Opening the doors of learning to students of all ages and interests....
Students, Colleagues, and Friends,

As I look outside my window writing this message, I find myself blessed with living in a magnificently beautiful location in the world and working on a campus full of enthusiasm and talented faculty. Coming from a large Land Grant University in Oregon whose mission was in large part outreach and extension, moving to Sonoma State University has been a significant learning experience. Not having attended a Liberal Arts College or University throughout my formal education, then teaching vocational education for 15 years in a small high school in Calaveras County, teaching 20 plus years at Oregon State University, and serving six years as Associate Dean and then AVP of the OSU Ecampus, did not prepare me for the very real differences between a Comprehensive University and a Liberal Arts University. In my heart of hearts, I am a vocational educator. More recently vocational education has been called “project based learning”, and now even a program called “Maker” has been introduced in education that focuses on making projects. I am a strong believer in and advocate for providing learning experiences that some have termed “teaching the whole child.” Unfortunately, that usually means including programs that have been on the public school chopping block over the last 20 years. Some of these are Music, Physical Education, Design and Drafting, Shop, Keyboarding, Theatre and the Performing Arts, and Counseling.

Over my career, education has looked to me mostly like a great experiment. I have seen educators experimenting with teaching methods, textbooks, technologies, and the teaching spaces themselves to name just a few things. After witnessing so much change in education, I have found myself completely flabbergasted that after 45 years little has changed to insure alignment with what I will call the real world. No, I do not mean simply the world of work or the advances in technology! What I do mean is getting back to the heart or systems of teaching and learning that are focused on educating the whole person...from early childhood education to programs of Lifelong Learning such as the Osher Lifelong Learning Institute.

Educating the whole person is always a challenge in time-based education systems with limited resources. Having worked within these systems for most of my life, once given an opportunity to lead a division and then a School with just such a mission, I found what would be my mantra as an educator and administrator:

The mission of the School of Extended and International Education is to support and complement the overarching institutional goals of Sonoma State University. The rapidly changing educational needs of lifelong learners has focused the mission of Extended Education on three critical elements: 1) develop sustainable infrastructure and relevant inventory of programs that will serve and support the needs of the diverse student population both inside and outside the university; 2) enhance collaborative relationships with the local communities, the region, and internationally to foster educational, social, cultural, and economic development; and 3) provide essential programs and services to extended education students and our partners.

Over my six years at Sonoma State University, our staff has worked extremely hard to provide outreach education that is focused on both the classic academic curriculum, workforce and professional development non-credit certificates, Lifelong Learning for youth (EXCEL) and older adults (OLLI), and most recently, to stretch our reach via Study Abroad programs and recruitment of international students from around the world to bring different cultures together, to learn to work together instead of learning to distrust each other.

The job before all of us at Sonoma State University is to do our very best to provide learning experiences that will enrich the individuals we are entrusted to educate and assist them to achieve their goals. But throughout higher education the term “educate” has many different meanings. For me, once again, this means educating the whole person from early childhood to our 95 year old OLLI student. It also means that we need to focus our classes and programs on learning and learner outcomes. In part, we need to focus education on both the issues of our time and those calculated to happen in the future. If SEIE can begin to focus a part of its mission on the environment and sustainability, on childhood obesity, on the continued existence of racism and intolerance around the world, on insuring clean drinking water and safe ecological sewage systems, on making a positive difference in our world...then I believe that our School will be successful and contribute to the learning already taking place on our wonderful campus.

Thank you for your support of the School of Extended and International Education and SSU over the 2013-2014 school year. This report provides you with information and data showing our successes and the areas where we need to work harder to achieve our projected outcomes. My promise to you is that our School will always work as hard as possible to best serve all learners who come through our “doors” on the campus and throughout the region, state, nation, and world.

