

Faculty Senate Standing Committee on Extended Learning

February 16, 2022, 3:15 pm –5:00 pm via Zoom

**Minutes**

**Present:** *Gary Katz, Yi Ding, Tim Watson, Debi Prasad Choudhary, Pouyan Eslami, Susanna Eng-Ziskin, Mirna Sawyer, Li Liu, Stephen Duarte, Elizabeth Blakey, Monica Garcia*

**Absent:** *Yannan Shen (excused),*

**Guests:** *Marie-Gabrielle Brooks, Moumita Sen, Joyce Feucht-Haviar, Me'Laine Pemberton Hanna*

**Call to Order**

Yi Ding, Committee Chair, called the meeting to order at 3:17 pm. The meeting took place via Zoom.

**Approval of November 2021 & December 2021 Minutes**

*Yi Ding, Chair*

- I. Gary Katz moved to approve. Susana Eng-Ziskin and Pouyan Eslami seconded. All in favor. No objections or abstains. Motion has passed.

**Leave Approval for Yannan Shen**

*Yi Ding, Chair*

- I. Background was given by the Chair. Chair submitted a Move to approve. Second by Stephen Duarte and Gary Katz. All in favor – Aye. Motion passed.
- II. The Chair will reach out to Me'Laine Pemberton Hanna in terms of notifying anyone for this approval.

**Updates from the February Graduate Studies Committee meeting regarding proposed change to the Certificate Policy for Non-Credit Certificate Programs**

*Yi Ding, Chair*

- I. Background was given by the Chair regarding the change to this policy, the presentation of the two options for the Faculty Senate in February, as well as the decisions and suggestions shared.
  - a. The update was to change the current policy to reduce the 100 minimum hours to 18 hours.

- b. Separate the two types of programs – Credit and non-credit certificate program outlined separately.
  - c. To bring back the revised documents, cleaned up with corrections, to the Faculty Senate at the March Meeting.
- II. The Chair will give the Committee an update after the March Faculty Senate Meeting.

### **Market research/finance at Tseng College**

*Marie-Gabrielle Brooks, Interim Executive Director of Business Operations and Finance & Moumita Sen, Market Strategy and Research Analyst*

- I. The Chair gave background information of why this topic was broached.
- II. The Chair introduced Marie-Gabrielle Brooks and Moumita Sen to the Committee and the reason for being here plus an example of a test program.
- III. Brooks gave an overview of how the presentation will take place. Sen will display the marketing side. Brooks will describe the financial side.
- IV. Brooks introduced herself with a brief summary.
- V. Sen introduced herself, shared her screen and did a PowerPoint presentation.
  - a. Example used: Information/Library Science non-credit certificate
    - i. CIP codes for two sample programs (Classification of Instructional Programs)
    - ii. Secondary research, competitive landscapes, types of library jobs, pay scale, demand, and other factors were discussed.
    - iii. Master's degree is the highest degree required for library science related jobs and credit certificates preferred.
  - b. Information Studies – Under CIP code
    - i. Most go for a master's degree or certificates of upskilling
- VI. Cost Analysis with Marie
  - a. Marie shared her screen with an Excel presentations
  - b. Cost, Budget, Instructional cost and Instructional salary, Total Operating Costs – Upfront Cost Recovery & CSUN/Chancellor overhead, as well as other factors were discussed.
  - c. Another scenario was portrayed to show viability.
- VII. Market Research might dictate how many students to have in the cohort to cover costs and breakeven.
- VIII. Feucht-Haviar clarified that pricing is not made to have a profit. It is priced to breakeven; a profit is a plus. The program is priced at cost.

### **Questions and Feedback:**

Gary Katz asked to what extent is this process nimble, e.g., a hot subject, what is the pace of this process. What is the grad programs analysis for what Tseng College has, is a market analysis done at a later time?

Feucht-Haviar answered the timeframe for turnaround is quite fast. If someone contracts the program, there is not a lot of advanced marketing, and it can be created and offered quickly. Time scale goes up based on internal approvals of the CSU. As well as the location of self-support vs state support. It typically takes about 3 – 4 years. An embedded certificate, not going to the Chancellor's office, can make the turnaround time faster.

Question two: There is an initial market analysis. Then when it was marketed using Salesforce and other tracking software will allow a shift in change of marketing.

Reconvening – Faculty or Academic Lead asks for research in a new area, then Moumita Sen will do a new analysis. If a person attends a conference and hears of hot topics, they can ask for a market research analysis.

Moumita Sen clarified that there is a Program Health check and described that process.

Ding had two questions. Data for other non-credit certificate programs from other campuses?

Sen – Not for Library Science. In general, other campuses offer non-credit certificates and the result of smaller credit hours. Business Analytics, Project Management, Health certificates have high results.

Feucht-Haviar described those non-credit certificates used practitioners which reduced instructional cost and target a particular group primarily entry level or mid-level.

Question two: From the overhead to the Chancellors' office, do you pay another college?

Brooks answered that this example did not provide that information, but other programs have more in-depth structure with cost recovery and revenue share given to other colleges. There is a specific MOU structure the is used for each college. It depends on the type of degree program.

Feucht-Haviar stated that Brooks can share the MOU template with the Committee.

Brooks clarified the Cost Recovery amount of \$12,000. It is given each term whether there is a profit or not. The money is transferred to the college, and they determine how they will allocate the funds. Each college allocates their funds differently. The point of the exercise is to show a breakeven example, not an example with a profit to share.

Feucht-Haviar Additional costs could increase the price. Licensure and special considerations (tools) can modify the structure costs or limit the number of participants. E.g., the Nursing program licensures limits the program cap to 40 participants. The Graphic Report that shows how the money is allocated. Brooks can send the Committee a link to the report.

Debi Prasad Choudhary asked if this market research is only done for Tseng College or for other Northridge programs. Market research was originally done by a 3<sup>rd</sup> party. Tseng College opted to create a market research person. This position, Sen, is in self-support. But if a new program is being looked at, the interested College would get that information.

Sen also does a trend report and others across campus have been interested. If Choudhary's group would like that trend report shared with him, it can be arranged.

**Adjournment:**

Having no other objections, the meeting was adjourned at 4:20 pm.

The Chair asked that the Committee share any additional topics and subjects with herself and Pemberton Hanna

*Prepared by Me'Laine Pemberton Hanna*