CAL POLY
Academic Senate

Meeting of the Academic Senate
Tuesday, May 3, 2016
UU 220, 3:10 to 5:00 pm

I. **Minutes**: Approval of April 12, 2016 minutes (pp. 2-3).

II. **Communication(s) and Announcement(s)**: none.

III. **Reports**:
   A. Academic Senate Chair:
   B. President's Office:
   C. Provost:
   D. Vice President for Student Affairs:
   E. Statewide Senate:
   F. CFA:
   G. ASI:

IV. **Consent Agenda:**

ITEMS TO BE CONSIDERED BY ACADEMIC SENATE				
Program Name or Course Number, Title	**ASCC recommendation/ Other**	**Academic Senate**	**Provost**	**Term Effective**
CHEM 418 Neurochemistry (3), 3 lectures	Reviewed and recommended for approval 4/7/16.	On consent agenda for 5/3/16 meeting.		
CRP 456 Web Technologies for Planning (2), 2 lectures	Reviewed 3/10/16; additional information requested from department. Recommended for approval 4/7/16.	On consent agenda for 5/3/16 meeting.		

V. **Special Reports:**
   [TIME CERTAIN 4:30 p.m.] Q & A with President Armstrong.

VI. **Business Items**:
   A. **Resolution in Support of Cal Poly Participation in the Open Educational Resources Adoption Incentive Program of the College Textbook Affordability Act of 2015**, Dana Ospina, OER Task Force Chair, second reading (pp. 4-8).
   B. **Resolution on Credit/No Credit Grading (CR/NC):** Gary Laver, Academic Senate Chair, second reading (p. 9).
   C. **Resolution on Department Name Change for the Recreation, Parks, & Tourism Administration Department**, Bill Hendricks, Recreation, Parks, & Tourism Administration Department Head, first reading (pp. 10-17).
   D. **Resolution on Program Name Change: Humanities Program to Interdisciplinary Studies in the Liberal Arts:** Jane Lehr, Humanities Program Coordinator, first reading (p. 18).
   E. **Resolution on Department Name Change: Modern Languages and Literature Department to World Languages and Cultures Department**: John Thompson, Modern Languages and Literature Department Chair, first reading (p. 19).
   F. **[TIME CERTAIN 4:10 p.m.] Resolution on University-Wide Prompts for Student Evaluations of Instruction**, Ken Brown, Faculty Affairs Committee Chair and Dustin Stegner, Instruction Committee Chair, first reading (pp. 20-21).

VII. **Discussion Item(s)**:

VIII. **Adjournment**:

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, California 93407
ACADEMIC SENATE

Minutes of the
Academic Senate Meeting
Tuesday, April 12, 2016
UU220, 3:10 to 5:00pm

I. Minutes: <u>M/S/P to approve the Academic Senate minutes from March 1, 2016 and March 8, 2016 meetings with corrections to the March 8, 2016 minutes.</u> Link to the revised minutes: http://content-calpoly-edu.s3.amazonaws.com/academicsenate/1/minutes/15-16_minutes/sm030816.pdf

II. Communication(s) and Announcement(s): none.

III. Reports:
   A. **Academic Senate Chair (Laver):** Keith Humphrey welcomed Kari Mansager as the new Director for the Office of Diversity and Inclusivity.
   B. **President's Office (Enz Finken):** The strategic plan has been a topic of discussion for the cabinet for some time now. The next step is to set metrics and timelines to achieve the goals and visions of Cal Poly and tying it to Vision 2022.
   C. **Provost:** none.
   D. **Vice President Student Affairs (Humphrey):** Dr. Joe Campbell will be joining Cal Poly on July 1st as the Assistant Vice President for Student Affairs and Executive Director of University Housing. Student Affairs will be entering its third year of a three-year strategic plan. Beginning this summer, Student Affairs will be looking for volunteers to help with the visioning process for the student experience.
   E. **Statewide Senate (Foroohar/LoCascio):** Foroohar reported that the Statewide Faculty Affairs committee discussed the tentative agreement and is working on a resolution that requests more funding for research, scholarship, and creative activities. LoCascio reported that the Statewide Academic Affairs committee discussed whether or not terminal master's degree programs at the CSU should require 100% graduate classes and what it means to have a class cross referenced as both graduate and undergraduate.
   F. **CFA (Archer):** The tentative agreement and a FAQ is up on the CFA website.
   G. **ASI Representative (Monteverdi):** ASI is working on a voter registration campaign and have already registered about 3600 students out of their 5000 student goal. Students have started writing a resolution in response to the Resolution on Credit/No Credit Grading and are considering an endorsement for the report created by the Task Force on Optimizing Student Wellness.

