



SAN DIEGO STATE UNIVERSITY

**San Diego State University Senate
Agenda**

May 1, 2018

AL 101

2:00 to 4:30 pm

1. Agenda (Attiq)

2. Minutes (Attiq)

3. Announcements (Bober-Michel)
 - 3.1 Update: Council of Chairs (April 12)
 - 3.2 Update: Aztec Mascot/Identity Task Force
 - 3.3 Update: Academic Misconduct Policy / Faculty
 - 3.4 Update: Senate’s Excellence in Teaching Reception
 - 3.5 Update: Shared Governance and Class Size Discussions
 - 3.6 Update: Dean Reviews/ Role of Surveys and Their Construction (w/ Welter)
 - 3.7 Clarification / Graduation Services Fees
 - 3.8 Enrollment Services Data Center (Chie)
 - 3.9 Enrollment Management Work Group

4. Academic Affairs (Enwemeka)

5. SEC Report
 - 5.1 Referral Chart (Ornatowski)3

6. Old Business

7. New Business: Action Items
 - 7.1 Enrollment Services (Lieu) – **2:45 pm time certain**
 - 7.2 Senate/SEC Calendar for AY 2018/194
 - 7.3 Senate Election Results/Recognition of Outgoing Senators
 - 7.4 Nominees for Senate Officers and Senators-at-Large
 - 7.5 Nominees for SDSU Research Foundation Board
 - 7.6 Nominees for General Education Steering Committee
 - 7.7 Constitution of the 2018/19 Committee on Committees and Elections

7.8	Faculty Honors and Awards Committee (Ozturk)	5
8.	New Business: Consent Calendar (Committee Reports)	
8.1	AR&P (Conaty)	8
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8.3	University Relations and Development (Carleton)	15
9.	Other Information Items	
9.1	GE Reform Task Force Report (Shultz)	28
10.	Other Business	
10.1	Student Ability Success Center (Starr) – 4:15 pm time certain	
11.	Adjournment	

Committee	Date	Item	Referred by
Constitution and Bylaws	May 2018* ¹	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 & other committees needed?	SEC
Academic Policy and Planning	May 2018*	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.	SEC

¹ * = extended timeframe for completion

2018-2019 Senate Executive Committee Meeting and Senate Meeting Calendar

Senate Executive Committee Meetings

Time: 2:00pm – 4:30pm

Place: MH 3318

August 21, 2018

September 18, 2018

October 16, 2018

November 20, 2018

- Spring -

January 22, 2019

February 19, 2019

March 19, 2019

April 23, 2019

Senate Meetings

Time: 2:00pm – 4:30pm

Place: AL 101

September 4, 2018

October 2, 2018

November 6, 2018

December 4, 2018

- Spring -

February 5, 2019

March 5, 2019

April 9, 2019

May 7, 2019



SAN DIEGO STATE
UNIVERSITY

Friday, April 19, 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.

- Alda Blanco, Professor of Spanish and Portuguese Languages and Literatures, May 17, 2018, 10 years
- John L. Carroll, Professor of Computer Science, August 13, 2018, 39 years
- Patricia J. Geist-Martin, Professor of Communication, August 20, 2018, 28 years
- Lauren Hunter, Professor of Nursing, August 21, 2018, 14 years
- Nancy Marlin, Professor of Psychology, August 21, 2018, 20 years
- William Payne, Associate Librarian, Imperial Valley Campus, June 30, 2018, 17 years
- Alan Riggins, Lecturer and Undergraduate Advisor, Computer Science, 19 years

Sincerely,

Yusuf Ozturk
Chair, Faculty Honors and Awards Committee



College of Sciences
Office of the Dean · GMCS 604 F
San Diego State University
San Diego, CA 92182-1010

619.594.5732 Phone · 619.594.6381 Fax

April 15, 2018

To: Faculty Honors and Awards Committee

From: Walter Oechel, Interim Dean, College of Sciences
Cathie Atkins, Associate Dean, College of Sciences

A handwritten signature in black ink, appearing to read "Walter Oechel".

