1. Agenda (Bober)
2. Minutes (Bober)
3. Announcements (Ely)

4. Academic Affairs (Enwemeka)

5. Officers' Report (Ornatowski)
   5.1 Referral Chart

6. Old Business

7. New Business: Action Items
   7.1 Committees and Elections (Moore)
   7.2 Faculty Honors and Awards (Valdes)
   7.3 Graduate Council (Balsdon)

8. New Business: Consent Calendar (Committee Reports)
   8.1 Academic Policy and Planning (Schellenberg)______________________________3
   8.2 Committees and Elections (Moore)________________________________________4
   8.3 Faculty Affairs (Packard)________________________________________________5
   8.4 Undergraduate Curriculum (Verity)_______________________________________6-11
   8.5 University Relations and Development (Carleton)___________________________12-14

9. Other Information Items

10. Other Business

11. Adjournment
To: Senate  

From: Stephen Schellenberg, Chair, Academic Policy and Planning  

Date: 17 February 2015  

Re: Information – Response to Referral regarding Class Size Task Force  

APP is grateful to the Class Size Task Force for the work they have undertaken, for their report and recommendations, and the important issues they have addressed. APP members have discussed the report at length, and everyone agrees that class sizes have been severely and negatively impacted over the years as a result of the significant and protracted budgets cuts that SDSU has experienced. APP agrees that class sizes are a critical issue, particularly in writing and quantitative reasoning, given their foundational role in student success.  

Regarding advice to the senate on any actions: APP recommends that the senate discuss and debate this report, examine the various established pathways through which such budget-impacting proposals may be considered, and clarify how these established pathways are consistent with our institutional commitment to shared governance. We also encourage the leadership across colleges to be directly involved and to contribute to the discussion of how these issues may be addressed.  

Regarding Issue 1: APP endorses in principle the recommendations to reduce these class sizes.  

Regarding Issue 2: APP found it difficult to engage in prioritization without the benefit of an understanding of competing fiscal priorities.
TO: Senate
FROM: Rebecca Moore, Chair, Committee on Committees and Elections
DATE: 7 April 2015
RE: Information Items

The Committee on Committees and Elections met on Tuesday, March 10, and considered the following issues:

1. The Committee discussed vacancies for College-assigned seats and Open-seats on various Senate and Senate-Appointed Committees. A deadline of March 24 was set for getting Interest Forms and Nominations for committee consideration at the April 14 CCE meeting.

2. Constitutional changes were discussed, with plans for initial election of committee members and chair still being considered. The following language was approved by the committee, however:

2.0 Committees

2.3 Times of Nomination and Appointment. The Committee on Committees and Elections shall be constituted for the upcoming academic year at the final regularly scheduled Senate meeting of the previous academic year. The committee shall have presented a full slate of nominees to Senate and Senate-appointed committees for the following academic year by the May Senate meeting of each academic year.

2.31 All terms of office begin June 1, or at the time of appointment, and conclude May 31 in the final year of the term.

The Committee will have to provide a rationale for this change before it goes before the Committee on Constitution and Bylaws.

3. The Committee would like an announcement made to all University Senators requesting that each College select a Senate member to serve on the Committee on Committees and Elections *prior* to the last Senate meeting of the semester, rather than selecting them during the meeting itself. Committee members also agree that appointing junior Senators to the Committee on Committees and Elections has some drawbacks, and note that there is nothing in the University Policy file precluding any Senator from serving on the Committee.
To: Senate Executive Committee
From: Tom Packard, Chair, Faculty Affairs Committee
Date: March 2015
Subj: Information Item

ACCESSIBLE TECHNOLOGY INITIATIVE COMPLIANCE: NEW COURSES

Implementation

After the University Senate has approved a new course proposal, a letter shall be sent by Instructional Technology Services to the department head, or college dean, depending on the origin of the proposal. The letter will describe instructional materials accessibility requirements for new courses and that the instructor of record is required to attend two consults with an SDSU Instructional Materials Design Specialist or Instructional Designer.

