MINUTES

San Diego State University Senate
Minutes

May 1, 2018
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San Diego State University Senate
Minutes

May 1, 2018
AL 101
2:00 to 4:30 pm

The May 1st Senate meeting was called to order at 2:02 pm.

Attendance:

Officers: Bober-Michel (Chair), Ornatowski (Vice-Chair), Attiq (Secretary)

Arts and Letters: Abdel-Nour, Alkebulan, Blanco, Clo, Urzua (for Csomay), Foad, Imazeki, McCall, Penrose, Putman, Roberts, Werry

Business Administration: DeBoskey, Fleming, Gill, Gubellini, Peter

Coach: Crawford

Education: Degeneffe, Hampton

Engineering: Engin

Health and Human Services: Gates, Gombatto, Kressler, Mahar, Rauh

Imperial Valley: Abarbanell

Lecturers: Barker, Justice, Moberly

Library: Bliss, Weston

MPP I & II: Montero-Adams (finishing Acfalle's term)

Parliamentarian: Eadie

Professional Studies & Fine Arts: Conaty, Durbin, Hopkins, Humphrey, McMills, Sasidharan, Sha

Sciences: Atkins, Baljon, Interlando, Lewison, Love, Ponomarenko, Reeder, Schellenberg, Harrison (for Ulloa), Vaughn, Waters

Staff: Aguilar, Chie, Preciado

University Services: Rivera

Administration: Enwemeka, Shultz, Welter

Emeritus Faculty: Shackelford

Associated Students: Thomas

CFA:

ASCSU:

Guests: Gina Jacobs, Tam Lieu, Radmila Prislin, Sally Roush, Pamela Starr, Larry Verity

New AY 2018/19 Senators in attendance

Arts and Letters: Adams, Riley, Wheeler

Business Administration: Ahsan
Education: Cappello
Engineering: Youssef
Health and Human Services:
Imperial Valley:
Professional Studies & Fine Arts: Canary
Sciences: Harrison, Zona
MPP I, II: Montero-Adams
Lecturers: Rodenberg

1.   Agenda (Attiq)
      MSP To approve the Agenda for May 1, 2018.

2.   Minutes (Attiq)
      Deferred

3.   Announcements (Bober-Michel)
      3.1   Update: Council of Chairs (April 12, 2018)
             Bober-Michel provided an overview of her April meeting, which she attended via
             Zoom. The session largely focused on:
             • continued dissension and confusion over Area C (EO 1100-Revised).
             • faculty unrest on some campuses.
             • ongoing shared governance meetings at the Chancellor's Office; a summary
               report is forthcoming.
             • AB 2408, which calls for a required Ethnic Studies course (sponsor = Weber);
               it appears to have been withdrawn, however.

      3.2   Update: Aztec Mascot/Identity Task Force
             Bober-Michel announced the special meeting on May 17, at noon in AL 201[1] where
             President Roush will discuss her decision(s) about the Aztec Warrior / Identity.
             Senators should expect to receive further details via email.

      3.3   Update: Academic Misconduct Policy/faculty
             According to **Bober-Michel**, there has been some movement on the faculty policy
             revisions that Senate approved in April 2017, but we still don't have a decision. CFA
             has been focused on a different matter (student teacher supervision) affecting the
             College of Education, but that issue is nearly settled.

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[1] The room was later changed to the Student Union/Theatre.

3.4   Update: Senate's Excellence in Teaching reception

Bober-Michel provided a brief recap of the event held Thursday, April 19.

3.5   Update: Shared Governance and Class Size discussions

Lewison updated Senators on the Shared Governance Discussion Group (SGDG) and invited Senators to get involved; meeting dates have been set through June. **Bober-Michel** agreed to make the meeting notes (on a Google Team Drive) available to Senators and others interested in this conversation.

Bober-Michel also recapped an initial meeting (Wednesday, April 18) with faculty interested in further exploration of class size and its impact on student performance/"satisfaction" with the learning experience. At the next session, we'll focus on data that ASIR might provide (for example, class sizes in GE and major courses over a three- or four-year period).

