TO: The Executive Committee
FROM: The Committee on Budget and Resource Allocation (COBRA)
SUBJECT: 12-13 COBRA 5: Report of AVP Brian Cook’s responses to questions regarding CSO
ACTION REQUESTED: That the Executive Committee share the report with the Academic Senate

BACKGROUND:
On April 15, 2013, AVP Brian Cook visited the COBRA meeting to respond to questions regarding CSO. Attached is a summary of his responses to be reviewed by members of the Executive Committee and Academic Senate.
Note: Brian indicated that each campus has a CSO liaison. Dianne Rush Woods was the liaison for CSUEB prior to her appointment as Chief of Staff. Brian Cook is now the liaison since CSO is now located in self-support.

1. **COBRA:** What is the current status of CSO? How many programs have been launched?

   Click on the following link for a list of programs and potential launch dates:
   
   [https://www.calstateonline.net/cso/home/degrees](https://www.calstateonline.net/cso/home/degrees)

   Note: Brian thinks that some of the launch dates are improbable.

   **Further comments on the status of CSO:**

   **AVP COOK:**
   - Each campus has their own admissions requirements, so there will be variation across campuses.
   - Brian noted that there has been a cultural shift from an expectation of a great deal of interests from campuses to the recognition that there is much less interest than originally expected.
   - Low interest is partly explained by how CSO/Pearson services are allocated.
     - Initially, it was thought that services would be “al a cart” (e.g., could purchase marketing service but not the LMS), but now we cannot purchase specific services—we must purchase all of the services provided by Pearson’s.
   - The Chancellor has mandated that CSO must list all of our online programs on its website, even those that are stateside programs.
   - The comment about the Chancellor requesting that CSO advertise all CSU online programs seem to contradict the previous statement about unbundling services (e.g., purchasing only advertising and not the LMS or vice versa). Can you clarify?
   - Brian reported that he informed the Provost that CSO is not a good fit for CSUEB.
   - For smaller campuses without robust LMS, CSO might be utilized for online programs. There will probably be a place for CSO, but it will not be as large in its current construct.

2. **COBRA:** How much, in total, has been spent on CSO to date?

   **AVP COOK:**
   - Brian knows that at least 1.5 M has been expended, and these funds will not come back to the campus anytime soon. However, the 1.5M does not include all expenditures to date (did not have the total amount of expenditures to date).
   - Brian indicated that the only money we have contributed is the 50k in seed money.

3. **COBRA:** How much of the 10M that the Governor plans to allocate to online education at CSU will go to CSO? What is the plan for expending those funds?

   **AVP COOK:**
   - Since the bill is aimed at bottleneck courses then Brian’s assumption is that $0 will go to self-support.

   **COBRA:**
- Can you expand? It seems like some of the Senate Bills would encourage us to develop more online to take care of bottleneck courses.

AVP COOK:
- The link between FTEs and bottleneck courses highlights that the funds will in all likelihood be stateside.