- The first consult, during the early phases of course development, will be for advising purposes.

- The second consult, after the course has been conducted, will be for the evaluation of the course instructional material accessibility and remediation recommendations if needed.
To: Senate Executive Committee / Senate

From: Larry S. Verity, Chair
Undergraduate Curriculum Committee

Date: March 11, 2015

Re: 2016-2017 General Catalog

INFORMATION (11-04-15)

BUSINESS ADMINISTRATION

1. Change in prerequisite(s).

   Business Administration
   B A 0350. Management and Organizational Behavior (3)
   Prerequisite: For approved business majors, credit or concurrent registration in Business Administration 310. **Proof of completion of prerequisites required:** Copy of transcript.
   Human behavior at individual, interpersonal, and group levels including effect of organization structure on behavior. Emphasis on managerial roles, historical evolution of management, ethics, and behavior in multicultural contexts. Formerly numbered Management 350.

   Justification for need for modification: MIS 180 was added as a prerequisite to this course in the 2014 Catalog so that transfer students admitted by the University under the ADT in Business would be prevented from enrolling in it before MIS 180 was satisfactorily completed. Since experience has shown that transfer students coming in under the ADT in Business generally complete MIS 180 before transferring, this course change removes MIS 180 as a prerequisite to this course.

2. Change in prerequisite(s).

   Business Administration
   B A 0370. Marketing (3)
   Prerequisites: Approved upper division business major, business minor, or another major approved by the College of Business Administration. For approved business majors, credit or concurrent registration in Business Administration 310. Marketing majors must complete this course with a minimum grade of C (2.0). **Proof of completion of prerequisites required:** Copy of transcript.
   Function of marketing in organizations and society. Strategic marketing planning in domestic and global settings to include marketing concepts, consumer behavior, market research, product planning, pricing, distribution, promotion, and influence of the external environment on marketing decisions. Formerly numbered Marketing 370.
Justification for need for modification: MIS 180 was added as a prerequisite to this course in the 2014 Catalog so that transfer students admitted by the University under the ADT in Business would be prevented from enrolling in it before MIS 180 was satisfactorily completed. Since experience has shown that transfer students coming in under the ADT in Business generally complete MIS 180 before transferring, this course change removes MIS 180 as a prerequisite to this course.

COMMUNICATION

1. Change in prerequisite(s).

Communication
COMM 0495. Communication Capstone: Conceptualizing and Investigating Communication (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication. Communication majors must have completed both the conceptualizing (9 units) and investigating (3 units) requirements. Health communication majors must have completed their investigating (6 units) and two of their upper division health communication courses beyond Communication 321 (6 units).
Capstone survey, analysis, and comparison of theories, methods, and discipline of communication.

Justification for need for modification: Change in prerequisites will allow enrollment in the capstone course to be more evenly distributed across semesters. This enables class size to be reduced, staffing to be made possible, and more writing assignments to be required, as the course originally intended.

FINANCE

1. Change in prerequisite(s).

Finance
FIN 0321. Managerial Economics (3)
Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisite required:** Copy of transcript.
Role of economic analysis in management decisions. Study of demand, cost, supply theories from a business viewpoint. Emphasis on managerial decision making.

Justification for need for modification: MIS 180, ACCTG 202, and FIN 240 were added as prerequisites to this course in the 2014 Catalog so that transfer students admitted by the University under the ADT in Business would be prevented from enrolling in it before MIS 180, ACCTG 202, and FIN 240 were satisfactorily completed. Since experience has shown that transfer students coming in under the ADT in Business generally complete MIS 180 before transferring, and ACCTG 202 and FIN 240 are not essential to the
successful completion of FIN 321, this course change removes MIS 180, ACCTG 202 and FIN 240 as prerequisites to this course.