Mark Merickel, Ph.D., Dean
School of Extended & International Education
Sonoma State University
### Winter Intersession 2013-2014

**TOTAL STUDENTS — 731 | TOTAL ENROLLMENTS — 754**

**Demographics:**
- Graduate Students — 6 (1%)
- Seniors — 374 (51%)
- Juniors — 222 (30%)
- Sophomores — 98 (14%)
- Freshmen — 31 (4%)

**Classes Offered (by Academic School):**
- 63 courses: 2,748 academic units
- 33 GE courses: 556 GE enrollments
  - Arts & Humanities — 40%
  - Business & Economics — 25%
  - Science & Technology — 17%

### Summer Session 2014

**TOTAL STUDENTS — 1,318 | TOTAL ENROLLMENTS — 1,701**

**Demographics:**
- Graduate Students — 235 (18%)
- Seniors — 595 (45%)
- Juniors — 289 (22%)
- Sophomores — 99 (7.5%)
- Freshmen — 100 (7.5%)

**Classes Offered (by Academic School):**
- 197 courses: 6,035 academic units
- 76 GE courses: 821 GE enrollments
  - Arts & Humanities — 24%
  - Business & Economics — 28%
  - Education — 10%
  - Science & Technology — 18%

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### Business Operations
- SEIE completed another successful year generating over $9,000,000 in gross revenue and a surplus of $634,866 to be reinvested into new Extended Education programs and projects.
- In collaboration with SSU CMS, formed a project team to automate SEIE’s non-credit registration system, Self-Service Quick Admit Project, integrated with PeopleSoft: full implementation planned for Spring 2015 term.
- Created a new policy regarding programs and services offered through and by SEIE.
- Established an Interdisciplinary Curriculum Committee for SEIE.

### Enrollment Management and Professional Development
- Successfully achieved the transition from Workforce Investment Act Sonoma County to the Provider Services System (CalJobs). This system now provides information on SEIE’s course offerings and the performance for each program so that individuals can make more informed decisions when selecting a training provider. Course information must be monitored frequently for any updates regarding program information.
- In process of the implementation of the new online SETE system referred to as Class Climate – Course Evaluation Feedback System.
- Transitioning the reporting of student records (SERSS) from Jane McGrew to SEIE. SEIE will now submit SERSS report to the Chancellor’s Office.

### Degree Programs
- MS-CES: 16 new students for Fall 2014, 14 of whom are International.
- Wine MBA in St Helena: 13 new students; they will be starting an SSU-based cohort in alternating years starting next spring.
- Executive MBA: 17 new students enrolled.
- Nursing: The Advance Practice Clinical Education Certificate will launch this fall with a $150,000 grant from Song Brown.
- BA Liberal Studies Solano Program: 8 new students enrolled.

### Certificate Programs
- 6 new programs developed in 2013-14.
- 2,356 total enrollments.

### SEIE Learners Served
- 8,124 students served.
- 16,691 total enrollments.
Center for International Education

The Center for International Education was established! We merged the International Student Services office, Study Abroad, degree-seeking international students, Semester at Sonoma, WIVA Work Intern Volunteer Abroad, National Student Exchange, and the Sonoma State American Language Institute operations into one central location in International Hall. International Services was involved in numerous activities and services over the year to include the following:

**Outreach**

**DOMESTIC:**
SEIE participated in the CSU Pavilion at the International NAFSA conference in San Diego with 20 other CSU campuses. Berta Hodges, Marisa Thigpen, and Miriam Hutchins met with university representatives, current and potential marketing partners, embassy representatives, and CSU colleagues, and attended sessions focused on current issues in international education.

Berta Hodges and Marisa Thigpen traveled to Washington DC to the Washington International Education Council conference, which brings together education and cultural attachés from Washington based embassies, sponsoring organizations, NGOs, universities, and language program representatives, along with representatives from the Department of State, Commerce and Homeland Security.

Berta Hodges traveled to Los Angeles to meet with the director and placement coordinator of the Kuwait Cultural Office for student recruitment.

Sonoma State became a member of the American International Recruitment Council, and Berta Hodges attended the annual meeting in July, 2013.

**INTERNATIONAL:**
Miriam Hutchins traveled to Japan as part of an in-country teaching program, which then allowed her to visit Seoul and Jeju, Korea and Tokyo, Japan and meet representatives from several universities.

Berta Hodges visited Ansal University in Delhi, India (during her vacation at no expense to the university) to develop a partnership between Ansal University and SSU.

