

## Lessons Learned from 20 Years of Online Teaching & Web Development: The California State University Model



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\*3 July 2018: 9:45 a.m. Room M1

\*Palma de Mallorca, Spain



Balayan, Batangas (Philippines 2002), Pentax SF1N, Sensia 100



## Presentation Outline

- I. Introduction & Computer Background
- II. Using Computer technology in classroom
- III. 1998 Stanford Univ. = fully Online MA
- IV. Web Development & Online Learning
- V. California State University model/context
  - a) Economic context: massive budget cuts
  - b) Enrollment context: increased enrollments
  - c) Online courses as a solution to budget cuts
- VI. Conclusion/Discussion



## Academic Background

- Immigration Historian: E.S. Ph.D. Berkeley  
**Sacramento State University**
  - California State University system
    - Teaching university (BA, MA & 2 Ph.D. Programs)
      - Department of Ethnic Studies: race & ethnicity
      - Legal History of Immigration laws
      - **Filipino & Chinese global migration**
      - Filipinos in Barcelona, Madrid, Hong Kong
      - **Chinese in Madrid and in Prato (Italy)**



## Computer Background

- Introduction & Background
- Computers: self-taught & 2 years formal
  - 1980 Radio Shack & Mainframes (University Lab)
  - 1985 Compac → *1986 Apple computer!!! (expensive)*
  - 1992 Toshiba laptop, etc.
- 1996 Digital Archives (Berkeley)
  - California Digital Archives Project (N.E.H.)
  - Sun SITES: Sun Microsystems
- 1998 Stanford University: fully Online MA
  - Silicon Valley engineers: Tuition = \$50,000



## Computer Background

- **Early Developer & Adapter of Online Learning (20+ years): 1997 - 2018**
  - Self-taught: Learned all the technical skills
  - Built the web pages and web sites
- **Web Development & Online Learning**
  - Taught & trained other faculty
- **Formal computer education (2 yrs. night classes)**
  - Microsoft LAN Network Administrator
  - Certificate: Oracle DBA & e-commerce



## Just for fun... Salaries Compared: 1998

- **CSU Professor (starting)                      \$48,000**
  - *Ph.D. required*
- **Java programmer                                      \$50,000**
  - **No college degree required**
- **Engineer/Programmer                              \$70,000**
  - College degree (engineer)
  - Programmer: **no college degree required**



## Salaries Compared: 1998

- CSU Professor \$48,000
- Java programmer \$50,000
- Engineer/Programmer \$70,000
- Oracle DBA \$100,000



\*Left professorship in 2000!

## The Early Days of Online Teaching

- Professors *did all the work*: from start to finish
- 1) Web development & management
  - HTML coding
  - Media creation: photos, audio, video
  - Discussion/“Chat” programs: Java applets
  - FTP & server management
- 2) Content delivery & course management
  - Very labor intensive! (2x amount of work)
  - Praised for being innovative instructor



# Berkeley 1996 Digital History Archives

Sun SITE  
\*Sun Microsystems



CHAPTER 2 PASSAGE TO CALIFORNIA THE LIBRARY, UNIVERSITY OF CALIFORNIA, BERKELEY CONTENTS HOME

## Epochs of Freedom: South Asian Pioneers in California, 1899-1965

At age seventeen, while still beardless, Munshi Singh joined his cousin and seven other Sikhs from his native village on a trip to Canada. His father gave him 400 rupees for the trip and Munshi arrived in Vancouver on the "Empress of Canada." Oct. 14, 1908. Munshi found Canada too cold and after six days crossed the United States border into Seattle. From Seattle, Munshi and fourteen other Sikhs rode the freight cars to Chico. None of them could speak English, and Munshi recalled the strange looks they received as people peered at their turbans and beards and listened to their Hindustani language. -- Allan Miller, "An Ethnographic Report on the Sikh (East) Indians of the Sacramento Valley," 1950

