December 17, 2025

To: Kenneth Barish, Chair
        Riverside Division

From: Joseph Genereux, Chair
        Committee on Library and Scholarly Communications

Re: 25-26. CR. Proposal: Master of Science in Data-Driven Marketing & AI Application (MSDM-AA)-SSGDP

The committee endorses the proposed Master of Science in Data-Driven Marketing & AI Application (MSDM-AA) program, which is well-planned and fills an important and inadequately met need for the Inland Empire and the State of California. We appreciate that the proposal recognizes the importance of the libraries' digital infrastructure and other resources for the program. The proposal should also acknowledge the likely contributions of the library staff to curricular development of the new electives, especially in consideration of the library's strong and rapidly expanding subject matter expertise in the application and ethics of emerging AI technologies. Related to that point, we would like to call the attention of the team behind the proposal to the libraries' plan to offer for-credit workshops on AI in the future, which might also serve as electives for the program.