SDSU Senate Executive Committee  
March 18, 2014  
Susan K. Weber Conference Room  
2:00 - 4:30 p.m.

1. Agenda (Goehring)  
2. Minutes (Goehring)  
3. Announcements (Eadie)  
4. Academic Affairs (Marlin)  
5. Officers' Report (Ornatowski)  
   5.1 Referral Chart 2  
6. Old Business  
7. New Business: Action Items  
   7.1 Academic Policy and Planning  
8. New Business: Consent Calendar (Committee Reports)  
   8.1 Graduate Council (Balsdon) 3-17  
   8.2 University Relations and Development (Carleton) 18-20  
9. Other Information Items  
10. Other Business  
11. Adjournment
Date: March 18, 2014  
To: SEC  
From: Cezar Ornatowski, Vice Chair, SDSU Senate  
Subject: Referral Chart (Information)

<table>
<thead>
<tr>
<th>Committee</th>
<th>Date</th>
<th>Item</th>
<th>Referred by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Policy and Planning</td>
<td>October 9, 2013</td>
<td>Provide a policy by which online and blended classes may be approved as new course proposals or as shifts of existing courses to online or blended modes.</td>
<td>Officers</td>
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<tr>
<td>Academic Policy and Planning</td>
<td>October 9, 2013</td>
<td>Draft a policy specifying criteria for allowing pre-majors access to a department’s advanced courses prior to qualifying for major status.</td>
<td>Officers</td>
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<td>Academic Resources and Planning</td>
<td>October 9, 2013</td>
<td>Review the budget decisions made over the past few (3-6) years and assess how well the budget shortfall was handled. Provide recommendations for ways of moving forward from past practices.</td>
<td>Officers</td>
</tr>
</tbody>
</table>
To: SEC

From: The Graduate Curriculum Committee

Date: March 3, 2014

Re: 2015-2016 Graduate Bulletin

INFORMATION (6I-03-14)

DUAL LANGUAGE AND ENGLISH LEARNER EDUCATION (FORMERLY POLICY STUDIES IN LANGUAGE AND CROSS-CULTURAL EDUCATION)

1. Change in rubric.

   Dual Language and English Learner Education
   DLE 600A. Foundations of Democratic Schooling (3)
   Prerequisite: Consent of instructor.
   Analysis of relationships among ideology, culture, and power in educational context; key concepts in critical pedagogy applied to programs, curricula, and school restructuring. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 600A.)

   Change: Abbreviation change from PLC to DLE.

2. Change in rubric.

   Dual Language and English Learner Education
   DLE 600B. Foundations of Dual Language Programming for Critical Biliteracy Development (3)
   Prerequisite: Bilingual 2042 credential or score of 3 on SDSU Spanish examination.
   Critical literacy and democratic schooling for dual language program models. Program models that apply to policies and practices that inform literacy curriculum and pedagogy in dual language-biliteracy settings. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 600B.)

   Change: Abbreviation change from PLC to DLE.

3. Change in rubric.

   Dual Language and English Learner Education
   DLE 601. Language Policies and Practices (3)
   Prerequisite: Consent of instructor.
Formal and informal policies related to education of linguistically diverse students at micro/macro level and in school contexts; analysis of bilingual and cross-cultural issues in cognition and literacy. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 601 and 653.)

Change: Abbreviation change from PLC to DLE.

4. Change in rubric.

Dual Language and English Learner Education
DLE 603. Community and Schools in a Diverse Society (3)
Prerequisite: Consent of instructor.
Linguistic and cultural diversity of school and community. Development of community sociocultural scan; home and school collaboration; effects of home and school collaboration on achievement; responsibility of parent caretaker, stakeholder for student success. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 603.)

Change: Abbreviation change from PLC to DLE.

5. Change in rubric.

Dual Language and English Learner Education
DLE 604. Learning and Teaching Language in a Dual Language Setting (3)
Prerequisite: Bilingual 2042 credential or score of 3 on SDSU Spanish examination.
Dual language instructional methods, modeling oral and written grammatical structures. Language acquisition strategies for English and Spanish in K-12 grades. Emphasis on written structures for academic literacy. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 604.)