JOURNALISM AND MEDIA STUDIES

1. Change in prerequisite(s).

Journalism and Media Studies
JMS 0220. Writing for the Mass Media (3)
   Two lectures and two hours of activity.
   Prerequisites: Sophomore standing; ability to type; pre-major in advertising, journalism, media studies, public relations. **Proof of completion of prerequisites required:** Copy of transcript.

   Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment. In some semesters, specially designated sections require bilingual fluency in English and Spanish, to be determined by a stamp of Spanish/English biliteracy on high school transcript, or a score of 5 on AP Spanish test, or passing the SDSU Spanish Language Proficiency Test. See footnotes in *Class Schedule*.

   Justification for need for modification: Need to adjust pre-req to allow media studies students to take the class.

2. Change in prerequisite(s).

Journalism and Media Studies
JMS 0412. Media Industries and Their Audiences (3)
   Prerequisite: Upper division standing.
   Methods used by media industries to determine size and demographics of audience. Theories and models that explain audience behavior. Individual and group-action effects on media institutions and content.

   Justification for need for modification: This class will primarily serve students in the School of Journalism and Media Studies, and there are a handful of classes required of everyone within the school. The majority of students will thus have a similar baseline of knowledge. The decision to eliminate any specific prerequisite (beyond upper-division standing) is primarily to serve students from the School of Theatre, Television, and Film, who will not have had these same set of classes but would have comparable knowledge.

   As of Fall 2016, the class is also no longer part of the mandatory requirements for Media Studies students in the School of JMS.

3. New course.

Journalism and Media Studies
SOC MEDIA COMMNTY LDRSHP (C-4)
JMS 0418. Social Media Community Leadership (3)
Two lectures and one hour of discussion.
Prerequisite: Journalism and Media Studies 210 with grade of C (2.0) or better.
Leadership in an online community environment. Developing effective strategies to cultivate and moderate communities of practice using digital technologies and social media platforms. Principles of social media engagement and effectiveness as applied to online communities. Writing and creating content to encourage participation and interaction.

4. New course.

Journalism and Media Studies
*> DIG & SOC MEDIA ANALYTICS (C-2)
JMS 0428. Digital and Social Media Analytics (3)
Prerequisites: Journalism and Media Studies 210 and 489 with grades of C (2.0) or better in each course.
Measurement standards, principles, and outcomes of digital and social media. Digital data collection methods, data analysis metrics, data reporting, presentation tools. Using analytics to enhance organizational effectiveness.

5. Change in prerequisite(s) and abbreviated course title.

Journalism and Media Studies
*> MEDIA & CULTURE
JMS 0450. Media and Culture (3)
Prerequisites: Journalism and Media Studies 489 and 560 with grades of C (2.0) or better in each course. Admission to a major in the School of Journalism and Media Studies.
Cultural phenomena through media products to include films, television programs, print media. Appreciation of various cultures and practices through analysis of media products.

Justification for need for modification: This course was previously part of the required sequence of media studies classes. It has been removed from the sequence. The desire is to retain the class, but open it up to all students within the School of Journalism and Media Studies. Doing so requires changes to the prerequisites. The required classes that are maintained under this revision (489 or 560) are required by different emphases, so every major in the school will have taken one of them.
Current instructor (and class creator) believes current title is awkward and too long. Revised title is the informal way that students have been referring to the class for years.

6. New course.

Journalism and Media Studies
*> MEDIA TECH & SOCIETY (C-4)
JMS 0472. Media Technology and Society (3)
Two lectures and one hour of discussion.

Prerequisites: Journalism and Media Studies 315, 408, and 489. Admission to media studies emphasis, Major Code: 15060. An approved upper division writing course with a grade of C (2.0) or better or passing the Writing Placement Assessment with a score of 10.

Relationship between technology and society, and factors that influence the innovation, development, commercialization, and diffusion of media technologies. Exploration of specific qualities of various media forms.