IV. Consent Agenda:
   The following items were approved by consent: CE 425 Introduction to Railway Engineering (4), ENGR 301 Engineering Professional Success (1), and JOUR 320 Cal Poly Radio Laboratory (1).

V. Special Reports:
   A. **Campus Parking Operational Consulting Project:** George Hughes, Chief of Police, reported that the consulting company, Kimley-Horn, has been hired to look into campus parking. Vanessa Solesbee, Kimley-Horn, introduced herself and talked about the outreach to the campus community regarding the campus parking situation.

   B. **Office of the Registrar Update:** Cem Sunata, Registrar, reported that since this past fall, students are getting assigned a graduation date when they reach 75% degree progress, but the

date can be changed through an application. After an audit this spring, the office discovered that many students expected to graduate at the end of this quarter still have unmet requirements, so a notification was sent out to warn those students. The new registration program is working well for upperclassmen, but freshmen are getting displaced by sophomores taking freshman level courses. The current registration system allows students to waitlist up to 99 units per quarter, so a unit cap for the waitlist is being discussed.

VI. Business Item(s):

A. **Resolution Requesting that Cal Poly Administration Develop an Integrated Strategic Plan:** Sean Hurley, Budget and Long-Range Planning Committee Chair, presented a resolution for the Budget and Long-Range Planning Committee to work with administration in implementing and providing oversight to the newly developed strategic plan. M/S/P to move the Resolution Requesting that Cal Poly Administration Develop an Integrated Strategic Plan to a second reading. M/S/P to approve the Resolution Requesting that Cal Poly Administration Develop an Integrated Strategic Plan with the following amendments:

Line 24: ~~WHEREAS, In May 20 L4, Cal Poly President Jeffrey Armstrong provided the campus with a new vision statement, Vision 2022, which he developed from various campus conversations with faculty and staff; and~~

Line 28: ~~WHEREAS, The last formally written strategic plan for Cal Poly was developed in 2009 for the WASC accreditation before President Armstrong developed his Vision 2022 statement; and~~

Line 57: RESOLVED: That the Budget and Long Range Committee is charged to support the Administration in implementing and providing oversight to the newly developed strategic plan following the approval of the plan by the Cal Poly Academic Senate.

B. **Resolution on Settling the Contract Between the CSU and CFA:** The Resolution on Settling the Contact Between the CSU and CFA has been withdrawn.

C. **Resolution in Support of Cal Poly Participation in the Open Educational Resources Adoption Incentive Program of the College Textbook Affordability Act of 2015**: Dana Ospina, OER Task Force Chair, presented a resolution on behalf of the OER Task Force to gauge opinion on the mandatory plan for Open Educational Resources. This resolution will return as a second reading.

D. **Resolution on Credit/No Credit Grading (CR/NC):** Gary Laver, Academic Senate Chair, presented a resolution that requires a student to earn a C or higher to get credit in a credit/no credit class. M/S/P to move the Resolution on Credit/No Credit Grading (CR/NC) to a second reading.

VII. Discussion Item(s):

A. **UNIV 100 First Year Seminar:** A hearing was held regarding the UNIV 100 First Year Seminar. Gary Laver and Brian Tietje gave statements on their respective positions followed by a question and answer session with the Academic Appeals Committee and Senators.

VIII. Adjournment: 5:00pm

Submitted by,

Alex Ye
Academic Senate Student Assistant

Adopted:

ACADEMIC SENATE
Of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA

AS-__-16

RESOLUTION IN SUPPORT OF CAL POLY PARTICIPATION IN THE OPEN EDUCATIONAL RESOURCES ADOPTION INCENTIVE PROGRAM OF THE COLLEGE TEXTBOOK AFFORDABILITY ACT OF 2015