**International Services Accomplishments**
- 2500 total visitors to SSU International Services (includes Study Abroad, International Students, NSE, Other)
- International Education Exchange Council (IEEC) – successfully re-chartered student club for international students, study abroad alumni & applicants.
- International Education Week 2013 – weeklong celebration of events, & country specific workshops facilitated by program alumni.
- IEEC Mentor Program - connecting study abroad & NSE alumni with international students, potential applicants & eventual program participants.
- Received IRA grant to implement new CIE Student Ambassador program (funding Fall 2014-Spring 2015).
- Successfully proposed, scheduled and ran the following Summer 2014 courses which included an international study component:
  - Bus 385/Bus 595/Bus 800: Business Culture in Europe, Michael Visser & Richard Campbell
  - CCJS 330/Pols 330, Criminal Justice System in London, Eric Williams
  - Bus 396W/Bus 800, Global Wine Industry – France, Elizabeth Thach and Janeen Olsen

**Scholars & Faculty**
- Facilitated successful visa procedure for two visiting research scholars.
- Collaborated with Academic Affairs and Modern Languages to host Fulbright Language Teaching Assistant (Fall 2014-Spring 2015).

**Study Abroad**
- Department of State Gilman Scholarship (study abroad scholarships for Pell Grant recipients).
  - Facilitated 6 student applications, 3 students awarded between $2,500-$5,000
- 2000 study abroad & NSE related student visits to SSU International Services.
- 111 students assisted in beginning apps.
- 65 completed CSU International Programs study abroad applications to 10 countries (50 students will participate 2014-15).
- 97% acceptance rate.
- SSU will send 2nd largest number of students on CSU International Programs in the CSU system (#1 is SFSU).

**National Student Exchange**
- 40 students assisted in beginning apps.
- Successfully placed 27 SSU students in 17 U.S. universities.
- Successfully placed 11 (of 27 total) SSU students in five countries through NSE Study Abroad: 100% acceptance rate.
- Successfully accepted 15 NSE exchange students on exchange to SSU from 10 US and Canadian universities.

**International Student Advising**
- Fall 2013: 35 F1s from 17 countries and 17 J1s from 5 countries (Australia, Brazil, Canada, Chile, China, Cyprus, Ecuador, El Salvador, Spain, India, Japan, Korea, Malaysia, Nepal, Phillipines, Saudi Arabia, Viet Nam, Germany, France, and Turkey).
- Spring 2014: 36 F1s from 13 countries and 11 J1s from 5 countries (Australia, Brazil, Canada, Chile, China, Ecuador, El Salvador, Spain, India, Japan, Korea, Philippines, Saudi Arabia, Viet Nam, Germany, France, and Turkey).
- 330 international student visits to SSU International Services.
- Secured registration priority through the Student Affair Committee, Fall 2012-2017.
- Added Optional Practical Training workshops to service offerings.
- Investigated international student tax options for international students

**Work Intern Volunteer Abroad Program**
- Successful launch of IRA funded first year of WIVA program (Facebook page, materials, information meetings, procedures defined).
- Approximately 20 students were served by this program with services, advising and placement support.
SSALI: Celebrating 35 Years of International Friendships!

A Message from the Director, Berta Hodges

This is a special year for the Sonoma State American Language Institute for two reasons. First, we are celebrating our 35th year of providing a top-quality English language experience for our international students. Second, we are very happy to announce that we have recently relocated our office to the new Center for International Education, in the newly renovated International Hall on the beautiful Sonoma State University campus. Sonoma State University is strongly committed to international education, and we now have a dynamic hub for all students, both domestic and international, who are interested in becoming global citizens.

SSALI students comprise a key element in the SSU student body. This year they represented 21 countries and 15 languages. They bring with them unique cultural perspectives and life experiences that help to enrich the university. They participate in student organizations, visit university classes, enroll in Open University courses, join intramural teams, and pair up with SSU students for conversation partners. At the same time, they engage in their classes with our professional and committed faculty to not only make great progress in their English skills, but also to become part of an international community of friendship.

I am fortunate to have been associated with the Sonoma State American Language Institute for over 25 years. I continue to be impressed by the dedication of our faculty and staff, the quality of instruction, and uppermost, the inexhaustible energy and spirit brought to the campus by our students. I am proud to represent this program.

