

Faculty Senate Standing Committee on Extended Learning

October 18, 2023, 3:15 pm – 5:00 pm via Zoom

**Minutes**

**Present:** *Elizabeth Blakey, Tim Watson, Gary Katz, Vidya Nandikolla, Debi Prasad Choudhary, Susana Eng-Ziskin, Jongeun “JK” Kim, Colleen Martin, Mads Andersen, Anastasiia “Stacy” Timmer, Farshad Ghodoosi*

**Guests:** *Lauren Jarvis, Julia Potter, Jonathan Clayden, Jovitha Franklin, S. Jimmy, Gandhi, Suzanne David, Billy Woody, Jordan Jannone, Seung-Hyun Kim, Joyce Feucht-Haviar, Me’Laine Pemberton Hanna*

**Call to Order**

Elizabeth Blakey, Chair, called the meeting to order at 3:15 pm. The meeting took place via Zoom.

**Welcome and Introduction**

Elizabeth Blakey, *committee chair*

The Chair gave a brief welcome and announced that the April 2024 Meeting, the last mandatory meeting, will be in person. Attendance was taken.

**Review and Approval of April 2023 and September 2023 Minutes**

Elizabeth Blakey, *committee chair*

Chair Blakey asked the Committee if they had any changes for the April 23, 2023, shared her screen to show minor copy editing for the April Minutes. The Chair made a motion to approve April 23, 2023, Susanna moved to approve. Colleen seconded.

Chair Blakey asked the Committee if they had any changes for the September 2023 Minutes. The Chair made a motion to approve the September 2023 Minutes. Gary moved to approve. Colleen seconded.

Chair Blakey asked the Committee to approve the April Minutes pending the minor changes. All in favor – Aye. Minutes are approved. Chair Blakey asked the Committee to approve the September 2023 Minutes pending the minor changes. All in favor – Aye. The minutes were approved.

**Update on The Launch of the New ASAP Program – Approaches and Outcomes Thus Far, Plans Ahead to Open U and an Expanded Year-Round Program.**

Lauren Jarvis, *director of admissions, registration & client services*

Julia Potter, *lead, university access programs review & redesign initiative: open university, asap & winter term.*

- I. Julia Potter thanked the Committee for having her and Lauren.
- II. Potter shared her screen for a PowerPoint Presentation beginning with the history of the ASAP Program and who those students are.
  - a. Academically disqualified, stopped out, and
- III. Potter introduced Lauren Jarvis. Jarvis continued the presentation with the benefits of the ASAP Program and the categories of students who qualify for the CSUN ASAP Program.
  - a. Outcomes were shared.
    - i. Modifications were made in the categories of messaging, advisement, accountability, access, and administration.
  - b. The Overview of the Process from a Student's perspective was shared.
    - i. Student Requests data was shared.
- IV. Potter continued with the next steps.
  - a. Eight steps were shared with the Committee.
  - b. Changes will begin in Spring 2024
- V. A Look ahead for the ASAP Program
  - a. Eight continuous improvement approaches were shared.
- VI. The Reframing of the Open University was discussed as a year-round program.
  - a. Three points were shared.
- VII. Potter asked if the Committee had questions.

## Questions and Feedback

Chair Blakey asked about the steps to increase capacity regarding professor workload and gave some other options. Potter answered yes to all the above. Looking at advisement to help with options for the students. Departments were encouraged to have courses in high demand were suggested to offer in Winter or in the spring for students to know there is an option in the future. Lauren continued with offering courses for students that were in high demand. Joyce Feucht-Haviar added to the conversation with feedback of courses that students get stuck on. Serving the post-degree professional has more senior level course options. Reach out to alum with different courses and a different level of experience. Expanding opportunities for those who do not know of these opportunities.

Chair Blakey asked if there are other questions. Gary Katz asked for clarification on reaching out to disqualified students. Shared a concern with mandatory advisement and shared his experience with students succeeding with academics. Are the students being put in a position where they would not be able to succeed again. Feucht-Haviar responded with the process for disqualified students. The ASAP Program was created to avoid students failing again and communication with these Associate Dean helps with the best path forward. This could be a switch of majors or time off. Potter shared that communication was shared between the Associate Deans office and the Admissions, Registration, and Client Services department.

Chair Blakey asked about trying to increase online courses, why, and how faculty are being supported. Feucht-Haviar answered that they are not trying to increase it, course have already been increased, they are calling attention to this increase. Winter term is online and Summer term is now online. Blakey shared her experience with one student succeeding because of one

class that was offered online during the pandemic. Potter shared more about CSUN's Brand awareness and the external community with the students as well as their educational experience.

Chair Blakey asked for other questions.

JK asked a question regarding Financial Aid with Open University. Potter answered no, they are not matriculated students. Mads Anderson commented about the increase in online courses being college specific and about not having courses online within his department.

Farshad Ghodoosi mentioned that this is the first time he is hearing about this program and asked about faculty getting more involved and understand more about the ASAP Program.

Pemberton Hanna will share Potter and Jarvis's slide. Potter encouraged Ghodoosi to reach out to her.

Chair Blakey thanked the first presenters and introduced the next agenda topic as well as presenters Jonathan Clayden and Jovitha Franklin.