Change: Abbreviation change from PLC to DLE.

6. Change in rubric.

Dual Language and English Learner Education
DLE 650. Curriculum Development for Urban School Communities (3)
Prerequisites: Dual Language and English Learner Education 600A and 601.
Curriculum development through lens of critical theory. Principles of curriculum and instruction contextualized and with regard to particular educational institutions or work sites from a social justice perspective. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 650.)

Change: Abbreviation change from PLC to DLE.
7. Change in rubric.

Dual Language and English Learner Education
DLE 651. Curriculum, Teaching, and Assessment: ELD and SDAIE (1-3)
   Prerequisite: Dual Language and English Learner Education 915A or 915B.
   English language development and delivery of comprehensive instruction for
   English learners. Strategies for implementing state adopted instruction programs for ELD
   in language and content. (Formerly numbered Policy Studies in Language and Cross-
   Cultural Education 651.)

Change: Abbreviation change from PLC to DLE.

8. Change in rubric.

Dual Language and English Learner Education
DLE 653. Language Development in K-12 Multilingual Classrooms (3)
   Prerequisite: Admission to bilingual authorization credential program.
   Dual language and multilingual classrooms, universals and differences in
   language structure, transfer, and use (including basic linguistics). First and additional
   language development; related factors (political/sociocultural aspects of bilingualism).
   Taught in English and Spanish. (Formerly numbered Policy Studies in Language and
   Cross-Cultural Education 653 and 953.)

Change: Abbreviation change from PLC to DLE.

9. Change in rubric.

Dual Language and English Learner Education
DLE 686. Seminar in Multicultural Education (1-6)
   Prerequisite: Consent of instructor.
   Topics dealing with current issues in multicultural education. See Class Schedule
   for specific content. Maximum credit six units applicable to a master’s degree. (Formerly
   numbered Policy Studies in Language and Cross-Cultural Education 686.)

Change: Abbreviation change from PLC to DLE.

10. Change in rubric.

Dual Language and English Learner Education
DLE 798. Special Study (1-6) Cr/NC/RP
   Prerequisite: Consent of instructor; to be arranged with department chair and
   instructor.
   Individual study. May involve fieldwork. Maximum credit six units applicable to
   a master’s degree. (Formerly numbered Policy Studies in Language and Cross-Cultural
   Education 798.)
Change: Abbreviation change from PLC to DLE.

11. Change in rubric.

Dual Language and English Learner Education
DLE 910. Teaching Mathematics to Bilingual Students (1-3)
Prerequisite: Admission to Bilingual 2042 Multiple Subject credential program.
Underlying learning theories for teaching mathematical concepts, computation, and problem-solving skills to bilingual students. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 910.)

Change: Abbreviation change from PLC to DLE.

12. Change in rubric.

Dual Language and English Learner Education
DLE 911. Teaching Social Studies to Bilingual Students (1-3)
Prerequisite: Admission to Bilingual 2042 Multiple Subject credential program.
Conceptual approaches for teaching bilingual social studies curriculum, incorporating sociocultural characteristics of multicultural community, social concepts, and community social issues. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 911.)

Change: Abbreviation change from PLC to DLE.

13. Change in rubric.

Dual Language and English Learner Education
DLE 912. Teaching Science to Bilingual Students (1-3)
Prerequisite: Admission to Bilingual 2042 Multiple Subject credential program.
Strategies for development of process skills and concept acquisition. Methodology for teaching activity-oriented science class bilingually. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 912.)

Change: Abbreviation change from PLC to DLE.

14. Change in rubric.

Dual Language and English Learner Education
DLE 915. Teaching and Learning in the Content Area: English Language Development/SDAIE (1-3)
Prerequisites: Education 451, Dual Language and English Learner Education 515, and admission to Bilingual 2042 Single Subject credential program.
Teaching strategies in content specific fields from second language acquisition perspective taken concurrently with student teaching. See *Class Schedule* for specific content. May be repeated with new content. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 915.)

A. Multiple Subjects
B. Single Subjects
C. Special Education

Change: Abbreviation change from PLC to DLE.

