transcript is linked or its competencies or how user friendly the system is. Some systems will allow a person to upload components of the transcript, but most places use the badges instead.
- II. Yi Ding stated it is more about the logistics of the regulations of the badges
- a. The Library has been using the badges system, the free version. They have awarded over 5000 badges to students since last fall. Ding would like to know more about the regulation process.
 - b. Who should they reach out to, to get more information?
 - i. Feucht-Haviar answered, there are service providers that push the badge out. Northridge creates the badges, the third-party vendor verifies the badge exists and who obtained it, then it is pushed out to LinkedIn, etc.
 - ii. Currently there is a free version, no specific approval to use it, but if more departments decide to use these badges there needs to be a cross-reference to make sure there is not an overlap
 - iii. If more departments want to use Badges, depending on the volume of badges the university is issuing, then an upgrade to the paid version would probably be the next step. That would depend on how the university wishes to proceed with the badges process on the university level.
 - iv. Ding shared the canvas link with the Committee:
 - 1. <https://canvas.csun.edu/courses/87011>
- III. Li Liu shared his experience with the Badges system of two students who attended a summer student company visit for hands-on training/bootcamp. It would have been great for students to be recognized for their accomplishment.
- a. Liu briefly shared his screen to give the Committee an example of their solution.
 - b. Liu shared the link with the Committee:
 - i. <https://www.linkedin.com/groups/13603438/>
- IV. Tyutina stated that the Office of Community Engagement discussed that finances affect the reality of the implantation of Badges.
- V. Pouyan Eslami asked if there was a way to verify or certify these badges
- a. Feucht-Haviar answered that is why there needs to be a campus approach and keep track of which back the university offered. Then the third party would have to verify and confirm that the student really earned the badge. If someone was creative enough to graphically design a fake badge, there would be a way to verify if that specific badge exists.

Chair Svetlana encouraged the Committee to share what was discussed with others in their department so that they would know what is going on campus wide.

The March meeting is during Spring Break. There are no urgent topics for approval; so, the March meeting will be cancelled, and the next meeting will be in April.

Adjournment:

Having no other topics to discuss, the meeting is adjourned at 4:30 pm.

Prepared by Me'Laine Pemberton Hanna