San Diego Senate Executive Committee

Agenda

March 20, 2018

Susan K. Weber Conference Room

2:00 to 4:30 pm

1. Agenda (Attiq)

2. Minutes (Attiq)

3. Announcements (Bober-Michel)
   3.1 Update: Council of Chairs (February 22)
   3.2 Update: Aztec Mascot/Identity Task Force
   3.3 Update: Dean Searches (defer to Provost)
   3.4 Update: Academic Misconduct Policy / staff and faculty
   3.5 Update: Senate’s Excellence in Teaching reception
   3.6 Update: ASCSU and Senate elections
   3.7 Audit – and Committee charges/mission statements

4. Academic Affairs (Enwemeka)

5. Officers Report
   5.1 Referral chart (Ornatowski) .................................................................3

6. Old Business

7. New Business: Action Items
   7.1 AP&P (Hopkins) ..................................................................................5
   7.2 Committees and Elections (Vaughn) .....................................................7
   7.3 Constitution and Bylaws (Sabzeghar) ..................................................12
   7.4 Faculty Honors and Awards (Ozturk) ................................................15

8. Committee of the Whole
   8.1 Roles/responsibilities of the Senate Officers (deferred in February)
   8.2 General Education
9. New Business: Consent Calendar (Committee Reports)
   9.1 ASCSU (Butler-Byrd) ................................................................. 16
   9.2 University Relations and Development (Carleton) ........................... 21

10. Other Information Items

11. Other Business
   11.1 Athletics (Putman, Papin, Wicker) – 3:50 pm time certain
   11.2 Instructional Technology Services (Frazee, Pastor) – 3:30 pm time certain
   11.3 Parking Services—bike share (Richeson) – 3:25 pm time certain

12. Adjournment
<table>
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<th>Committee</th>
<th>Date</th>
<th>Item</th>
<th>Referred by</th>
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<tbody>
<tr>
<td>Constitution and Bylaws</td>
<td>May 2018*¹</td>
<td>Review Senate committee structure, specifically: duties, roles, and responsibilities of committees, length of appointment of members and chairs, and related issues. Are all the standing &amp; other committees needed?</td>
<td>SEC</td>
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<tr>
<td>Constitution and Bylaws</td>
<td>February 2018</td>
<td>Eliminate the final sentence of Section 5.3(f) of the Constitution, which focuses on duties of the Senate Secretary. Subsection (f): <em>shall supervise the work of the administrative staff in the Senate Office.</em></td>
<td>SEC</td>
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<tr>
<td>Constitution and Bylaws</td>
<td>February 2018</td>
<td>Part 1: Revise Section 4.13 of the Bylaws, reducing the period for casting ballots to five working days (from eight currently). Part 2: Modify Section 4.13 as follows: Only ballots received in the Senate Office or at the online polling site by the poll closing time shall be counted.</td>
<td>SEC</td>
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<tr>
<td>Constitution and Bylaws</td>
<td>March 2018</td>
<td>Review DAESA’s request to move the functions of the Graduation and Retention Subcommittee into the Undergraduate Council itself, which means that (by default) Subcommittee members would become Council members.</td>
<td>SEC</td>
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<td>Constitution and Bylaws</td>
<td>March 2018</td>
<td>Review DAESA’s request for a membership change to the Undergraduate Writing Subcommittee of the Undergraduate Curriculum Committee (also a subcommittee of the Undergraduate Council)—specifically, to replace Director of Composition with Chair of Rhetoric and Writing Studies or designee.</td>
<td>SEC</td>
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<td>Academic Policy and Planning</td>
<td>May 2018*</td>
<td>Consider SDSU’s curriculum approval process, with particular attention to questions of efficiency and timeliness.</td>
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¹ * = extended timeframe for completion
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<td>Academic Policy and Planning</td>
<td>May 2018*</td>
<td>Consider SDSU’s GE course identification process, both in general and with specific attention to a) course proposals that may be perceived to cross into another department or school’s disciplinary purview and b) double-counting of courses for major and GE.</td>
<td>SEC</td>
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Recommendation Regarding SEC Referral on Curriculum (Sept. 2017 #1)

Summary of findings

The committee interviewed a group of faculty and administrators with years of experience in the curriculum review process and past efforts at reform, including:

- Cathie Atkins, Associate Dean, College of Sciences
- Norma Bouchard, Dean, College of Arts and Letters
- Sandra Cook, Associate Vice-President Academic Affairs – Enrollment Management
- Eniko Csomay, Chair, Senate General Education Curriculum and Assessment Committee
- Bey-Ling Sha, Director, School of Journalism and Media Studies
- Larry Verity, Interim Dean, College of Health and Human Services; Chair, Senate Committee on Undergraduate Curriculum

Committee members additionally collected accounts from faculty with recent experience creating and submitting curriculum proposals for review.

