EU Program Director Handbook
Roles, Responsibilities, and Resources

Extended University Basics

This section provides information about Extended University, how we are organized and how the team supports your program/s.

The Extended University [Website](#) houses information about all of the degree programs, certificate programs, and non-credit offerings in Extended University. As a program director please check information related to your program to assure it is up to date.

EU Org Chart and Departments Departments

Extended University & Digital Learning [Organizational Chart](#) is kept online and updated regularly.

EU is organized around three primary departments organized around the student experience:
- Marketing and Recruitment
- Academic Programs, Admissions, and Student Success
- Finance and Administration

Marketing and Recruitment - led by Director of Enrollment Management, Marketing and Workforce Development, Daniel Banyai
- Jeff Ziskin- recruitment, info sessions, student outreach, website
- Britnay Haddox - social media, marketing, student outreach, website

  OLLI Director (Daniel)
- Shaina Salin - coordinator and lead for OLLI courses, planning, marketing, events, etc.

Academic Programs, Admissions, and Student Success - led by Associate Dean Jaime Hannans
- Scott Trevino- Admissions and international programs manager role; Senior International Officer
- Edith- International student support and immigration; events planning support; alumni outreach
- Harmony Maldonado- International student program support; UG lower division advising; Open University
- Emma Battles- Guetter- staff lead for admissions; all graduate admissions; Track II nursing admissions

- Monica Carrillo - UG lower division advising; Psychology and Health Science admissions
- Admissions Staff - UG Business online, UG Computer Science online. CLS admissions
- Jasmine Moreno- continuing student support; Psychology program support
- Jingle Mitchell - ADN/RN-BSN (Track II) and MSN support for clinical placements, clinical contracts, and outreach
- AHC staff coordinator PT (open position) - part time staff role to support Track II admissions, outreach, and AHC grant partnership coordination
- Marisol Luis- Biotechnology lab tech; community engagement lead for biotech

Finance and Administration- led by Executive Director of Finance and Administration Jacky Connell
- Crista Fisher- student finance support and payment plans
- Rosario Cuevas- schedule of classes, faculty contracts, workload questions
- Jerilee Petralba- Systems/Airtable/CRM management and access
- Judi Le - general Analyst duties & manages Biotech program grant
- Emma Law - student finance support (secondary to Crista) and systems support and testing

Connect with us! You may schedule a meeting with any of our staff through the team [Bookings page](#) or email directly.

Collaboration:
We are also supported by Joanna Rivas, Financial Aid Counselor for EU students and a team of 2-3 student assistants. TLi supports learning design and course technologies for all programs. We work closely with the Registrar's Office and other state support teams/staff (e.g. student business services) for final grades, degree confirmation, academic calendaring, student accounts, student IDs, and other cross unit aspects, in addition to other collaborations across campus.

EU Academic Programs

Undergraduate

- Business Online
- Computer Science Online
- Health Science Online
- Psychology Online
- ADN/RN - BSN (Track II) Nursing Hybrid
- Goleta (Track I) BSN Nursing (final cohort graduating Spring 2026)

Graduate

- MA English - Online launch Fall 2026
- MBA - On Campus/ Evenings and Weekends
- Dual - On Campus/ Evenings and Weekends
- MS BIO - On Campus/ Evenings and Weekends
- MS CS - On Campus/ Evenings and Weekend
- MS Math - On campus program (final students through Spring 2027); revised online program launch Fall 2026
- MSN - Online/Hybrid
- MHA - Online

Graduate Certificates

- Business Administration Certificate - Online
- Clinical Lab Sciences - Online plus lab internship
- Family Nurse Practitioner Certificate
- Gerontology Certificate - Online (Launching Fall 2026)

Program Director Role and Responsibilities

The Program Director roles and responsibilities are outlined in the [Program Director position description](). Further details and resources related to the roles and responsibilities are listed below.

Marketing

- Provide feedback to EU on [Marketing Assets]() (including social media, video, flyers, etc)

Recruitment and Outreach

- Attend and Participate in Information Sessions with EU Staff.
- Meet with prospective students that have specific questions that EU staff cannot support including program requirements/outcome, course substitution, etc.
- Provide business, education or military contacts to support EU recruitment of students at larger scale (i.e. business X relationship)
- Occasionally attend community events as related to your program.
- Work with Scott for marketing/recruitment updates for program admissions requirements for international prospective students

Admissions Support and Process

- Student Cycle and Admissions Process: [Canva Mapping]()
- Student Application Review Process -UG/ Grad
  - Reviewing applicants at Grad level
  - UG is reviewing upper division units for transfer or special circumstances
- International Students - Grad
  - Reviewing international applications in coordination with Scott
  - Setting target admissions for each application cycle
- Participate in New Student Orientation (Aug and Jan)
  - Fall and Spring (All Grad except MSN, All Undergraduate)
  - Summer (MSN and Track II only in May)

Student Success (Advising, Retention, and Outcomes)