Re: Emeritus Status for Lloyd Alan Riggins, Lecturer and Undergraduate Advisor in
Computer Science

Since 1999, Lloyd Alan Riggins has been in a full-time lecturer position in the Department of Computer Science. He has been a very accomplished and valued member of Computer Science whose record of service to the university exceeds the definition of exceptional merit required for lecturers seeking emeritus status. He has taught a total of 11 unique courses: one at the 100 level, one at the 200 level, two at the 300 level, one at the 400 level, four at the 500 level and two at the 600 level. Thus, he has demonstrated an uncanny ability to teach students from the freshman level to the masters' level in this difficult and challenging area of study. At least four of the courses he has taught were actually developed by him in response to rapid changes in the subject area of computer science industry. His average numerical course evaluations are consistently above the departmental average and typically hover between 4.5 and 5.0 on a 5-point scale. Student comments are almost without exception very positive and many students have deemed him as one of the best, if not the best instructor they have ever had. Moreover, his average grade designations are typically between a 1.8 to a 3.35 suggesting that he applies a very challenging metric in his courses. Even in courses with low overall grade point averages students consider Professor Riggins as an excellent instructor.

Professor Riggins is a student-centered instructor who clearly respects his students and wants to nurture their talents. An examination of his course materials reveals an instructor who is thorough, rigorous, organized and thoughtful about offering a course that will facilitate learning. He is very focused on helping students to succeed not only in his class but in the next level course they will take. Professor Riggins has always spent extraordinary amount of time to make himself available to students. It is little wonder that he received the outstanding Faculty Award in the Computer Science Department in 2016, 2015, 2014, 2013, 2010, 2007, 2006 and 2004. He has also received the Outstanding Faculty Award for the College of Sciences in 2015 and 2005. Finally, he received the Outstanding Faculty Award for Mortar Board in 2007.

Although it is unusual in the College of Sciences to appoint a lecturer as the departmental advisor, Professor Riggins was a clear choice in 2001. Since then, Professor Riggins has served as the main advisor to more than 800 undergraduate majors in Computer Science. He regularly attends orientation for both freshman and transfer students and spends untold hours meeting face

to face, developing web materials to facilitate their success, attending advising meetings and handling hundreds of emails from students with advising questions. In the last three years, as a part of student success efforts, students who have accrued more than 120 units and have not graduated are given special attention and are encouraged to seek advising. The college is given the lists of these students. It is the case that Computer Science is one of the departments that has a relatively long list because of the size of the department and the challenge of the major. Impressively, Professor Riggins meticulously went through the transcripts and DARS of each student on his list and articulated individual plans to facilitate their graduation. By any standard, the level of dedication that Professor Riggins has to the success of students and to his department is commendable.

In short, we feel that Professor Riggins's service to students, to the college, to his profession, and to the university are uniformly commendable and worthy of his being honored with Emeritus status. We know he is particularly interested in volunteering his time in the future and we look forward to his continued involvement with the programs he has so successfully developed and improved. We hope your committee and the Senate will agree that Professor Riggins's contributions to SDSU have indeed been exceptional and meritorious.

April 13, 2018

TO: Senate Executive Committee
FROM: Donna Conaty, AR&P chair
RE: Information Report

The 2018-19 PBAC process, which allocates new revenue from the University Operating Funds, is now underway. For the remainder of this semester, the AR&P committee members will review and provide feedback about proposals for new base and one-time funds that are presented by the university divisions.

On March 15, 2018 the chairs of PBAC (VP Tom McCarron), BRAT (AVP Agnes Wong Dickerson) and AR&P (Donna Conaty) hosted a combined meeting of the three groups. The agenda for that meeting is attached to this memo.

The attendees included Alda Blanco, Marcie Bober-Michel, Mary Ruth Carleton, Tony Chung, Travis Clancy, Donna Conaty, Andrea Dooley, Gina Jacobs, Rebecca Lewison, Crystal Little, Tom McCarron, Eugene Olevsky, Radmila Prislín, José Preciado, and Agnes Wong Nickerson.