Currently, the minimum time from initial entry of a proposal in CurricUNET to its appearance in the General Catalog or Graduate Bulletin is approximately 20 months (https://curriculum.sdsu.edu/PDF/004-Curricular%20Processing%20Deadlines.pdf). The committee finds that this schedule frustrates faculty and discourages innovation in the curriculum, not merely delays it. There is no single explanation for such a slow process, but rather a combination of factors that have conspired to produce the status quo. These factors include:

1. The time required to set and print the General Catalog and Graduate Bulletin as hard copy books adds several months to the process.

2. CurricUNET is not an optimal workflow solution for the process. Curriculum committee members report generally finding their way in the system well enough with repetition; greater frustration is found among occasional users, leading to delays in required action.

3. Apart from CurricUNET itself, the forms and templates dictating what information is required to propose a change are complex, as is the Curriculum Guide.

4. The academic community at SDSU lacks shared expectations for what is absolutely required at the proposal stage and what details may be left flexible. This is most evident with expectations regarding the sections addressing learning outcomes and assessment.¹

¹ One committee chair interviewed estimated that learning outcomes and/or assessment shortcomings were involved in 70% of proposals returned to the originator for revision.
Recommendations

AP&P recommends that the Provost direct the four AVPs in Academic Affairs to prioritize and coordinate efforts, drawing on specific expertise where necessary, to implement the following changes:

1. Set a goal of an eight month process from initial proposal to offering new or revised courses and programs. For example, proposals submitted by the end of a calendar year should, under routine conditions, be reflected in offerings the following Fall semester.

2. Move to electronic-only, web-based General Catalog and Graduate Bulletin, and consider flexibility to update these materials twice or more annually.

3. Review and redesign forms and routing workflow, necessary approvals, and information technology, with simplicity and clarity of use the objective. Concurrent with this workflow evaluation, begin moving from CurricUNET to a more user-friendly system (e.g. using Sharepoint, Google documents, Hyland OnBase, Interfolio, or another vendor product). This migration should be implemented through an evaluative and consultative process. Both steps should foreground faculty input.

4. Consider changes to the composition and procedures of standing curriculum committees to create greater consistency in review criteria and improve communication across levels of review. AP&P stands ready to propose new Policy File language, as needed.

5. Develop improved training and support for committee members and proposal originators, i.e., an overhaul of the Curriculum Guide and a support structure for originators. The support could reside in the Center for Teaching and Learning or be embedded in the colleges. Training and support should be coordinated to create shared expectations between faculty members proposing curriculum changes and committee members evaluating them.

6. Prioritize resources for all of the above:
   a. Personnel assignments to effect 2. and 3.
   b. Release time and/or staff funding to create training and support outlined in 5.

The committee acknowledges that these are not equally weighted points. Neither are they the whole picture related to curriculum and its challenges. The committee feels that the culture around curriculum on this campus needs to move toward greater faculty engagement with curriculum development and maintenance. The recommendations in this memo are calculated to support that movement.
TO: SEC/Senate
FROM: Allison Vaughn, Chair, Committee on Committees and Elections
DATE: March 14, 2018
RE: Information Item

The Committee on Committees and Elections has no new appointments, reappointments, or replacements to committees (marked with an asterisk) along but instead reports on the open spots which need to be filled in each committee. Additionally, we provide a list of existing committee chairs and a list of committees for which no roster information could be found. Finally, we end this report with a list of Senators who are not currently serving on a committee.

