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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 ƌĞƉƌĞƐĞŶƚĂƚŝǀĞƐĨƌŽŵĞĂĐŚŽĨƚŚĞƵŶŝǀĞƌƐŝƚǇ͛ƐĨŽƵƌĐŽůůĞŐĞƐ 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 ŽŵŵŝƚƚĞĞ͛Ɛ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, strengthenŝŶŐƚŚĞĐĂŵƉƵƐ͛ĂďŝůŝƚǇƚŽ
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.

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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. tŽƌŬŝŶŐǁŝƚŚŵĞŵďĞƌƐŽĨƚŚĞWƌĞƐŝĚĞŶƚ͛ƐĐĂďŝŶĞƚ͕the Concord Campu
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 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 s