

Minutes

of the Academic Senate Meeting
October 16, 2024

PRESENT: Barding, Blumenfeld, Cayer, Edens, Fallah Fini, Gad, Gekara, Givens, Guerrero, Hanink, Husain, John, Korah, Kumar, Monemi, Moore, Newman, Osborn, Pacleb, Puthoff, Quinn, Sharma, Shen, Sotoudeh, Sung, Valentine, Wachs, Welke, Wheeler, Yazdani, Yoo

Proxies: Senator Yazdani for Senator Adams, Senator Monemi for Senator Hoikkala, Chair Kumar for Senator Myers, Senator Wachs for Senator Vallejo

Absent: Small, Roy

GUESTS: M. Akers, J. Alvaraz, J. Avalos, B. Brown, C. Chavez-Reyes, J. Chong, S. Coley, C. Dabas, G. Davidov, A. DeRosa, M. Elrod, D. Estudiante, D. Franklin, Y. Garcia, T. Gomez, D. Gonzalez, N. Hawks, K. Huh, Y. Iltchi, C. LaMunyon, K. Lindell, C. Johnson, M. Jones, A. Ketsdever, C. Koos, L. Massa, J. McGuthry, M. Peppers, J. Pitt-Parker, L. Preiser-Houy, B. Quillian, A. Rapport, L. Rotunni, J. Saclolo, C. Santiago-Gonzalez, O. Sawyerr, M. Shadrick, B. Tuck, N. Von Glahn, J. Wagoner, C. Wyrick

1. Academic Senate Meeting Minutes – September 18, 2024

The September 18, 2024 Academic Senate Meeting minutes are located on the Academic Senate website at https://www.cpp.edu/senate/documents/minutes/2024-25/academic_senate_minutes_09.18.24_posted.pdf.

M/s/p to approve the September 18, 2024 Academic Senate Meeting minutes.

2. Information Items

a. Chair's Report

The Chair's Report is located on the Academic Senate website at <https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/chairs-report-oct-16-20241.pdf>.

Chair Kumar reported that at the September meeting during the *Academic Affairs Budget Update*, there was a request to break down the salary numbers presented by faculty, staff, and MPP salaries. Chair Kumar presented the following numbers, noting that the budget continues to change through most of fall:

Tenure-line faculty:	\$ 74.4 million
Temporary faculty:	\$ 35.1 million
Including assigned time replacement allocations	
Staff:	\$ 29.0 million
MPP:	\$ 9.7 million
Updated total:	\$ 148.2 million

Chair Kumar mentioned that in response to questions about spending on branding, there is a presentation on *Coordinated Enrollment and Awareness Efforts* on today's agenda. There was also a request for an update on Title IX so there is an update on the Cozen Implementation Plan on the agenda also.

There are two campus-wide CPP Budget Town Hall meetings scheduled for Tuesday, November 5, and Thursday, November 7, during U-hour. The forums will provide a comprehensive overview of CPP's budget. The forums will be both in person and by webinar. More information will be sent later in the week.

Chair Kumar stated that there have been two General Education (GE) Town Halls to discuss the updated set of GE requirements established by the Chancellor's Office. The new GE pattern is required to be in place for first-time students by fall 2025. There is a referral with the GE Committee, [GE-001-245, General Education Update](#). The GE Committee is chaired by Senator Guerrero. Chair Kumar reminded senators to consult with their constituencies to get feedback on the referral.

The Executive Committee received a presentation on the 2024-25 commencement schedule. The schedule will have twelve ceremonies with the larger colleges having two ceremonies. The schedule is as follows:

- Friday, May 16, 2025
 - 8:00 a.m. – Don B. Huntley College of Agriculture
 - 12:00 p.m. – Collins College of Hospitality Management
 - 3:00 p.m. – College of Engineering #1
 - 7:30 p.m. – College of Engineering #1
- Saturday, May 17, 2025
 - 8:00 a.m. – College of Business Administration #1
 - 12:00 p.m. – College of Business Administration #2
 - 4:00 p.m. – College of Science #1
 - 7:30 p.m. – College of Science #2
- Sunday, May 18, 2025
 - 8:00 a.m. – College of Letters, Arts, and Social Sciences #1
 - 12:00 p.m. – College of Letters, Arts, and Social Sciences #2
 - 4:00 p.m. – College of Environmental Design
 - 7:30 p.m. – College of Education and Integrative Studies

Commencement student registration and tickets will be available in the spring.

Chair Kumar announced that there are quite a few [service opportunities](#) listed on the Academic Senate website and there are some “at-large” vacancies for Academic Senate Standing Committees. The Academic Senate needs a parliamentarian, if any senator is interested, please contact the Academic Senate Office at senate@cpp.edu.

Chair Kumar conveyed that feedback and suggestions are always welcome, and if there is an issue that needs to be followed up on, please contact herself or the Academic Senate Office.

Issues that are discussed in the Executive Committee Meetings are captured in the Executive Committee [minutes](#) which are publicly available.

Chair Kumar added that she does have Academic Senate Offices hours on Wednesdays from 12:30 to 2:30 p.m. in 98-P2-008 (Academic Senate Office) or via Teams.

b. President's Report

President Coley commented that she is pleased to have the opportunity to speak about the progress the university is making, the opportunities for continued growth, and the challenges that Cal Poly Pomona is facing.

She announced that Vice President McGuthry is working on an artificial intelligence (AI) initiative focused on faculty and staff development around AI. Artificial intelligence is already taking hold across the universities, and faculty and staff need to be aware of and respond to the various needs and opportunities. More information will follow, including an update on the development of an AI Innovation Hub for the campus.

President Coley mentioned that Ysabel Trinidad, Vice President for Administration and Finance & CFO, is stepping down and is on vacation from October 10 until December 30, 2024, when she will be stepping down from her permanent role. Michelle Cardona will oversee the division through the remainder of the calendar year and then assume the role of Interim Vice President for Administration and Finance and CFO, effective December 31, 2024. Ms. Cardona brings a wealth of knowledge and experience, having served as our Associate Vice President for Financial Services and Controller since 2022, where she was instrumental in leading financial operations and supporting the university's strategic objectives. She brings over 20 years of experience in audit and accounting, Ms. Cardona has been an invaluable contributor to Cal Poly Pomona. Her leadership in implementing system enhancements, drafting campus-wide policies and managing significant finance projects, most notably administration of \$176M in Higher Education Emergency Relief Funding, has been exemplary.

The President re-stated that Cal Poly Pomona was one of nine out of twenty-three campuses to achieve its enrollment targets. While the university continues to receive large numbers of applications and admits, the yield rate remains a challenge. The yield rate is defined as the gap between the number of students admitted and the number of students enrolled. The yield rate is not just a problem for Cal Poly Pomona, but it is a problem for most of the Southern California campuses. It results from competition between campuses and with community colleges. The university is working diligently to address societal and statewide shifts resulting from demographic declines.

President Coley added that there is a two-part budget town hall on **Tuesday, Nov. 5** and **Thursday, Nov. 7, 2024**, during U-hour. The forums will provide a comprehensive overview of CPP's financial position in the context of national enrollment trends, the California State budget, and CSU funding models. They will provide insights on how institutional reserves support the campus operating budget. The goal is to ensure the entire campus is aware of

the budget, including reserves, and how they are designated or undesignated. More information will be sent out in the near future.

A new enrollment and awareness campaign spearheaded by Strategic Communications will be launched. There continue to be challenges in recruiting and enrolling students, and there is increased competition for traditional students. The campaign will communicate to prospective students, and their families the power of a Cal Poly Pomona degree, as well as the benefits of attending a polytechnic university. It is critical to understand that the breadth of this work is not a logo; it is a methodology for targeting potential student populations, both at a university level, but it is important to highlight the strengths, opportunities, and cultures of the specific colleges on campus.