EXISTING COMMITTEE CHAIRS

Academic Policy and Planning
Chair: DJ Hopkins

Academic Resources and Planning
Chair: Donna Conaty

Bookstore Advisory
Chair: Glen McClish

Campus Development
Chair: Laura Shinn

Committee on Committees and Elections
Chair: Allison Vaughn

Constitution and Bylaws
Chair: Reza Sabzehgar (Spring 2018 - Eniko Csomay on sabbatical)

Copy Rights and Patents
Chair: Douglas Grotjahn

Disability Access and Compliance
Co-Chairs: Jessica Rentto and Pamela Starr

Diversity, Equity, and Outreach
Chair: Beth Chung

Environment and Safety
Chair: Sridhar Seshagiri

Faculty Affairs
Chair: Jennifer Imazeki

**Faculty Honors and Awards**  
Chair: Yusuf Ozturk

**Fee Advisory Committee (Campus)**  
Chair: David Ely

**Freedom of Expression**  
Chair: Mark Freeman

**GE Curriculum and Assessment**  
Chair: Bey-Ling Sha (Spring 2018 - Eniko Csomay on sabbatical)

**Graduate Council**  
Chair: Stephen Welter

**Honorary Degrees**  
Chair: Provost Chukuka Enwemeka

**Instructional and Information Technology**  
Chair: Mark Siprut

**Intercollegiate Athletic Council**  
Chair: John Puttman

**Liberal Studies**  
Chair: Virginia Loh-Hagan

**Library and Information Access**  
Chair: Edward Beasley

**SDSU Press Editorial Board**  
Chair: William Anthony Nericcio

**Staff Affairs**  
Chair: Debra Bertram

**Student Grievance**  
Chair: Estralita Martin

**Student Learning Outcomes**  
Chair: Stephen Schellenberg

**Student Media Advisory**  
Chair: Giselle Luevanos
Sustainability
Chair: Keven Jeffrey

Undergraduate Council
Chair: Nora Shultz

Undergraduate Curriculum
Chair: Larry Verity

COMMITTEES WITH NO ROSTER INFORMATION

Extended Studies  Student Affairs
International Programs  Student Health Advisory Board
Scholarships Committee  Teacher Education Advisory Council

FACULTY/STAFF/STUDENT APPOINTMENTS AND REAPPOINTMENTS & NEED
*reappointments or new appointments

Academic Policy and Planning (roster complete)

Academic Resources and Planning
NEED IVC faculty

Bookstore Advisory (roster complete)

Campus Development (roster complete)

Committee on Committees (roster complete)

Constitution and Bylaws (roster complete)

Copyrights and Patents (roster complete)

Disability Access and Compliance (roster complete)

Diversity, Equity, and Outreach (roster complete)

Environment and Safety
NEED 1 student

Faculty Affairs (roster complete)
Faculty Honors and Awards
NEED 1 student
NEED 1 former recipient of alumni award
NEED 1 alumnus

Fee Advisory Committee (Campus) (roster complete)

Freedom of Expression
NEED Provost or designee

GE Curriculum and Assessment
NEED 1 IVC faculty

Graduate Council (roster complete)

Honorary Degrees (roster complete)

Instructional and Information Technology (roster complete)

Intercollegiate Athletic Council (roster complete)

Liberal Studies (roster complete)

Library and Information Access (roster complete)

SDSU Press Editorial Board (roster complete)

Staff Affairs (roster complete)

Student Grievance
NEED 1 full-time administrator
NEED 1 full-time staff member
NEED 1 student (alternate)

Student Learning Outcomes
NEED 2 students

Student Media Advisory
NEED 1 AS VP of Finance or designee
NEED 2 students (AS appointed)

Sustainability (roster complete)

Undergraduate Council
NEED 1 IVC faculty
Undergraduate Curriculum (roster complete)

University Research Council (roster complete)

*reappointments or new appointments

Senators not currently represented on a committee:
EDU
Nan Hampton

MPP I & II
Jennifer Acfalle

SCI
Tao Xie

Staff
Norma Aguilar

University Services
Manuel Rivera
Carrie Sakai
To: Senate Executive Committee / Senate

From: Reza Sabzehgar, Chair, Constitution and Bylaws Committee

Re: Action item: Modification of Subcommittee Structure/Undergraduate Council (UNIVERSITY POLICIES-Committees and Councils)

Date: March 20, 2018

Rationale
CBL was consulted by the Division of Academic Engagement and Student Achievement (DAESA) regarding moving the functions of Graduation and Retention Subcommittee into the Undergraduate Council itself. Undergraduate Council is currently comprised of 16 members, and has two permanent subcommittees. The Graduation and Retention Subcommittee, responsible for analysis of retention and graduation data, is actually larger than the parent Council; given the critical role it plays, several Subcommittee members regularly attend Undergraduate Council meetings. DAESA’s request was to move the functions of this Subcommittee into the Council itself—which, by extension, means that members of the Subcommittee would become members of the Undergraduate Council.