SSALI 2013-2014 Enrollment
147 FTEs

Countries Represented
Japan, Korea, China, Vietnam, Taiwan, Thailand, India, Brazil, Colombia, Chile, Mexico, Jordan, Iran, Kuwait, Saudi Arabia, Poland, France, Russia, Italy, Guinea Bissau

SSALI/SSU International Partnerships
• Current: Nihon College of Law, Kanazawa Medical University, Miyazaki International College, and Anan Technical Institute – all in Japan.
• Pending: Ansal University, India; Penglai Sister City, China; USC, UCLA, Kwansei Gakuin University in Japan, Steve Shaerer in China.

Countries represented since 2008
• Asia: Japan, Taiwan, Korea, China, Thailand, Vietnam, Hong Kong, Mongolia
• Middle East: Iran, Turkey, Saudi Arabia, Jordan, Kuwait, Syria, Israel, India
• Europe: Italy, France, Switzerland, Netherlands, Poland, Romania, Bulgaria, Czech Republic, Slovakia, Russia, Spain, Georgia, Armenia, Germany, Denmark, Greece, Scotland, Sweden, United Kingdom
• South America/Central America: Brazil, Chile, Colombia, Guatemala, Honduras, Ecuador, Costa Rica
• Africa: Namibia, Guinea Bissau, DR Congo, Ghana, South Africa
• Mexico, Haiti, Dominican Republic, India, Puerto Rico
• South Korea
• Canada
• Australia, New Zealand

International Student Recruitment
• Visited 9 community colleges to build connections at Transfer Center and International Advising Offices (Mission, Foothill, De Anza, DVC, CCSF, Santa Monica, Grossmont, Palomar College, and Berkeley City College).
• Visited 3 English Language Schools (ELS San Francisco, LSI San Diego, ESL San Diego).
• Created new program ‘Semester at Sonoma’ with first student coming from Japan Fall 2014 for one academic year.
• Creating online e-brochure for use starting Fall 2014
• Creating pathway partnership with USC ESL program for ease of transferring ESL students to SSU (articulation of courses).
• Investigating potential pathway partnership to bring Norwegian degree seeking students to SSU.
Osher Lifelong Learning Institute (OLLI)

Place Matters OLLI Summer Project 2014

CAMPUS PARTNERSHIPS:
Three SSU faculty moderating panels during Place Matters event July 29th:
- Laura Watt, Environmental Studies and Planning
- Steve Estes, History
- Ray Johnson, Wine Business

Suzanne Decoursey developed a curricular unit at the Osborn Preserve during the 2014 Place Project. Alumni Relations invited over 3,000 SSU alumni 50 and older to attend our “Place Matters” event on July 29th. Carin Jacobs has been invited to speak to the Alumni Board about future partnerships with OLLI building on our existing practice of extending a discount on OLLI classes to active members of the SSU Alumni Association.

COMMUNITY PARTNERSHIPS:
Curricular units during 2014 Place Project included partnerships with:
- West Sonoma Historical Museum
- Jack London Historic Park
- Di Rosa
- Sonoma Valley Museum of Art
- Sonoma County Museum
- Pepperwood Preserve
- Laguna de Santa Rosa
- Sonoma County Wine Library
- TedX Sonoma County

“Taste Matters” series launched a new food and wine track within the OLLI curriculum, bringing James Beard award winners, food writers, wine librarians and other experts to our campus for the first time. These events were capped at 60, and three of the four had 55 students enrolled.

“Place Matters” on July 29th was our culminating event for the summer. This event reached capacity at 200 attendees.

“Senses of Place” represents the first ever OLLI student art exhibition and features ten impressive works by OLLI students. These images (including diverse media such as encaustic, glass, acrylic, photography, watercolor and assemblage) were reproduced in our anthology/catalog of the same name, alongside ten poignant poems and essays submitted by OLLI students. This publication was given to everyone who attended “Place Matters” on July 29th as a commemorative gift to mark the event. Over 200 people participated in the summer program, with 20% brand new to OLLI SSU.