Many of the Indians received money from relatives or mortgaged land to pay the fare of Rs. 300-400 from India to North America. Most saw their move as a temporary strategy and planned to return home after making enough money to clear debt or to purchase land. These men usually went by steamship from Calcutta to Hong Kong, a journey of twelve days, and then from Hong Kong to Canada or the United States, another eighteen or nineteen days. As immigration restrictions tightened in Canada, more immigrants came directly to California, passing through the Angel Island station on their way to San Francisco. While they were being detained at the station, prospective immigrants were housed in barracks, crowded and sometimes unsanitary. In 1910, Luther Steward, Acting Commissioner for the Immigration Service in San Francisco said: "If a private individual had such an establishment, he would be arrested by local health authorities."

Around 2000 Indians were in the United States in 1899, mostly students or businessmen. Indian immigration to the United States peaked during 1907-1908 and again in 1910, but the numbers were always small in comparison to East Asian immigration. Each year approximately ten to twenty women entered as immigrants, regardless of the number of male immigrants and the percentage of Indian women to men was the lowest for any group immigrating from Asia. The Immigration Act of 1917, prohibiting immigration from an Asian "barred" zone and imposing literacy restrictions, along with the Oriental Exclusion Act of 1924, banning most immigration from Asia, slowly stifled immigration from India. During this period many Indians entered the country illegally, going first to Panama and then coming up through Mexico and crossing the border. For a fee, an established network would facilitate the border-crossing. Joginder Singh, however, found that he had to pay a double fee. Jog, as he was called by everyone, "entered the United States in 1922 through Mexico at the cost of \$400. The usual price for smuggling at that time was \$200 if the alien would shave off his beard and remove his turban so as to hide his East Indian identity. Jog refused to cooperate, however, and was smuggled across the International border at the higher price."

After the passage of the Luce-Celler bill in 1946 immigration increased and between 1945-1965, from India 6907 and from Pakistan 1497 immigrants were admitted. After the Hart-Celler Act of 1965 the number of immigrants from South Asia rose steadily, with around 40,000 immigrants per year admitted during the decade of the 1990's.

previous chapter | next chapter




### This website has been retired.

Please use the [UC Berkeley Library website](#) as your gateway to digital content.

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Accessed: July 2018



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7/24/98 ←

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**Stanford offering its first complete online degree program**

This fall Stanford University will offer its first completely online degree program: a master's in electrical engineering.

The students accepted into the degree program will compete for graduate admission directly with electrical engineering students who intend to complete their graduate work on campus.




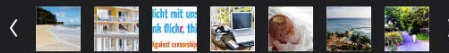
Photo: Wikipedia



Compaq "Portable" Computer: "Sewing Machine" (1985)

## The Dream of what Online Learning can do for Faculty

Waikiki,  
Honolulu,  
Hawaii



JAD Sobredo

+ Follow

Friendly Visit from My Fluffy Friend

160  
views

0  
faves

4  
comments

Taken on June 15, 2007

© All rights reserved

## The Day the iPhone was Introduced MacWorld: January 2007





## Video Recorded All Class Lectures: 2008



**JAD Sobredo**

[+ Follow](#)

### Online/Distance Learning

Online/Distance learning is here with us whether we like it or not. And I've been on the forefront of this innovative method of teaching since 1997. I'm well aware of its pitfalls and problems, but online/distance learning has allowed me the freedom to push the frontiers/boundaries of my teaching, especially when we have limited resources. Thus, while I'm away traveling for professional development, my classes continue to run without any interruption of services. The Guam Humanities Council has a photodocumentary/oral history project, which is funded by the National Endowment for the Humanities, and I've been asked to be one of their opening day speakers and the follow week to deliver a lecture on Filipino American immigration and settlement in Guam. In the meantime, I continue to meet my teaching requirements and continue to keep in touch with students via email, chat rooms, and online discussion sessions. The marvels of modern day technology!

