

MOBILE APPLICATION STEERING COMMITTEE

The intent of the Mobile Application Steering Committee (MASC) is to lead and advise on the process of managing CSUB Mobile Applications to ensure best in class mobile experience for students, faculty, staff, and community members. The committee's purpose is to guide, govern, and prioritize the CSUB Mobile application development. This includes determining new features within the app, working through taxonomy issues, organizing releases within the CSUB Mobile App as well as setting up a process to make decisions for changes to the CSUB Mobile look and feel. Voting members: two ASI reps, one Student Affairs rep, one Enrollment Management, one AARC or GI 2025, two faculty members appointed for a two-year term by the Academic Senate Executive Committee, one Librarian, one ITS, one University Advancement, one rep from Athletics. None-voting members: one ITS administrator, one ITS staff. Monthly meetings for one hour.

Committee Position	Organization	Name	Term
VP or appointee	ASI	TBD	2021-2022
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Director of ASI	Student Affairs	Ilaria Pesco	
Enrollment Management Director	Enrollment Management	Tommy Holiwell	Chair
AARC or GI 2025 (Director of Registration)	Enrollment Management	Jennifer McCune	
Faculty Member appointees:	Academic Senate	Annie Hyunh	2021-2023
		Kristine Holloway	2021-2023
Librarian	Library	Ying Zhong	
Assoc. VP and CIO	ITS	Faust Gorham	
UA VP	University Advancement	Victor Martin	
Director of Athletics	Athletics	Ziggy Siegfried	
Director of ITS Enterprise Applications	ITS	Brian Chen	
ITS Staff		Pierre Ioga	