7. Change in prerequisite(s).

Journalism and Media Studies
JMS 0490. Internship (1-3) Cr/NC
Prerequisites: Journalism and Media Studies 420, 472, 481, or 562 with grade of C (2.0) or better.
Supervised work at organizations engaged in media-related professional activities under combined direction of practitioners and professors. Maximum credit three units. Not open to students who have previously received three units of credit in Journalism and Media Studies 490A, 490B, 490C.

Justification for need for modification: There are multiple classes that serve as prerequisites for JMS 490 Internship. This is because students in the different emphases (journalism, advertising, public relations, and media studies) each have their own sequence. The class that is the current “gateway” class for media studies, JMS 412, is being removed from the sequence. To accommodate media studies students, a slight change is needed in the prerequisites of the internship class.

The only change is removing JMS 412 and replacing with JMS 472.

8. Change in prerequisite(s).

Journalism and Media Studies
JMS 0492. Creative Uses of Emerging Media (3)
Prerequisite: Journalism and Media Studies 472 with grade of C (2.0) or better.
Proof of completion of prerequisite required: Copy of transcript.
New and often unexpected convergence of media institutions, technology, and content. New economic and social alliances, entrepreneurial opportunities, uses, and effects. Capstone course for media studies majors. Completion of course with grade of C or better required for majors.

Justification for need for modification: JMS 412, the old prerequisite for this class is being removed from the media studies sequence. Thus, this class (the capstone for this particular emphasis) must update the requirements to conform to the new sequence.

MANAGEMENT

8. Change in prerequisite(s).
Management
MGT 0352. Human Resource Management (3)
Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisites required:** Copy of transcript.
Acquisition, development, maintenance, and termination of human resources in accordance to goals of the organization.

Justification for need for modification: MIS 180 was added as a prerequisite to this course in the 2014 Catalog so that transfer students admitted by the University under the ADT in Business would be prevented from enrolling in it before MIS 180 was satisfactorily completed. Since experience has shown that transfer students coming in under the ADT in Business generally complete MIS 180 before transferring, this course change removes MIS 180 as a prerequisite to this course.
TO: SEC
FROM: Mary Ruth Carleton, Vice President, University Relations and Development
DATE: March 10, 2015
RE: Information

The Campaign for SDSU:

The Campaign for SDSU is now at the $565 Million mark in raising support for San Diego State University. The following gifts have been received since the last report:

Alumnus Alan Dulgeroff is making a legacy gift to SDSU through his retirement account. His gift of $100,000 will support Engineering at SDSU.

The Wilf Family Foundation is pledging a gift of $100,000 for the Basketball Performance Center.

The School of Music and Dance has a new commitment from the Edith Vogl Garrett Trust. A bequest of $176,000 will go to support scholarships in the school.

Al and Carol Meier have notified SDSU that the university will be the beneficiary of a trust in their name. The gift from the trust will be $1 million.

3-M Company has made an $80,000 gift to support the College of Business Administration Building Remodel.

Alumnus Monte Reed and his wife Paula have made gifts totaling $21,000 to support College of Business Scholarships, the Lamden School of Accountancy and the Zahn Center.

A gift in kind of $12,813 from Nina Wack will support the Love Library Special Collections.

The College of Arts and Letters has received a gift of $10,000 from Vivian Finch for the William and Vivian Finch Scholarship Endowment.

ADM has made a $10,000 gift to the Master of Science in Regulatory Affairs Program for scholarships.

Alumni Frank and Lee Goldberg have made a $7,000 gift to Athletics for scholarship support.

President Emeritus Steve Weber has made a gift of $20,000 to support The Campanile Foundation.

Alumni Jim and Janet Sinegal have made a new pledge of $1,000,000. Their gift will support Guardian Scholars, Veterans, and the Janet Sinegal Endowment in the College of Education.