15. Change in rubric.

Dual Language and English Learner Education
DLE 931. Skills in Teaching Reading to Bilingual Elementary Students (1-3)
   Prerequisite: Admission to Bilingual 2042 Multiple Subject credential program.
   Teaching reading in English, including methods, strategies, assessment, materials, and techniques of transition for implementing reading programs in the bilingual classroom. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 931.)

Change: Abbreviation change from PLC to DLE.

16. Change in rubric.

Dual Language and English Learner Education
DLE 933. Skills in Teaching Reading to Bilingual Secondary Students (3)
   Prerequisites: Upper division standing. Admission to Bilingual 2042 Single Subject credential program.
   Methods for developing reading skills in Spanish and English across subject areas. Includes comprehension, academic vocabulary, concept development, reading strategies, and assessment. Taught in Spanish and/or English. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 933.)

Change: Abbreviation change from PLC to DLE.

17. Change in rubric.

Dual Language and English Learner Education
DLE 954. Classroom Organization for Democratic Teaching in Bilingual Classrooms (1-4)
   Prerequisites: Dual Language and English Learner Education 400; concurrent registration in Dual Language and English Learner Education 524 and 963; admission to single subject bilingual 2042 program.
   Teaching practices to include democratic processes for classroom management in bilingual classrooms. Classroom teaching, classroom discipline, and curriculum
management. Social-cultural and political contexts of teaching to include overview of
teacher performance assessment tasks. (Formerly numbered Policy Studies in Language
and Cross-Cultural Education 954.)

Change: Abbreviation change from PLC to DLE.

18. Change in rubric.

Dual Language and English Learner Education
DLE 960. Professional Seminar for Bilingual Teacher Candidates (1-4) Cr/NC
Prerequisite: Dual Language and English Learner Education 954.
Lesson planning and organization for bilingual elementary and secondary teacher
candidates. Meeting needs of diverse learners in biliteracy settings. Maximum credit
eight units. (Formerly numbered Policy Studies in Language and Cross-Cultural
Education 960.)

Change: Abbreviation change from PLC to DLE.

19. Change in rubric.

Dual Language and English Learner Education
DLE 961. Practicum in Elementary Bilingual Classroom (1-12) Cr/NC
Prerequisites: Admission to Bilingual 2042 Multiple Subject credential program.
Student must provide own transportation to student teaching site.
Field experience at two grade levels in a multicultural setting and a bilingual
elementary classroom; student teacher assumes responsibility for planning and instruction
for specified time to comply with State requirements. Maximum credit 12 units.
(Formerly numbered Policy Studies in Language and Cross-Cultural Education 961.)

Change: Abbreviation change from PLC to DLE.

20. Change in rubric.

Dual Language and English Learner Education
DLE 962. Student Teaching for Elementary Bilingual Students II (1-12) Cr/NC
Prerequisite: Dual Language and English Learner Education 961.
Field experience in a multicultural setting or a bilingual elementary classroom.
Maximum credit 12 units. (Formerly numbered Policy Studies in Language and Cross-
Cultural Education 962.)

Change: Abbreviation change from PLC to DLE.

21. Change in rubric.

Dual Language and English Learner Education
DLE 963. Practicum in Secondary Bilingual Classroom (3-4) Cr/NC
Prerequisites: Dual Language and English Learner Education 400; concurrent registration in Dual Language and English Learner Education 524 and 954; admission to the single subject bilingual emphasis program. Students must provide own transportation to student teaching site.
On-site, part-time experience to implement bilingual teacher competencies introduced in Policy Studies in Language and Cross-Cultural Education 515, 524, and 954. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 963.)

Change: Abbreviation change from PLC to DLE.

22. Change in rubric.

Dual Language and English Learner Education
DLE 964. Student Teaching for Bilingual Secondary Students II (8-12) Cr/NC
Prerequisites: Dual Language and English Learner Education 524 and 963. Students must provide own transportation to student teaching site.
On-site, full-day experience in State approved bilingual and nonbilingual classes to implement teacher competencies as developed in the total professional sequence. Maximum credit 12 units. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 964.)

Change: Abbreviation change from PLC to DLE.