College of Engineering Senator Sotoudeh commented that the drop in yield could be a result of the access to multiple universities. In the past, students would just apply to their local university, but now they have access to universities across the world. She added that in her opinion, as long as enough students enroll at CPP, and pay tuition, the university “should be okay”. Of course, work needs to be done to attract students to the campus, but it does not feel like these are desperate times. The information presented seems to suggest that yield numbers are being used as a substitute for actual admission numbers. Why is the yield number of concern instead of the actual enrollment number, which is increasing?

President Coley responded that within the eight colleges, some have seen up to a 43% decline in enrollment. The yield continues to be monitored because there are some colleges, like engineering, which have a large application pool from which to draw a significant percentage of students. Other colleges do not have this advantage. This is why the campaign focuses on elevating and spotlighting all the colleges. The yield in the College of Engineering may be 30 to 40 percent, but in other colleges, it is down to 10 to 12 percent. The goal is to increase the yield in all the colleges, not just look at the university enrollment rates.

In the past, the approach was, “Cal Poly Pomona is here, apply and students will be admitted.” The enrollment decline is expected to continue. Additionally, students and their parents are questioning the benefit of a college education. This is particularly true for first generation students who may not see beyond their college years and see the benefit of their education. This is where we, as a university, need to make them more aware of how an education will benefit them.

Senator Wachs, speaking on behalf of Senator Vallejo who was not able to attend the meeting, asked if there was any data on the impact of the rebranding and whether it is having an effect on applications of student response to the campus.

President Coley responded that the enrollment and awareness campaign has not been initiated. What is apparent is that the yield is decreasing because students are applying to multiple universities and there is increased competition for students, particularly in the Southern California area. Today’s presentation regarding Outreach and Enrollment Management will show how the university is going to focus on enrolling more undergraduate

students. President Coley added that she will be happy to provide the data once it is available.

c. [Provost's Report](#)

The Provost's Report is located on the Academic Senate website at https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/provosts_report_to_academic_senate_2024.10.16-1.pdf.

Provost Gomez gave an update on the current college dean searches. The search committee for Don B. Huntley College of Agriculture Dean is scheduling semi-finalist interviews for November. The expectation is to have finalists on campus before the end of the fall term.

The Provost introduced the Interim Dean of the University Library, Dr. Marla Peppers. Dr. Peppers is on loan from the California State University, Los Angeles. The search for the permanent dean has begun and should be completed by spring.

Dr. Gomez announced that there is a new Bronco Applicant Portal for fall 2025. It was developed through a cross-divisional collaboration and will replace MyCPP for new applicants. The new portal will streamline the application process. It will go live on October 22 and will provide applicants with access to essential tools and resources, including viewing To-Do Lists and holds, exploring campus events, learning about financial aid and scholarships, accepting their admissions offer and registering for orientation. It will be a "one-stop shop". One exceptional feature is that admitted students will receive a personalized digital admissions letter.

The Graduation Initiative 2025 (GI 2025) Symposium will be held October 28 through 30, 2024. All campus members are invited to register for the livestream of the symposium. The theme for this year is "*Building for Equity: Finishing Strong and Framing Success*". The event will celebrate the CSU system's student success efforts while also looking forward to innovative ways to continue this work.

National Transfer Student Week is from October 21 through 25, 2024. It is also the 10-year anniversary of PolyTransfer, with a celebration on Tuesday, October 22. Throughout the week, students can explore valuable resources tailored specifically for transfer students, including opportunities to connect with campus organizations, learn about financial literacy, and career planning.

The Office of Student Success, Equity and Innovation is hosting a Faculty Mentor Certificate Workshop series. The goal of these sessions is to provide faculty mentors with key strategies and resources to effectively support their students. New and seasoned faculty mentors are invited to attend any or all of the events. Faculty who attend at least four workshops this year will earn a Faculty Mentor Certificate. For more information, see [Faculty Mentor Certificate Workshop Series](#).

The Graduate Resource Center (GRC) is hosting a series of workshops and events in support of graduate students. These events primarily focus on academic support but also address key concerns like mental health. They play a crucial role in nurturing the graduate culture at Cal Poly Pomona. Most events are led by faculty, so if any faculty member has an idea for a workshop, please contact AVP Laura Massa. Details on upcoming events are available on the [Graduate Resource Center website](#).

Provost Gomez noted that faculty continue to be highly productive in research submissions by submitting extramural proposals. Several large grants, totaling over \$10 million, have already been secured this year. It is expected that this will be a banner year for grants.

Faculty conducting human subjects research have submitted over four hundred protocols for review to the Institutional Review Board (IRB). Similarly, thirty-one animal research protocols were reviewed by the Institutional Animal Care and Use Committee (IACUC). These committees monitor the research and research facilities across the campus. Both the IRB and the IACUC play a significant role in protecting research subjects and researchers. Federal regulations require the university to maintain both committees to remain eligible for federal grants.

Systemwide **Department Chair Training** will be in person at CSU Fullerton on October 28 and 29. The registration deadline is Friday, October 18, 2024. The Office of Faculty Affairs will pay the registration fees and travel expenses for department chairs who wish to participate.

Dr. Bruce Brown from Economics asked if the new Bronco Applicant Portal will be used for graduate students. Provost Gomez responded that, at the moment, it is for undergraduate students only.

d. Vice Chair's Report

NEW REFERRALS: (4)

AA-001-245	Committee for Academic Freedom and Free Expression – Returned to Author
AA-002-245	2025-26 Academic Calendar with Five Year Projection
AP-001-245	Elevation of the Educational Leadership Option in the Master of Arts in Education to a full Master of Science in Educational Leadership degree (State-Support)
FA-002-245	Enhancing Transparency in MPP Search Committee Selection

SENATE REPORTS FORWARDED TO PRESIDENT: (0)

PRESIDENT RESPONSES TO SENATE REPORTS: (0)

EP-002-223	Academic Senate Representation for Part-Time Lecturer Faculty – Not Accepted
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Vice Chair Hanink read the following President's Response for Representation for Part-Time Lecturer Faculty: "The Academic Senate recommended changes to the Academic Senate Constitutional Amendment regarding the addition of two part-time lecturer senators. I appreciate the time and thoughtful discussions between the Executive Committee and the Provost regarding concerns about inequalities and possible compensation. However, these concerns have not been resolved; therefore, I cannot approve the recommendation."

e. ASCSU Report

Senator Wachs reported the CSU Statewide Senate recently approved a proposal for lecturer representation. The proposed amendments to the ASCSU Constitution are out for a faculty vote to ratify the changes. This amendment is likely to pass, and it would be beneficial if Cal Poly Pomona had the same kind of representation for lecturers.

One aspect that was not well understood regarding the new General Education (GE) pattern is that it elevates GE to a statewide level, which has not been done before. Senator Wachs mentioned that there are faculty from the California Community Colleges and CSU working on development of Common Course Numbering (CCN) Course Templates. She added that this activity involves not just aligning the course numbers, but also the course descriptions and the expanded course outlines. Senator Wachs expressed concern that CCN would be imposed on the CSU campuses, impacting pedagogy at the CSU level. (Note: that it was later confirmed that the CCN is only applicable to California Community Colleges.)

Senator Wachs also commented on concerns about faculty compensation. The current payroll challenges are a statewide problem, and there has been much discussion about how the CSU Academic Senate could address the inconsistencies in payment, overpayments, demands for money back, and the general treatment of faculty regarding payment.