CBL committee reviewed and discussed this request, and agreed to the proposed changes.

Proposed Revision to University Policies-Committees and Councils, Graduation and Retention Subcommittee (Undergraduate Council) Policy File p. 116, and Undergraduate Council, p. 123 (proposed deletions and addition marked in track changes)

Graduation and Retention Subcommittee (Undergraduate Council)

1.0 This shall be a permanent subcommittee of the Undergraduate Council.

2.0 Membership (20): all members of the Undergraduate Council; the Vice President of Student Affairs or designee; the Executive Director for Leadership Initiatives and Campus Life or designee; the Director of Institutional Research or designee; the Director of Testing, Assessment, and Research; and two additional, at-large faculty members appointed by the Senate.

3.0 Functions: The Subcommittee

   3.1 Shall oversee a systematic approach to the retention and timely graduation of undergraduates.
3.2 Shall recommend to the Undergraduate Council policy changes that promote the timely progress of undergraduate students to graduation.

3.3 Shall produce an annual report on retention and graduation during the fall semester.

Undergraduate Council

1.0 Membership (16): eight faculty, one from each college, the Library and the SDSU-IV Campus; Associate Vice President for Academic Affairs - Student Achievement or designee, who shall chair; Associate and Assistant Deans of Undergraduate Studies; Assistant Dean of Academic Engagement & Student Achievement; Assistant Vice President for Educational Effectiveness; Vice President of Student Affairs or designee; Associate Vice President for Student Affairs - Student Life; Director of Student Affairs Assessment and Research; Director of Analytic Studies and Institutional Research; Associate Vice President for Academic Affairs – Enrollment; Director of Enrollment Services; two undergraduate students.

2.0 Functions: The Council

2.1 Shall oversee an integrated approach to undergraduate excellence at San Diego State University

2.2 Shall recommend policy for the Division of Academic Engagement and Student Achievement

2.3 Shall propose changes in policy for undergraduate programs

2.4 Shall supervise specific university-wide undergraduate programs such as, but not limited to, the Undergraduate Writing Subcommittee and the Graduation and Retention Subcommittee.

2.5 Shall oversee a systematic approach to the retention and timely graduation of undergraduates.

2.6 Shall recommend policy changes that promote the timely progress of undergraduate students to graduation.

2.7 Shall forward to Senate the annual report on retention and graduation in the fall of each academic year.
To: Senate Executive Committee / Senate

From: Reza Sabzehgar, Chair, Constitution and Bylaws Committee

Re: Modification of Subcommittee Structure/Undergraduate Council (UNIVERSITY POLICIES-Committees and Councils)

Date: March 20, 2018

Rationale

CBL was consulted by the Division of Academic Engagement and Student Achievement (DAESA) regarding replacing the “Director of Composition” with “Chair of Rhetoric and Writing Studies or designee” among the membership of the Undergraduate Writing Subcommittee of the Undergraduate Curriculum Committee (a subcommittee of the Undergraduate Council).

CBL reviewed the request and agreed on the proposed changes.

Proposed Revision to University Policies-Committees and Councils, Policy File, p. 123
(proposed deletions and addition marked in track changes)

Undergraduate Writing Subcommittee of Undergraduate Curriculum Committee

1.0 This shall be a permanent subcommittee of the Undergraduate Council.

2.0 Membership (13): the eight faculty members of the Undergraduate Council; the Chair of Rhetoric and Writing Studies or designee, the Director of the Test Office, the Associate Vice President for Academic Affairs - Student Achievement; two students from the Undergraduate Council.

3.0 Functions

3.1 The Subcommittee (a) shall encourage the development of courses and programs designed to improve the writing of undergraduate students, (b) shall monitor lower division writing competency and upper division writing proficiency in order to ensure consistent standards, and (c) shall coordinate campus efforts to improve student writing.