JOURNALISM AND MEDIA STUDIES

1. Change in program.

Journalism and Media Studies
Specialization in Mass Communication and Media Studies
(Major Code: 06010) (SIMS Code: 664141)
(no change)
Graduate Courses. Students may select Plan A, thesis, by completing Journalism and Media Studies 799A (3 units) or, if Plan B is selected, the student must complete three additional units of 600-700 level coursework in the School of Journalism and Media Studies and pass the Comprehensive Examination in journalism and media studies. The remaining 27 units of the program must include completion of Journalism and Media Studies 600A and 600B with an average grade of B or better in the two courses, or consent of the Journalism and Media Studies faculty; 12 units selected from Journalism and Media Studies 506, 527, 529, 547, 550, 560, 566, 567, 574, 581, 585, 587, 589, 590, 591, 595, 596, 620, 696, 701, 710, 775, 780, 785, 798, and nine units relevant to the specialization selected with the approval of the graduate adviser. No more than nine units may be taken outside the School of Journalism and Media Studies. No more than six units may be taken as special study (798). No more than 12 units taken at the 500-level may count toward the degree.
Change: Addition of new courses, Journalism and Media Studies 527, 547, 566, 567, 587 to core course listing.

LEARNING DESIGN AND TECHNOLOGY

1. New course.

Learning Design and Technology

MOBILE APPS FOR LEARNING (C-4)

LDT 630. Mobile Applications for Learning (3)

Two lectures and two hours of activity.

Prerequisites: Learning Design and Technology 540 and 541 or consent of instructor.

To: SEC

From: The Graduate Curriculum Committee

Date: March 3, 2014


INFORMATION (6I-03-14.500)

ART

1. Change in title.

Art
WORK ENVR INTERIOR DESIGN
ART 552. Work Environment Interior Design (3)
Six hours.
Prerequisites: Art 453 and completion of portfolio requirement. **Proof of completion of prerequisites required:** Copy of transcript.
Projects in architectural interiors involving the use and perception of enclosed spaces. Space planning systems analysis. Maximum credit six units.

Change: Updated title from *Interior Design IV*.

2. Change in title.

Art
COMMERC INTERIOR DESIGN
ART 553. Commercial Interior Design (3)
Six hours.
Prerequisite: Art 552. **Proof of completion of prerequisite required:** Copy of transcript.
Projects in interiors involving space planning analysis, specification writing, materials selection and furnishing design appropriate to commercial needs. Maximum credit six units.

Change: Updated title from *Interior Design V*.
To: SEC

From: The Graduate Curriculum Committee

Date: March 3, 2014

Re: 2015-2016 Graduate Bulletin

INFORMATION (6I-03-14.500)

DUAL LANGUAGE AND ENGLISH LEARNER EDUCATION (FORMERLY POLICY STUDIES IN LANGUAGE AND CROSS-CULTURAL EDUCATION)

1. Change in rubric.
   
   Dual Language and English Learner Education
   DLE 515. Multilingual Education: Theory and Practice for Biliteracy Teachers (3)
   Pedagogical and programmatic practices for addressing linguistic and academic needs of multilingual learners. Historical and theoretical foundations of bilingual education as related to bilingual and dual language programs to include instruction, curriculum, and assessment. Taught in Spanish and English. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 515.)

   Change: Abbreviation change from PLC to DLE.

2. Change in rubric.
   
   Dual Language and English Learner Education
   DLE 523. Psychological Foundations for Biliteracy Teachers in K-6 Classrooms (3)
   Major theories of learning and cognition as applied to bilingual students and their relation to child development, first and second language acquisition, and approaches to teaching in bilingual classroom. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 523 and 923.)

   Change: Abbreviation change from PLC to DLE.

3. Change in rubric.
   
   Dual Language and English Learner Education
   DLE 524. Psychological Foundations for Biliteracy Teachers in Grades 7-12 (1-4)
   Bilingual learning theory as it affects adolescent growth, individualized instruction, classroom management and discipline, and methods of measuring and evaluating achievement. Taught in Spanish and English. May be repeated with new content. See Class Schedule for specific content. Maximum credit four units. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 524 and 924.)
4. Change in rubric.