Video Taping & Origination Studio  
Sacramento State University  
©James Sobredo 2008



## Ethnic Studies Perspective

Economics & Class





## Economics & Higher Education

- **2001-2002 Recession**
  - IT “Bubble” burst → Information Technology world CRASHED
  - Very difficult to get any jobs in IT
  - Cuts to California’s state budget
- **2008 Great Recession**
  - Collapse of the Housing Market Bubble
  - **Officially 12% jobless rates: unofficially ~ 20%**
  - Massive cuts to California’s state budget



## The Problem

Student enrollments were increasing  
University budgets were being cut

*How does the CSU accommodate  
more students with less funding?*



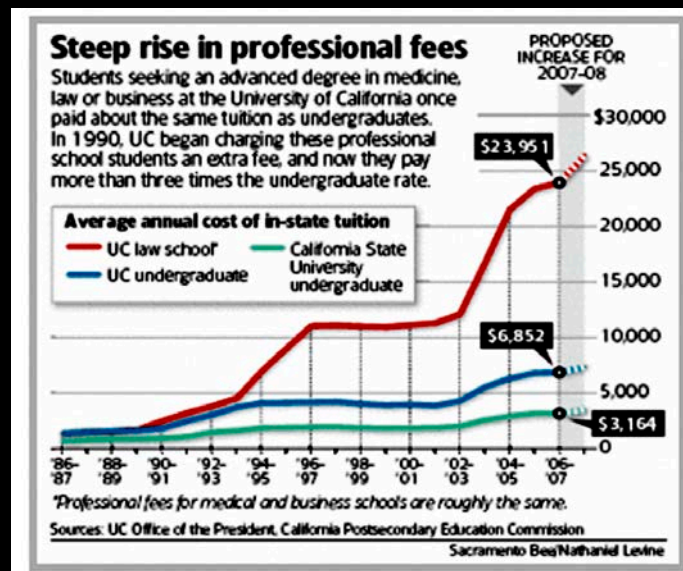
## Budget Issues: 2008

- Tuition increased to offset State budget cuts
  - Sacramento State: \$250M ... reduced to \$200M
- Freeze faculty salaries:
  - stagnant salaries for new faculty: *new faculty will not catch up* with those hired 10 years prior
- **ONE SOLUTION: Increase online courses**
  - Huge CSU investments in online learning
  - **PRIVATE COMPANIES** (large scale, corporate development) instead of faculty “cottage industry” (small scale development)



Source: "UC, CSU reach again for students' wallets," Tanya Schevitz, Jim Doyle, SF Chronicle March 15, 2007

## UC & CSU Fees (2007)



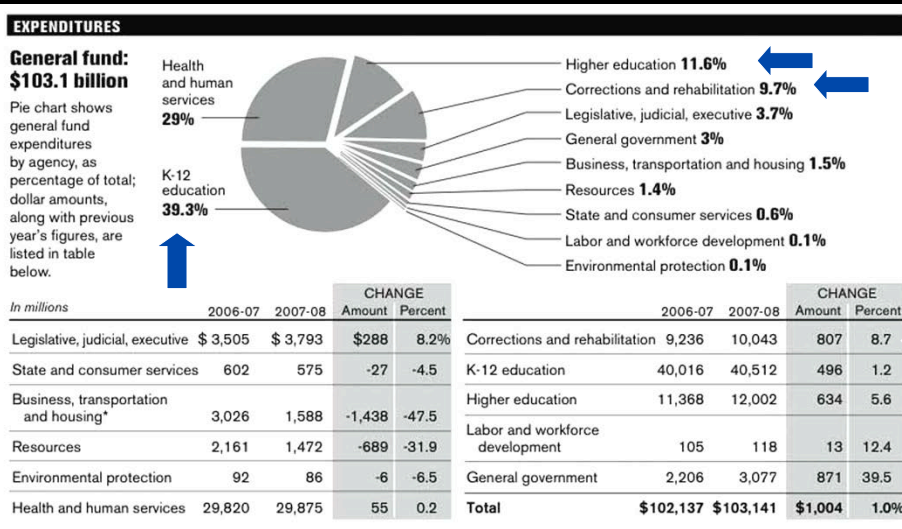
## 2007 State Budget & Universities

<b>University of California</b>	<b>California State University</b>
\$12.8 billion 209,00 students	\$4 billion 419,000 students