3.2 The Subcommittee shall approve and forward to the Undergraduate Curriculum Committee courses for review.
Friday, March 16, 2018

TO: SEC/Senate

FROM: Yusuf Ozturk, Chair, Faculty Honors and Awards Committee

SUBJECT: Emeritus Status

The Faculty Honors and Awards committee recommends that the Senate approve emeritus status for the following professors:

- George N. Dionisopoulos, Professor of Communication, August 1, 2018, 33 years
- Charles J. Friedrichs, Associate Professor of Music and Dance, June 1, 2018, 35 years
- Sue A. Hadley, Associate Professor of Nursing, August 21, 2018, 33 years
- Stuart D. Henry, Professor of Public Affairs, August 20, 2018, 11 years
- Yoshiko Higurashi, Professor of Linguistics and Asian/Middle Eastern Languages, August 21, 2018, 35 years
- Robert F. McGivern, Professor of Psychology, August 1, 2018, 27 years
- Brian H. Spitzberg, Professor of Communication, July 1, 2018, 29 years

Sincerely,

Yusuf Ozturk
Chair, Faculty Honors and Awards Committee
TO: SEC / Senate

FROM: Nola Butler-Byrd, Cezar Ornatowski, Paula Peter
Academic Senate, CSU

DATE: March 20, 2018

SUBJECT: Information: Report from the March 14-16, 2018 plenary meeting of the Academic Senate CSU

CSU Budget

The budget allocation proposed by the governor in January leaves the CSU with a deficit of $171 million (the difference between the $263 million BOT ask and the $92 million designated by the Governor in his January preliminary budget proposal). The deficit would be devastating to the CSU (CSU’s basic operating bills alone amount to $61 million). In the event that more funds are not allocated, the CSU Chancellor’s Office sees two options: another tuition increase or a reduction in academic and non-academic programs and services. At this point, a tuition increase is not regarded favorably by the Trustees (as they indicated at their January BOT meeting). Should a tuition increase be absolutely inevitable, they indicated a preference for a multi-year plan of gradual increases over sudden and large increases (the idea of such a plan is also supported by the ASCSU resolution AS-3316-18/FGA Tuition Increases in the California State University, listed below).

The Legislative Analyst’s Office (LAO) suggests that the CSU return to the 33 percent admission rate for high school students (admitting the top 33 percent of CA high school graduates, as specified in the 1960 Master Plan), down from the current 44.8 percent. The problem, as Executive Vice Chancellor Loren Blanchard indicated in his meeting with the ASCSU, is the potential impact of such a reduction on underserved students.

The CSU has for major goals in the current situation:

- Maintaining fair compensation for faculty and staff (as Chancellor White indicated in his presentation to the ASCSU, the recent raises for faculty and staff merely kept up with inflation and matched the raises given to other state employees, except that in CSU’s case the State does not reimburse the CSU for the amount of the compensation settlement, as it does for other state agencies).
- Improving degree completion by students
- Hiring 400 additional faculty to guarantee student success
- Increasing access to the CSU to help the State reach the goal of 1.1 million new degrees by 2025, as predicted by the recent report by the Public Policy Institute of California (PPIC)

Chancellor White appealed to the CSU community to rally around those four goals in their public messaging and lobbying for more funds to maintain consistency in
messaging. The major message the CSU community needs to project publicly and to the Legislature and the Governor is that “CSU matters.”

**On the Implementation of EO 1110**

The CSU Admissions Advisory Council indicated at its meeting that for implementation of EO 1110 all admitted first year students will be grouped into one of four categories based on their apparent readiness for college-level work in English and Math:

- **Group I**—students who will have already completed the GE requirements
- **Group II**—students who will be ready for the work
- **Group III**—students who will require additional support, and
- **Group IV**—students who will require “stretch courses” to complete the needed work during their first year.

Multiple measures of readiness will be employed to place the students in these groups. Fall 2018 will be the beginning of the trials with upgrades to evaluating preparation and the use of multiple measures will be fully implemented by Fall 2019. The goal is to help all students be able to complete 30 college-level units by the end of their first year of study.

**On Tenure Density**

Chancellor White indicated that while increasing tenure density is highly desirable, a 1 percent increase in tenure density would require and investment of an additional $100 million—an unattainable goal in the current budget situation. The CSU is open exploring other options of improving faculty-to-student ratios, including improving the position of and giving some form of permanent status to lecturing faculty.

**CSU Symposium on University Teaching**

The CSU Symposium on University Teaching will take place on April 13-14 at Cal Poly Pomona. The theme is “Productive Disruption” and one of the featured plenary speakers is Uri Treisman (for more information and registration, see http://www.cpp.edu/~csusymposium/).

**Resolutions**

At the March 14-16, 2018 ASCSU plenary meeting, seven resolutions were passed:

**AS-3315-18/EX (Rev) Revisions to Faculty Trustee Recommendations: Criteria and Procedures**

Proposes revisions to the criteria and procedures for selection of nominees for the position of Faculty Trustee.
AS-3316-18/FGA Tuition Increases in the California State University
Recognizes that predictable, gradual, incremental, and reasonable tuition increases are preferable to intermittent, sudden, and large increases in times of financial emergency and encourages the Board of Trustees to develop a long-term tuition policy in consultation among relevant stakeholders, including students, faculty, and staff.