1 2 3	WHEREAS,	The significant rise in costs of textbooks is a barrier to college attendance, student access, and student success; and
4 5 6	WHEREAS,	This rising cost of textbooks and supplies affects all student but disproportionately students of lower income; and
7 8 9 10	WHEREAS,	Cal Poly's Inclusive Excellence initiative states that it is "everyone's responsibility to address diversity and campus climate issues" and that "all students should have the opportunity to succeed"; and
11 12 13	WHEREAS,	On October 8, 2015, Assembly Bill 798, "College Textbook Affordability Act of 2015", was signed into law by the Governor of California; and
14 15 16 17 18	WHEREAS,	The goal of AB 798 is to increase student access to high-quality Open Educational Resources (OER), reducing the cost of textbooks and supplies for students in course sections for which OER are to be adopted to thus accomplish cost savings for students; and
19 20 21	WHEREAS,	AB 798 creates an incentive program for CSU and CCC campuses for accelerated adoption of OER, up to an amount of $50,000 to the campus; and
22 23 24 25	WHEREAS,	To be eligible for the grant funds, AB 798 requires the Academic Senate to adopt a resolution in support of increasing access to high-quality OER, when possible, to reduce textbook costs and supplies for students; therefore be it
26 27 28 29	RESOLVED:	That the Academic Senate support faculty who opt to consider using high quality, low- or no-cost, accessible textbook alternations, such as the California Open Online Library for Education (www.cool4ed.org); and be it further
30 31 32	RESOLVED:	That the Academic Senate charge the Open Educational Resources Task Force with the development of a plan to be submit to the Chancellor's Office as requested in AB 798.

Proposed by: Open Educational Resources Task Force
Date: March 7, 2016

CSU The California State University
OFFICE OF THE CHANCELLOR

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December 18, 2015

MEMORANDUM

To:	CSU Presidents and Academic Senate Chairs

> RFP for up to $50,000 to support faculty development programs for adopting free and open educational materials **Attn: Provosts**

From: Steven Filling, Chair of the ASCSU

Meredith Turner, Assistant Executive Director, Chief Governmental Officer, CSSA

Gerry Hanley, Assistant Vice Chancellor, Academic Technology Services

Subject: AB 798 and the Open Educational Resources Adoption Incentive Program

Improving the affordability of a Cal State education continues to be part of CSU's strategy to provide "access to excellence." National and state surveys have indicated that one reason students take fewer courses is the cost of their course materials (e.g. textbooks). The CSU has been a champion of reducing the cost of course materials through its Affordable Learning Solutions Initiative (www.affordablelearningsolutions.org), and it is our pleasure to announce that the State of California has recently passed legislation that provides funding for campuses to support faculty and students choosing and using high quality, no-cost and low-cost course materials. This memo provides an overview of the funding opportunity, guidance for acquiring the funding, and upcoming support services that will help your campus be successful in acquiring the funding.

ABOUT THE LEGISLATION: The goal of the College Textbook Affordability Act of 2015 is to reduce the costs of course materials for California college students by encouraging faculty to accelerate the adoption of high-quality, no-cost and low-cost course materials, especially Open Educational Resources (OER). The legislative strategy will be implemented through the OER Adoption Incentive Program which provides funding for faculty professional development focused on significantly lowering the cost of course materials for students while maintaining the quality of materials. As part of the legislation, the State of California has allocated $3 million dollars for the program and each Cal State and California Community College campus can request up to $50,000 for their campus program.

WHAT ARE OPEN EDUCATIONAL RESOURCES (OER) and WHAT ARE OUR CHOICES? OER are high-quality teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and repurposing by others. You can find a wealth of OER at the California Open Online Library for Education (www.cool4ed.org), though you are not restricted to this collection of materials. You may also include other resources that are legally available and free of cost to students, such as your library's ebooks and ejournals, which are freely and legally available to all students. OER include, but are not limited to, full courses, course materials, modules, textbooks, faculty-created content, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.

1

HOW DOES YOUR CAMPUS ACQUIRE THE FUNDING? Your campus Academic Senate must complete two (2) requirements:
1. Adopt a resolution that states its support to increase student access to high-quality OER and reduce the cost of textbooks and supplies for students.
2. In collaboration with students and campus administration, create and approve a plan that describes evidence of the faculty's commitment and readiness to effectively use grant funds to support faculty adoption of OER.

These two requirements must be completed and submitted for review by June 30, 2016. For full details, review the legislation.

HELP IS AVAILABLE!   WE WANT YOU TO SUCCEED!

- Appendix A provides an overview of the suggested information to include as well as requirements for the campus plan to support faculty adoption of OER/no/low-cost course materials.

- We will be expanding the resources and support services on the California Open Online Library for Education website (www.cool4ed.org) by January 25, 2016. The resources and support services will include sample academic senate resolutions, sample templates for your proposal, easy access and discovery of OER, and more.

- We (Cal State University and the Online Learning Consortium) will be conducting a one-day conference/workshop series in Los Angeles to support Cal State University and California Community College campuses. This conference/workshop will take place **March 2, 2016** at the Crowne Plaza Hotel by LAX. Participants will learn about and discuss the following with colleagues:
  - The legislation (AB 798) and requirements for submitting proposals
  - The outcomes required for campus projects to receive the legislative funding, and many other benefits of a textbook affordability program on a campus
  - The tools, resources, and strategies for finding and adopting OER materials
  - Answers to questions that will help proposal development.