Dual Language and English Learner Education
DLE 532. Biliteracy Teaching in Language Arts for Elementary Students (3)
   Prerequisites: Dual Language and English Learner Education 415 and 515.
   Assessing language proficiency; selecting, designing, and evaluating learning experiences to develop biliteracy in K-6 classrooms in English language arts and Spanish, Arabic, Filipino, Japanese, or Mandarin. Taught bilingually in language of emphasis and English. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 532 and 932.)

5. Change in rubric.

Dual Language and English Learner Education
DLE 553. Language Assessment and Evaluation in Multicultural Settings (3)
   Theories and methods of assessment and evaluation of diverse student populations including authentic and traditional models. Procedures for identification, placement, and monitoring of linguistically diverse students. Theories, models, and methods for program evaluation, achievement, and decision making. (Formerly numbered Policy Studies in Language and Cross-Cultural Education 553.)

6. Change in rubric.

Dual Language and English Learner Education
DLE 596. Special Topics in Bilingual and Multicultural Education (1-3)
   Prerequisite: Consent of instructor.
   Selected topics in bilingual, cross-cultural education and policy studies. May be repeated with new content. See Class Schedule for specific content. Credit for 596 and 696 applicable to a master’s degree with approval of the graduate adviser.

Change: Abbreviation change from PLC to DLE.

JOURNALISM AND MEDIA STUDIES

1. New course.

Journalism and Media Studies
ADV TOPICS JOURNALISM (C-4)
JMS 527. Advanced Topics in Journalism (3)
Prerequisites: Journalism and Media Studies 300 with a grade of C (2.0) or better.
Admission to journalism major.
Reading, investigation, and research in a specialized topic in journalism. May be repeated with new content. Maximum credit six units.

2. Change in prerequisite and title.

Journalism and Media Studies
DATA-DRIVEN INV JOURNALISM
JMS 529. Data-driven Investigative Journalism (3)
One lecture and four hours of activity.
Prerequisite: Journalism and Media Studies 420 with a grade of C (2.0) or better.
Proof of completion of prerequisite required: Copy of transcript.
History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience.

Change: Deletion of Journalism and Media Studies 300, 310W; addition of 420.

3. New course.

Journalism and Media Studies
ADV TOPICS MEDIA STUDIES (C-4)
JMS 547. Advanced Topics in Media Studies (3)
Prerequisites: Journalism and Media Studies 408 with a grade of C (2.0) or better.
Admission to media studies emphasis, Major Code: 15060.
Reading, investigation, and research in a specialized topic in media studies. May be repeated with new content. Maximum credit six units.

4. Change in prerequisite.

Journalism and Media Studies
JMS 550. Multimedia News Laboratory (3)
One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 420, 430 with grades of C (2.0) or better in each course. Proof of completion of prerequisites required: Copy of transcript.
Capstone course using skills and knowledge acquired in critical thinking, writing, reporting, editing, production, and design courses. Teams prepare multimedia news content. Field and laboratory experience. Completion of course with grade of C or better is required for majors and minors.

Change: Deletion of Journalism and Media Studies 300, 310W, 315, and 445.
5. New course.

Journalism and Media Studies
_AD STRAT & DIGITAL ANLYTS (C-5)_
JMS 566. Advertising Strategy and Digital Analytics Platforms (3)
   Prerequisites: Journalism and Media Studies 460 or 480, and Journalism and Media Studies 560 or 581, or consent of instructor.
   Strategy creation, implementation, and evaluation using digital analytics platforms. Digital analytics administration, monitoring, analysis, and reporting. Application of digital analytics to consumer advertising optimization.

6. New course.

Journalism and Media Studies
_ADV TOPICS ADVERTISING (C-4)_
JMS 567. Advanced Topics in Advertising (3)
   Prerequisites: Journalism and Media Studies 460 with a grade of C (2.0) or better.
   Admission to advertising emphasis, Major Code: 06041.
   Reading, investigation, and research in a specialized topic in advertising. May be repeated with new content. Maximum credit six units.