AS-3317-18/FA (Rev) Counseling Support Services and Student Success
Urges the Chancellor and the Board of Trustees to secure sufficient funding from the Legislature to ensure that mental health services are available on all campuses and urges the Chancellor, campus Presidents, campus Vice Presidents for Student Affairs, and relevant campus administrators to increase support for student mental health services, and specifically, for increased staffing levels of full-time tenure-line Counselors.

AS-3318-18/FGA (Rev) Legislative Advocacy Positions of the Academic Senate of the California State University (ASCSU)
Spells out ASCSU’s provisional positions on bills currently under consideration in the California Legislature in preparation for Advocacy Day in Sacramento on April 23.

AS-3319-18/FGA (Rev) Call for Continued Advocacy for Adequate Funding of the CSU in Lieu of a Tuition Increase
Calls for continued joint advocacy by ASCSU, CSSA, CSU, and other parties to forestall a tuition increase.

AS-3320-18/APEP Participation in Peaceful Protests
Recommends that the ASCSU endorse and commend the CSU Chancellor’s statement that "Peaceful participation in demonstrations will have no impact on applicants for admission to California State University campuses. As a university, we encourage the peaceful exchange of diverse viewpoints and are committed to free speech rights."
(March 1, 2018)

Seven resolutions received first reading:

AS-3321-18/EX Academic Senate of the CSU 2018-19 Calendar of Meetings

AS-3322-18/AA Endorsement of the “White Paper on Student Success”
Urges that the ASCSU endorse the “White Paper on Student Success“ that recognizes that student success is the degree to which students possess the skills, knowledge, habits, attitudes, values, and credentials necessary to attain their academic, career, and other life goals; asserts that student success requires that students develop intellectually, emotionally, aesthetically, physically, socially and ethically, and that this development stems from the overall quality of student experience including the quality and quantity of interactions with faculty and peers; and urges the Chancellor’s Office and Board of Trustees to adopt the same definition of student success.

AS-3323-18/FA Condemning the Intrusion of Outside Groups into Development of Curriculum in the CSU
Requests that the Chancellor’s Office be transparent about sources (e.g., Complete College America) of curriculum changes found in revised EO 1100 and EO 1110.

**AS-3324-18/APEP Equity and Responsibility in Admissions to the Distinctive Universities and Campuses of the California State University**
Endorses practices that give an admission advantage to applicants from the local admission areas of the individual campuses while balancing the ability for other students from outside of the local region to access “out of local area” campuses and programs.

**AS-3325-18/AA The State University Grant Program: A Call for Full Funding from the State**
Encourages the California Legislators, the Governor of California, the CSU Board of Trustees, and the CSU Chancellor’s Office work in concert to ensure the full funding of the State University Grant (SUG) Program from the State of California.

**AS-3326-18/FA Protecting Faculty from Attacks by Outside Groups**
Urges the Chancellor’s Office to appoint an ad hoc committee to draft a policy for addressing circumstances where CSU students or employees come under attack for their professional work or political stances.

**AS-3327-18/FA Appreciation for the American Association of University Professors’ (AAUP) Support of Shared governance at the California State University (CSU)**
Expresses ASCSU appreciation for the efforts of the AAUP and the California Council of the AAUP in advocating for genuine shared governance in public higher education.

One resolution was withdrawn:

**AS-3314-18/FGA (Rev) Resolution of Concern Related to the Governor’s Proposal for a State Education Online Learning Lab**

**Additional Information**

Copies of these and other resolutions may be found at http://www.calstate.edu/AcadSen/Records/Resolutions/. Faculty are encouraged to provide feedback on the above resolutions (as well as on any other matters of potential concern) to the CSU Academic Senate via our SDSU academic senators: Nola Butler-Bird (nbutler@mail.sdsu.edu), Cezar Ornatowski (ornat@mail.sdsu.edu), and Paula Peter (ppeter@mail.sdsu.edu).

The ASCSU website (http://www.calstate.edu/AcadSen/?source=homepage) includes committee information, approved agendas/minutes, reports, resolutions, and current senator contact information.