3.6   Update: Dean Reviews/ role of surveys and their construction (w/ Welter)

As a consequence of meeting with one of the Committees charged with an administrative review, **Bober-Michel** and **VP Welter** have discussed ways to improve the surveys such Committees tend to administer; the idea is to ensure stronger and more consistently-used items as well as sound analyses derived from them. We'll want some changes in place before the Fall 2018 semester.

3.7   Clarification / graduation services fees

Bober-Michel noted that CFAC approved an increase in the Graduation Services Fee (from $55 to $100). She read aloud Chair David Ely's explanation of it:

Students pay a 'Graduate Services Fee.' It is common to refer to this as the graduation fee or graduation application fee. But it is just a single fee, although the funds are distributed to cover both commencement costs and administrative costs associated with graduating students.

The process for applying for graduation will change. I am not aware of any communication to the colleges about this. I assume that communication will happen soon. The documents presented to CFAC concerned the fee. Information on changes to the graduation process were included in the documents reviewed by CFAC to the extent needed to justify the change in fee amount. So more details need to be communicated by the central administration to the colleges. However, graduation will become an administratively-initiated process rather than one initiated by a student's application for graduation. Enrollment Services will determine when a student has completed degree requirements and inform the student that s/he will be graduated. This is the additional service provided by ES. Whether a student can decline to graduate is a topic not directly addressed in the memo from Sandra Cook to the Provost provided to CFAC. But, the memo does mention that a student can appeal the nomination for graduation. I am unsure if this means that a student will have the right to terminate the nomination for graduation if all degree requirements have been met.

Senators had many questions about how the "graduation" process will work, concerned that the new policy could negatively impact international students as well as students earning one or more minors or seeking dual majors.

Schultz and **Precido** asked that the Officers refer this matter to the appropriate Committee(s).

MSP

Chie suggested Enrollment Services be invited to present at the August SEC meeting.

[Update: Graduation will not become an administratively initiated process after all; the fee approved is optional, not mandatory. Hence Enrollment Services cannot unilaterally determine when a student is "ready" to graduate.]

3.8   Enrollment Services Data Center (Chie)

Chie briefly spoke about ASIR Data Portal, which provides an array of ways to view enrollments and other key data that Departments, Schools, and Colleges routinely need. The data is live (drawing directly from SIMS)—not a snapshot in time, and thus changes often.

3.9   Enrollment Management Work Group

Bober-Michel advised that President Roush has formed an Enrollment Management Advisory Group (apart from one that already focuses on diversity, equity, the local area, etc.) to examine the interrelated roles that departments and divisions play to ensure SDSU students thrive. Enrollment management, in her view, includes strategies around recruiting, funding, tracking and retaining students.

Bober-Michel shared the names/roles of potential members and then asked for input. SEC members suggested including someone from a STEM field; they also want to see additional faculty and Chair/Director representation. **Shultz** was interested in including underrepresented students (AS could take the lead on selection) as well as someone from Student Affairs.

UPDATE: Via email, President Roush and Gina Jacobs explained how the two advisory groups may be distinguished.

Jacobs response

We have a separate Enrollment Management group that has external members from both of those entities that provides advice and guidance on efforts to recruit low income, first generation and students of color.

My understanding is this new group is meant to be internal to ensure resource allocation is in line with enrollment priorities. All of those things mentioned are enrollment priorities so I feel like they are represented in the conversation. Sally may have more to add.

President Roush's response.

Gina is correct. There is a long-standing group of external stakeholders called the Enrollment Management Advisory Committee. It is comprised of local education and civic leaders, including community college and Imperial Valley members. They meet with the president twice annually, or more frequently if needed. They have been in existence since shortly after we began our focused enrollment management efforts under Steve Weber.

The new internal group is intended to do what Gina described – thoroughly review existing practices, and recommend new policies and practices that will align allocation of resources with enrollment targets at both the institutional level as well as college and/or department level and to support overarching institutional strategic priorities, including goals regarding local students and students of color.

Additional comments

Bober-Michel drew Senators' attention to a policy change approved in March that affected lecturers; specifically, it called for formation of a range elevation appeals panel that will hear appeals of denied range elevation applications. We initially thought the new policy was subject to a meet-and-confer, but CFA disagreed; thus, President Roush approved it along with other actions from the March Senate meeting.

Bober-Michel asked that anyone with input about the ofo dockless bike pilot (http://bfa.sdsu.edu/campus/parkingtrans/ofo.aspx) email the Senate Office; she'll forward the information on to Debbie Richeson.

