I. Minutes:
Approval of the January 19, 1988 Executive Committee Minutes (pp. 2-4).

II. Communications:
A. Memo dated January 14, 1988 from Glenn Irvin re Program Changes (p. 5).
B. Letter/advertisement dated 1/22/88 from Geigle to Chairs re Recruitment for Assistant Vice Chancellor, Academic Affairs (p. 6).

III. Reports:
A. President
B. Academic Affairs Office
C. Statewide Senators
D. Staff Common Budget

IV. Consent Agenda:

V. Business Items:
A. GE&B Course Proposal for PSY 494-Lewis, Chair of the GE&B Committee (pp. 7-9).
B. Department Name Changes for 1988-90 Catalog (pp. 10-16).
C. Proposed Child Care Advisory Committee (pp. 17-19).
D. Academic Senate CSU Resolution AS-1758-87/GAC (pp. 20-21).

VI. Discussion Item:
A. 88-89 Lottery Budget Proposal

VII. Adjournment:
Memorandum

To: Distribution List

From: Glenn Irvin
Associate Vice President for Academic Affairs
and University Dean

Subject: Program Changes

I am pleased to notify you that the Chancellor's Office has recently approved the addition of several academic programs and the campus has approved a department name change. They are listed below with the effective date and HEGIS code where appropriate. Please update your records to indicate the recent program changes. If you have any questions or concerns, please do not hesitate to call me or Mary Whiteford (x2246).

<table>
<thead>
<tr>
<th>Program Change</th>
<th>HEGIS</th>
<th>Effective Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add M.S. Aeronautical Engineering</td>
<td>09021</td>
<td>Winter 1988</td>
</tr>
<tr>
<td>Add M.S. Civil and Environmental Engineering</td>
<td>09081</td>
<td>Winter 1988</td>
</tr>
<tr>
<td>Add M.S. Electronic and Electrical Engineering with Specializations:</td>
<td>09093</td>
<td>Winter 1988</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>09094</td>
<td></td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>09091</td>
<td></td>
</tr>
<tr>
<td>Electronic Engineering</td>
<td>09092</td>
<td></td>
</tr>
<tr>
<td>Add M.S. Engineering with Specializations in:</td>
<td>09011</td>
<td>Winter 1988</td>
</tr>
<tr>
<td>Biochemical Engineering</td>
<td>09052</td>
<td></td>
</tr>
<tr>
<td>Industrial Engineering</td>
<td>09131</td>
<td></td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>09101</td>
<td></td>
</tr>
<tr>
<td>Metallurgical Engineering</td>
<td>09141</td>
<td></td>
</tr>
<tr>
<td>Add Minor in Biotechnology (School of Science and Mathematics)</td>
<td>---</td>
<td>Fall 1988</td>
</tr>
<tr>
<td>Add Minor in Statistics (Statistics Department)</td>
<td>---</td>
<td>Fall 1988</td>
</tr>
<tr>
<td>Add Concentration in Electronics (B.S. Physics)</td>
<td>19021</td>
<td>Fall 1988</td>
</tr>
<tr>
<td>Add Concentration in Electro-Optics (B.S. Physics)</td>
<td>19021</td>
<td>Fall 1988</td>
</tr>
</tbody>
</table>

Department name change from Metallurgical Engineering to Metallurgical and Materials Engineering

Distribution List:

- F. Abitia
- C. Allen
- D. Amos
- D. Arsenneau
- P. Bailey
- S. Bernstein
- H. Busselen
- L. Carter
- D. Coats
- C. Crabb
- G. Ding
- E. Doyle
- J. Ericson
- M. Friedman
- D. Gerard
- A. Gloster
- V. Herriman
- D. Hinkle
- L. Howard
- J. Landreth
- P. Lee
- D. Lindsey
- H. Linstrum
- R. Lopez
- R. Lucas
- W. Mark
- A. McMeans
- B. Persall
- J. Pieper
- G. Punches
- P. Ringer
- S. Sidah
- D. Slack
- L. Smidt
- D. Snyder
- J. Strom
- R. Swanson
- J. Temple
- K. Walters
- M. York
- T. Zuur
MEMORANDUM

DATE: January 22, 1988

TO: Chairs, Campus Academic Senates

FROM: Ray Geigle, Chair

Academic Senate CSU

SUBJECT: Recruitment for Assistant Vice Chancellor, Academic Affairs

Recruitment is underway for a new Assistant Vice Chancellor for Academic Affairs. This is an especially important position to the faculty as the successful applicant will assume responsibility for system coordination of most of our academic programs. We are searching for applicants who have had a long, distinguished record of teaching in the CSU and some substantial administrative experience at the level of Dean or Associate Vice President.