Senator Monemi asked about the process in which lecturers would be elected to the ASCSU and whether there would be compensation for the lecturer senators. Senator Wachs responded that the ASCSU adopted the constitutional change to include three lecturer senators, who are not counted as campus representatives, elected to the ASCSU Senate. The three lecturer senators would be elected from a pool where each campus would have elected one representative, and that representative would be elected in the same manner that senators are currently elected. The lecturer representatives would receive release time in the same manner as all ASCSU Senators.

There was further discussion on how the development of Common Course Numbering would impact Cal Poly Pomona. However, this course numbering is not applicable at the CSU level; it only affects the California Community Colleges.

f. Budget Report

The Budget Report is located on the Academic Senate website at https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/2024.10.16_budget-committee-report.pdf.

Senator Valentine reported that the committee met with Jared Ceja, Foundation CEO, and Tariq Marji, Foundation CFO, on October 9, 2024. The **Cal Poly Pomona Enterprises Operating, Capital Budget and Proforma** presentation is located on the Academic Senate website at https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/cpp-enterprises_budget-presentation-fy24-25_academic-senate.pdf.

CPP Enterprises (Foundation) is a non-profit auxiliary organization, separately organized legal entities, created to support student success and the educational mission of the CSU by providing instructional and services support not normally furnished by the state budget. The organization limits university and CSU liability and is completely self-supporting and generates funds for the university. CPP Enterprises allows for greater entrepreneurial flexibility for the benefit of students, faculty, staff, alumni, and the wider CPP community. They play a critical role in student success by supporting a variety of campus services.

Senator Valentine went over the budget numbers from the presentation. The Foundation budget covers some of the operating costs for buildings and ground maintenance. The Foundation offers valuable work experience and hands-on training to approximately 1,500 Cal Poly Pomona students each year. They also contribute to direct scholarships, including the regalia waiver and Instant Access Complete subsidies.

The budget gets approved by May, which is according to the CSU policy that the budget needs to be approved before the beginning of the fiscal year. The 2024-25 revenues are approximately \$74 million with a surplus of about \$2.3 million (for details, see slide 28 of the Enterprises presentation). Things taken into consideration for this year's budget were the wage increases, inflation, and Kellogg West construction. Foundation covers all of their campus capital maintenance costs and contributes to stateside whenever possible. They are actively seeking community partnerships for future projects.

Senator Valentine stated that the next Budget Committee meeting is Wednesday, November 20, 2024 with John McGuthry, VP and CIO, Information Technology and Institutional Planning.

g. CFA Report

Senator Puthoff reported that the CFA is hosting its own public conversation on the issues related to budget and payroll on October 24, 2024 during U-hour. The event will be in the Engineering Meadow in front of building 15.

The CFA is hosting a social event, **Run, Walk, Roll**, which is an opportunity to get some exercise on campus. Meet in front of the library on Wednesday, October 23rd at noon, and then take a walk or jog around the campus.

Senator Puthoff mentioned that there are opportunities for union members to get involved in the November election and help elect pro-education candidates, both locally and nationally. If interested, please contact any CFA officer.

h. ASI Report

Senator Wheeler reported that the ASI Action Plan was approved by the Student Senate. The ASI Student Government hosted a town hall meeting to discuss the ASI Action Plan, budgetary concerns, and the new Time, Place, and Manner Policy and how that affects students organizing.

ASI has finished filming a few of the introductory student leader videos that will be on the ASI Instagram page (@asicpp). Those videos will be available in the next couple of weeks.

i. Staff Report

The Staff Report is located on the Academic Senate website at <https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/10.16.24-staff-report.pdf>.

Senator Valentine reminded that **Wall of COOL** nominations for 2025 are due on Friday, October 18, 2024. The **Wall of COOL** recognizes excellent courses that effectively use technology to enhance student learning and success.

The 20th Annual Cybersecurity and Awareness Fair is Thursday, October 17 from 10:00 a.m. to 2:00 p.m. This year's theme is "Cybersec Interactive: Unleashing the Power of AI in Cybersecurity." CSAF brings together experts, professionals, students, and interested individuals to discuss the latest trends, technologies, and best practices in cybersecurity.

The Great American ShakeOut and campuswide evacuation drill will also take place on Thursday, October 17.

3. Academic Senate Committee Reports – Time Certain 3:45 p.m.

a. AP-014-234, Geography, B.S. - CSU Degree and CIP Code Change – **SECOND READING**

The second reading of AP-014-234, Geography, B.S. - CSU Degree and CIP Code Change, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap014234sr.pdf>.

Senator Husain presented the report.

M/s to adopt AP-014-234, Geography, B.S. - CSU Degree and CIP Code Change.

Recommendation

The Academic Programs Committee supports the B.S. Geography degree CSU degree code to be changed to 22062 and the CIP code to be changed to 30.4401.

Discussion

No comments received since first reading. The Geography and Anthropology Department is requesting that the B.S. Geography degree CSU code be changed to 22062 and the CIP code be changed to 30.4401. The new CIP code provides additional career advancement opportunities for geography majors and equips them with the academic and experiential knowledge necessary to demonstrate proficiency in Geographic Information Science (GIS) and geospatial technology. One of the benefits of the change in CIP code is that it encourages enrollment from international students since they have longer curricular practical time.

The motion to adopt AP-014-234, Geography, B.S. - CSU Degree and CIP Code Change, passed unanimously.

b. [AP-015-234, Business Analytics, M.S. - CSU Degree and CIP Code Change – SECOND READING](#)

The first reading for AP-015-234, Business Analytics, M.S. - CSU Degree and CIP Code Change, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap015234sr.pdf>.

Senator Husain presented the report.

M/s to adopt AP-015-234, Business Analytics, M.S. - CSU Degree and CIP Code Change.

Recommendation

The AP committee recommends changing the CIP code for the Business Analytics programs from 52.1301 to 30.7102 to align with the changes by DHS and CSU.

Discussion

There have been no comments since the first reading. This change is necessary because the Chancellor's Office recently changed the CIP code for Business Analytics programs, and this aligned the existing program to the new CIP code.

The motion to adopt AP-015-234, Business Analytics, M.S. - CSU Degree and CIP Code Change, passed unanimously.

c. [AP-022-234, Psychology, B.A. - CSU Degree and CIP Code Changes – SECOND READING](#)

The second reading report for AP-022-234, Psychology, B.A. - CSU Degree and CIP Code Changes, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap022234sr.pdf>.

Senator Husain presented the report.

M/s to adopt AP-022-234, Psychology, B.A. - CSU Degree and CIP Code Changes.

Recommendation

The Academic Programs Committee supports the BA in Psychology degree CSU code to be changed to 20990 (Psychological Science) and CIP Code to 42.2799 (Research and Experimental Psychology, other).

Discussion

There have been no comments received since the first reading. The AP Committee reviewed the basic description of the CSU code to ensure the program contents align with the code description. The committee also asked the department to provide examples of similar programs at other CSUs or institutions using the same CIP code. Based on this information, the Academic Programs Committee supported the change.

The motion to adopt AP-022-234, Psychology, B.A. - CSU Degree and CIP Code Changes, passed unanimously.

d. [AP-019-234, Music BM Pedagogy Name Change to Music Education – FIRST READING](#)

The first reading report for AP-019-234, Music BM Pedagogy Name Change to Music Education, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap019234fr.pdf>.

Senator Husain presented the report.

M/s to receive and file AP-019-234, Music BM Pedagogy Name Change to Music Education.

Recommendation

The Academic Programs Committee recommends approval of the name change from "Music, B.M.-Pedagogy (Pre-credential) Subplan/Option " to "Music Education Pre-Credential Subplan/Option."