After introductions, each committee chair outlined their respective committee's role in the budgeting process and the advisory capacity to the president of the university the three committees provide.

McCarron provided an overview of the current budget by placing SDSU's budget in context with the governor's proposed budget for higher education, timeline for the CSU board of trustees' consideration of any tuition hike and other factors. An opportunity for questions followed.

Each Division's representative then provided an overview of their respective planning processes and how priorities for funding requests are determined.

The last portion of the meeting was given to a break-out session where four groups engaged in discussing "As a university community, what values should guide decisions on how we utilize/allocate new resources for their highest and best purpose?" Each group then reported out to the attendees their response to the prompt question.

The four groups, comprised of members from each committee, outlined a number of overlapping and common thematic areas. These ranged from needing to balance strategic initiatives and strategic budgeting, address facilities conditions, staffing needs, IT infrastructure and systems, investing in staff/faculty retention, to strengthening student support (graduate and undergraduate.)

Results of the meeting included a better understanding of the divisional processes used in identifying priorities for new funding requests and the sense among participants that the overarching values informing such decisions are focused upon serving the institutional mission.

Combined budget committees meeting
Presidential Budget Advisory Committee (PBAC)
SDSU Senate: Academic Resources and Planning Committee (AR&P)
Budget Resources Advisory Committee (BRAT)

March 15, 2018

2-3:30 PM

South campus plaza, north tower, 2nd floor conference room

AGENDA

1. Welcome and purpose of joint meeting
 - Donna Conaty, chair, AR&P
 - Tom McCarron, chair, PBAC
 - Agnes Wong Nickerson, chair, BRAT
2. Introductions
3. Current budget overview, Q&A
 - Tom McCarron
4. Outline of divisional budget planning processes
 - URAD
 - Student Affairs
 - BFA
 - Academic Affairs
5. Lightning Round Discussion
 - A. Discussion prompt:
 - As a university community, what values should guide decisions on how we utilize (allocate?) new resources for their highest and best purpose?**
 - Base funding**
 - One-time funding**
 - B. Brief report out by table
6. Next steps, take away

TO: SEC/Senate
FROM: Allison Vaughn, Chair, Committee on Committees and Elections
DATE: April 11, 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: SEC/Senate

FROM: Mary Ruth Carleton, Vice President, University Relations and Development

DATE: April 17, 2018

RE: Information

The Campaign for SDSU:

The following are gifts received since our last report:

Alumni Andrew Esparza and his wife, Karen, made a \$60,000 gift to The Institute for Human Resources Management and Institute for Inclusiveness and Diversity in Organization in the Fowler College of Business.

A \$20,000 gift from the California Healthcare Foundation and Dan Gross will provide support for students to study abroad through the College of Health and Human Services International Experience Program.

Gifts totaling \$13,700 from Pete Garcia-Ovies and his wife, Beth Callender, an alumna, will support scholarships in the College of Engineering and the College of Professional Studies and Fine Arts.

Athletics received gifts totaling \$50,000 from longtime supporters John Moores and his wife Diane and a \$7,070 gift from Robert Schroeder.

The International Association of Amusement made a \$10,000 gift to the College of Professional Studies and Fine Arts.

Associate Vice President Norah Shultz, AVP of Division of Academic Engagement and Student Achievement, has named SDSU in her estate for \$50,000 to establish the Jeff Shultz Endowed Scholarship.

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.

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 "SDSU Downtown."

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

A \$50,000 pledge from alumni Charles and Kathleen Mendenhall will support the Chuck and Kathy Mendenhall Faculty Excellence Endowment in the College of Engineering.

Alumnus Woody Woodaman made a \$21,050 pledge to the Betty Jean Woodaman Memorial Scholarship. The Woodaman Scholarships will support students in the School of Nursing in the College of Health and Human Services.

The Confucius Institute Fund in the College of Arts and Letters received a \$446,607 gift from the Confucius Institute – Hanban China.