3.10   Intercollegiate Athletics Council

Bober-Michel noted that Patrick Papin followed up with graphics and statistics; these are now posted on on the Senate website (April 3 Senate meeting, below the Agenda Packet).

4.   Academic Affairs (Enwemeka; see appended presentation)

Enwemeka provided several updates:

- Status of faculty searches.
- New cycle for faculty hires. The Tenure-Track Planning Committee will meet with AVP Prislin and the Provost on May 9 to discuss its recommendations.
- Summer enrollment. As of May 1, we are at 96.4% of target.
- Dean searches for next year. Dean Gattas just announced her retirement; the search for her replacement will begin in early Fall 2018, as will the search for a new Engineering Dean. The CoS Dean Search Committee has already held its charge meeting.

Penrose expressed concerns about faculty retention and bottlenecks in course approvals (exemplifying with a new History course that the Undergraduate Curriculum Committee didn't initially approve0.

Shackelford questioned whether or not we will end up with faculty gains once hiring with Student Services Fee funds concludes. **Enwemeka** indicated a net gain of 30 if all 73 searches for the AY 2017/18 cycle are successful.

5. SEC Report

   5.1 Referral chart (Ornatowski)

   Ornatowski noted that the two remaining referrals (one to AP&P and the other to CBL) will continue to next Fall. At SEC's April meeting, AP&P Chair Hopkins indicated that he would have a report to share in August.

6. Old Business

   Schellenberg asked for the status of two items on the AY 2017/18 Senate Agenda:

   - Freedom of Expression Committee. **Bober-Michel** explained that the Committee's charge no longer "matched" current events, making it difficult to move forward. In addition, members themselves lack the legal expertise necessary to develop practices (let alone policy) on such issues. She plans to review the situation with President de la Torre during her 100-day listening tour.

   - Aztec Shops review. **Bober-Michel** indicated this review was deferred to AY 2018/19.

7. New Business: Action Items

   7.1 Resolution Honoring SDSU President Sally Roush

   Ornatowski read the Resolution in its entirety.

   MSP

   7.2 Enrollment Services (Lieu) **– 2:45 pm time certain** (see appended list)

   Lieu presented the list of degree candidates (both undergraduate and graduate) who had applied late and thus did not appear on the *initial* list sent out for faculty review and approval.

   MSP

   7.3 Senate/SEC calendar for AY 2018/19

   Bober-Michel presented the proposed meeting calendar for AY 2018/19. She noted that the first SEC meeting was set for August 21, one day ahead of the official start of the Fall semester; this is not a problem, however, according to Parliamentarian **Eadie**.

   MSP

   7.4 Senate election results/recognition of outgoing Senators

   Ornatowski opened the election for Senate Chair, recognized the one nominee (Marcie Bober-Michel), and then called for other nominations from the floor (for which there were none).

MSP To close nominations for Senate Chair.

MSP To re-elect Bober-Michel by acclamation.

Bober-Michel opened the election for Senate Vice Chair, recognized the one nominee (Cezar Ornatowski), and then called for other nominations from the floor (for which there were none).

MSP To close nominations for Senate Vice Chair.

MSP To re-elect Ornatowski by acclamation.

Bober-Michel opened the election for Senate Secretary, recognized the one nominee (Bann Attiq), and then called for other nominations from the floor (for which there were none).

MSP To close nominations for Senate Secretary.

MSP To re-elect Attiq by acclamation.

7.5   Nominees for Senate Officers and Senators-at-Large

Bober-Michel opened the election for Executive Senators (Senators-At-Large), recognized the three nominees (Stephen Schellenberg, Bey-Ling Sha, and Mark Wheeler), and then called for other nominations from the floor (for which there were none).

MSP To close nominations for Executive Senators.

MSP To elect Wheeler and re-elect Sha and Schellenberg by acclamation.

7.6   Nominees for SDSU Research Foundation Board

Bober-Michel opened the election for the open position on the SDSU Research Foundation Board, recognized the one nominee (Ming-Hsiang Tsou/Geography) and then called for other nominations from the floor (for which there were none).

MSP To close nominations for the SDSU Research Foundation Board.