Discussion

The music department wants to change the name of their program, "Music, B.M.-Pedagogy (Pre-credential) Subplan/Option " to "Music Education Pre-Credential Subplan/Option." Most potential students and their parents have no idea what "pedagogy" is. Most people don't encounter "Pedagogy" until they are in graduate school! Music Education, on the other hand, is easily recognizable. The accrediting body, the National Association of Schools of Music, will not allow its member institutions to use the title "Music Education" in their program title unless the four-year degree leads to a state-certified teaching credential. The program in discussion is a 4-year degree, with over-the-max 131 units, still requires extra time past the bachelor's degree to get the credential. Most students take another year past the bachelor's to get their teaching credential in the state of California. Therefore, the program chose Music Education Pre-Credential.

e. [AP-021-234, Geography, B.S. – Geographic Studies Option Discontinuation – FIRST READING](#)

The first reading report for AP-021-234, Geography, B.S. – Geographic Studies Option Discontinuation, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap021234fr.pdf>.

Senator Husain presented the report.

M/s to receive and file AP-021-234, Geography, B.S. – Geographic Studies Option Discontinuation.

Recommendation

The Academic Programs Committee concurs with the request from the Geography & Anthropology Department (e.g., Chair and faculty) and recommends the discontinuation of the Geographic Studies option, which will take effect fall 2024 till the last student graduates in the spring 2027.

Discussion

The Department of Geography and Anthropology has submitted a referral to request the discontinuation of the Geographic Studies option effective 2024-2025. The aim is to streamline their course offerings, which will focus on the remaining two options. The Geographic Studies option has low enrollment and will remain open for several years to enable current students to graduate but will not accept new students into the option.

Currently enrolled Geographic Studies students will be able to take courses from the Geospatial Analysis and Environmental Studies options; the department remains committed to enable such students to complete their education without delay or disruption, maintaining access to a quality education that prepares them for successful careers. The plan is to combine and integrate elements of the Geographic Studies option along with elements unique to the Geospatial Analysis and Environmental Studies options. The last term Geographic Studies students can graduate with this Subplan/Option is Spring 2027.

f. [AP-025-234, New State-Support BS in Materials Engineering – FIRST READING](#)

The first reading on AP-025-234, New State-Support BS in Materials Engineering, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap025234fr.pdf>.

Senator Husain presented the report.

M/s to receive and file AP-025-234, New State-Support BS in Materials Engineering.

Recommendation

The Academic Programs Committee commends the detailed work by the CME department and recommends approval of the new State Support BS in Materials Engineering degree.

Discussion

This program used to be offered as a minor with a large enrollment. In addition, the proposed program will be the only BS MTE program in a Southern California CSU, with the other two current programs being at CP SLO and SJSU. Southern California's regional industries such as aerospace, energy, biomedical, manufacturing, etc., depend upon a reliable availability of

qualified graduates in the field of materials engineering. The demand for the program is also evident by the enrollment number (100+) of MTE minor being one of the largest on campus. During consultation there were comments about trying to include more biology or biochemistry courses in the program, but this program is already at 123 units due to ABET accreditation.

Senator Puthoff added that this program used to be offered at Cal Poly Pomona but was discontinued back in 2008. The College of Engineering has all the facilities, expertise and courses currently available. This program will attract an entirely new population of students to campus.

Senator Gad commented that she is excited about this program and thinks it is contemporary and needed. She asked about the details of the curriculum, specifically that this B.S. in Materials Engineering is relevant to other departments such as Civil or Mechanical Engineering. She also inquired if there are going to be any concentrations or specializations in areas, like sustainable construction or sustainable materials, and whether there was consultation with other departments in engineering.

Senator Husain responded that the committee did consult with the Civil Engineering Department Chair and Associate Dean and there were no concerns. As far as other concentrations or specializations, that has not been discussed.

Chair Kumar stated that there is opportunity between now and the second reading on November 6th to continue consultation on some of these issues and that Curriculog will have the details on the curriculum.

g. [AP-032-234, Abbreviated Program Review for BA Music and BM Music – FIRST READING](#)

The first reading report of AP-032-234, Abbreviated Program Review for BA Music and BM Music, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap032234fr.pdf>.

Senator Husain presented the report.

M/s to receive and file AP-032-234, Abbreviated Program Review for BA Music and BM Music.

Recommendation

The Academic Programs Committee commends the Music Department on the successful operation of their BA and BM programs. The thorough and thoughtful reviews that were prepared highlight issues of critical importance at the department, college, and university level.

Discussion

As part of the abbreviated program review for accredited programs, the Music Department conducted a self-study for the AY 2022-2023, and it was followed by an external review. The review was submitted to the department and the Dean.

The overall review was positive. There were a couple of improvement items identified, such as a shortage of faculty, continuing lack of financial support for maintaining and purchasing equipment/instrument/classrooms/technology upgrades, and the current department

organization structure results in some faculty members bearing excessive workload. There are not enough faculty administrative roles (especially an associate chair) to address the workload issue and oversee the department's operations effectively.

Dean Johnson has listed the top five actionable items: (1) Collaborate with Admissions to streamline and improve department admissions process. (2) Support faculty efforts to engage in outreach and recruitment opportunities. (3) Increase scholarship application rates among new and continuing students. (4) Address issues with instructional facilities and department/faculty office spaces. (5) Increase tenure-track and staff hiring.

h. [AP-034-234, Change of the CIP Code for B.S. Economics – FIRST READING](#)

The first reading report of AP-034-234, Change of the CIP Code for B.S. Economics, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap034234fr.pdf>.

Senator Husain presented the report.

M/s to receive and file AP-034-234, Change of the CIP Code for B.S. Economics.

Recommendation

Based on the information and consultation, the AP committee supports CIP code for the BS degree from 45.0601 (old CSU degree code 22041, Economics) to 45.0603 (new CSU degree code: 22043, Quantitative Economics).

Discussion

The Economics department is requesting to update the CIP code for the BS degree from 45.0601 (old CSU degree code 22041, Economics) to 45.0603 (new CSU degree code: 22043, Quantitative Economics) to address programmatic changes over the last five years.

The AP Committee reviewed the basic description of the CSU code to ensure the program contents align with the code description. The department provided examples of similar programs at other CSUs or institutions using the same CIP code. This change does have the benefit of international students being able to have a longer internship time.

i. [AP-035-234, Economics, M.S. – CSU Degree & CIP Code Changes – FIRST READING](#)

The first reading report of AP-035-234, Economics, M.S. – CSU Degree & CIP Code Changes, is located on the Academic Senate website at <https://academic.cpp.edu/senate/docs/ap035234fr.pdf>.

Senator Husain presented the report.

M/s to receive and file AP-035-234, Economics, M.S. – CSU Degree & CIP Code Changes.

Recommendation

Based on the information and consultation, the AP committee supports CIP code for the MS degree from 45.0601 (old CSU degree code 22041, Economics) to 45.0603 (new CSU degree code: 22043, Quantitative Economics).

Discussion

Senator Husain stated that this is the same justification as the change for the B.S., Economics. The department has also provided a satisfactory comparison with the CSU Fullerton program using the same CIP code. It also has the benefit of international students being able to have a longer internship time.

Dr. Brown asked if it is possible to waive the first reading on this program. He stated that he understands that waiving the first reading is not desirable, but this is a non-controversial change and would allow the department to compete with other CSUs that are actively advertising this program.

Chair Kumar responded that a senator would have to make the motion to waive the first reading, receiving a second, and followed by a discussion about the justification of waiving the first reading.

Senator Guerrero motioned to waive the first reading and there was a second for the motion.