A \$13,199 gift from the Matthew and Marion Dietschman Fund will support scholarships for students in the School of Nursing in the College of Health and Human Services.

The Lavin Family Foundation made a \$250,000 pledge to support the Lavin Entrepreneurship Center Startup Fund in the Fowler College of Business.

Regional Initiatives

The Alumni Association, Athletics, and the Parents Program all collaborated to host events in Las Vegas to support the Basketball team's appearance in the NCAA tournament. The events attracted alumni, friends and parents from Las Vegas, Southern California, and as far away as Hawaii and Florida. The Regional Initiatives team also organized basketball watch parties in Los Angeles, Denver, Chicago, and Phoenix.

Campaign, Presidential & Special Events:

On Wednesday, March 21, SDSU hosted the annual Kyoto Prize Symposium at the Parma Payne Goodall Alumni Center. This year's Laureate in advanced technology was Dr. Takashi Mimura, a semiconductor engineer and Honorary Fellow at Fujitsu Laboratories Ltd. Dr. Mimura invented the High Electron Mobility Transistor (HEMT) which led to significant advancements both in information and communications technology. His lecture was presented to over 250 community members, SDSU faculty, staff and students as well as high school students from throughout San Diego and Baja California. The Kyoto Prize Symposium is a collaborative effort between the San Diego State, UC San Diego, The University of San Diego and Pt. Loma Nazarene University.



MONTHLY METRICS

Department of Marketing and Communications

MARCH 2018



SDSU.EDU HOME PAGE

Total Visitors

151,790

Year Diff. Mar. 2017 - Mar. 2018: 4%
Month Diff. Feb. 2018 - Mar. 2018: 21%

Total Page Views

309,631

Year Diff. Mar. 2017 - Mar. 2018: 6%
Month Diff. Feb. 2018 - Mar. 2018: 24%



SDSU.EDU/MISSIONVALLEY

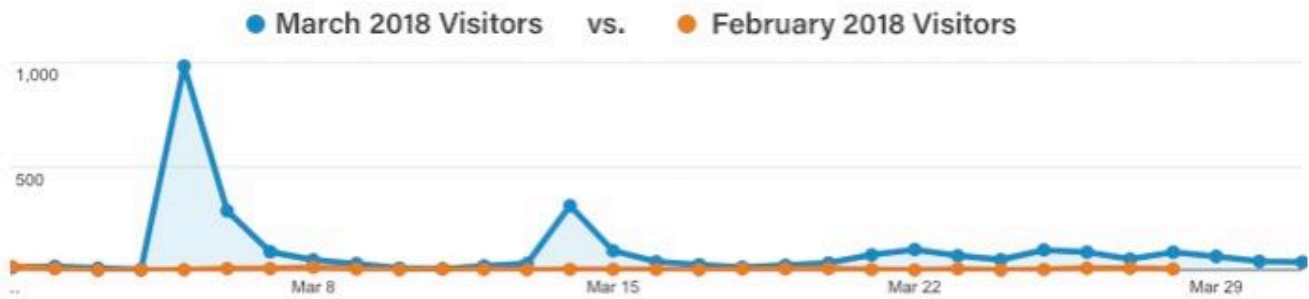
Live date November 28, 2017

Total Visitors
2,584

Total Page Views
6,696

Month Diff. Feb. 2018 - Mar. 2018: 1,694%

Month Diff. Feb. 2018 - Mar. 2018: 1,704%



SDSU.EDU/NEWSCENTER

Total Visitors
42,193

Total Page Views
69,446

Year Diff. Mar. 2017 - Mar. 2018: -1%
Month Diff. Feb. 2018 - Mar. 2018: 26%

Year Diff. Mar. 2017 - Mar. 2018: 1%
Month Diff. Feb. 2018 - Mar. 2018: 25%



Top #1 News Story



[SDSU Rises in Recent National Ranking](#)
Published: Mar. 28, 2018 | Views: 3,471

Top #2 News Story



[Statement on Passing of College of Engineering Dean Monte Mehrabadi](#)
Published: Mar. 15, 2018 | Views: 3,221