*Faculty-to-Faculty*, the ASCSU Newsletter, is published approximately two weeks after each Plenary. It includes the ASCSU Chair’s report, committee reports, invited articles...
on current events, and committee recommendations. To have the newsletter delivered automatically via email, subscribe at http://www.calstate.edu/AcadSen/Newsletter/.
TO: SEC/Senate
FROM: Mary Ruth Carleton, Vice President, University Relations and Development
DATE: March 20, 2018
RE: Information

The Campaign for SDSU:

The following are gifts received since our last report:

Gifts from Peter Seidler totaling $200,000 will provide scholarship support to student veterans and the Guardian Scholars Program in the Fowler College of Business.

Kenny Key made the following gifts totaling $100,000: $50,000 to provide scholarship support to students in the School of Music and Dance in the College of Professional Studies and Fine Arts and $50,000 to provide scholarships in the Office of Financial Aid.

Ingrid Niesman made gifts totaling $11,000 to support The Heart Institute & the Microscopy and Imaging facility in the department of Biology in The College of Sciences.

Alumna Dr. Jo Ann Lane made a $92,682 gift to provide scholarship support to international students from the Caribbean and African countries pursuing majors in the College of Sciences, the College of Engineering or the College of Health and Human Services.

Aztec Athletics received the following gifts: $40,000 from Mike Biggs; $30,000 from alumnus Jeffery A. Smith, and his wife, Wendy and a $10,000 gift from Campanile Foundation board member Jeff Jeffrey, and his wife, Katherine.

The Moss Adams Foundation made a gift of $10,000 to support the Fowler College of Business.

The College of Sciences received a gift in the amount of $67,500 from the ARCS Foundation to provide support for scholarships to graduate students with a GPA of 3.5 or higher within the College of Engineering.

Marilyn Newhoff has named SDSU as 100% beneficiary of her retirement account for approximate market value of $256,658.

Ed Marsh made a gift-in-kind of $123,785 to support the Library Special Collections.

A $15,000 gift was made by Duane Morris LLP to support various programs in the Fowler College of Business.
Mathew Hervey made a $25,000 gift to support the Consensus Organizing Center Fund in the College of Health and Human Services.

Alumnus and TCF Board Member, Frank Goldberg and his wife, Lee, made a $127,234 gift to the Lee and Frank Goldberg Endowed Scholarship fund supporting San Diego County freshman students.

Joseph Fisch and Joyce Axelrod made a $10,000 gift to the Music Department.

Alumnus and TCF Board Member Patti Roscoe made a gift of $25,000 to the College of Professional Studies and Fine Arts in support of the student concert performance of “SDSU Downtown.”

We received $685,171 from the Estate of Alumus Robert Lando. SDSU is named as the sole beneficiary to benefit the Baylor Brooks Endowed Scholarship, College of Sciences.

**Regional Initiatives**

The Regional Initiatives Program continues to expand its grassroots level engagement strategy. The Regional Initiatives team worked with key volunteers in The Bay Area, Chicago and Denver to host basketball watch parties. Through this event connections were established with alumni and current parents who are eager to get involved with the Aztec Mentor Program and to learn more about supporting scholarship programs.

**Campaign, Presidential & Special Events:**

President Roush and Vice President Carleton hosted the 6th annual Evening Celebrating Philanthropy on Monday, February 26 at the Parma Payne Goodall Alumni Center. This stewardship event is designed to recognize the critical role of philanthropy and donors to the success of San Diego State University and to honor those who have contributed one-million dollars plus to SDSU. Fourteen presidential medallions were presented at this year’s event and over 70 past and current awardees were in attendance. Over 130 Summa Cum Laude honorees have received their presidential medallions since 2012.

On Thursday, March 1, President Roush and Vice President Carleton hosted the dedication of the Jack McGrory Bunker. As a Marine veteran, Jack McGrory is a tremendous supporter of the Joan and Art Barron Veterans Center and our student veterans across campus. The Jack McGrory Bunker was dedicated in his honor and over 100 campus, community and student veterans were in attendance for the celebration.