Other colleges and universities can attend the conference as well to learn about the policies, goals, and strategies for implementing a college textbook affordability initiative.

For more information about the conference, see:
http://onlinelearningconsortium.org/attend/collaborate/losangeles-2016/

- We will be conducting webinars in the Spring of 2016 to review the resources and services available.

- We will be distributing print and digital communications describing the opportunities and resources available.

- Members of the faculty-led California Open Educational Resources Council will be available to provide advice and guidance about OER. Leaders from California's higher education segments will also be in attendance to facilitate discussions.

- We will be sending out additional memos and communications via social media and an online community connected to the COOL4Ed website.

Thank you for your participation in this important initiative. We will continue to distribute information about support services in the spring of 2016. If you have questions about this program, please email cool4ed@cdl.edu .

cc: Timothy P. White, Chancellor
Loren Blanchard, Executive Vice Chancellor and Chief Academic Officer
Steve Relyea, Executive Vice Chancellor and Chief Financial Officer
Provosts and Vice Presidents for Academic Affairs
Vice Presidents for Student Affairs
Chief Information Officers
Directors, Academic Technology
Council of Library Deans
Managers, Campus Bookstores
Emily Magruder, Director, CSU Institute for Teaching and Learning
Directors, Faculty Development Centers

Appendix A:

Overview of Requirements for Campus Plan for Accelerating Adoption of Free and Open Educational Resources

Campus plan must include:
- Number of departments involved in the plan's implementation.
- Number of course sections where no-cost/low-cost open educational resources will be adopted.
- A contact person who will be responsible for:
  - The allocation of awarded funds in accordance with the proposed project
  - The reporting of outcomes of the project, in accordance with the RFP requirements
- Requests for up to $1,000 per course section along with the total amount requested. The maximum request is $50,000.
- Calculations describing how the campus will achieve greater than 30% cost savings in at least 10 course sections.
- Background on campus readiness to implement a college textbook affordability initiative.
- Description of how the faculty will learn about the California Open Online Library for Education and other existing OER. At their discretion, faculty may utilize appropriate resources for any of the 50 strategically selected lower division courses identified by the California Open Education Resources Council. See the Course Showcase at http://www.cool4ed.org/courseshowcase.html .
- Description of how the campus will provide access to OER materials for students, including how the campus will make hard copies of these materials available for students who lack access to these materials off-campus and make it possible for students with such access to print hard copies.
- Estimates of the percentage of cost savings for each course section calculated as follows:
  - The percentage of cost savings shall be the estimated decrease in the costs of books and supplies for a course section in the term resulting from the adoption of OER for that course section, divided by the costs of books and supplies for that course section in the preceding academic term with the typical courses materials (before OER was adopted).

NOTE: THE RFP WILL SPECIFY ALL PROPOSAL REQUIREMENTS AND PROVIDE AN EVALUATION RUBRIC. THIS OVERVIEW DOES NOT REPRESENT A FULL ACCOUNTING OF THE REQUIREMENTS FOR PROPOSAL FUNDING.

Deadlines and key dates:
- RFP will be available before February 1, 2016.
- June 30, 2016 - the deadline for a local academic senate of a campus of the CSU or the CCC to submit its resolution and plan to an online website (to be hosted by COOL4Ed).
- Within 60 days of receiving a campus' application, if the campus has satisfied all requirements, the California Open Educational Resources Council will make its grant award recommendations.
- No later than 30 days after the Council recommends the grant awards, the recommendations will be submitted to the Chancellor of the CSU. The CSU Chancellor shall award funding for grants to recipients (AB 798 has designated the CSU Office of the Chancellor as the administrative agent of the program). Funding for the California Community College campus grants will be transferred to the California Community College's Chancellor's Office for distribution to their campuses.
- By June 30, 2018, a campus may apply for a bonus grant equal to the amount of its initial grant if there is any funding remaining after the initial awards.