The announced deadline for applications was February 1. However, because so many faculty have been on semester break, the deadline has been extended to March 1, 1988. I have enclosed a copy of the position announcement. Will you kindly call this position vacancy to the attention of your faculty and make nominations of persons you believe are qualified to fill this position.

Thank you for your help.

RG/he

Enclosure
Memorandum

To: George Lewis, Chair
Academic Senate GE&B Committee

From: John Culver, Chair
GE&B Area D Subcommittee

Subject: Evaluation of PSY 494

Our subcommittee met several times this Quarter to evaluate the appropriateness of PSY 494 for possible inclusion into Area D. It is our unanimous recommendation that this course not be approved for Area D.

In considering any proposed course for Area D, we emphasize the "fit" between that course and the Area D language in E.O. 338 as well as the Cal Poly Skills and Knowledge Statement. Specifically, we believe PSY 494 is inappropriate for Area D for the following reasons.

1. The focus of PSY 494 is too narrow. The justification on the New Course Proposal for PSY 494 states, "This course is designed to support the proposed Master of Engineering degree program with specialization in Manufacturing Systems Engineering. It would also offer a vehicle for students (involved in technological change, e.g., Computer Integrated Manufacturing Center) to understand the psychological impact of their advanced manufacturing technologies on people and organizations." The proposers of this course have clearly targeted PSY 494 for a specific audience which is contrary to the spirit of GE&B courses.

2. PSY 494 does not meet the stated criteria of the Area D language in E.O. 338. Courses approved for Area D "should reflect the fact that human social, political and economic institutions and behavior are inextricably interwoven. Problems and issues in these areas should be examined in their contemporary as well as historical setting, including both Western and non-Western contexts." While PSY 494 does address a human behavior dimension, it does not emphasize the political and economic areas of human behavior nor is there an identifiable non-Western segment of the proposed course. The Area D Subcommittee has been consistent over the years in holding that courses appropriate for Area D.4b must address all of the dimensions in the E.O. 338 language, not just one or two of them.

3. PSY 494 does not meet the appropriate Knowledge and Skills Statement, in this instance statement number 6: "Cal Poly graduates, because of the increasing international character of society and the growing interdependence of nations, should be able to see themselves in relation to people of foreign countries, their geography, political and economic systems, and religious and ethical values." The focus of PSY 494 appears exclusively Western oriented.

Our response to PSY 494 is based solely upon its suitability for GE&B Area D.4b. We were favorably impressed by the content of the course and wondered why it was not submitted for consideration as a F.2 course.
1. PROPOSER'S NAME  
   Charles Slem

2. PROPOSER'S DEPT.  
   Psychology and Human Development

3. SUBMITTED FOR AREA (Include section, and subsection if applicable)  
   GEB D.4.B.

4. COURSE PREFIX, NUMBER, TITLE, UNITS, DESCRIPTION, ETC. (use catalog format)  
   Psy 494 Psychology of Technological Change (3)  
   Examines the impact of technological change on the psychological and social characteristics of organizations. Identification of organizational factors which provide obstacles and opportunities for technological change. Survey of methods of reducing the negative impact of change on people and organizations.  
   Prerequisite: Psy 201/202

5. SUBCOMMITTEE RECOMMENDATION AND REMARKS
   Against (unanimous)
   See attachment

6. GE & B COMMITTEE RECOMMENDATION AND REMARKS
   Against (7-0)

7. ACADEMIC SENATE RECOMMENDATION
# NEW COURSE PROPOSAL

California Polytechnic State University, San Luis Obispo

## Department and School
PSY & HD: SPSE

## Date
1/27/87

## Prepared by
Charles Slem and Dan Levi

## New Course Proposal

### 1. Prefix/Number/Title
Ps 494 — Psychology of Technological Change

### 2. Course Description
Examines the impact of technological change on the psychological and social characteristics of people and organizations. Identifies personal, social, and organizational factors which provide obstacles and opportunities for technological change. Survey of methods of reducing the negative impact of change. 3 Seminars.