Top #3 News Story



[More than 93,000 Apply to SDSU](#)
Published: Dec. 18, 2017 | Views: 2,565

Top #4 News Story



[Adela de la Torre Appointed President of San Diego State University](#)
Published: Jan. 31, 2018 | Views: 2,371



Total Hits

2,900

Year Diff. Mar. 2017 - Mar. 2018: 4%
Month Diff. Feb. 2018 - Mar. 2018: -14%

Total National Hits

207

Year Diff. Mar. 2017 - Mar. 2018: -37%
Month Diff. Feb. 2018 - Mar. 2018: -44%

Total Major Hits

27

Year Diff. Mar. 2017 - Mar. 2018: -21%
Month Diff. Feb. 2018 - Mar. 2018: -25%

Examples of Secured Media in Major Markets

Center for the Study of Women in Television and Film's annual "It's a Man's (Celluloid) World".



Recent research by SDSU professors on the connection between screen time and overall mental health in teens.

The logo for Business Insider, with the words "BUSINESS INSIDER" in white, bold, sans-serif capital letters centered within a dark teal rectangular background.

BUSINESS INSIDER

The logo for Popular Mechanics, with "Popular" in a bold, red, sans-serif font above "Mechanics" in a larger, bold, red, sans-serif font.

**Popular
Mechanics**



NEWSCENTER NEWSLETTER

Average Open Rate

2,827 (25%)

Average Click-through Rate

675 (6%)

Week 1: Highest Click-through



[Faculty, Staff and Student Deadline to Participate in Aztec Identity Survey is March 7](#)

Published: Mar. 5, 2018 | Views: 292

Week 2: Highest Click-through



[Getting to Know President-Designate Adela de la Torre](#)

Published: Mar. 13, 2018 | Views: 480

Week 3: Highest Click-through



[SDSU Graduate Programs Shine in U.S. News and World Report 2019 Rankings](#)

Published: Mar. 20, 2018 | Views: 468

Week 4: Highest Click-through



[César E. Chávez Commemorative Luncheon Honors Alumni, Supports Students](#)

Published: Mar. 26, 2018 | Views: 94



Total Engagement

15,148



Total Fans

122,209

Year Diff. Mar. 2017 - Mar. 2018: 6%
Month Diff. Feb. 2018 - Mar. 2018: 0.5%

Most Engaged Post



[A new national ranking places SDSU among the 100 best public universities in the nation.](#)

Published: Mar. 28, 2018

Engagements: 621

Total Reach

996,026



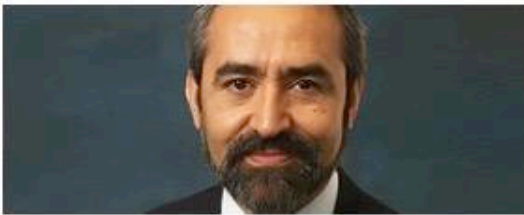
Total Engagement

8,266

Total Followers

95,774

Most Clicked Link



[Statement on Passing of College of Engineering Dean Monte Mehrabadi](#)

Published: Mar. 15, 2018 | Link Clicks: 959

Total Link Clicks

121,534



Total Engagement

23,666

Total Followers

29,083

Year Diff. Mar. 2017 - Mar. 2018: 21%
Month Diff. Feb. 2018 - Mar. 2018: 1%

Most Liked Post



Total Story Impressions

143,946

[Mountain West Champions!](#)

Published: Mar. 10, 2018 | Likes: 2,018



Top YouTube Video



[Getting to Know President-Designate Adela de la Torre](#)

Published: Mar. 1, 2018 | Views: 1,083

Top Facebook Video



[#WhySDSU](#)

Published: Mar. 14, 2018 | Views: 2,225

Total YouTube Views

10,996

Total Facebook Video Views

15,650

[Metrics Defined](#)

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SAN DIEGO STATE
UNIVERSITY

Department of Marketing and Communications Metric Terms Glossary

WEB TRAFFIC

Total Visitors

A visitor is someone who did not have Google Analytics cookies when they hit the first page in this visit. If a visitor deletes their cookies and comes back to our site, the visitor will be counted as a new visitor.