Program Advising

- Program Advising Information: ([Current Students Website](#))
  - Undergraduate program advising is supported for lower division GE requirements by EU staff/GE Advising Team (ext.ge@csuci.edu); Upper division program courses and upper division GE advising is done by the program director
  - Graduate program advising is done by the program director with EU staff support required documents to confirm submission of thesis/project for graduation in collaboration with the Registrar's office.
  - Meeting with students requesting change of program to determine program fit and capacity for approval/denial
  - Meeting with students about course substitution or revised roadmaps; course advisor requests through PeopleSoft
  - Outreach and advising to students for student success, time to graduation, and retention (see Student Profile Database resources below)

Retention - Resources

- [Student Profile Database Grad](#)
- [Student Profile Database UG](#)
- Tableau - Student Cycle Admission to Enrollment
- CI Records/PeopleSoft Queries - EU staff can provide reports
  - Risk for discontinuation
  - Risk for academic probation
  - Zero enrolled units
- Edsights - AI text-messaging (Undergraduate only)

Outcomes

- Review course SRTs
- Review student success efforts (retention) with Associate Dean to determine strategies for student support and retention (e.g. embedded peer tutor, additional advising support, updated/changed messaging about registration)
- Utilize data and EU leadership for support to improve/maintain program quality and sustainability

Budget and Forecasting

- Provide input on forecasted enrollment end of Q3.
- Participate in and attend quarterly budget meetings.
- Provide input on the annual program budget and planning for the upcoming year.
- Consult with the School Dean on budget requests.
- Course Scheduling and Curriculum Management
    - Submit schedules for each term (fall, spring, summer)
    - Submit/update catalog changes per AY (deadline is usually March)
    - Class enrollment management and permission numbers
    - Inform EU Leadership of curriculum changes (including in progress changes) to align with marketing and recruitment efforts and prior to the start of admissions cycle
    - Reviewing admissions and continuing student enrollment data to make decisions about canceling classes for low enrollment or adding sections for full and waitlist classes

    ## Faculty Hiring and Onboarding

    - Faculty assignments submitted with schedules (fall, spring, summer) including awareness of 125% workload limitations
    - Faculty hiring process through CHRS
    - Faculty onboarding to the program, program faculty, and course
    - Resource: EU Program Director Resources Webpage

Resources & Links

- Airtable Bases and Interfaces (Point of Contact - Jaime/Jerilee)
  Airtable is used to support admissions tracking (CRM bases) and continuing student monitoring (Student Profile bases) for all programs. Program director views and access will be provided as per program needs.
  The following are commonly used:
    - CRM Undergraduate [Database](#) and [Interface](#)
    - CRM Graduate [Database](#) and [Interface](#)
    - CRM Nursing Database and Interface
    - CRM For Credit Non Degree Database and Interface
    - [Student Profile Database Grad](#)
    - [Student Profile Database UG](#)
- Tableau (Point of Contact- Daniel)
  Tableau is a dashboard based on PeopleSoft data and managed in collaboration with Institutional Research. This provides data about enrollment by program, admissions funnel trends, and course scheduling. Program director access will be provided as per program needs.
    - [New Admissions by program](#)
    - [Course Enrollment by program spring semester](#)
    - [Course Enrollment by program fall semester](#)
    - [Course Enrollment by program Summer semester](#)
    - [Overall Student Enrollment by program](#)
- [Quarterly Budget Folder](#) (Point of Contact - Jacky)
  Resources regularly updated about program forecasts and budgets, reviewed in EU quarterly budget meetings.
- CHRS Recruiting (CSUCI tile)
  Found in myCI for hiring approvals. Different from the CHRS tile that is for staff or faculty time reporting.
- CI Records/PeopleSoft (CSUCI tile)
  Found in myCI for student data, degree progress reports, enrollment summaries, and course information. Most often used by program directors for student data and advising, as well as course enrollment lists.
- EAB/Dolphin Navigate (CSUCI tile)
  Most often used by state support advising staff, providing a space for program directors or advisors to add or view notes about communication or meetings with students across staff and faculty.
- [Mahi-Bot](#) (Virtual Assistant) on [EU website](#) bottom of page
  EU has been exploring various uses of AI, in this case the launch of Mahi-Bot, AI Virtual Assistant, successfully supporting student inquiries after hours and online 24/7 since October 2024.

- Coach Mahi (Virtual Coach) on EU website bottom of page

  EU has been exploring various uses of AI, in this case expanding toward a "suite" of AI tools with the launch of Coach Mahi, a career coach, providing support with job seeking, interview skills, resume development, and helping with online platforms such as LinkedIn and JobScan. Launched in Fall 2025.

- Mahi/Edsights (AI Text/SMS)

  To support retention and student success, aligned with the AI exploration, EU partnered with Edsights following the same persona "Mahi" to use AI text messaging and listen to the student voice around academic success, financial need, engagement/belonging, and wellness. All undergraduate programs and some graduate programs are welcomed by Mahi with the option to opt out at the beginning of their program.