Source: UC, CSU reach again for students' wallets  
Tanya Schevitz, Jim Doyle, Chronicle, March 15, 2007

Source: California Governor's Office & SF Chronicle, 15 May 2007



The Chronicle

2009-2010 Furlough “cuts”	Full	Associate	Assistant
National	\$108,843	\$76,566	\$64,433
Sac State	\$93,800	\$70,400	\$64,200
With Furlough (2009-2010)	\$84,420	\$63,360	\$57,780



Sources: “Study finds 1.2% Increase,” NYT, 11 April 2010  
and *The Chronicle for Higher Education* (AAUP 2010)

Median Tax to  
Restore Higher Education:  
**\$32**

Stanton Glantz,  
*San Francisco Chronicle*, 24 March 2010



Source: "CSU chancellor bemoans proposed budget cuts," *SF Chronicle*, January 24, 2008

## "World-class prisons & second-class universities"

"What kind of California do we want? I do think we are heading down the road to funding and building world-class prisons and second-class universities"

-Chancellor Charles Reed, 1.24.08

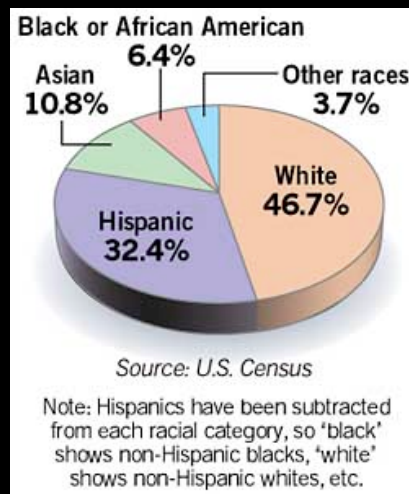


## CALIFORNIA BUDGETS: Education vs. Prison (2008)

Education	Prison
\$10,000 (K-12) -State & Federal Funds	\$48,000 (max.sec.) \$30,000 (average)
\$9,500 (CSU) -State Funds & FEES	\$25,000 (min.sec.)



## Census 2000 California's Changing Racial Demography: "Minorities" as the Majority



## Lessons Learned after 20 Years

- Online teaching *still* increases workload for faculty—the promised land is an illusion
- **Economics matters:** budget factors drove online classes → Online courses as a solution to student enrollments & budget cuts
- **Race & class matters:** online courses are intellectually & financially challenging
- **Some** online models really do work
- Online courses are our future... regardless



## San Jose Mercury News: 2012- 2016

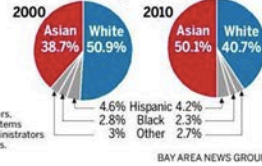
### Asian workers now dominate Silicon Valley tech jobs

Dan Nakaso • August 12, 2016 at 9:28 pm

#### Asians are now the majority for tech

Asian-Americans have grown by double digits and now make up the majority of tech occupations\* in the Bay Area.

\*Computer programmers, support specialists, systems analysts, database administrators and software developers.  
Source: U.S. Census



BAY AREA NEWS GROUP

Asian-Americans make up half of the Bay Area's technology workforce, and their double-digit employment gains came from jobs lost among white tech workers, according to an analysis by this newspaper. . .



## Maraming Salamat



“Salinas Lettuce Field, Highway 101”

James Sobredo

Canon EOS A2E, Velvia, 1999

\*All Photos: © James Sobredo