## AI tools and AI in Higher Education

- **Current and Planned Use of AI in Marketing, Recruitment, and Response to Student Inquiries**

Jonathan Clayden, *assistant dean for program and enrollment management*

Jovitha Franklin, *director of marketing & communications*

- I. Jonathan Clayden gave a brief overview of the AI being used at Tseng College.
  - a. Technology used: Chatty Matty, Language Learning Model AI, support to students via email, and SMS for a seamless experience for the students. AI Video - AI assisted video with real human beings, then the AI would enhance the communication.
  - b. Briefly discussed imposter syndrome and the student's ability to visualize and personalize the individual's application journey.
  - c. Modality – Personalized URLs using Chair Blakey and the MPA Program.
  - d. Clayden introduced Jovitha Franklin.
- II. Franklin shared his screen for the presentation "AI in Student Enrollment at Tseng College".
  - a. Four agenda topics were shared and expanded with each slide.
  - b. Generative AI vs Predictive AI was described and discussed.
  - c. Marketing purposes for the Tseng College Marketing Pre ChatGPT, which was predictive AI.
  - d. Post ChatGPT with Tseng College Marketing used generative AI for engaging with students.
  - e. Four uses were discussed.
    - i. There is a sandwich of human interaction, generative AI, then another human interaction to enhance the student experience. Four uses were discussed including ad creatives, social media posts, and market research.

- f. Limitations of Gen AI was shared.
- g. Hyper-personalization using Predictive AI was discussed.
- h. Benefits of this was shared.
- i. BHuman, personalized URL, conversation guides were shared.
- j. Franklin shared the step-by-step process using a flow chart of student interaction using AI highlighting the student's enrollment journey.
- k. Franklin shared an example of the personalized URL using Clayden as an example as well as the BHuman video.
  - i. Then another screen showcasing the student process with Jonathan's application status.
  - ii. Another example was shared using a landing page with "Joanna" with Franklin describing communication based on the student's preference.
- III. Franklin opened the floor for questions.
- IV. Feucht-Haviar asked Franklin to share the presentation to with the Committee and gave additional information of the Tseng College cohort process involving a program coordinator.

### Questions and Feedback

Chair Blakey asked for clarification regarding the image used during the interaction portion. Franklin clarified that currently one image is being used during the demo phase.

Chair Blakey asked the Committee if they had additional questions. No questions were asked. Chair Blakey asked if this process was being used. Franklin said that the process will be launched in a few months. Franklin stated that there is a goal to reduce the look of AI and a natural interaction with the students regarding an AI assisted video.

Clayden clarified that it is AI assisted. Real words and a real person are providing the content. It is like a mail merge. Mads Andersen asked if the AI would butcher names. Franklin answered with the quality checks and validation.

Chair Blakey asked about the student reach. Franklin shared the number of students could be in the tens of thousands of prospective students. Feucht-Haviar clarified that this information is used for self-support degrees and certificates.

- **The Program Development and DL Perspectives -- AI in Professional Practice in A Variety of Fields and the Implications for Curriculum Development, Instructional Design, and Instructional Strategies**

S. Jimmy Gandhi, *associate dean*

Suzanne David, *e-learning technology manager*

Billy Woody, *e-learning technology specialist*

Jordan Jannone, *instructional technologist/designer*

Seung-Hyun Kim, *integrated technology specialist*

- I. S. Jimmy Gandhi introduced the team, and the presentation was shared via screen sharing.
- II. Suzanne David discussed Ethical considerations such as bias, hallucinations, false outputs, and data security.
- III. Jordan Jannone continued the discussion with Responsible AI principles and approach frameworks, access and equity, a prompt engineering overview and additional information.
  - a. He shared the difference between Prompt design and Prompt Engineering.
  - b. Problems and benefits were shared as well as good and bad output.
  - c. Next step LLM production and beta testing.
  - d. Responsible AI was discussed in terms of prompts.
  - e. Best Practices and things to remember were shared.
- IV. Billy Woody continued with Prompt Engineering and Prompt Perfect using Dall-E.
  - a. The first Prompt used Prompt Perfect with Dall-E for an evil robot. Several variations were shown.
  - b. Information Fusion was described using the four areas of redundancy, complementarity, timeliness, and reliability.
- V. Woody ended the presentation with trends in AI for curriculum development, instructional design, and instructional strategies, then turned the floor over to Jimmy.
- VI. Jimmy asked if there were questions.

#### Questions and Feedback

Farshad Ghodoosi shared his experience with giving a talk on prompt engineering and if CSUN has a task force on what is happening on campus regarding generative AI.

Chair Blakey asked about the slides being shared today. Then shared the working group with imposing articles, a guide with a page for every discipline, and Ghodoosi could be added. The Working Group on Teaching with AI – anyone can add from a teaching level. Gandhi shared that faculty development has a group. Jannone shared that Faculty development and FTC have some websites with information shared including professional development training. Jannone is sharing what developments are happening campus-wide and will share those with the Committee. Gandhi shared the course on AI that Jannone and David are testing out from Auburn University. David is testing it out to see if this program will be useful for CSUN faculty. The need to make sure that it is still relevant and up to date.

Faculty development tool kit link was shared by Suzanne David in the chat.

Chair Blakey shared the groups involved in the working group and her use of AI, then asked the Committee if they had other questions. The Committee had none.

Adjournment:

Having no other topics to discuss, the meeting was adjourned at 5:00 pm.

*Prepared by Me'Laine Pemberton Hanna*