Adopted:

ACADEMIC SENATE
Of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA

AS-__-16

RESOLUTION ON CREDIT/NO CREDIT GRADING (CR/NC)

1 RESOLVED: That beginning Fall 2016, a grade of CR requires a student to earn a C
2 or higher in the course.

Proposed by: Academic Senate Executive
Committee
Date: March 29, 2016

Adopted:

ACADEMIC SENATE
Of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA

AS-___-16

RESOLUTION ON DEPARTMENT NAME CHANGE FOR THE
RECREATION, PARKS, & TOURISM ADMINISTRATION DEPARTMENT

1	WHEREAS,	The Recreation, Parks, & Tourism Administration Department (RPTA)
2		has requested the name of its department be changed to the
3		EXPERIENCE INDUSTRY MANAGEMENT DEPARTMENT to better
4		reflect the program the department is currently offering; and
5		
6	WHEREAS,	The request for this name change has been approved by the College of
7		Agriculture, Food and Environmental Sciences (CAFES) Curriculum
8		Committee, CAFES Academic Senate Caucus, RPTA Advisory Council,
9		and the Dean for CAFES; therefore be it
10		
11	RESOLVED:	That the name of the Recreation, Parks, & Tourism Administration
12		Department be changed to the EXPERIENCE INDUSTRY
13		MANAGEMENT DEPARTMENT.

Proposed by: the Recreations, Parks, & Tourism
Administration Department
Date: February 23, 2016

CAL POLY
SAN LUIS OBISPO

College of Agriculture, Food & Environmental Sciences
Dean's Office

MEMO

TO: Kathleen Enz Finken, Provost

FROM: Andrew Thulin, Dean

SUBJECT: Proposal Support: Recreation, Parks & Tourism Administration Department Name Change

DATE: October 9, 2015

I fully support the Recreation, Parks & Tourism Administration's proposal to change its name to the "Experience Industry Management Department."

The department has, over the course of several years, evolved its curriculum and faculty talent away from a traditional hospitality and tourism focus in order to better mirror the overall industry's evolution. Similarly updating the department name will provide Cal Poly a unique point of differentiation, better attracting top student and faculty from across the world, as well as better preparing graduates to have successful careers.

The department has devoted significant time to evaluating this opportunity, has consulted with numerous industry and academic sources, and is well-prepared to leverage this opportunity.

I encourage your support for department name change to Experience Industry Management. Feel free to contact me if you should have any questions regarding this request.

I support this proposal 10/26/15
KEFinke

CAL POLY
SAN LUIS OBISPO

Recreation, Parks, & Tourism Administration Department
College of Agriculture, Food & Environmental Sciences

Tel   805-756-1288
Fax   805-756-7508

December 9, 2015

To: Cal Poly Deans' Council

From: Bill Hendricks, Department Head
        Recreation, Parks, & Tourism Administration

Re: Proposal to Change Recreation, Parks, & Tourism Administration Department name to
Experience Industry Management

Enclosed is a proposal and justification to change the RPTA Department name to Experience
Industry Management. The enclosure also includes documents of support from Provost Kathleen
Enz Finken, CAFES Dean Andrew Thulin, the CAFES Curriculum Committee, and 16 letters,
mostly from RPTA Advisory Council members. The RPTA faculty respectfully asks for your
endorsement. We plan to present the proposal to the Academic Senate winter quarter.

CAL POLY
SAN LUIS OBISPO

Agribusiness Department

December 10, 2015

To: Andrew J. Thulin, Dean CAFES

From: Michael McCullough, Chair, CAFES Curriculum Committee

Re: Support for Recreation, Parks, & Tourism Administration Department name change to Experience Industry Management

In May and September 2015, the CAFES Curriculum Committee discussed the RPTA Department's proposed name change to Experience Industry Management. The committee recognizes the RPTA faculty's forward-thinking approach to their discipline, and academic and industry trends related to this industry and thus endorses the proposed department name change from Recreation, Parks, & Tourism Administration to Experience Industry Management.

CAL POLY
SAN LUIS OBISPO

Agribusiness Department
College of Agriculture, Food & Environmental Sciences

February 3, 2016

To: Andrew J. Thulin, Dean CAFES

From: Sean Hurley, Chair, CAFES Caucus

Re: Recommendation to change Recreation, Parks, & Tourism Administration Department name to Experience Industry Management

On February 3, 2016, the CAFES Caucus discussed the RPTA Department's proposed name change to Experience Industry Management. The committee concurs with the RPTA faculty's forward-thinking approach to their discipline. This change appears to be linked to academic and industry trends related to this industry. Thus, we endorse the proposed department name change from Recreation, Parks, & Tourism Administration to Experience Industry Management.

I support this proposal

17 Feb 2016

Proposal to Change Recreation, Parks, & Tourism Administration Department Name to Experience Industry Management

Experience Industry Management has emerged as a contemporary approach to the facilitation of experiences across all sectors of industries related to tourism, hospitality, event planning, outdoor recreation management, community recreation, and sport management. Experience Industry Management builds upon Pine & Gilmore's (1999) seminal book *"The Experience Economy."* In essence, designed, created, situated, and staged experiences become the foundation for guests, participants, customers, employees, and visitors as they engage in activities in diverse settings, including wineries, breweries, conventions, meetings, concerts, parks, sport venues, athletic events, festivals, restaurants, hotels, resorts, youth programs, community centers, employee experience programs, museums, farm tours, art galleries, etc. Individuals value these experiences because they are intrinsically motivated to enhance their quality of life and to create long-lasting memories of their life pursuits.

