COMMITTEE ON DIVERSITY, EQUITY, & INCLUSION

January 8, 2026

To:　　　　　Kenneth Barish, Chair
　　　　　　　Riverside Division Academic Senate

From:　　　　Esra Kurum, Chair
　　　　　　　Committee on Diversity, Equity, & Inclusion

Re:　　　　[Campus Review] (Proposal) Master of Science in Data-Driven Marketing & AI Application (MSDM-AA)-SSGDP

The Committee on Diversity, Equity, and Inclusion (CODEI) has reviewed the above proposal for the (MSDM-AA)-SSGDP. From a DEI perspective, the proposal raises no major concerns and includes several positive equity-oriented elements, including holistic admissions practices, a built-in return-to-aid commitment, and a clear focus on serving students in the Inland Empire.

Given that this is a self-supporting professional degree, the committee recognizes that access will necessarily be shaped by cost; within those constraints, the proposal makes reasonable efforts to support inclusion through admissions review, financial aid allocation, and regional access. At the same time, DEI considerations are largely implicit rather than explicitly integrated into program design. The committee wishes to encourage the proposers to further articulate how diversity, equity, and inclusion will be operationalized in admissions outreach, student support, and curriculum particularly with respect to responsible use, ethical considerations and implications of AI within curriculum. This end may be aided via interdepartmental support regarding data science ethics and courses such as those offered by the Computer Science and Engineering, or Statistics departments. Barring these points, no major DEI concerns are identified within the proposal.