Total Page Views

An instance of a page being loaded or reloaded in a browser. Page views is a metric defined as the total number of pages viewed.

Top News Stories

The stories on Newscenter with the most page views within the report month. Publish date may be outside of the month.

MEDIA RELATIONS

Total Hits

Total number of times SDSU is mentioned throughout news sources.

Total National Hits

Total number of times SDSU is mentioned throughout national news sources defined as an appearance in the top 10 national media markets with more than 1M visitors per day.

Total Major Hits

Total number of times SDSU is mentioned throughout news sources that are identified as major defined as an appearance in a top-25 metro daily or online site with more than 200,000 visitors per day

Pitches

The number of story pitches made by the Media Relations team to media outlets.

Placements

The number of pitches made to a media outlet that resulted in a story or media inquiry and were leveraged for a positive story.

EMAIL

Our Newscenter email newsletter is sent to the campus community of faculty and staff, as well as some alumni, students and friends of SDSU. This email is sent weekly.

Average Open Rate

The open rate is a measure of the average number of people on the email list that open or view a particular email campaign. As a mathematical equation, it's the total number of email opens divided by the number of emails delivered.

Average Click-through Rate

The percentage of our audience that advances ("clicks through") from our email to our website or the next step of our marketing campaign. As a mathematical equation, it's the total number of clicks that our email receives divided by the number of opportunities that people had to click (e.g., emails sent, emails opened etc.).

Week Highest Click-through Newsletter stories

The stories within the approximately four newsletters sent with the most clicks within the report month.

SOCIAL CHANNELS**FACEBOOK****Total Engagement**

The total number actions performed on our Facebook content, including reacting to, liking or commenting on a post.

Total Fans

A fan is a Facebook user who has followed our page.

Most Engaged Post

The Facebook post with the most actions performed, including reactions, likes and comments.

Total Reach

The number of people who saw a post from our Facebook page.

TWITTER**Total Engagement**

The number of times a user interacted with our tweets (a post in Twitter). This includes likes, retweets and clicks.

Total Followers

A follower is another Twitter user who has followed us to receive our tweets in their feed.

Most Clicked Link

The tweet with the most clicks.

Total Link Clicks

The total number of link clicks from our tweets.

INSTAGRAM

Total Engagement

The total number of times followers or non-followers engaged with our Instagram account (e.g. likes, comments).

Total Followers

Total number of followers of SDSU's Instagram account.

Most Liked Post

The post with the most likes.

Total Story Impressions

The number of times an Instagram Story was displayed to an Instagram user during the month.

VIDEO

Top YouTube Video

Our YouTube video with the most views.

Top Facebook Video

Our Facebook video with the most views.

Total YouTube Views

The number of times our YouTube videos were viewed.

Total Facebook Video Views

The number of times Facebook videos posted this month were viewed.

SOURCES

<https://megalytic.com/blog/understanding-google-analytics-channels>
<https://support.google.com/analytics/answer/2731565?hl=en>
<https://support.google.com/analytics/answer/2992042?hl=en>
https://support.google.com/analytics/answer/6086080?hl=en&ref_topic=6083659
<http://www.analyticsmarket.com/blog/google-analytics-definitions>
<http://help.campaignmonitor.com/topic.aspx?t=89>
<http://blog.hubspot.com/marketing/inbound-marketing-glossary-list>
<https://www.facebook.com/business/help/447834205249495/>
<https://support.twitter.com/articles/166337>
<https://business.twitter.com/help/twitter-adsglossary?lang=en&location=na>

**Report from the
Initial General Education Reform Task Force
to Provost Enwemeka
Spring 2017**

I. Introduction

As a result of its accreditation review of SDSU, the WASC Commission offered four recommendations. Among those four was the following:

1. Review the general education program to (a) strengthen its alignment with institutional goals, (b) enhance its integration into the overall curriculum, (c) improve understanding among students as to its purposes, and (d) create an effective infrastructure to support coordination across academic programs (CFR 2.2a). The Commission is pleased to learn that SDSU will be re-examining the general education curriculum, course options, and the experience for students.