MSP To re-elect Tsou by acclamation.

7.7   Nominees for General Education Steering Committee

Schultz explained membership on the GE Reform Steering Committee, focusing in particular on the balance/distribution of a) elected and appointed members and b) faculty and administrators. She will meet with the Provost to finalize the plan.

Note: Ahead of the Senate meeting, Colleges were asked (via Qualtrics) to forward multiple names (ranked) so that there would be alternates able to serve if originally selected faculty can't continue. Not all Colleges followed the requested protocol – but Senators were able to populate the Committee. Fowler provided a nominee at the meeting, and Shultz said she would work directly with Engineering on this.

MSP To approve the slate of names (Abstentions: Aguilar, Preciado)

7.8 Constitution of the AY 2018/19 Committee on Committees and Elections

Bober-Michel asked Senators to organize themselves by unit, each electing its member(s) to CCE.

Note: The three largest Colleges (PSFA, Sciences, Arts & Letters) select two members, rather than one.

<u>Chair: Allison Vaughn</u>

Arts & Letters: Alfredo Urzua Beltran and Clarissa Clo

Fowler College of Business: Stefano Gubellini

Education: J. Luke Wood

Engineering: George Youssef

Health & Human Services: Michael Gates

Professional Studies & Fine Arts: Vinod Sasidharan and Heather Canary

Sciences: Allison Vaughn and David Marx

Imperial Valley Campus: Linda Abarbanell

Library: Wil Weston

MSP

7.9 Faculty Honors and Awards Committee (Ozturk)

Bober-Michel presented the list of faculty seeking emeritus status.

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

MP

8. New Business: Consent Calendar (Committee Reports)

MSP To receive reports on Consent Calendar.

8.1 AR&P (Conaty)

A few Senators expressed ongoing concern with the budget process, though they recognized that significant progress was made this past academic year in terms of transparency and more active AR&P engagement. Chair Conaty, for example, now

SENATE

attends BRAT meetings, and PBAC has slowed approvals so that AR&P members have sufficient time to review information and get questions addressed.

Shackelford reminisced about the process many years ago, when the Senate itself offered input/feedback/suggestions. In those days, Senate might devote much of its meeting to this single topic.

Lewison feels that there isn't a definitive mechanism for soliciting budget requests at the faculty level (though it may be that her College, and perhaps others, don't actively engage faculty as they are directed to do). **Enwemeka** reiterated that the Academic Affair budget is built from requests from the Colleges; it is truly bottom-up, not top-down.

Lewison added that current funding (base and one-time) is insufficient to meet all needs.

Bober-Michel noted all the comments and reminded Senators that this sort of input will be useful to President de la Torre as she plans for launch of a new Strategic Plan. **Lewison** would like to see a plan that focuses as well on strategic budgeting. She argued that the two really do go hand-in-hand.

8.2   Committees and Elections (Vaughn)

8.3   University Relations and Development (Carleton)

MSP To accept reports on the Consent Calendar.

9.   Other Information Items

9.1   GE reform (Shultz)

Shultz referred to the revised Task Force report in discussing ongoing efforts with Area C and AVC Blanchard's memorandum about how to proceed with course organization. She plans to provide resources on a website devoted to this topic – materials that can help GE and Undergraduate Curriculum Committee members make sound decisions about the areas in which approved courses should reside (so as to avoid unnecessary overlap without stifling creativity).

She hops to form a subcommittee of disciplinary experts to work on this.

10.   Other Business

10.1 Student Ability Success Center (Stark) **– 4:15 pm time certain** (slides appended to the Agenda Packet)

Director Stark spoke about the rebranding of unit, starting with the name change. She outlined the legal foundation for ensuring people aren't discriminated against based basis on disability.

Faculty need to update their required syllabus statements; the links below provide models for them to use as is or modify as appropriate for their classes.

http://go.sdsu.edu/student_affairs/sds/syllabusstatements.aspx
http://go.sdsu.edu/student_affairs/sds/serviceanimals.aspx (Service Animals)

11.   Adjournment

The Senate adjourned at 4:27 pm.