Courses & Enrollments: 4,083 Total Enrollments (including Summer 2014)

FALL 2013 ENROLLMENTS:
SSU Classes: 709 Total
71 Our Tools Become Us
133 Nixon & the Kennedys
139 Dynasty: Great Houses of Europe
35 Muhammad Ali
73 The Western: America’s Mythology
144 The Middle East
36 Imaginings: Reading/ Writing
78 Bay Area Artists
Oakmont Classes: 323 Total
135 World Cultures
118 Nixon & the Kennedys
70 John Steinbeck
Healdsburg Classes: 321 Total
66 John Steinbeck
114 Exploring Classical Music
141 Franklin D. Roosevelt

FALL 2013 TOTAL: 1,353

WINTER 2014 ENROLLMENTS:
SSU Classes: 805 Total
89 The Bomb’s Early Light
94 The Ice Ages
45 Traveler’s Tales/Mini Memoir
69 Discovering England
156 We the People
105 Ancient Egypt
134 Exploring Classical Music
72 Venice: Portrait of a City in Time
41 Color Confidence Workshop
Oakmont Classes: 346 Total
196 Paris through the Ages
79 The Western: America’s Mythology
71 Bay Area Artists
Healdsburg Classes: 218 Total
46 Bay Area Artists
65 Medicine at War
107 History of Italy

WINTER 2014 TOTAL: 1,369

SPRING 2014 ENROLLMENTS:
SSU Classes: 613 Total
36 Physics of Sports
95 U.S. of Hollywood
66 Myanmar/ Burma
107 Russia
102 Civil War Profiles
35 Exploring Place
75 William Shakespeare
74 Dear Scott, Dear Ernest
23 Poetry/Memoir Workshop
Oakmont Classes: 301 Total
104 Nirvana is Opening Day
130 Exploring Classical Music
67 Ancient Egypt
Healdsburg Classes: 247 Total
69 The Supreme Court
129 Great Cities
49 Monkeys, Fossils & Mother Nature

SPRING 2014 TOTAL: 1,161
Budget Profile 2013-2014

Special Session Programs (Credit) $5,411,993 (77%)
Non-Credit Programs $873,517 (12%)
CEU Programs $546,388 (8%)
Extension $98,612 (1.5%)
Miscellaneous * $89,619 (1%)
Transfers $5,307 (0.05%)
TOTAL $7,025,436

Special Sessions Degree Programs $2,426,022 (45%)
Summer Session (self-support) $1,534,772 (28%)
Winter Intersession (Dec-Jan) $774,703 (15%)
Other Special Session Courses $555,462 (10%)
Open University $121,034 (2%)
TOTAL $5,411,993

Non-Credit Programs
American Language Institute $342,870 (39%)
Osher Lifelong Learning Institute $273,759 (31%)
EXCEL for Youth $189,693 (22%)
Professional Development $48,240 (6%)
Wine Business Institute (Credit) $18,955 (2%)
TOTAL $873,517

SEIE Revenue Sources

<table>
<thead>
<tr>
<th>Program</th>
<th>Revenue</th>
<th>Percentage</th>
</tr>
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<tbody>
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SEIE Expenditures

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<tr>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>Staff &amp; Benefits</td>
<td>$2,083,326</td>
<td>(32%)</td>
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<tr>
<td>Faculty Salaries/Instruction</td>
<td>$2,015,328</td>
<td>(31%)</td>
</tr>
<tr>
<td>Overhead, Transfers &amp; Allocations</td>
<td>$1,340,111</td>
<td>(20%)</td>
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<tr>
<td>Operating Expenses</td>
<td>$952,215</td>
<td>(15%)</td>
</tr>
<tr>
<td>Marketing</td>
<td>$127,185</td>
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<td>TOTAL</td>
<td>$6,518,165</td>
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Revenue Sources Breakdown

Special Session Programs

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</tr>
<tr>
<td>Health Navigator</td>
<td>$83,700</td>
<td>(15%)</td>
</tr>
<tr>
<td>Professional Social Media</td>
<td>$34,230</td>
<td>(7%)</td>
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<tr>
<td>Human Resources Management</td>
<td>$30,625</td>
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<tr>
<td>Nursing in Transition</td>
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<tr>
<td>Construction Management</td>
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<td>Hospitality Management</td>
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<tr>
<td>Mental Health Profession</td>
<td>$6,325</td>
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Allocations to Partners: $343,485