Dr. Brown commented that the CIP code change is important to the Economic Department because it puts the program more in-line with what is being taught, plus it provides a three-year Optional Practical Training Visa for all international students. In addition, students have opinionated that they get paid significantly more in government jobs if they graduate with a STEM designated CIP code degree.

Senator Givens asked about the timeline for implementation. Is there a need for the first reading waiver to meet a certain deadline?

Dr. Brown responded that it must go to the President for approval and then to the Chancellor's Office for final approval. He added that the department would like to recruit for fall 2025. Dr. Brown assumes that approval will take three months. He added that the department would like to add the program to their webpage and send out emails to potential students as competitors are now doing.

Dr. DeRosa commented that the timeline might be longer and the CSU Apply is already open and the deadline for applications is December 2, 2024. The program will not be available to incoming students but will be available for existing students to transfer into.

Dr. Brown added that the department is hoping that it will be available for fall 2025 availability for new students. AVP Wagoner reiterated that the fall application period opens in October and the deadline cannot be extended and the deadline this year is December 2, 2025.

Senator Husain stated that he understands the urgency and the Academic Programs Committee did their work based on this urgency, but the AP Committee is working on a very tight turnaround because of the referral backlog, and it is preferable that this report goes through a first and second reading.

The motion to waive the first reading of AP-035-234, Economics, M.S. – CSU Degree & CIP Code Changes, passed with four votes in opposition and three abstentions.

M/s to adopt AP-035-234, Economics, M.S. – CSU Degree & CIP Code Changes.

There was no further discussion.

The motion to adopt AP-035-234, Economics, M.S. – CSU Degree & CIP Code Changes, passed unanimously.

4. New Business

None

5. Old Business

None

6. Discussion

a. [Coordinated Enrollment and Awareness Efforts](#)

The Coordinated Enrollment and Awareness Efforts presentation is located on the Academic Senate website at https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/coordinated-enrollment+awareness_senate.2024.10.16.pdf.

The following presenters introduced themselves:

- David Estudiante | Director, New Student Programs and Family Engagement
- Karen Lindell | Director of Marketing and Brand Strategy
- Amon Rappaport | Senior AVP & Chief Communications Officer
- Brandon Tuck | Presidential Associate for Community Partnerships and Expanding Access
- Ben Quillian | Senior AVP & Deputy Chief Information Officer
- Jessica Wagoner | Senior AVP, Enrollment Management and Services

AVP Rappaport introduced the presentation, which discusses the coordinated enrollment and awareness efforts. More importantly, he emphasized that the campaign's purpose is to attract future students to CPP and help them achieve their dreams of success. The team has been working together in a coordinated manner for over a year. They have also consulted with faculty, department chairs, and college deans. Mr. Rappaport stated that the university is facing an unprecedented moment of competition for students, declining enrollment, challenges with yield, fundraising, and attracting talent.

AVP Wagoner commented that, as discussed at the last Academic Senate meeting by President Coley and Provost Gomez, Cal Poly Pomona is getting a record number of applications and admitting a record number of students. However, the yield of enrolled students to admitted students has been declining every year since 2018, when the yield rate was 19%. For fall 2024, it reached a record low of 12.4%. Increased competition from the UCs, other regional CSU campuses, out-of-state institutions, and community colleges offering bachelor's degrees is negatively impacting the yield number.

There is also a decline in transfer applications. Enrollment Management has had to lower the transfer goal because the transfer student applicant pool is not meeting the original goal. The percentage of transfer applicants admitted has increased from 60% in 2018 to 79% in 2024, but the yield has significantly decreased from 41% to 28%. Ms. Wagoner stated that this data highlights the need for strategic investment in enrollment strategies.

Mr. Rappaport presented data from a survey of current students and families, prospective students and families, and greater Los Angeles residents, asking them to name a higher education institution in the greater Los Angeles area. Among all surveyed, only 19% named Cal Poly Pomona, placing CPP third behind UCLA (75%) and USC (58%). Among prospective students, Cal Poly Pomona did better at 24%, but still ranked third behind UCLA and USC. The results showed that Cal Poly Pomona is not top of mind for more than 4/5 of all surveyed and 3/4 of prospective students. According to Mr. Rappaport, Cal Poly Pomona has an awareness problem, which is fixable. When people were asked their impression of CPP versus competitors in an aided survey (where they were given a list of competitors), Cal Poly Pomona ranked highest among community, current and prospective students. Interestingly, CPP came second to Cal Poly San Luis Obispo when current CPP families were surveyed. The good news is that people who know of Cal Poly Pomona love Cal Poly Pomona.

AVP Rappaport noted that high school graduation rates are projected to decline. Currently, they are peaking, but they will decrease by about 13 percent over the next dozen or so years. The pipeline of available students is shrinking while there is increased competition for students.

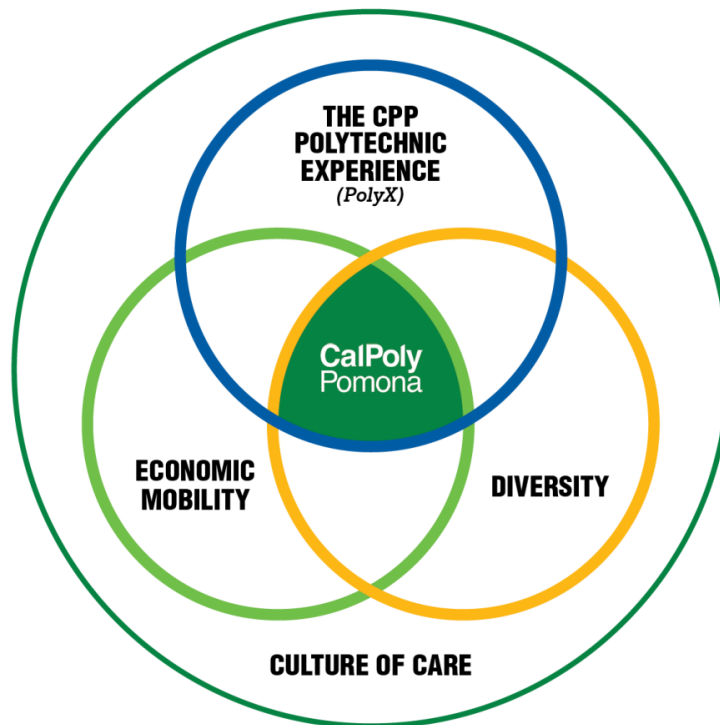
Mr. Rappaport stated that, when at all possible, always say "Cal Poly Pomona" before using "CPP". On this campus it is known what "Cal Poly" means, but outside of the campus, it reinforces the competition at Cal Poly.edu, and there are now three Cal Poly campuses. That is evident because Cal Poly Humboldt is now advertising in Southern California. Arizona State University (ASU) is now in Los Angeles and the California Community Colleges have a great workforce development campaign. Mr. Rappaport pointed out that our competition is using Cal Poly Pomona publications to advertise. He showed a page from the Bronco Guide, a publication created by the PolyPost for new students, where Mt. San Antonio College has an advertisement. On the PolyPost website there is an advertisement from Cal Poly San Luis Obispo.

Why now for investment in enrollment and awareness? There are declining enrollment trends and state funding is tied to meeting enrollment goals. For the first time, there is increased competition for students, employees and funding, and students are questioning the value of higher education. If Cal Poly Pomona does not act, the following are the potential consequences:

- Decreased tuition income and state funding
- Decreased resources for programs
- Fewer classes and lecturer appointments
- Decreased faculty and staff recruitment which would lead to an increase in workload.