MSP

San Diego State University Senate
Agenda
May 1, 2018
AL 101
2:00 to 4:30 pm

1.   Agenda (Attiq)   **COPY OF AGENDA**

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 2018/19 ……………………………………………4
      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

Senate Academic Affairs Report
Chukuka S. Enwemeka
Provost and Senior Vice President
May 1, 2018

1. **Update On Dean Searches**

   - **College of Professional Studies and Fine Arts**
     - Dean Gattas has informed me of her intention to FERP this fall 2018
     - In the coming weeks an Interim Dean will be determined.
   - **College of Sciences**
     - Charge meeting was held April 26th
     - Committee will work with a search firm for this recruitment.
   - **College of Engineering**
     - A search will begin in fall 2018.

2. **Faculty Searches**
   - 63 searches have been successfully completed, and 2 offers are pending.
   - 17 searches are at different stages.
   - 10 searches are officially closed as unsuccessful.

3. **New Cycle for Tenure/Tenure-Track Hiring**
   - Tenure/Tenure-Track Planning Committee was charged with reviewing requests from the Colleges and making a recommendation to the Provost on April 19th.
   - Meeting with Tenue/Tenure-Track Planning Committee on May 9th to receive their recommendation.
   - Announcement on the allocations for the new positions is scheduled for May 11.

4. **Summer Enrollment as of this morning, May 1, 2018**
   - 2,926 FTES or 96.4% of the 3,035 FTES target (100.2% of the 2,929 FTES Summer 2017 census)
   - Keep promoting summer classes to facilitate students' success!

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

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[1] * = extended timeframe for completion

San Diego State University (SDSU) Senate Resolution honoring SDSU President Sally Roush

1. **WHEREAS:** Sally Roush has served San Diego State University with integrity, energy, passion, and grace for over three decades; and

2. **WHEREAS:** Sally Roush had been the University's senior vice president for Business and Financial Affairs for 19 years, in which capacity she oversaw the budget, intercollegiate athletics, real estate development and capital planning, facilities, public safety, human resources and labor relations, legal affairs, and information technology; and

3. **WHEREAS:** As a member of the President's Cabinet advising three different SDSU presidents, Sally Roush co-chaired the steering committee that guided the University community in developing its strategic plan "Building on Excellence," whose initiatives to promote student success, enhance research and creative endeavors, and strengthen community and communication led to record-high graduation rates, nationally recognized areas of research excellence, 350 annual arts events, and renewed alumni engagement that continues to bear fruit in the form of a record endowment; and

4. **WHEREAS:** On July 1, 2017 Sally Roush returned from a well-deserved retirement to become the first woman President of San Diego State University and to guide the University through a presidential transition; and

5. **WHEREAS:** During the presidential transition year, Sally Roush provided steady leadership, moved the university forward on all fronts, lead the final year of implementation of the strategic plan, and guided the development of a site plan for a Mission Valley campus to accommodate the university's expansion over the next decades; and

6. **WHERAS:** Sally Roush's service to SDSU includes also past board member of the SDSU Research Foundation, Aztec Shops, the National Association of College and University Business Officers and the Western Association of College and University Business Officers; and

7. WHEREAS: In all of these capacities, Sally Roush has been a strong supporter and embodiment of the principle of shared governance; and

8. **WHEREAS:** Sally Roush's tireless and distinguished service to SDSU has earned her recognition and honors that include SDSU's Monty Award, the California State University's Wang Family Excellence Award for administrators, the Albert C. Yates Distinguished Service Award from the Mountain West Conference, and the CFO of the Year Award from the *San Diego Business Journal*; be it therefore

9. **RESOLVED:** That the SDSU Senate extend its heartfelt thanks to Sally Roush for her outstanding service to the University and its community and wish her the best in whatever endeavors she invests her inexhaustible energy next.

**Presented with gratitude
by the San Diego State University Senate
on May 1, 2018.**

May 1, 2018

In accordance with Senate policy, lists of baccalaureate degree candidates for May and August 2018 graduation have been distributed.

Lists of candidates for advanced degrees, as approved by the Graduate Council, have also been distributed. Each faculty member has been given the opportunity to approve or disapprove the candidates by ballot: a total of 24 ballots were received.