On Monday, March 12, President Roush and Vice President Carleton welcomed over 300 guests to the 9th Annual Scholarship Donor Appreciation Luncheon. This stewardship event brings together scholarship donors and their scholarship recipients. Attendance at this year’s event was the highest yet.
Media Relations:

2017-18 Marketing and Communications Key Metrics Goals

<table>
<thead>
<tr>
<th>2017-18 Marketing and Communications Key Metrics Goals</th>
<th>Month</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SDSU NewsCenter</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors</td>
<td>33,331</td>
<td>294,352</td>
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<tr>
<td>Page Views</td>
<td>55,393</td>
<td>422,149</td>
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<tr>
<td><strong>Twitter</strong></td>
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<tr>
<td>Followers</td>
<td>840</td>
<td>8,685</td>
</tr>
<tr>
<td>Impressions (paid)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clicks (organic)</td>
<td>1,245</td>
<td>18,296</td>
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<tr>
<td>Clicks (paid)</td>
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<td></td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
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<td></td>
</tr>
<tr>
<td>Fans</td>
<td>366</td>
<td>121,739</td>
</tr>
<tr>
<td>Impressions (paid)</td>
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<td></td>
</tr>
<tr>
<td>Likes/Comments (organic)</td>
<td>6,262</td>
<td>131,613</td>
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<tr>
<td>Clicks (paid)</td>
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<td></td>
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<tr>
<td><strong>YouTube</strong></td>
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<tr>
<td>Views (organic)</td>
<td>8,881</td>
<td>68,127</td>
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<tr>
<td>Views (paid)</td>
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<td></td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
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<tr>
<td>Followers</td>
<td>300</td>
<td>28,800</td>
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<tr>
<td>Likes (organic)</td>
<td>23,626</td>
<td>156,430</td>
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<tr>
<td>Impressions (paid)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video views (paid)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**Media Relations *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Clips</td>
<td>3,390</td>
<td>22,669</td>
</tr>
<tr>
<td>National Hits</td>
<td>376</td>
<td>4,208</td>
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<tr>
<td>Major Hits</td>
<td>33</td>
<td>361</td>
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<tr>
<td><strong>Merit</strong></td>
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<td></td>
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<tr>
<td>Students with Merit Pages</td>
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<td>9,992</td>
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<tr>
<td>High Schools reached</td>
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<td>39</td>
</tr>
<tr>
<td>Social Media Impressions</td>
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<td>42,926</td>
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<tr>
<td><strong>Community Relations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Members brought to campus for event or activity</td>
<td>6</td>
<td>69</td>
</tr>
<tr>
<td>Significant individual meetings and interactions in the community</td>
<td>47</td>
<td>396</td>
</tr>
</tbody>
</table>

*(Note: The Media Team is using new tracking and analytics tools for more timely and accurate reporting of earned news coverage placed in local, regional, national and international markets.)*
SDSU NewsCenter Top Stories This Month
Adela de la Torre Appointed President of San Diego State University (7,049), A Gift From Tony (2,037), New Interactive Map Rolled Out (1,980)

Traffic Sources to SDSU NewsCenter this month
Google (14,698), Facebook (2,697), Twitter (1,747)

Media Relations National Hits
SDSU secured several major media hits in the month of February including coverage of the Center for the Study of Women in Television and Film’s annual "It’s a Man’s (Celluloid) World, which explores the role of female protagonists in films, by USA Today, The Los Angeles Times, The Washington Post, The Daily Mail UK and SF Gate; The Daily Mail UK, Science Daily and New York Daily News covered the recent research by SDSU professors on the effects of third hand smoke by way of toxic residue on walls, furniture and carpets; and EdSource, The Mercury News and The Orange County Register highlighted the co-authored study by J. Luke Wood and Frank Harris III, co-directors of SDSU’s Community College Equity Assessment Lab, which looks into the suspension rates of black male students in rural counties and those in foster care.

Media Relations Local Hits
Local media coverage this month included coverage of the President designate Adela de la Torre’s visit to SDSU by The San Diego Union Tribune, KUSI and KNSD; The Times of San Diego, KUSI and KSWB ran a story about the University Towers Kitchen’s recent recognition for their blended-burger by the James Beard Foundation; and The San Diego Union Tribune, KUSI, KFMB and KNSD covered the verification of signatures for SDSU Mission Valley to be placed on the November ballot.
Community Relations

In February Community Relations met with some community members that have concerns for students who are have food and housing insecurities. These community members are working with the Agape House to try and help from a community perspective. I am also working with the business district to plan a tour of campus for their board members. I also spoke with library staff to see about hosting some tours of the library for community members this summer; so that they can learn that various amenities that are available to them.

Meetings that were attended this month include: Mission Valley Community Planning Group, College Area Community Council, Rolando Community Group, the College Area Business District, and the Pacific Beach Planning Group.