A related recommendation was:

4. Sustain and enhance progress in the assessment of educational effectiveness through the development of a manageable process of assessment:
 - a. Prioritize outcomes of greatest concern to the campus, for example, underrepresented student success, student success in courses with high rates of D's, F's, or Withdrawals, and the quality of high-impact practices.
 - b. Facilitate the full participation of all units and programs in the assessment process, including general education, graduate programs, and the Imperial Valley Campus.
 - c. Establish a platform (WEAVE or an alternative) that documents outcomes, results, and actions taken, that makes expectations and outcomes explicit and public, and that facilitates sharing (CFRs 2.2a, 2.2b, 2.3, 2.4, 4.2).

Eager to respond, the Provost charged a Task Force with determining the best way to move forward to address these suggestions. Specifically, he asked the group to:

- Set the stage for a larger General Education Steering Committee to undertake the task of reviewing our GE courses in response to the findings of the WASC reaffirmation of accreditation report, and also to ensure that our GE courses are contemporary in meeting the GE requirements of the CSU.
- Help determine the size, composition and structure of the Steering Committee.
- Help determine the general timeline for the activities of the Steering Committee.
- Provide a framework for the Steering Committee to deliberate on the reform, for example:
 - The overall number of credit hours devoted to GE.
 - Integration of GE into the overall curriculum.

- Alignment of GE with the mission and goals of SDSU.
- Streamlining of GE requirements.
- Consideration of new paradigms of GE (interdisciplinary work, problem based learning, design thinking, study abroad, service learning, etc.).
- Provide a framework for the Steering Committee to discuss and recommend regular institutional assessment and reassessment of GE.
- Provide a framework for the Steering Committee to discuss and recommend methods of institutional assessment of the effectiveness of its curricula.
- Suggest ways to make GE relevant and clear to students—i.e., ways of ensuring that GE is indeed *general education* not isolated individual courses.
- Suggest guidelines for the outcomes of the reform efforts.

The Task Force was asked to complete its work by April 1, 2017.

II. Task Force Membership

First Name	Last Name	Department or Address	E-Mail	Mail Code	Phone
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George	Youssef	Mechanical Engineering	gyoussef@mail.sdsu.edu	1323	X46649
Chimezie	Ebiriekwe	Student Representative			

Meetings were held on the following dates:

November 18, 2016

January 20, 2017

February 3, 2017

February 17, 2017

March 3, 2017

March 17, 2017

In addition, several team members attended the AAC&U General Education and Assessment meeting in Phoenix, held February 23-25, 2017.

Carolyn Baber

Chimezie Ebiriekwe

Bill Eadie

Stephen Schellenberg

Norah Shultz

George Youssef

III. Recommendations

A. Timeline

The Task Force recommends that the reform be undertaken in three phases:

- Phase 1 is a review of General Education as recommended by WASC.
- Phase 2 focuses on the design of the reform based, of course, on the outcomes of Phase 1.
- Phase 3 attends to implementation of the revisions.

This report provides insights to Phase 1 only. To make too many recommendations concerning Phases 2 and 3 would presuppose the outcome of the review. That said, the Task Force believes each Phase might take roughly one year to complete.

The theme of the 2017 AAC&U meeting on General Education and Assessment was *Design Thinking for Student Learning*. At a number of the sessions, the basic steps in applying design thinking (also employed by our own Idea Lab, under the direction of Kevin Popovic) were presented not only as applied to pedagogical models but also to the very process of General Education reform. Thus, one could view the process we are recommending as taking the following form:

Phase 1: EMPATHIZE, DEFINE

Phase 2: IDEATE, PROTOTYPE

Phase 3: TEST

B. Committee Structure

The Committee structure presented here is for Phase 1. Toward its conclusion, the Steering Committee members will decide how the Committee structure should be reconfigured for Phase 2 of the process. It also seems wise that some portion of the Task Force membership should change at each transition point (meaning: from Phase 1 to Phase 2 and from Phase 2 to Phase 3).

