

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, one faculty member appointed 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		2019-2020
VP or appointee		ASI		2019-2020
Director of ASI		Student Affairs	Ilaria Pesco	
Enrollment Management Systems Analyst		Enrollment Management	Tommy Holiwell	
AARC or GI 2025 (Director of Registration)		Enrollment Management	Jennifer McCune	
Faculty Member appointee		Academic Senate	Alberto Cruz	
			Bilin Zeng	
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	
Analyst/Programmer ITS		ITS		