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June 13, 2014

M E M O R A N D U M

TO: CSU Presidents
CSU Provosts/Vice Presidents, Academic Affairs
Extended Education Deans

FROM: Ephraim P. Smith
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SUBJECT: Next Phase and Re-Visioning of Cal State Online

As the CSU continues to expand its online education strategies, Cal State Online will evolve as a critical component. An early Cal State Online goal will continue: to increase the quality and quantity of fully online education offerings to existing and prospective CSU students, resulting in successful completion of courses and graduation.

The re-visioning of Cal State Online was recommended by the Council of Presidents and approved by the chancellor. This will include a shift to a communication, consultation and services' strategy for fully online campus degree programs, credentials, certificates and courses supported by opt-in shared services. Cal State Online's shared services will be designed, delivered and managed to:

1. Make it easy for prospective and existing students to discover, decide, enroll and successfully complete their CSU online education opportunities.
2. Make it more cost-effective for CSU campuses to develop, deliver and sustain their high-quality fully online degree, credential and certificate programs and courses.

Communication and Consultation: First Steps in Re-Visioning

The next phase of Cal State Online will be a "listening tour" that will include individual consultation with CSU presidents, provosts, and Extended Education deans to listen to their campus' online goals and what they need to be more successful in achieving the goals. We also will consult with the newly established Commission on Online Education members and listen to their advice on the policies and priorities for the CSU's online strategy. The listening tour will be conducted this July and August and a summary report will be available in September.

CSU Campuses			
Bakersfield	Fresno	Monterey Bay	San Francisco
Channel Islands	Fullerton	Northridge	San José
Chico	Humboldt	Pomona	San Luis Obispo
Dominguez Hills	Long Beach	Sacramento	San Marcos
East Bay	Los Angeles	San Bernardino	Sonoma
	Maritime Academy	San Diego	Stanislaus

The Chancellor's Office will continue to support campus degree programs currently under Cal State Online as we migrate to the next phase of support services. Ongoing communication will be important as the next phase is implemented. To support communication, we are launching a new community website on CSYou for administrators, faculty and staff. This site will provide:

- An online discussion forum for all to share recommendations and advice on specific Cal State Online topics
- An up-to-date library of documents on Cal State Online plans, services and announcements
- A contact list of Chancellor's Office and campus community members connected to Cal State Online

Leveraging Existing Services - Adding Needed Services

Existing Services: The Chancellor's Office Academic Technology Services department has been providing systemwide services that campuses already are using to support their online (as well as hybrid and face-to-face) classes, such as plagiarism detection, learning management systems services, virtual meeting tools and more. The goal is to support campuses in improving the use and adoption of these services to obtain the best value for programs, faculty and students.

Coming Soon: Based on campus interests, Academic Technology Services will be developing systemwide Requests for Proposal (RFP) for services such as lecture capture, student help desk services and online exam proctoring. The goal is to execute Master Enabling Agreements that will provide campuses with opportunities to choose the vendors that provide the services which best match needs and goals. By executing a Master Enabling Agreement on key services, the size of the CSU can be leveraged for better prices than typically negotiated by an individual campus.

Looking Ahead: Campuses have additional needs for services to support their online education programs; some examples include instructional design and marketing services. We will consult with campuses to identify the next set of priorities to pursue systemwide strategies, services and contracts to support campus success.

We hope these first steps will provide campuses with cost-effective choices of services that will benefit online programs. We believe our communication and consultation strategy will keep us on track with the priorities that best serve campus needs.

Next Steps	
July 15, 2014	Cal State Online Community website launched
July and August 2014	Listening Tour
July 9, 2014, 12-1 pm	Webinar on Re-visioning Cal State Online
July 24, 2014, 12-1 pm	Webinar on Re-visioning Cal State Online

The Chancellor's Office Team for Cal State Online

The re-visioning Cal State Online team will be led by Gerry Hanley (Assistant Vice Chancellor for Academic Technology Services) with Sheila Thomas (State University Dean, Extended and Continuing Education). Together, they will leverage existing staff and services, along with the current staff supporting Cal State Online to develop and implement plans to advance Cal State Online's goals and mission. The team's efforts will be guided by the principles and goals approved by the presidents and chancellor.

What Can You Do?

1. Provide feedback on the draft plans for re-visioning Cal State Online. The documents will be available on the Cal State Online Community website July 15, 2014. Please use the discussion forums to share feedback.
2. Appoint a single Cal State Online campus coordinator and contact person who will be responsible for receiving, providing and sharing information about Cal State Online to your campus and the Chancellor's Office team.
3. Participate in Cal State Online open webinars as we continue to develop and implement future plans.

We look forward to working with you as we move ahead with Cal State Online's re-visioning. If you have questions, please contact Gerry Hanley (ghanley@calstate.edu), 562-951-4259, or Sheila Thomas (sthomas@calstate.edu), 562-951-4795.