The following students applied late and do not appear on any list:

Fernanda Arambula	**BS**	**Criminal Justice**
Matthew Carter Argyelan	**BS**	**Business Administration-Marketing**
Andres Alberto Arraiz Pinto	**BS**	**Business Administration-Management**
Alexendro Manuel Barbosa	**BA**	**Public Administration**
Francine Rechelle Duran	**BS**	**Criminal Justice**
Amanda Louise Farrior	**BS**	**Business Administration-General Business**
Ruta Berhane Gebreyesus	**BS**	**Foods and Nutrition**
Joann Hernandez Guillen	**BS**	**Criminal Justice**
Timmie Lars Hallgren	**BS**	**Business Administration-Management**
Ryan Carl Jones	**BA**	**Public Administration**
Marlena Basil Kanouno	**BS**	**Biology**
Kathleen Elaine Keifer	**BA**	**Communication**
Jonathan Chih-Kang Lin	**BS**	**Business Administration-Marketing**
Dana Kelly Mints	**BS**	**Business Administration-Marketing**
Kyra Paige Moeller	**BA**	**Interdisciplinary Studies in Three Departments**
James Boyd Moore	**BS**	**Criminal Justice**
Jennifer Marie Mulhall	**BA**	**Communication**
Sven Arne Olsen	**BA**	**Philosophy**
Ricardo Rios-Torres	**BA**	**Liberal Studies-Elementary Education**
William Matthew Rivera	**BS**	**Business Administration-Management**
Timothy James Saeger	**BM**	**Music**
Adam Isaac Soudani	**BA**	**Economics**
John H Stevens	**BS**	**Computer Science**
Stephanie Diane Ashley	**MA**	**English**
Elena Nichole Horvitz	**MA**	**Sociology**
Gerardo Juarez Sr	**MA**	**Liberal Arts**
Alec Andrew Kosky	**MS**	**Applied Mathematics-Mathematical Theory of Communication Systems**
Elizabeth Li	**MA**	**Education-Learning Design and Technology**
Cristi Mamer	**MAT**	**Teaching-Language Arts Education**
Sophia Katarina Mueller	**MBA**	**Business Administration-Marketing**
Merna Nona	**MS**	**Applied Mathematics-Mathematical Theory of Communication Systems**
Kerson Henry Perez	**MS**	**Applied Mathematics-Mathematical Theory of Communication Systems**
Svyatoslav Prokhorets	**MA**	**Psychology**
Joshua James Reece	**MS**	**Civil Engineering**
Raghav Kishan Sunku Ravindranath	**MS**	**Computer Science**
Paul Loyd Wheeler	**MA**	**Psychology**

It is requested that the Senate, subject to completion of degree requirements, approve all candidates for baccalaureate and advanced degrees.

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

New and Re-elected Senators (AY 2018/19)

Arts and Letters: 7 seats; election response rate = 45% (81/180)
   Walter Penrose, Jr.
   Erin Riley
   Mark Wheeler
   Anh Hua
   Brian Adams
   Alfredo Urzúa Beltran
   Peter Atterton

Fowler College of Business: 3 seats; election response rate = 48% (32/67)
   Mujtaba Ahsan
   David DeBoskey (re-elected)
   Stefano Gubellini

Education: 3 seats; election response rate = 52% (33/63)
   J. Luke Wood
   Marva Cappello
   Luke Duesbery

Engineering: 1 seat; election response rate = 44% (24/55)
   George Youssef

Health and Human Services: 3 seats; election response rate = 29% (24/84)
   Philip A. Greiner
   Jochen Kressler
   Vacant seat (AY 2018-2021)

MPP I / II:
   Caryl Montero-Adams (completing term for Jennifer Acfalle, to Spring 2020)

Professional Studies and Fine Arts: 1 seat; election response rate = 44% (43/97)
   Heather E. Canary

Sciences: 4 seats; election response rate = 46% (73/158)
   Chris Harrison
   Carmelo Interlando (re-elected)
   David Marx
   Donatella Zona

Staff: 1 seat; election response rate = 14% (191/1,347)
   Bann Attiq

Lecturers: 1 seat: election response rate = 7% (68/969)
   Johanna (Kris) Rodenberg

