

## **CSUEB Self-Study Concord Campus Report**

### **Summary**

Since the last accreditation review, Cal State East Bay, in spite of changes in leadership and significant budgetary concerns, has made significant strides to reinvigorate the Concord Campus after the loss of a considerable number of degree programs due to the budget crisis of 2008-2013. Planning for the Concord Campus has been a continuous process of data collection, analysis, and concrete action designed to increase student services, expand academic programs, and set a long range strategic direction for the location. A new leadership team has been appointed and charged with continuing the planning process and concurrently implementing data driven recommendations.

### **2011-2012 Concord Campus Planning Committee**

In July 2011, the Office of Academic Affairs formed a committee to study all aspects of Concord Campus operations. Their work was to form a foundation for future campus planning. The committee included faculty representatives from each of the university's four colleges as well as a member of the Planning, Enrollment Management, and Student Affairs (PEMSA) division.

The committee developed a [report](#) that produced internal data on historic demand for specific degree programs, the current state of the facility, student demographics, and other information keys to future planning. The group also examined past enrollments to assist the development of academic programs, and commissioned an external consultant to produce an environmental study of workforce needs in Contra Costa County.

### **Initial Actions**

Based in part on the Concord Campus Planning Committee's [findings](#), the institution began to act on a number of initial recommendations, particularly in the realm of student commuter services and facility enhancements.

In the fall of 2011, the Concord Campus launched its first free student shuttle between the campus and the Concord BART station. Initially limited to the late afternoon and early evening, the shuttle proved very popular, and the campus added morning and early afternoon service in the winter quarter of 2013.

### **Changes in Leadership**

In the spring of 2013, the university appointed a new campus leadership team. Dr. Robert Phelps, an associate professor of History who had been serving as Interim Associate Director, was chosen as the new campus director. Dr. Phelps was given a reporting line to Mr. Brian Cook, Associate Vice President of the Division of Continuing and International Education, strengthening the campus' ability to supplement its strong body of state supported degree completion programs with an array of self-support certificate, undergraduate, and graduate offerings. Mr. Cook had been serving as Interim Executive Director of the Concord Campus since the former Executive Director, Dr. Emily Brizendine, stepped down in the fall of 2011.

### **Facility Enhancements**

The new Concord Campus leadership team oversaw the renovation of five separate classrooms into the largest organic chemistry lab at Cal State East Bay. Based in part on the findings of the Planning Committee, the \$1.6 million project was initiated to support the Pre-Health Academic Program (PHAP), ongoing at the Hayward Campus but introduced on the Concord Campus in 2011, as well as the ongoing Pre-Nursing program.

### **Task Force on Academic Programs**

In the fall of 2013, the Provost convened a new task force designed to build on the work of the previous committee. Largely composed of the Associate Deans of the four colleges, the task force is charged with developing yearly recommendations regarding the initiation or return of specific academic programs to the branch campus, with the first programs to be launched in the fall quarter of 2014. Together with the recommendations of the previous campus committee, the following academic programs have been introduced and/or reinstated at the Concord Campus.

- B.S. in Business, Option in Corporate Management (Fall 2012)
- B.S. in Business, Option in Marketing (Fall 2013)
- Health Sciences Core courses at rate of 2 on ground sections per quarter, supplemented by online (Fall 2013)
- B.S. in Business, Option in Finance (Fall 2014)
- Health Sciences Major (Core Courses)
- Pre-Health Academic Program (2011)
- M.S. in Education, Option in Curriculum (Pending Summer 2014)

### **Development of Strategic Plan:**

With new leadership in place and additional data available, the university has begun to develop a new strategic direction for the campus. Of particular concern is the growing population along the California State Route 4 corridor. Working with members of the President's cabinet, the Concord Campus leadership team is exploring various educational and business partnerships to better serve the needs of communities along SR 4.

### **Concord Campus Review Period Timeline**

- 2008-2010: Budget cuts force the discontinuation of a number of graduate and undergraduate degree programs at the campus.
- July 2011-January 2012: Concord Campus Planning Committee begins work on examining multiple aspects of campus operations. Committee commissions external consultant to produce an environmental study on the workforce and educational needs of Contra Costa County.
- September 2011: After a year-long suspension because of budgetary reasons, the Concord Campus reintroduces lower division Pre-Nursing Program with a cohort of 70 students.
- September 2011: College of Science begins Pre-Health Academic Program (PHAP) at Concord Campus.
- October 2011: Environmental scan of Contra Costa County's educational needs received from outside consultant.

- September 2011: Concord Campus begins evening pilot of student BART shuttle.
- November 2011: Brian Cook, Associate Vice President of Division of Continuing and International Education, appointed Interim Director, Concord Campus, with Dr. Robert Phelps as his Interim Associate Director.
- January 2012: Concord Campus Planning Committee presents findings to Provost.
- May 2012: Planning begins for new organic chemistry lab. Construction commences that November.
- September 2012: College of Business (CBE) renews commitment to Concord Campus by offering the option in Corporate Management for students pursuing their B.S. in Business.
- January 2013: Campus initiates regular day service on student shuttle to Concord BART station.
- April 2013: Dr. Robert Phelps appointed new Concord Campus Director, reporting to Associate Vice President Brian Cook of the Division of Continuing and International Education.
- May 2013: New Strategic Planning Task Force, composed of various Associate Deans and Department Chairs, begins planning work for deployment of new academic programs at Concord, building on data developed by 2011-2012 Concord Campus Planning Committee.
- College of Business (CBE) strengthens commitment to Concord Campus by offering the option in Marketing for students pursuing their B.S. in Business.
- College of Science begins policy of offering two on-ground courses in their Health Sciences program at the Concord Campus.
- October 2013: New \$1.6 Million Organic Chemistry Lab Opens at Contra Costa Hall.
- February 2014: Division of Continuing and International Education becomes University Extension; Concord Campus joins University Extension unit to continue to build institutional capacity as well as expand CSUEB's reach regionally, nationally, and globally.
- February 2014: Campus leadership authors Highway 4 Corridor Initiative to focus campus planning on the educational needs of the growing communities along California State Route Four.

### **Enrollments**

Enrollments have finally stabilized at roughly 500 FTES per quarter at Concord, after dropping considerably from 850 FTES in the 2007-2008 academic year. The decline in the number of FTES at Concord was the result of cuts to academic programs at the campus. The decrease in programmatic offerings was precipitated by the recession and the resultant decline in funding. A comprehensive overview of enrollments at Concord may be found in the 2012 Concord Campus Strategic Plan.

### **Conclusion**

In spite of significant budgetary constraints brought on by the recent recession, Cal State East Bay has made significant strides to reinvigorate the Concord Campus. Planning for the campus's future has involved a continuous process of data collection, analysis, and concrete action designed to increase student services, expand academic programs, and set a long range strategic direction for the location. A new leadership team has been charged with implementing the programs and services resulting from this continuous planning process.