Prerequisite: Senior level or graduate standing.

### 6. Prerequisite
Senior level or graduate standing.

### 11. Number of Sections Anticipated
Fall: Winter: Spring: Summer: Yearly: Alternate Years: 12

### 15. Required Course in Which Major/Concentration/Minor
Currently, none; proposed required course in Master of Engineering, specialization in Manufacturing Systems Engineering.

### 16. Elective Course in Which Major/Concentration/Minor
None

### 17. Duplication or Approximation of Courses Now Being Offered or Now Being Proposed
None.

### 18. Staffing
No new staffing will be required. Course will be staffed by currently unutilized faculty positions. A shift in teaching assignments within the department may be required.

### 19. Justification
This course is designed to support the proposed Master of Engineering degree program with specialization in Manufacturing Systems Engineering. It would also offer a vehicle for students (involved in technological change e.g., Computer Integrated Manufacturing Center) to understand the psychological impact of their advanced manufacturing technologies on people and organizations.

### 20. Facilities, Materials, and Equipment Needed to Accommodate Course
Classroom, AV equipment, library.

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*Courses proposed for inclusion in GB must be submitted to the GB Committee.*
Memorandum

To: Charlie Crabb, Chair
    Academic Senate

From: Malcolm W. Wilson
       Vice President for Academic Affairs
       and Senior Vice President

Subject: Department Name Changes for 1988-90 Catalog

Foreign Languages to Foreign Languages and Literature
Speech Communication to Communication

Please have the Academic Senate review the proposed department name changes. Correspondence regarding the proposals are attached.

March 1 is the final deadline for changes to appear in the 1988-90 catalog. If the Senate recommends approval after that time, the department name changes may be used, but they will not be shown in the catalog.

Attachments
Memorandum

To: Malcolm W. Wilson
   Interim Vice President for Academic Affairs

From: James R. Conway, Interim Chair
   Speech Communication Department

Subject: Department Name Change to COMMUNICATION

This is in response to the questions you raised concerning the appropriateness of our department changing its name from Speech Communication to COMMUNICATION. We hope that the rationale, and its supporting material, will allow us to proceed with the name change in the 1988-90 Catalog.

The chief rationale for adopting the title COMMUNICATION is that it more accurately describes the character and composition of the discipline. COMMUNICATION represents not only the scope and variety of course offerings, but identifies that concern which cuts across areas of specialization within the department. In this sense, the proposed name provides a least common denominator. It suggests to the student that whichever course in the major is selected, the student may expect that course to deal with the problems and possibilities of human communication.

Supporting reasons may be clustered according to (1) curricular concerns and (2) professional directions.

Curricular

The department currently offers a variety of courses in the arts and sciences of communication. Although these courses do not exhaust all aspects of communication studies, they do exceed the curricular constraints suggested by Speech Communication. A brief review clarifies the point: The major is structured to provide competency in both communication theory and practice, research, and performance in verbal and nonverbal dimensions of communication.

As evidence that the major embraces more than variations on the act of public speaking, the following select list of courses now offered should be considered: Nonverbal Communication, Organizational Communication, Communication Theory, Communication Research, Cross-Cultural Communication. Such variety would seem to argue convincingly for the more general designation offered by COMMUNICATION.

Professional

The literature, organization and administration of the discipline have expanded to meet this growth in communication studies. While it is true that one of the major journals of the field remains The Quarterly Journal of Speech, other publications have adopted the more inclusive term. Prominent journal titles include Communication Quarterly, Human Communication Research, and Critical Studies in Mass Communication. Perhaps the most obvious examples were the changes from Speech Teacher to Communication Education and Speech Monographs to Communication Monographs in the 1970s.
The move toward COMMUNICATION is reflected further in the fact that a majority of Speech Communication Association voters recently opted for the more appropriate AMERICAN COMMUNICATION ASSOCIATION. In addition, it is worth noting that the major administrative body in the field is The Association for Communication Administration. Finally, it is clear that outside of the CSU, there is a nationwide movement away from the use of "speech" in departmental names (see attached). COMMUNICATION describes the variety that distinguishes our discipline and the uniformity of interests which binds us together.