Outgoing Senators

Arts and Letters
Alda Blanco
Eniko Csomay
Hisham Foad
Michael McCall
John Putman

Fowler College of Business
Damon Fleming

Education
Nan Hampton
Sascha Longstreth

Engineering
Yusuf Ozturk

Health and Human Services
Sara Gombatto

Lecturers
Patricia Lozada-Santone

MPP I / II
Jennifer Acfalle

Professional Studies and Fine Arts
Jess Humphrey

Sciences
Arlette Baljon
Emilio Ulloa
Elizabeth Waters

University Services
Manuel Rivera

Caucus Results
Slate of Candidates (AY 2018/19)

Nominees for Senate Officers
> Senate Chair – Marcie Bober-Michel (PSFA) – re-election
> Senate Vice-Chair – Cezar Ornatowski (Arts and Letters) – re-election
> Senate Secretary – Bann Attiq (Sciences)

Nominees for Executive Members (Senators-at-Large)
> Bey-Ling Sha (PSFA) – re-election
> Mark Wheeler (Arts and Letters)
> Stephen Schellenberg (Sciences) – re-election

Nominee for SDSU Research Foundation Board
> Ming-Hsiang Tsou (Arts and Letters)

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

SAN DIEGO STATE UNIVERSITY

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

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 Riggin'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 Riggin'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 Prislin, 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 Alumus 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.

SAN DIEGO STATE UNIVERSITY

MONTHLY METRICS

Department of Marketing and Communications

MARCH 2018

WEB

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%

● March 2018 Visitors   vs.   ● March 2017 Visitors

12,000

6,000

Mar 8   Mar 15   Mar 22   Mar 29

SDSU.EDU/MISSIONVALLEY

Live date November 28, 2017

Total Visitors

2,584

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

Total Page Views

6,696

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

● March 2018 Visitors   vs.   ● February 2018 Visitors

SDSU.EDU/NEWSCENTER

Total Visitors

42,193

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

Total Page Views

69,446

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

● March 2018 Visitors   vs.   ● March 2017 Visitors

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

MEDIA RELATIONS

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%
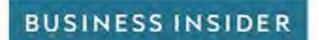
Examples of Secured Media in Major Markets

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

CBS NEWS   FORTUNE   Los Angeles Times

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

BUSINESS INSIDER   Popular Mechanics

EMAIL

NEWSCENTER NEWSLETTER

Average Open Rate
2,827 (25%)

Average Click-through Rate
675 (6%)

Week 1: Highest Click-through

SDSU | NewsCenter

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

SOCIAL MEDIA

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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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 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
Peter	**Atterton**	College of Arts and Letters	atterton@mail.sdsu.edu	6060	X43007
Dani	**Bedau**	School of Theatre Television and Film	dbedau@mail.sdsu.edu	7601	X43764
Marcie	**Bober-Michel**	Chair of the Senate	bober@mail.sdsu.edu	4561	X40587
Michael	**Buono**	School of Exercise and Nutritional Sciences	mbuono@mail.sdsu.anedu	7251	X46823
Nola	**Butler-Byrd**	Counseling and School Psychology	nbutler@mail.sdsu.edu	1179	X43128
Carolyn	**Baber**	Library and Information Access	cbaber@mail.sdsu.edu		
Michelle	**Dean**	Department of Management	Michelle.Dean@sdsu.edu	8238	X46839
Doug	**Deutschman**	College of Sciences	ddeutschman@mail.sdsu.edu	1010	X40859
Bill	**Eadie**	School of Journalism and Media Studies	weadie@mail.sdsu.edu	4561	X40642
Carlos	**Herrera**	Imperial Valley Campus	cherrer@mail.sdsu.edu	0906	X65644
Doreen	**Mattingly**	Department of Women's Studies	mattingl@mail.sdsu.edu	6030	X48033
Christy	**Samarkos**	Student Affairs	csamarko@mail.sdsu.edu	7430	X45211
Stephen	**Schellenberg**	Division of Undergraduate Studies	saschellenberg@mail.sdsu.edu	1623	X42132
Norah	**Shultz**	Division of Undergraduate Studies	nshultz@mail.sdsu.edu	1623	X44167
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	$5100
	Spring semester	$5100
	Winter, Spring, and Summer break at $15 per hour, 20 hours per week, at 18 weeks	$5400
	TOTAL	**$15,600**
Travel		**$15,000**
Materials		**$2,000**
Honoraria/Guest Speakers		**$13,000**
TOTAL		**$45,600**

E.   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.