5. New course.

Journalism and Media Studies
_ADV TOPICS PUBLIC RELATNS (C-4)_
JMS 587. Advanced Topics in Public Relations (3)
   Prerequisites: Journalism and Media Studies 480 with a grade of C (2.0) or better.
   Admission to public relations emphasis, Major Code: 05992.
   Reading, investigation, and research in a specialized topic in public relations. May be repeated with new content. Maximum credit six units.

**SPEECH, LANGUAGE, AND HEARING SCIENCES**

1. Change in prerequisite.

Speech, Language, and Hearing Sciences
_SLHS 512. Phonological Acquisition and Disorders (3)_
   Prerequisite: Speech, Language, and Hearing Sciences 320 with a grade of C (2.0) or better. **Proof of completion of prerequisite required:** Copy of transcript.
   Phonology, phonological development, and phonological disorders as they relate to basic linguistic theory. Concepts considered through critical thinking and problem-solving.

Change: Addition of grade C or better and proof of prerequisite statements.
TELEVISION, FILM AND NEW MEDIA

1. Addition of prerequisite.

Television, Film and New Media
TFM 530. Selected Topics in Genre Studies for Television and Film (3)
   Prerequisites: Television, Film and New Media 160, 310, and 330. Open only to television, film and new media majors in upper division standing.
   Film and television genres (noir, western, comedy, musical, science fiction, soap opera, etc.) including key media texts, aesthetics, themes, history, and social context. May be repeated with new course content. See Class Schedule for specific content. Maximum credit six units.

   Change: Addition of prerequisites; none were listed prior.

2. Change in prerequisite.

Television, Film and New Media
TFM 550. Art Direction for Television and Film (3)
   One lecture and four hours of activity.
   Prerequisites: Television, Film and New Media 350; 361 or 362 for television, film and new media majors, and Theatre 440 for theatre majors, and consent of instructor. Proof of completion of prerequisites required: Copy of transcript.
   Aesthetic, technical, and practical aspects of design for television and film. Experience in scenic design, graphics, set decoration, budgeting, and scheduling.

   Change: Updates prerequisite to reflect Television, Film and New Media 360 renumbering to 362.

3. Change in prerequisite.

Television, Film and New Media
TFM 560. Advanced Film (3)
   Two lectures and more than three hours of activity.
   Prerequisites: Television, Film and New Media 314 (or consent of instructor), 361, and 362.
   Practicum in direction and production of dramatic and nondramatic film. Cameras, lighting, design, sound techniques, experience in university sponsored productions. Completion of a short film.

   Change: Updates prerequisite to reflect Television, Film and New Media 360 renumbering to 362.

4. Change in prerequisite.
Television, Film and New Media
TFM 571. Selected Topics in Director Studies (3)
Prerequisite: Television, Film and New Media 160, 310, and 330. Open only to television, film and new media majors in upper division standing.
Historical significance of and theoretical approaches to major media directors (Welles, Hitchcock, Spielberg, etc.) including breadth of work, cultural and generic contexts, aesthetic innovation, and recurring themes. May be repeated with new content. See Class Schedule for specific topic. Maximum credit six units.

Change: Addition of Television, Film and New Media 160 and 330.

5. Change in prerequisite.

Television, Film and New Media
TFM 573. Selected Topics in History of Film, TV, and Media (3)
Prerequisite: Television, Film and New Media 160, 310, and 330. Open only to television, film and new media majors in upper division standing.
Media history including cultural and generic developments, patterns of exhibition, technological influences, significant creative and industrial figures, commercial and social contexts. May be repeated with new content. See Class Schedule for specific topic. Maximum credit six units.

Change: Addition of Television, Film and New Media 160 and 330.
Date: March 11, 2014
To: SEC
From: Mary Ruth Carleton, VP University Relations and Development
Subject: Information

The Campaign for SDSU:

The Campaign for SDSU has reached a new milestone. Our Campaign total is now at $477 million toward the goal of $500 million. Two significant gifts to The Campaign were recognized on February 21st with the dedication of the J. Keith Behner and Catherine M. Stiefel Auditorium and Charles Hostler Hall in the renovated Storm/Nasatir Hall.

