

## **AGENDA**

### **COMMITTEE ON EDUCATIONAL POLICY**

**Meeting: 4:30 p.m., Tuesday, January 23, 2001**  
**Glenn S. Dumke Conference Center – Open Session**

Dee Dee Myers, Chair  
Debra S. Farar, Vice Chair  
Roberta Achtenberg  
William D. Campbell  
Harold Goldwhite  
Neel I. Murarka  
Ralph R. Pesqueira  
Ali C. Razi

#### **Consent Items**

Approval of Minutes of Meeting of November 8, 2000

#### **Discussion Items**

2. Remedial Education Policy Implementation: Fifth Annual Report, *Information*
3. Recognition of Outstanding Teaching, Research, and Scholarship: Master of Arts in Multimedia: California State University, Hayward Multimedia Program, *Information*

## **AGENDA**

### **COMMITTEE ON EDUCATIONAL POLICY**

**Meeting: 11:00 a.m., Tuesday, January 23, 2001**

**Closed Session: Munitz Conference Room**

Governmental Code Section 3596[d] – Committee Members  
Chair of the Board  
Chancellor and Staff

#### **Discussion Items**

Review and Recommendation of Nominee for Honorary Degree (Government Code Section 11126[c][5])

**COMMITTEE ON EDUCATIONAL POLICY**

**Review and Recommendation of Nominees for Honorary Degrees**

**Presentation By**

Dee Dee Myers, Chair  
Committee on Educational Policy

David S. Spence  
Executive Vice Chancellor  
and Chief Academic Officer

**Summary**

Recommendations from the Committee on Educational Policy, Subcommittee on Honorary Degrees, will be addressed in closed session pursuant to Government Code Section 11126 (c) (5) [closed session “to consider the conferring of honorary degrees”].

**COMMITTEE ON EDUCATIONAL POLICY**

**Remedial Education Policy Implementation: Fifth Annual Report**

**Presentation By**

David S. Spence  
Executive Vice Chancellor  
and Chief Academic Officer

**Summary**

The CSU Board of Trustees adopted in January 1996 a policy designed to reduce the need for remediation in English and mathematics at the college level. Annual reports have been provided to the Board each March in response to trustee policy calling for annual reports on systemwide implementation activities. In addition, a special report was provided in November 1999 on the effectiveness of campus efforts to remediate students during their first year of enrollment and campus plans for reducing the proportions of regularly-admitted freshmen needing a second year of remedial education. Effective with this agenda item, both reports have been combined and will be provided to the trustees in January.

The percentage of incoming freshmen needing assistance in English and mathematics and the extent to which students are remediated by the end of the first academic year were not available in time to be included in the agenda. Therefore, this information will be provided at the meeting.

## **COMMITTEE ON EDUCATIONAL POLICY**

### **Recognition of Outstanding Teaching, Research, and Scholarship: Master of Arts in Multimedia: California State University, Hayward Multimedia Program**

#### **Presentation By**

David S. Spence  
Executive Vice Chancellor  
and Chief Academic Officer

Norma S. Rees, President  
California State University, Hayward

#### **Summary**

The Master of Arts degree in Multimedia began at CSU Hayward in Fall 1995 as the first degree of its kind in the State and probably in the nation. The Graduate Multimedia Program is a leader in educating the next generation of interactive content providers who will have a central role in shaping 21<sup>st</sup> century culture. Interactive media are rapidly becoming the dominant forms of information distribution, and CSU Hayward's goal is to be the premier interactive digital content production program in the world.

#### **Background**

Multimedia is the fusion of imagination, art, and technology. It involves not one set of knowledge or skills but many. The multimedia industry uses interdisciplinary teams to produce interactive digital media. The program was designed to mirror the realities of the industry in the classroom by creating an interdisciplinary program featuring team-based student projects. This requires an extraordinary amount of collaboration among faculty, departments, students, and with industry.

The program's faculty is drawn from the Departments of Art, Math and Computer Science, Teacher Education, Management and Finance, and Accounting/CIS (Telecommunications), which represent all four schools on the Hayward campus. The program is administered by a Program Committee composed of one faculty representative from each School and chaired by the Graduate Dean to whom the program reports. Five departments worked collaboratively to design and contribute courses to the program. Students work collaboratively in three to five member teams to produce the culminating experience for the

program, which is a major interactive digital media product. Students also work collaboratively with faculty from the Multimedia Master's Program and from across campus who act as advisors on their projects.

The program relies upon significant collaboration from industry. The primary vehicle for this is the Multimedia Board of Advisors, a group of industry experts representing companies such as Macromedia, Netscape, DreamWorks, Pacific Data Images (producers of Antz), Silicon Graphics, and Electronic Arts. The Board meets four times per year and provides advice on the curriculum, trends in the field, and program design. Students receive direct input from industry, twice a month, via a course called The Forum, which features practitioners from industry. The program recently concluded a contract with Pacific Bell to offer the master's degree to a team of their employees. Without collaboration among faculty, schools, departments, students, and industry, the program would not be possible.

In the first year of this two year program, students, who come from a variety of academic disciplines, take courses in subjects that cover Art (Mind and Media Seminar), Computer Science (Multimedia Software Development), Education (Application of Learning Theories to Multimedia Design), Business (Management of Multimedia Business), Telecommunications (Collaborative Multimedia Computing), plus others in project management and production.

In the second year, students form into interdisciplinary teams to work on their project. The task of these three to five member student teams is to produce exceptionally high quality, content rich interactive media products. Students are provided with 24/7 access to professional studio equipment to produce their projects. Student projects must include a research component. Interactive digital media is a way of telling a compelling story; thus the content will range across all the academic disciplines, often with particular emphasis on the humanities. Although the multimedia product is produced in the Multimedia Graduate Lab at Cal State Hayward, students have traveled all over the world for their research, including the Yucatan Peninsula, Mexico City, Ireland, and Peru.

The Multimedia Graduate Program requires a significant number of student learning outcomes including knowledge of current trends and practices in multimedia, knowledge of learning theories as applied to multimedia and interactive design, knowledge of basic business practices such as the ability to go from an idea to a business plan, good content aesthetics, current knowledge of telecommunications, knowledge of application (software) development for multimedia, ability to demonstrate production skills (imaging, interactivity, web authoring, and audio).

Although the Multimedia Graduate Program is only in its sixth year, several student projects have won international and statewide awards. Two projects, "Sacred Places" and "Art, Technology, and Society," won Invision Awards sponsored by New Media Magazine. This is an international competition that attracts over 600 entries per year. The class project, "Noguchi's Multimedia Diary," won the Nikkei Digital Publishing Grand Prix Award at the 1998 World PC Expo in Tokyo, Japan. Three projects have won awards in the CSU Research Competition including "Coyolxauhqui: An Ancient Myth, Chicanas Today," which won a Humanities and Letters award. In addition, the Multimedia Program was honored with an Innovation Award from the National Media Education Network in 1997 and a CASE Media Fellowship Award in 1998.

The program also has served as a model for other universities both nationally and internationally. Multimedia faculty have consulted with universities in the U.S. on both the West and East Coasts and in Vancouver, Canada. The Program has been visited by faculty and government delegations from Germany, Thailand, Finland, China, and Canada.

Graduates of the program are in high demand and are working in a variety of industry positions in companies such as CBSMarketwatch.com, Excite.com, SGI (Silicon Graphics), Electronic Arts, IBM, Cisco Systems, Clorox Corporation, Web Media Masters, and Legacy Interactive, Inc. Others are in education at institutions such as Louisiana State University and Skyline and Ohlone Community Colleges located in the Bay Area.