Even though enrollment goals were met this year, the university cannot rest on its laurels. The campus cannot just assume that students are going to enroll and yield rates will be met. That is why there is an investment in building awareness or reputation. To continue to serve students, impact society and remain financially viable, there is a need to invest in a greater awareness of Cal Poly Pomona, leading to more resources for students, faculty and staff.

Karen Lindell, Director of Marketing and Brand Strategy, talked about Cal Poly Pomona's impact and identity. Based on research on CPP's brand, identity, and being, it was determined that the purpose of Cal Poly Pomona is "to help anyone who dreams of success, achieve it." That is why Cal Poly Pomona exists and what makes the university special. Ms. Lindell presented the following Venn diagram about what makes Cal Poly Pomona unique.



The diagram shows the CPP Polytechnic Experience, plus the diversity of the campus, and the economic mobility of helping students have a better financial future. She stated that one or two of those components may exist at another campus, but Cal Poly Pomona offers all three components within a culture of care. That is the essence of Cal Poly Pomona and what makes the campus unique. People need to know about what makes the campus unique and it needs to be advertised. Currently there is no new logo, and that is a very small component of this campaign.

One aspect of awareness is the "**Dreams of Success**" video series featuring three alumni telling their stories of how they achieved their dreams of success at Cal Poly Pomona. These videos are very inspirational and showcase everything Cal Poly Pomona stands for. When students and alumni tell their stories of success, people understand what the campus is about and what makes it special.

Ms. Lindell mentioned that even though the impact of branding is not known yet because it has not been rolled out, the messaging about who Cal Poly Pomona is has been used in some fundraising and there was an increase from the previous year. The campaign is resonating with people, and they understand the transformational nature of what a Cal Poly Pomona education can provide.

AVP Rappaport stated that they have been building awareness of the Cal Poly Pomona brand, but now it is time to take it to another level with all the challenges that the university faces. This is not rebranding for rebranding sake; it is a college enrollment and university awareness campaign that faculty, staff and students have been working on. The scale and scope of the project required extra help beyond what the campus could provide. There was a request for proposal, and twenty-eight bids were received. As a result, an agency called 160over90 was hired. The name refers to elevated blood pressure, because you should feel something from creative work. They were hired not only because they were the best but also because of their extensive higher education background.

The theme of the campaign emphasized not only “learn by doing”, but “become by doing”. This is consistent with the dreams of success that students achieve. Mr. Rappaport presented some of the work in progress and stated not to get too attached to the words in the photographs because it is all conceptual.

AVP Wagoner went over the following slide that detailed the projects for August to December 2024:

For Term	Date	Project	Units Involved
F24	Aug	New student convocation: mailer and communications	DSA
F24	Aug	Weeks of Welcome	DSA
S25	Aug	Spring 2025 transfer campaign	StratComm, OREP
S25, F25	Aug	Academic program search site	EMS, IT, Academic Programs
S25, F25	Sept	Updated tour experience	OREP
S25, F25	Nov	Welcome Center face lift	OREP, StratComm, Facilities
S25, F25	Nov 2	Explore CPP spring 2025 admits and prospective fall 2025 applicants	OREP, StratComm, EMS, DSA, Colleges+
S25, F25	Dec	Virtual tour launch	OREP
F25	Aug	Research: why chose/didn't choose CPP	StratComm, OREP, EMS
F25	Sept	Counselor communications	StratComm, OREP
F25	Sept 11	Comm-Chella	StratComm, Communicators, Designers, Webmasters
F25	Oct	Bronco Applicant Portal launches	IT, EMS, OREP, StratComm, DSA+
F25	Oct	Parent communications	StratComm, OREP
F25	Oct	Centralized communications (ongoing)	OREP, StratComm, EMS, Colleges, DSA+
F25	Oct	Open forums	StratComm
F26	Oct	Research: brand tracker baseline	StratComm, OREP, EMS

The team has been working on the “Weeks of Welcome” and **Explore CPP**. **The Bronco Applicant Portal**, which the Provost mentioned, launches in October 2024. The team has been focusing on centralized communication, which is key.

David Estudiante, Director of New Student Programs and Family Engagement discussed slide 32, which highlighted some new initiatives in orientation, transition programming and family engagement. The **Broncos Belong** event was the New Student Convocation, hosted for the first time this year. It was highly successful, and students had a great time. The team put together a mailer sent to students who registered and were attending orientation. The mailer included a pair of branded CPP socks. The goal is to revamp school spirit for orientation. The team wants students and their families to be excited about being here.

Brandon Tuck, Presidential Associate for Community Partnerships and Expanding Access added that the team wants to promote **Explore CPP**, which is on November 2, 2024. **Explore CPP** is an event for prospective students and those who work with students interested in college. This event is different from **Bronco Bound**, which is for admitted students. **Explore CPP** is purely for prospective students. This is an opportunity for academic programs to showcase what makes them special. Attendees will have the chance to meet current students, faculty and staff, and to visit labs, classrooms and facilities for a wide variety of academic programs. This event has been promoted not just to high school students, but also to younger students in middle school, to boost the enrollment pipeline and get more students interested in Cal Poly Pomona.

Ben Quillian, Senior AVP & Deputy Chief Information Officer mentioned the new Bronco Applicant Portal that will be launching next week. He added that this has been a collaborative effort with the entire team. Slate CRM will be used for fall 2025 undergraduates. One of the important aspects of this project is that it enhances the digital experience for applicants and newly admitted students. Mr. Quillian reviewed the home page for the new applicant portal (see slide 34). There is an added feature that clearly shows where the applicant is in the process and what the next steps are. He added that one of the benefits of using Slate is that it allows more proactive communication with applicants and admitted students. For example, it allows someone to “nudge” an applicant or student to complete their application, submit additional documentation, or to take a particular step or action, and Slate shows if the “nudge” has been completed. Slate allows for reminders to be scheduled, making it a much more supportive process for applicants. Mr. Quillian also highlighted is that there is collaboration across various areas, looking at this as one-unified student applicant process from the time they save their application through admission, through matriculation, registering for New Student Orientation, getting parking and Wi-Fi, all the way through Welcome Week Events. This is a much more unified approach than in the past. Another exciting feature in the new portal is the digital admittance letter.

AVP Wagoner played a video of a sample admittance letter. The digital admittance letter includes digital confetti to convey a sense of congratulations. The admittance letter can be replayed so students can show their family or friends.

Mr. Tuck commented on the new enhanced centralized communications. He explained that in the past, all colleges and departments sent out their own communications to admitted and prospective students, resulting in varied styles and messages. To address this, communications are now centralized, with Strategic Communications (STRATCOM) and Enrollment Management and Services (EMS) outreach reviewing all communications before they are sent. This new strategy allows for advanced planning, automation, and personalization at the program level. For recurring messages, the team can create a communication plan that is succinct and consistent with other communications. Previously, students sometimes missed important messages about applications or admittance, but now with Slate, recurring communications can be scheduled. This feature will be used for prospective students, admitted students, as well as part of the yield campaign. Cal Poly Pomona receives around 56,000 applications, and it is important to make each applicant feel special. The new communication strategy personalizes communications, allowing them to be

sent at a college level, major level, and even based on certain demographics. No longer will Cal Poly Pomona be sending generic communications on behalf of the university. There is a template so colleges can still send out their own communications, but the content is uploaded to the template, and then it goes through a review process.

Another tool that has been launched is **Near Peer**, a student engagement platform. Students want to engage not just through email, but also with physical mail and interactions with other incoming students. With the help of EMS outreach, **Near Peer** was launched for students who have accepted their offer. **Near Peer** will be expanded to admitted students for use until enrollment.