As hospitality has evolved from a commercial sector enterprise that focused primarily on lodging and food and beverage to now include public, non-profit, and private sectors, the emphasis on contemporary views of hospitality is paramount. The blending of tourism, travel, experiences, social media, travel platforms, sustainability, food, wine, culinary arts, culture, sports, outdoor recreation, conventions and meetings, and events in an academic program is possible with a shift in the Recreation, Parks, & Tourism Administration program to the cutting-edge approach to a discipline of managing experiences.

Acknowledging that the RPTA Department already has a nationally recognized faculty and progressive curriculum, with moderate revisions to the current major and with the synergies afforded by other academic departments in the CAFES and other colleges, highlighting experience industry management is a relatively simple task. The current RPTA major can be repackaged as *Experience Industry Management* allowing the program to become a leader in developing Cal Poly graduates who will contribute to an industry that is an economic driver and catalyst for the high quality of life of Californians. The first step in this process is a proposed name change for the department.

The timing for a change to *Experience Industry Management* is now. CAFES is embarking upon several initiatives and projects including a center for wine and viticulture on campus, an agriculture event center, Swanton Pacific Ranch facilities, new rodeo facilities, and curricula centered around fermentation sciences, brewing, distilling, tasting and sensory sciences. Coinciding with the future plans at Cal Poly, the California wine, brewery, and distillery industries now recognize that they are firmly entrenched in the hospitality and tourism sector. Few universities across the country can replicate the marriage between FSN, WVIT, and RPTA and other academic programs that will allow Cal Poly to be at the forefront nationally in the development of experience industry management as an academic program.

Although a few other CSU related academic programs have recently commenced with name changes to include hospitality, none have incorporated experience industry management in a program title (see Table 1). BYU has added an Experience Industry Management emphasis within the Recreation Management B.S. degree and for three years has hosted an annual

1

Experience Industry Management conference. In recent conversations with the BYU faculty, they will likely change the department name to Experience Industry Management this academic year. In addition, for the past seven years, faculty at Texas A&M have been working on the conceptual advancement of experience industry management and the convergence of industries and academic disciplines that support this newly developing view of parks, recreation, tourism, hospitality, employee services, and related disciplines. Moreover, a recent article (Duerden, Ward, & Freeman, 2015) in our discipline's leading scholarly journal the *Journal of Leisure Research,* emphasized the integration of leisure, marketing, and tourism to conceptually propose a cross-disciplinary framework for the provision and understanding of structured experiences.

As disciplines centered on experiences and engagement evolve, variations to the approach of this industry will obviously emerge. For example, the University of Indianapolis now offers a B.A. in Experience Design that focuses on interactive and multisensory experiences. Of some confusion is the concurrent emergence of User Experience Design that primarily emphasizes computer-based interfaces. The RPTA faculty believes that *Experience Industry Management* avoids these issues and is a more holistic approach to this evolving academic program area of study.

Table 1
CSU Programs

Campus	Previous Department Name	Previous Degree Name	Current Department Name	Current Degree Name(s)
CSU, Chico	Recreation and Parks Management	Recreation Administration	Recreation, Hospitality & Parks Management	Recreation Administration
CSU, Northridge	Recreation and Tourism Management	Recreation	Recreation & Tourism Management	Tourism, Hospitality & Recreation Management
CSU, East Bay	Recreation	Recreation	Hospitality, Tourism and Recreation	Hospitality & Tourism; Recreation

The RPTA faculty has unanimously approved by a vote of 6-0, with one abstention, a proposal to change the Department name to *Experience Industry Management.* Moreover, RPTA Advisory Council members are confident that this change will place Cal Poly at the forefront of this approach to our discipline around the country. Similarly, a report completed in December 2015 by Dr. Stuart Mann, a consultant hired to advise Cal Poly regarding the feasibility of an expanded hospitality management program, recommends that RPTA change its name to *Experience Industry Management.* This department name will more accurately represent the careers that RPTA students pursue and the interests of incoming students. Less than 10% of current RPTA students choose a concentration aligned with traditional park and recreation career paths. Nearly 65% of RPTA's 300 students are in the Event Planning and Management and Hospitality and Tourism Management concentrations and our graduates pursue careers in

numerous experience management settings (see Table 2). With the department name change, forthcoming curriculum revisions, and the concerted efforts among multiple CAFES departments and other colleges, Cal Poly will quickly be able to emerge as a leader in the experience industry management academic world.