Attached is a list of some of the Speech Communication faculty whose backgrounds and research interests emphasize the quantitative aspects of communication, i.e., empirical research methodology, including experimental and survey research, case studies, and content analysis. If you have further questions, a group of our faculty would be happy to meet with you.
DEPARTMENT NAMES AT VARIOUS UNIVERSITIES

Departments which blend traditional speech communication functions with a combination of others (drawn from journalism, public relations, film, television, mass communication, etc.) have adopted a variety of names:

**Communication**
- Purdue University
- University of Colorado
- University of Utah
- University of Tulsa

**Communication Studies**
- University of Iowa

**Communications**
- Washington State University
- University of Maryland

Departments performing essentially the same functions as ours have chosen names which more accurately reflect the tasks that range beyond speech presentations:

**Rhetoric and Communication**
- University of California, Davis

**Communication Arts and Sciences**
- University of Southern California

**Communication Studies**
- Northwestern University

**Communication**
- University of Oklahoma
- Tulane University
- University of Arizona
- University of New Hampshire (in process of dividing Communication & Theatre)
- George Mason University (University of Virginia)
SPEECH COMMUNICATION FACULTY EMPHASIZING QUANTITATIVE ASPECTS
Cal Poly, San Luis Obispo

JAMES R. CONWAY, Professor

MICHAEL L. FAHS, Associate Professor

KEITH E. NIELSEN, Professor
Ph.D., Michigan State University. Teaches Communication Theory, Cross-Cultural and Interpersonal Communication. Served as consultant to state agencies for communication training. Authored papers such as "Dialogue as a Mode of Health Communication in a Correctional Facility" and "Genetics and Cultural Communication," Communication Association of the Pacific Journal.

HARRY SHARP, JR., Professor
Ph.D., Purdue University. Teaching at Cal Poly has been primarily in humanities side of discipline, but has conducted survey and experimental research published in various journals including Communication Monographs, Western Journal of Speech Communication, and Journal of Communication.

B. CHRISTINE SHEA, Lecturer
M.A., Ohio University. Teaches Critical Thinking, Public Speaking and Forensics. Senior author of experimental papers, including "Effects of Relationship Type, Partner Intent and Gender on the Selection of Relationship Maintenance Strategies," Communication Monographs.

PATRICIA E. SMITH, Lecturer
Memorandum

To: Malcolm Wilson

From: Jon M. Ericson

Subject: Department Name Change Proposal

The faculty of the Foreign Languages Department proposed a change departmental name to:

Department of Modern Languages and Literature

After consultation in the School of Liberal Arts and as a result of deliberation in the School Council, the Council has unanimously endorsed a modified proposal:

Department of Foreign Languages and Literature

The proposed name change is well supported by reasons largely enumerated in the attached memo of April 30 from William Little. It has my endorsement and recommendation for approval.
Memorandum

To: Dean Jon Ericson  
   School of Liberal Arts

From: William Little, Head  
   Foreign Languages Department

Subject: CHANGE OF DEPARTMENT NAME

The FOREIGN LANGUAGES DEPARTMENT would like permission to change its name to the DEPARTMENT OF MODERN LANGUAGES AND LITERATURES. The petition arises from a unanimous vote by the faculty in the department, and it was approved by the school curriculum committee. The Academic Senate Curriculum Committee would like to know if there are any objections from any other source within our school.

The main reason for wishing to change our name is that our current name does not reflect accurately the nature and scope of our curricula. To be precise, twelve of the thirty-six courses offered by our department are dedicated to literature. The name "Foreign Languages Department" was an accurate description of our reality when we were a lower division service department teaching principally language acquisition skills. Our scope and our methodologies have increased greatly since those days a decade and more ago. We are especially anxious to modify our image through a name change since all levels of the curriculum process are enthusiastically supportive of our proposal to create three new courses on critical reading in our three main modern languages: GER 233 Critical Reading in German (4); FR 233 Critical Reading in French (4); SPAH 233 Critical Reading in Spanish (4). The courses have been proposed for area C.1 in GE&B.

We recognize that the English Department reasonably may object that English is a modern language, and that they teach as high a percentage of literature courses as we do. We believe, however, that the differentiation between English departments and departments of modern languages and literatures throughout the United States is such a general, and workable, custom that there ought to be no real conflict at Cal Poly.