The Campanile Foundation has embarked on a fundraising campaign among current and former board members to raise $2.5M for an endowment. The endowment will establish The Campanile Foundation Endowed Chair which will be used to recruit a member of the highly prestigious National Academy of Sciences to SDSU. Thus far, $900,000 has been pledged with the goal of having 100% participation by board members.

Campaign, Presidential & Special Events:

President Elliot Hirshman and Vice President Mary Ruth Carleton hosted an “Evening Celebrating Philanthropy” on Thursday, February 5. This annual dinner celebrates those who have reached the million-dollar milestone in philanthropic giving to San Diego State. Twenty donors received the Presidential medallion and 29 returning awardees attended the event. The combined giving of those donors present at the event totaled approximately $128 million.

SEC March 17, 2015—12—University Relations and Development
On Friday, February 20, a “Celebration of Life for Susan K. Weber” was held on campus. Mrs. Weber (wife of President Emeritus Stephen L. Weber) passed away on October 12, 2014. Nearly 300 campus and community leaders attended the Celebration where long-time San Diego State supporter Darlene Shiley announced that she had made a significant contribution toward naming the Honors College the Susan and Stephen Weber Honors College.

President Hirshman presented the “President’s Service Award” to Christopher “Kit” Sickels, ’60 on Tuesday, February 24 for his involvement with The Campanile Foundation board, the Campaign for SDSU and the community of San Diego. The President’s Service Award honors individuals with extraordinary community service. Nearly 60 community and campus leaders attended the luncheon.

President Hirshman hosted the “6th Annual Scholarship Appreciation Luncheon” on Wednesday, February 25. Approximately 250 scholarship donors and scholarship recipients were reunited. It was announced that the Campaign for SDSU has raised over $96 million for scholarships.

The Tower Society recognizes the tremendous loyalty and extraordinary support of people and corporations who have made lifetime contributions of $50,000 or more to San Diego State University.

Tower Society donors attended an appreciation event on Sunday, March 8, featuring a performance of “Alice curiouser and curiouser!” by the School of Theatre, Television & Film. Over 80 guests attended.

Alumni Engagement - Crowd Funding:

We recently completed the campaign for Compact Scholars, which raised $1,735 to be used towards graduation fees as well as a reception to honor the students and host their families.

We are currently in the middle of our Alumni Lifetime Member Campaign, which asks lifetime members of the Alumni Association to sponsor the cost of a cap and gown for 2015 graduates who are becoming alumni lifetime members. To date, we have received gifts from 112 donors and have raised $11,400 towards our goal of $25,000.

Currently, we are reaching out to graduates of our Construction and Engineering Management program to support the purchase of hard hats for graduating CEM students to wear during the graduation ceremony. To date this campaign has achieved a 5% total give rate and raised $500 towards the cause.

Branding and Marketing Update:

1. Using a web based platform called Merit, we create stories about individual student achievements that students then share with their family and friends via social media. The stories are also sent to newspapers in their hometowns, as well as to their high schools.

To date, the 1,875 individual achievements have included the Student Research Symposium, Gilman Scholars, participation in the Les Miserables production, Presidential Scholars, new Associated Students representatives and new Honors College...
students. Social media posts by students about their individual accomplishments have been seen by more than 95,000 people, and accumulated more than 1,400 “Likes” and 207 “comments”.

2. Working with Enrollment Services, we have created a more focused digital marketing program, using zip codes and specific high schools as demographic targeting information, rather than an entire state or city. The result has seen an increase in impressions and engagement with our digital advertising. And, correspondingly, applications from those markets have increased as well. Facebook impressions jumped from approximately 350,000 each month to approximately 600,000 each month. This fiscal year to date our digital marketing campaign has had 11.7 million FB impressions and 22,000 FB clicks; 2.7 million Twitter impressions and 22,000 clicks; and 109,000 YouTube views.

Our work has played a role in increased applications from Enrollment Services’ key target recruiting markets.