On March 7, SDSU recognized another significant gift to The Campaign with a ribbon cutting event for the Lee and Frank Goldberg Courtyard. The Goldberg Courtyard is in the Conrad Prebys Aztec Student Union which was also dedicated on March 7th and which recognizes a $20 million gift to SDSU from philanthropist Conrad Prebys.

Other gifts of note to The Campaign are:

Campanile Foundation Board Member and Alumnus Andy Esparza and his wife Karen, (also an alum) are gifting $50,000 to SDSU to support the College of Business Human Resources Program.

Alumna Danah Fayman has made a gift of $104,000 for an endowment for Special Internships in the Arts.

Alumnus Kenneth Kellett and his wife Darlene have committed to supporting the College of Business Administration through a bequest of $300,000.

Campanile Board Member and Alumnus Michael Pack and his wife and fellow Alumna Chris have pledged $22,000 to support the Pack International Business Scholars and the International Business Programs Fund.

Diane Gaske has established the Paul Gaske Memorial Scholarship Endowment in Forensics with a pledge of $25,000.
The Love Library has received several gifts in kind: $435,351 from Ed Marsh, books and materials for the Ed Marsh Special Collections; $108,100 from Camille Abbott Gurevitch, books and materials for Special Collections.

Alumnus Gilbert Harrison has made two gifts totaling just under $100,000. These gifts will support an endowed scholarship for veterans and an endowed scholarship for nursing students.

Campanile Foundation Board Member and Alumna Susan Salka is making a gift of $100,000 to support our Guardian Scholars Program.

We have received yet another pledge toward the Confucius Institute in the College of Arts and Letters. This pledge is for $2 million to support programs in the Institute.

Alumnus Anthony Ghio has committed to supporting our Athletic Program through a bequest of $100,000.

The College of Sciences has received a gift in kind of equipment from Illumina, Inc. The gift is valued at $130,000.

Longtime supporter and community leader Malin Burnham has made a gift of $30,000 to support the Basketball Performance Center Project.

Alumni Engagement:

We have launched a new, more user friendly on-living giving web site.

This is a critical step as we build our infrastructure for receiving donations. We now have the ability to utilize e-commerce, mobile and text giving in addition to the traditional media of phoning and direct mail.

Government & Community Relations:

Based upon a recommendation from the Strategic Plan’s Neighbor and Community Relations Working Group, in collaboration with Athletics, we are happy to announce that the speakers on the softball field have been replaced and relocated, to reduce the noise pollution that has proved problematic for our near neighbors over recent years.
Marketing and Communications:

Top line data from our National Branding and Marketing Campaign:

<table>
<thead>
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<th></th>
<th>Facebook Impressions (saw our ads)</th>
<th>Facebook Clicks (Clicked on our ads)</th>
<th>Twitter Impressions (saw our ads)</th>
<th>Twitter Clicks (Clicked on our ads)</th>
<th>YouTube Views</th>
<th>Google Adwords Impressions</th>
<th>Google Adwords Clicks</th>
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<td>Feb '14 totals</td>
<td>568,693</td>
<td>5,639</td>
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<td>2,564,319</td>
<td>9,165</td>
<td>816,601</td>
<td>10,924</td>
<td>28,545</td>
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Presidential and Special Events:

On Wednesday, February 12 President Hirshman and Vice President Carleton hosted the 5th Annual Scholarship Luncheon. Over 200 students, donors and campus leaders attended the annual event designed to connect scholarship recipients with their donors. Entertainment was provided by SDSU student entertainers. The program featured student speakers who shared their success stories and appreciation for philanthropic support. Ben ’69 and Nikki ’67, ’72 were honorary co-chairs. Nikki is also a board member of The Campanile Foundation.

On Tuesday, March 18 the Kyoto Prize Laureate in Advanced Technology, Dr. Robert Heath Dennard, is recognized at the Kyoto Prize Symposium held on the campus of San Diego State University. Dr. Dennard invented what is considered one of the most significant advances in computer technology Dynamic Random Access Memory (DRAM). The event is always well-attended by campus and community members as well as high school and college students from throughout southern California and Mexico.