Ms. Lindell described the website refresh. She explained that the main difference between existing website and the new refresh is that it is targeted at prospective students, telling them the Cal Poly Pomona story, and guiding them through the website to get their questions answered. Another key feature of the refreshed website is its emphasis on highlighting academic disciplines. She reviewed the screenshots of the refreshed website in detail (see slides 38 through 41).

In addition to the website, there will be specific branding for posters and brochures as part of the campaign. An entire library of these communications will be available to ensure consistency across the university, so each entity does not have to create its own materials. The templates will be in a program called Canva, allowing people to create designs and share them with others.

Ms. Lindell stated that there will be an anthem video, or “commercial”, for Cal Poly Pomona launching in January. AVP Rappaport added that this is being filmed October 16 and 17, 2024. The team was filming at Collins College in the morning today and then at the College of Environmental Design in the afternoon. People are excited to be featured in this “commercial” for the university, which will tell the Cal Poly Pomona story and the university’s impact on students.

Mr. Estudiante explained that all these are exciting projects rolling out, but it also means carrying out the momentum and excitement through orientation, through their first week, and hopefully through a student’s entire duration at Cal Poly Pomona. He went over the following timeline in detail:

Term for	Date	Projects	Units Involved
F25	Jun - Aug	Orientation	DSA
F25	Jun - Aug	Welcome kit for Orientation attendees	StratComm, DSA
F25	Jun - Aug	Orientation “high touch” outreach and custom portal alert	DSA
F25	Jun - Aug	Melt strategies	DSA
F25	Aug	Reports (e.g., funnel reports)	OREP
Pipeline	Aug	Outreach to middle school	OREP, StratComm
S26, F26+	Aug	Branding: positioning and customized materials for each college	StratComm, Colleges
S26, F26+	Aug	Reputation campaign (advertising)	StratComm
S26, F26+	Dec	Completion of Website Refresh Phase II	StratComm, Post-bacc programs, UA, Admin Affairs, President’s Office+

AVP Rappaport stated that this campaign will roll out in a big way at the start of the spring semester, which coincides with yield season. There will be branding on campus by next summer. The goal is to extend awareness beyond the campus into the surrounding communities and beyond. He went over some examples of billboards and large building hanging posters (slides 48 and 49).

Mr. Rappoport discussed the logo, noting that people do not love the current Cal Poly Pomona logo, which was launched in 2018. The university logo is on the left below, the presidential seal is on the top right and the athletics logo, or spirit mark is on the bottom left, and is often mistaken for the university logo.



He explained that these are three disconnected entities that do not look alike. There are two horses and there are the same words, but they are disconnected. The eight dimensions logo related to the university's polytechnic excellence did not go over well and needs to be fixed. Slide 52 shows some of the approximately 700 different logos being used at Cal Poly Pomona. Some of these logos are student clubs, but some are divisions, departments, and programs, leading to inconsistency. AVP Rappaport conveyed that the consultant agency, 160over90, kindly referred to this as a chaotic brand environment. He described the new logo family below.



The athletics logo remains unchanged, with all elements in the same colors, green and gold, creating harmony.

Mr. Rappaport went over the timeline on slide 55. He stated that the timeline is busy and overwhelming because there is a large amount of work to do in a short time frame. He pointed out that STRATCOM and the 160 agency will work with each college, staggered on the timeline, starting with the College of Business Administration and ending with the College of Professional and Global Education (CPGE), to define their unique value propositions and create marketing materials consistent with the brand, look and feel and messaging, to have the desired impact of attracting students, talent, and funding.

The budgeted amount for the project is \$4.1 million over three fiscal years, all from philanthropic funds, not state or tuition resources. AVP Rappaport clarified that the project leverages many internal resources and is done cost effectively. For example, large universities, over 12,000 students, spend 20% more annually on marketing communications than Cal Poly Pomona. Other CSUs are spending comparable or more on increasing enrollment and awareness. Cal Poly Humboldt spent \$3 million over two years on advertising and they are one-fourth of the size of CPP. Cal Poly Pomona has budgeted \$750,000.

The campaign includes the following ten projects:

1. University Awareness
2. College Enrollment
3. College Distinction
4. Identity System
5. University Promotion
6. Audience Research
7. Brand Guidelines and Training
8. Website Refresh
9. Campus Engagement
10. Project Management

The following is the budget breakdown for those projects:

#	Project	Budgeted	% Budget	Spent (as of 10/24)
1	University Awareness	\$860,000	21%	\$0
2	College Enrollment	\$675,620	17%	\$40,000
3	College Distinction	\$730,000	18%	\$0
4	Identity System	\$302,000	7%	\$302,000
5	University Promotion	\$640,313	16%	\$140,000
6	Audience Research	\$30,000	1%	\$30,000
7	Brand Guidelines/Training	\$107,000	3%	\$107,000
8	Website Refresh	\$296,800	7%	\$234,000
9	Campus Engagement	\$100,000	2%	
10	Project Management	\$342,922	8%	\$32,300
Total		\$4,084,655		\$885,300

AVP Rappaport pointed out that the logo is part of the item 4, the identity system. The logo itself was about \$40,000 of external labor, not \$4 million which has been a misconception. Anyone who says otherwise does not have the facts, and Mr. Rappaport emphasized that the facts should be used in conversations about spending priorities and financial transparency.

He announced that there is a New Branding Community Forum scheduled for October 29, at 12:00 p.m. and 6:30 p.m. Visit cpp.edu/brand to register for the forum and see FAQs about the project.

There was a question about the measurable outcomes of this effort. AVP Rappaport responded that there is a marketing communications plan with SMART (specific, measurable, achievable, relevant, time-bound) goals. The first goals are enrollment-related, followed by awareness goals, which have not been set yet but should be between 19 to 24%. Lastly, there are reputation goals related to ranking. Those are the goals at the programmatic level. Then there are goals defined before the project is launched. For example, how many people visit the website? Attend **Bronco Bound**? Those type of goals are set before those events or activities launch.

Chair Kumar asked that, due to time constraints, questions be deferred. Anyone with questions can email them to adkumar@cpp.edu or senate@cpp.edu.

b. [Cozen Implementation Update](#)

The presentation on the Cozen Implementation Update is located on the Academic Senate website at <https://www.cpp.edu/senate/documents/packets/2024-25/10.16.24/pcia-updates-for-october-academic-senate-mtg.pdf>.

The following presenters introduced themselves:

- Dawnita Franklin | Assistant Vice President & Title IX Coordinator/DHR Administrator
- Bharti Sharma | Associate Professor, Biological Sciences/Implementation Team Member
- Yasmin Ittchi | Director, Employee/Labor Relations & Compliance
- Michelle Elrod | Director, Strategic Learning & Organizational Effectiveness Initiatives
- Jesus Avalos | Manager, Strategic Learning & Organizational Effectiveness Initiatives

AVP Franklin stated that they will provide updates from People, Culture, and Institutional Affairs (PCIA).

Regarding Title IX, following the Cozen assessment, there was a California State Audit, and the Chancellor's Office had to comply with the findings by July 1, 2024. At the same time, the Title IX Rules were released in April 2024. The Chancellor's Office had a deadline to comply of August 1, 2024. As a result of both the audit report and the Cozen assessment, Cal Poly Pomona has been selected to undergo the inaugural Title IX/DHR Program Compliance Review on November 12 – 13, 2024.

Cal Poly Pomona's Implementation Plan was submitted to the Chancellor's Office in February 2024. After review by Chancellor Garcia, Cal Poly Pomona received a conditional approval on June 17, 2024, and an official approval on September 10, 2024. The plan will be published to the Office of Equity and Compliance (OEC) website shortly.