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<td>Social Sciences (11%)</td>
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<tr>
<td>Education (8%)</td>
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<tr>
<td>Graduate Studies (6%)</td>
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<td></td>
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<tr>
<td>Admissions &amp; Records (4%)</td>
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</tr>
<tr>
<td>Library (1%)</td>
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Trends in Revenue/Expenses

Revenue - Expenditures = $507,271 (Profit)

Revenue Sources Breakdown

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<td>$30,625</td>
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<td>Nursing in Transition</td>
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<td>(5%)</td>
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<td>Construction Management</td>
<td>$21,502</td>
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<tr>
<td>Hospitality Management</td>
<td>$13,145</td>
<td>(2%)</td>
</tr>
<tr>
<td>Mental Health Profession</td>
<td>$6,325</td>
<td>(1%)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$546,388</td>
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</tbody>
</table>

Allocations to Partners: $343,485

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Arts &amp; Humanities (25%)</td>
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Special Sessions Degree Programs $2,426,022 (45%)
Summer Session (self-support) $1,534,772 (28%)
Winter Intersession (Dec-Jan) $774,703 (15%)
Other Special Session Courses $555,462 (10%)
Open University $121,034 (2%)
TOTAL $5,411,993

Non-Credit Programs
American Language Institute $342,870 (39%)
Osher Lifelong Learning Institute $273,759 (31%)
EXCEL for Youth $189,693 (22%)
Professional Development $48,240 (6%)
Wine Business Institute (Credit) $18,955 (2%)
TOTAL $873,517

CEU Programs
Wine Business Institute (CEU) $328,796 (60%)
Health Navigator $83,700 (15%)
Professional Social Media $34,230 (7%)
Human Resources Management $30,625 (6%)
Nursing in Transition $26,400 (5%)
Construction Management $21,502 (4%)
Hospitality Management $13,145 (2%)
Mental Health Profession $6,325 (1%)
TOTAL $546,388

Allocations to Partners: $343,485

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</table>
Programs and Enrollments

The School of Extended & International Education’s goal is to open the doors of learning to students of all ages and interests, providing the widest possible community and international access to the rich intellectual and institutional resources available at Sonoma State University.

Our evolving portfolio of degree programs, extension courses and programs for professional and personal development is tailored directly to meet the needs and interests of a diverse population.

Student Enrollments

16,691 enrollments serving 8,124 students

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Non-Credit</th>
<th>Extension Contract</th>
<th>CEU</th>
<th>Extension</th>
<th>Academic Credit/ Special Sessions</th>
<th>Early Start</th>
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</thead>
<tbody>
<tr>
<td>Student Enrollments</td>
<td>3,703</td>
<td>91</td>
<td>1,432</td>
<td>120</td>
<td>5,702</td>
<td>1,122</td>
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<tr>
<td>Student Credit Units and CEUs</td>
<td>1,564</td>
<td>156</td>
<td>1,904</td>
<td>142</td>
<td>1,202</td>
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<tr>
<td>Total</td>
<td>5,267</td>
<td>247</td>
<td>3,336</td>
<td>262</td>
<td>6,904</td>
<td>2,244</td>
</tr>
</tbody>
</table>

SEIE Programs

Center for International Education
- International Services for prospective and admitted students
- National Student Exchange
- Study Abroad

Other Programs and Sessions
- Contract Credit
- Early Start
- EXCEL for Youth
- Online Learning Center
- Open University
- Osher Lifelong Learning Institute
- Summer Reading Program
- Summer Session
- Wine Business Institute
- Winter Intersession

Courses for Enrichment and Professional Development
- Business & Management
- Communications
- Counseling
- Education
- English as a Second Language (SSALI)

Certificate Programs
- Audio and Recording Production (New!)
- Conflict Resolution
- Construction Management
- Health Navigator
- Hospitality Management (New!)
- Human Resource Management
- Nursing Transition into Practice (New!)
- Nursing Post-Master’s FNP
- Professional Social Media (New!)
- Project Management (New!)
- Wine Business Direct to Consumer (New!)
- Wine Industry Finance & Accounting
- Wine Business Management (Online)

Degree Programs
- Saturday BA Degree Completion
- BA Liberal Studies Napa Valley/Solano
- Executive MBA
- MA Depth Psychology
- MA Organization Development
- MA Spanish
- MS Computer & Engineering Science