Is it appropriate, by means of this memorandum, to ask that our request for a name change be brought before the School Council?
Memorandum

To: Liz Regan, Director, Children’s Center  
   Charles Crabb, Chair, Academic Senate  
   Roger Conway, Executive Director, ASI  
   Stan Van Vleck, ASI President  
   Lorraine Howard, Interim Dean, Student Affairs

From: Nancy Jorgensen  
   Associate Dean to the Dean of Student Affairs

Subject: Proposed Child Care Advisory Committee

Date: January 11, 1988

Attached is Draft 2 of our proposal. I have incorporated the changes suggested during our meeting of January 14, 1988. There is a suggestion of an additional student member who also serves on the ASI Finance Committee, with language to clarify the terms of student appointees.

If there are any more suggested changes, please call me at Ext. 1521 by Thursday, January 21, 1988.

Thank you so much for your participation.
CHILD CARE ADVISORY COMMITTEE

A. FUNCTIONS

The Child Care Advisory Committee serves as an advisory body to the President. The Committee shall be responsible for:

1. Developing policy for approval by the President regarding child care on campus.

2. Implementing Trustee policy regarding child care on campus.

3. Keeping the President apprised of child care needs of students, staff, and faculty.

B. MEMBERSHIP

The Committee appointments are made annually by the President from nominations indicated below. The Committee elects its own chairperson. Committee membership is as follows:

One representative from Business Affairs to be selected from nominations by the Vice President for Business Affairs.

One representative from the Student Affairs Division selected from nominations by the Dean of Student Affairs.

One representative from Academic Affairs, selected from nominations by the Vice President for Academic Affairs.

One representative selected from the faculty, nominated by the Chairperson of the Academic Senate.

One representative selected from nominations by the Children's Center Board of Directors.

One representative who is a student parent, selected by the Parents' Advisory Committee of the ASI Children's Center.

Two student representatives selected from nominations by the ASI President; at least one must be a current member of the ASI Finance Committee and one student, at large.

The ASI Business Manager or a representative from that office.
The following are designated as ex-officio nonvoting members:

1. The Children's Center Director

2. A representative from the Psychology and Human Development Department.

Terms of office shall be two years, except for the ASI student appointments. To ensure continuity of service, half of the initial appointments shall be for two year appointments, and half shall be for three years; subsequent appointments will be for a two year period. The Student Finance Committee representative, whenever possible, should have a two year term. The ASI student appointment designated as "at large" will be for a one-year term.

C. MEETINGS

Meetings shall be held quarterly during the academic year or more frequently as scheduled by the committee chairperson. The committee chairperson will meet at least once per year with the President.
RESOLVED: That the Academic Senate of the California State University affirm its support of efforts to modify Article XIIIIB of the California State Constitution so as to permit realistic expenditures to meet the needs of education; and be it further

RESOLVED: That the Academic Senate of the California State University urge the Chancellor and Board of Trustees to support efforts to modify Article XIIIIB of the California State Constitution; and be it further

RESOLVED: That the Academic Senate CSU endorse the attached statement which explains its reason for supporting efforts to modify Article XIIIIB of the California State Constitution.

APPROVED UNANIMOUSLY November 6, 1987
There is an urgent need to modify Article XIIIIB of the California State Constitution so that the state can meet its current obligations including those to higher education and to meet the important added obligations outlined in "The Master Plan Renewed."

"Under the provisions of Article XIIIIB, state population growth determines how much can be spent for education, but enrollment in the public schools and in postsecondary institutions has been growing much faster than the state's population. Thus, it is likely to be increasingly difficult to maintain current levels of spending, quite apart from implementing the reforms and effecting the other changes that are called for in this and other recent studies of California's educational system."

The CSU will likely face new and increased responsibilities as a consequence of recommendations of "The Master Plan Renewed." The CSU will be accepting larger numbers of students because of demographic shifts which are leading to a disproportionate increase in the groups CSU serves. It is probable that the CSU will be undertaking initiatives under the new Master Plan such as improvement of retention rates for specially admitted students, the performance of research about the learning process, the provision of professional services to the state's public schools and development of increased remedial studies and counseling services. These recommended initiatives will cost approximately $56 million for the first year and will increase as enrollment increases. The funds necessary to provide these educational services will not be available without reductions in other state expenditures because of Article XIIIIB of the state constitution.

Given these conditions, it is essential that Article XIIIIB be modified so as to permit expenditures sufficient to meet these realities.

"The Master Plan Renewed," page 48