Table 2
RPTA Alumni

Alumni Sample Position Title	Employer
Tourism Sales & Marketing Manager	Gate 7 Australia
Director of Client Services	INCA International Nature & Cultural Adventures
Astronaut Sales Representative	Virgin Galactic
General Manager	Chateau Margene Winery
Director U.S. Marketing	Visa Inc.
General Manager	Colorado State Fair
Senior Account Executive	Eventbrite
Corporate & Private Event Director	San Francisco Maritime National Park Association
Convention Sales Director	Visit Anaheim
Event Services Specialist	George P. Johnson Experiential Marketing
Owner & Race Director	All Out Events
Senior Manager, Suite & Premium Services	Sacramento Kings
Customer Success Manager	DoubleDutch
Director Recreation & Community Services	City of Mission Viejo
Direct to Consumer Marketing Manager	Jackson Family Wines
Worldwide Corporate Events	Apple
Director Programs and Events	San Francisco Chamber of Commerce
Tourism Manager	City of San Luis Obispo
Global Event Marketing	eBay Inc.
Venue Manager	Devine Ranch, LLC
Senior Manager, Travel Trade Development	Visit Napa Valley
Director of Airports	San Luis Obispo County
General Manager	Hampton Inn and Suites
Global Event Strategy	Cisco
Associate Hotel Account Manager	Hotwire.com
Catering Sales Manager	The Ritz-Carlton, Marina Del Rey
Event Coordinator, Employee Experience	LinkedIn
Director of Business Operations	Mammoth Mountain Ski Area
Marketing Coordinator	USA Waterpolo
Associate Director Human Resources	Fox Film, TV & Sports
Director of Sales & Marketing	Santa Cruz County Conference & Visitors Bureau
President	Los Angeles Angels RBI League
Global Business Development Coordinator	Santa Monica Travel & Tourism

Adopted:

ACADEMIC SENATE
Of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA

AS-__-16

RESOLUTION ON PROGRAM NAME CHANGE: HUMANITIES PROGRAM TO INTERDISCIPLINARY STUDIES IN THE LIBERAL ARTS

1 2 3 4 5	WHEREAS,	The Humanities Program in the College of Liberal Arts has requested the name of its program to be changed to INTERDISCIPLINARY STUDIES IN THE LIBERAL ARTS to better reflect the program currently being offered; and
6 7 8 9 10 11 12	WHEREAS,	The program now offers four Science, Technology, and Society minors that are truly interdisciplinary in nature, spanning the humanities, social sciences, communications, arts, interdisciplinary areas within the liberal arts (i.e., women's and gender studies, ethnic studies, liberal arts, and engineering studies), and STEM and other areas outside the college; and
13 14 15	WHEREAS,	The courses offered by the program now carry the ISLA prefix as approved in the last curriculum cycle; and
16 17 18 19 20	WHEREAS,	The request for this name change has been approved by the College of Liberal Arts Dean's Council, the College of Liberal Arts Academic Senate Caucus, and the Dean for the College of Liberal Arts; therefore be it
21 22 23	RESOLVED:	That the academic Senate approve a name change from the Humanities Program to INTERDISCIPLINARY STUDIES IN THE LIBERAL ARTS.

Proposed by: Jane Lehr, Coordinator
Humanities Program
Date: January 8, 2016

Adopted:

ACADEMIC SENATE
Of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA

AS-___-16

RESOLUTION ON DEPARTMENT NAME CHANGE: MODERN LANGUAGES AND LITERATURE DEPARTMENT TO WORLD LANGUAGES AND CULTURES DEPARTMENT

1 2 3 4 5	WHEREAS,	The Modern Languages and Literature Department has requested the name of its department to be changed to the WORLD LANGUAGES AND CULTURES DEPARTMENT to better reflect the program the department is currently offering; and
6 7 8 9 10	WHEREAS,	The CSU uses "World Languages and Cultures" as the degree code for our current major program and major programs similar to it at the other CSUs, namely Monterey Bay and Northridge, whose departments or programs are similarly named; and
11 12 13 14	WHEREAS,	The department's curriculum proposal for the 2017-19 catalog incorporates the degree change to World Languages and Cultures, B.A. and the prefix change to WLC; and
15 16 17 18 19	WHEREAS,	The request for this name change has been approved by the College of Liberal Arts Dean's Council, the College of Liberal Arts Academic Senate Caucus, and the Dean for the College of Liberal Arts; therefore be it
20 21 22 23	RESOLVED:	That the Academic Senate approve a name change for our department from the Modern Languages and Literatures Department to the WORLD LANGUAGES AND CULTURES DEPARTMENT to take effect with the new 2017-19 catalog in summer 2017.