The Steering Committee will be charged with making recommendations about any potential modifications (or not) to the current structure of the General Education structure. If modifications are recommended these modifications would be vetted by the appropriate committees, vetted by the Senate Executive Committee and ultimately come to the Senate for consideration.

We recommend that there be an overall Steering Committee and three Working Committees. The work of the Committees is focused in the following way:

- Local Working Committee: This Committee reviews General Education at SDSU. Topics under consideration include the seven capacities, any assessment completed to date, data collected from key stakeholders, budgetary considerations and logistical considerations.
- Regional Working Committee: This Committee reviews the General Education requirements as set forth in EO 1100, monitors the discussions and Committee work being done in relation to EO 1100 at the system level, and reviews how General Education has been interpreted at the other CSU campuses.
- National Working Committee: This Committee reviews national trends and details at comparable and aspirational institutions as well as national employer trends and desires in regard to competencies for college graduates.

To allow for constant crosstalk amongst the three Working Committees, two Co-Chairs who also sit on the Steering Committee will head them.

Steering Committee membership (29 total) (Revised from original submission after review by various campus groups):

Appointed Members (15):

7 appointed Faculty

3 representatives from Associated Students

3 Academic Advisors (one or two of whom might be **Faculty**)

2 members of the Senate Executive Committee (one or both of whom might be **Faculty**)

9 elected faculty across Colleges, IVC and the Library

The Chair and co-chairs of the working committees will be selected from the 16 faculty.

Members who Serve as a Function of Role (5):

Director of the Center for Teaching & Learning (**Faculty**)

Associate Vice President for Academic Affairs – Student Achievement

Chair of General Education Committee of the University Senate (**Faculty**)

1 representative from Student Affairs

1 representative from the Office of International Programs

Thus, 15 members are appointed; 9 are elected and 5 sit as a function of their role on campus.

Potentially, 20 – 22 of the 29 members of the Steering Committee would come from the faculty.

Additional staff and faculty will be recruited to participate in the working groups as necessary.

C. Activities of Phase 1

The activities of the first phase will consist of essentially a full-scale review of General Education, both as it exists on our campus and as it is envisioned elsewhere. More

importantly Phase 1 will also be a time for the community to share knowledge about the current state of General Education. The requested budget allows for events to be held on campus where invited speakers discuss topics with faculty and staff directed involved or interested in General Education; key is engaging the larger SDSU community from the very start of the process, A kick-off event with a speaker of national prominence can be held in the late Fall, followed by a series of smaller events. A website will be established where the activities and reports of the working groups will be available to all members of the SDSU community. Several town hall type events will be held toward the end of Phase 1 where results may be shared and input solicited to help structure Phase 2.

D. Budget

Graduate Student		
	Fall semester = \$15 per hour/20 per week/17 weeks per semester	\$5,100.00
	Spring semester	5,100.00
	Winter, Spring, and Summer break at \$15 per hour, 20 hours per week, at 18 weeks	5,400.00
	Subtotal	15,600.00
Travel		15,000.00
Materials		2,000.00
Honoraria/Guest Speakers		13,000.00
Total		\$45,600.00

Budget Narrative

Graduate Student

Responsibilities include management of a) the website, b) Steering Committee and subcommittee meetings (approximately 25-30 faculty and 100 faculty and staff, respectively), and managing basic budgetary needs.

Travel

General Education & Assessment meeting in San Francisco for 6 members of the Steering Committee and local travel to other CSUs.

Honoraria/Guest Speakers

This includes fees and travel. The Committee reviewed various options. There are very good workshops provided by organizations such as AAC&U, held often in the summer months. For us to send a team to one of these meetings would be very expensive and only 6 – 8 members of the large Steering Committee could participate. Following design thinking we wish to educate the wider community about General Education during Phase 1 and invite speakers to our institution for smaller and larger gatherings.

In addition, we will need space for the graduate student.