Senator Sharma commented that this has been an opportunity to revamp the Title IX Program per the recommendations, there were 123 recommendations made by the Chancellor's Office. The recommendations have been divided into four subgroups:

- Infrastructure and Resources/Internal Protocols
- Visibility and Awareness
- Prevention and Education
- Other Conduct of Concern

The Other Conduct of Concern subgroup addresses issues that do not rise to the level of a Title IX complaint but are of concern. To date, 94 of the 123 recommendations have been completed. The remaining twenty-nine recommendations are pending because of approvals from the Chancellor's Office or waiting on other collaborations.

AVP Franklin stated that there is a new "interim" non-discrimination policy, effective August 1, 2024, which is not retroactive. The biggest, most noticeable change in the policy is that it has been condensed. The feedback received from various reviews is that the previous policy was too voluminous. It was difficult to read and explain. The policy has been condensed from ninety-one pages to twenty-seven pages, making it easier to read and less technical.

The new policy has updated definitions of protected statuses, such as gender or gender identity, pregnancy or related conditions, and sex, including sex stereotyping and characteristics. It also includes updated definitions of discrimination breaking it into the various forms of discrimination, including different treatment, disparate impact, and retaliation.

Michelle Elrod, Director, Strategic Learning & Organizational Effectiveness Initiatives, discussed what "other conducts of concerns" (OCC) looks like in the draft form of the policy, as the Chancellor's Office has not yet approved the policy and guidelines. Currently, aspects of "other conducts of concerns" are covered by different policies, but the CSU has not issued one comprehensive policy guideline or procedure that addresses OCC. The OCC policy is intended to communicate the need and expectation that administrators are responsible for appropriately addressing concerns they are aware of, consistent with CSU policies, procedures, guidance, and collective bargaining agreements. It is important to understand the context of OCC, when it is considered unprofessional conduct, and that is the understanding that the education code has been codified for decades. What about the conduct that does not rise to a policy violation but is still problematic for the campus and impacts the culture of the working, living and learning environments?

The CSU refers to conduct that is incongruous with CSU's shared values as "Other Conduct of Concern" (OCC). OCC includes one or more of the following:

- Conduct that is directed at a person because of their protected status, but that does not violate CSU's Nondiscrimination Policy because the conduct is not "severe," "pervasive" or "persistent" as defined by CSU policy and federal and state law.
- Conduct that is materially disruptive to the learning, living, or working environment of the CSU, but for which discipline likely may not be imposed because it constitutes protected speech or conduct.
- Conduct that is considered "abusive" as defined in Cal. Govt Code section 12950.1(h)(2) or otherwise unprofessional, for which discipline may be imposed in accordance with Education Code section 89535(b).

Ms. Elrod explained that while there has been a policy for unprofessional conduct, the "abusive" conduct definition is relatively new in terms of California Government Code. In January 2021, the California Legislature defined "abusive conduct" in the workplace. The CSU has incorporated that definition not just in the required sexual harassment trainings but as a standalone definition under OCC. Abusive conduct is defined as *means conduct of an employer or employee in the workplace, with malice, that a reasonable person would find hostile, offensive, and unrelated to an employer's legitimate business interests. Abusive conduct may include repeated infliction of verbal abuse, such as the use of derogatory remarks, insults, and epithets, verbal or physical conduct that a reasonable person would find threatening, intimidating, or humiliating, or the gratuitous sabotage or undermining of a person's work performance. A single act shall not constitute abusive conduct, unless especially severe and egregious.*

Ms. Elrod commented that now that it is understood how OCC is defined, it needs to be understood who it applies to. It applies to the entire campus community, including faculty, staff, students, third parties and visitors. It is not only applicable on the physical campus location but also when engaging on behalf of the community at CPP or Cal Poly Pomona sponsored events and interactions. With OCC being made a priority for the CSU system by the Cozen Report, the recommendations provide the campus an opportunity to grow capacity for both individuals and the institution at large. Strategies for addressing OCC not already addressed under unprofessional conduct can include communicating, engaging individually with those involved in the exchange of concern and providing supportive measures and accountability. This can be achieved through proactive education and preventative programming, educational conversations, counselling, coaching, mentoring, training, restorative practices, corrective action and discipline. While the CSU is still working on issuing the guidance and recognizing that it may be new for the system, it is important to note that the expectations to address OCC on the campus or conduct that is inconsistent with employee job duties and responsibilities, and CPP policies and expectations is not new to the campus. Consistency can be improved through the totality of campus efforts and new resources. The CSU intends to support OCC implementation by issuing detailed guidance and providing training. The CSU is committed to providing training to supervisors and administrators and effectively responding to concerns raised by all employees and members of the campus community.

Jesus Avalos, Manager, Strategic Learning & Organizational Effectiveness Initiatives, shared updates on the search for the **Director of Conflict Resolution Services and University Ombuds** by first reviewing the timeline of the search. He added that the journey began with the announcement of the closure of the previous Ombuds Office in September 2020. The work began in earnest with the [Academic Senate Resolution in Support of the Hiring of a University Ombuds and the Filling of the Office of the University Ombuds](#) in May 2022. That resolution led to the Conflict Management/Dispute Resolution/Mediation Working Group, which established some guidelines regarding confidentiality and independence, neutrality, and resources for the Ombuds Office. These were further clarified by the work group at the direction of Academic Affairs, which created more clarity around the structure and scope of the office in March 2023. Those recommendations were presented to the Academic Senate at the August 2023 Leadership Retreat, leading to the first Ombuds search from September 2023 to March 2024. Unfortunately, the original search did not yield a suitable candidate, so a new search was started. In summer 2024, a **Conflict Resolution Learning Series** was offered. Currently, the new search committee has identified some strong candidates, and the search committee has been interviewing semi-finalists this week. It is anticipated that there will be a new Ombuds in place by spring 2025.

At this point in the presentation, recognizing that it was 5:00 p.m. and that the meeting had a time certain adjournment, Chair Kumar asked for a motion to change the time certain adjournment to 5:10 p.m. The motion was made, seconded, and unanimously approved.

Mr. Avalos thanked the Academic Senate for their time and acknowledged Dr. Jill Hargis for her support in the process through its inception to present day.

Michelle Elrod stated that in addition to the establishment of the Ombuds Office, the team is beginning to roll out and socialize the “Principles of Community”. This reflects the aspirations for how people interact as a campus community, and how to engage in dialog with one another. It was developed by the CPP community, with involvement from faculty, staff, and students in establishing what is now known as the campus community principles. These principles promote diversity, equity, inclusion, and respectful behavior that aligns campus values. Campus values and campus principles of community work together to shape the culture and environment of an educational institution. Campus values and campus principles are in alignment with one another. Campus values are the collective guiding compass when strategic decisions are made, referring to the core beliefs and ethical standards that guide the overall mission and vision of the institution. These values reflect what the campus community collectively deems important. Campus principles of community are specific guidelines and commitments that outline how members of the campus community engage in interpersonal dialog to foster a positive and inclusive environment.

This is the first introduction of the “Principles of Community”, and it is really about awareness and understanding, as everyone has a unique perspective of what these things mean. This first step is to start to engage in a dialog with the campus. The team will be engaging in this dialog with various groups on campus, starting with the Academic Senate. There will also be a video series, as there are different interpretations of what this means and what behaviors show up when practicing these principles. The team would like to engage in feedback from

the campus community and then continue to pivot and adjust as necessary as the principles begin to be institutionalized.

Chair Kumar commented that if there are questions, please forward them to senate@cpp.edu

The October 16, 2024 Academic Senate Meeting adjourned at 5:08 p.m.