Proposed by: John Thompson, Chair Modern Languages
and Literature Department
Date: March 21, 2016

Adopted:

ACADEMIC SENATE
of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA

AS-___-16

RESOLUTION ON UNIVERSITY-WIDE PROMPTS FOR STUDENT
EVALUATIONS OF INSTRUCTORS

1 2 3 4	WHEREAS,	The 2014-2017 Collective Bargaining Agreement mandates that "Written or electronic student questionnaire evaluations shall be required for all faculty unit employees who teach" (15.15); and
5 6 7	WHEREAS,	Cal Poly Academic Senate resolution AS-759-13 RESOLUTION ON STUDENT EVALUATIONS states the following:
8 9 10 11		"the Academic Senate requires that student evaluations include university-wide questions and the opportunity for students to provide written comments on teaching and course effectiveness"
12 13 14 15 16		"the Academic Senate designate[s] the Instruction and Faculty Affairs Committees as the appropriate committees for making potential revisions to university-wide student evaluation questions in the future, and these revisions are subject to approval by the Academic Senate"; and
17 18 19	WHEREAS,	The upcoming transition to online student evaluations of instructors requires all programs to adapt their evaluation instruments to the online evaluation system; therefore be it
20 21 22	RESOLVED:	That the Academic Senate adopt university-wide instructor evaluation prompts in the attached Report on University-Wide Prompts for Student Evaluations of Instructors; and be it further
23 24 25 26	RESOLVED:	That the Academic Senate require these university-wide evaluation prompts be included in all student evaluations of instructors upon the campus-wide rollout of the online evaluation system; and be it further
27 28 29 30	RESOLVED:	That the Academic Senate require both the evaluation questionnaire and the reports of results to distinguish these two university-wide evaluation prompts from additional questions or prompts colleges or programs may include in their evaluation instruments; and be it further
31 32 33	RESOLVED:	That the Academic Senate request that the office of Academic Personnel work with colleges and programs to facilitate the inclusion of the two university-wide evaluation prompts in each college or program evaluation instrument.

Proposed by: Faculty Affairs Committee, and
                   Instruction Committee
Date: February 25, 2016

**Report on University-Wide Prompts for Student Evaluations of Instructors
By the Academic Senate Instruction and Faculty Affairs Committees
February 24, 2016**

Academic Senate resolution AS-759-13 required that two prompts be included in all student evaluations of faculty. These prompts asked students to express their level of agreement or disagreement with statements that their instructors and courses were "educationally effective." This resolution also empowered FAC and IC in the task of formulating any revisions to these questions.

FAC and IC have also assisted the office of Academic Personnel in the project of implementing online evaluations. In Winter 2016 the FAC and IC chairs and the AVP of Academic Personnel presented a progress report on the status of the online evaluation system to the Senate Executive Committee and then to the Academic Senate. At those presentations senators expressed their disapproval of the formulation of the questions that the Senate had formerly approved in the above-mentioned resolution.

FAC and IC have re-examined these questions and propose to the Senate the following revised prompts as comprising the two prompts to be implemented university-wide on all student evaluations of instructors:

> "Assign an overall rating to this course."
> "Assign an overall rating to this instructor."

FAC and IC propose the following scale for responses to these prompts:

> "5 = Excellent"
> "4 = Above Average"
> "3 = Average"
> "2 = Below Average"
> "1 = Unsatisfactory"

The rationale for the language of these prompts is directness in asking students to provide their opinions about their instructors and courses according to a scale that should seem reasonable for the task at hand. This is simply a focused revision to the formerly proposed prompts and response scale in the report appended to AS-759-13, which allows all else in that report to remain in effect.

These two prompts would be common to all evaluation instruments for every course evaluated at Cal Poly as of Fall 2016, the proposed timeframe for implementing online evaluations across the university. They would be built into the online evaluation system. Colleges and Programs have their own evaluation instruments, which would comprise an additional layer of questions or prompts in evaluation instruments for courses offered within each college/program. The office of Academic Personnel will assist all programs/colleges with the project of adapting their current evaluation instruments to the new online system. This is the right time for colleges and programs to reassess their evaluation instruments in light of these two university-wide prompts, and to determine whether any change to existing questions or prompts is appropriate given the formulations of these two university-wide prompts.