Gogue: Academics will be last to feel impact of cuts in Auburn’s budget

Expanding upon recent budget discussions with faculty and staff, University President Jay Gogue told the Board of Trustees on March 27 that Auburn is taking a systematic approach in confronting a deep and extended economic recession.

Due in part to conservative budgeting in the past, Auburn is in better financial shape than many other universities as it confronts the current economic recession, said Gogue. He said sound budget practices in the past kept the university from becoming overextended financially when revenues declined rapidly, as has been the case this year.

Elaborating, the Auburn president credited previous policy decisions by the Board of Trustees and sound financial oversight by Executive Vice President Don Large, the university’s chief financial officer, with enabling the university to take a measured, orderly approach to reducing expenses in the face of current revenue reductions.

With state tax revenues continuing to decline, Gogue said the university is preparing at every level for additional cuts in its allocation from the state for the budget year that starts Oct. 1; those cuts will be in addition to cuts and spending mandates that exceeded $60 million in 2008-09.

Noting that some of the university’s peers have been announcing major cuts in programs and large-scale reductions in faculty and staff because of budget problems, he said Auburn is taking a more conservative approach to cost-cutting because of the more conservative approach it took toward expansion in the past. “Auburn is going to take part in this recession, but hopefully we are not going to be leaders in the recession,” he said.

In cutting costs, as in starting or expanding programs in the past, he said the university has to be careful not to overextend itself, which could lead to problems that would be even more costly to fix in the future.

Gogue said it is too early in the recession, which began in 2008 and accelerated this winter, to know when it will end or what the full impact will be.

Noting that the institution has survived tough times before over the past 150 years, he added, “We will act like Auburn is going to be here for another 150 years. We are making the best decisions we can, but we will not be overreaching and doing things in a dramatic way.”

The administration is not taking a top-down approach to budget cuts, he said, adding that deans, directors, department heads, faculty and staff are in the best position to identify ways to cut expenses in their areas.

But, in looking for ways to cut costs, academics will be protected, he said. “Our basic principle is that administrative areas take the first budget cuts,” Gogue said. “Teaching is going to be the last area affected.”

-- Roy Summerford
Auburn faculty gain promotion, tenure

Provost Mary Ellen Mazey, who is also vice president for academic affairs, has released a list of faculty who have attained promotion, tenure or both at Auburn University for 2009. The faculty members and their departments are:

**Associate Professor and Tenure**

Jesse Chappell, Fisheries and Allied Aquacultures; John Fulton, Puneet Srivastava and Yifen Wang, Biosystems Engineering; Christopher J. Arnold, Industrial Design; Charlene LeBleu, Architecture; Tsai Lu Liu, Industrial Design; Bruce W. Smith, Building Science; Gary L. Adams, Management; Duane M. Brandon and Andrew J. McLelland, Accountancy; Randy Johnson, Aviation and Supply Chain Management; Kevin Yost, Finance.

Theresa McCormick and Melody L. Russell, Curriculum and Teaching; Jared A. Russell, Kinesiology; Margaret E. Shippen, Special Education, Rehabilitation, Counseling and Counseling Psychology; Jerry Davis, Industrial and Systems Engineering; Jong Wook Hong and Robert Jackson, Mechanical Engineering; Cheryl Seals, Computer Science and Software Engineering; Brian Thurow, Aerospace Engineering; Wesley C. Zech, Civil Engineering; Thomas V. Gallagher, Forestry and Wildlife Sciences.

Joyce De Vries, Art; Judith Blumsack, Communication Disorders; Jennifer W. Adams, John Carvalho and Hollie Lavenstein, Communication and Journalism; Giovanna Summerfield, Foreign Languages and Literatures; Jonathan Sutton, Philosophy; Jan Kavookjian, Pharmacy Care Systems; Eduardus Duin and Susanne Striegler, Chemistry and Biochemistry; Benson Akingbemi and Ya-Xiong Tao, Anatomy, Physiology and Pharmacology.

**Assistant Professor and Tenure**

Carol Johnston, Fisheries and Allied Aquacultures; Nannan Liu, Entomology and Plant Pathology; Andrew Freear, Architecture; Wei Wang, Industrial Design; Anwar Ahmed, Aerospace Engineering; Mark Barnett, Civil Engineering; John Evans, Industrial and Systems Engineering; Jeff Fergus and Peter Jones, Mechanical Engineering; Juan Gilbert and Drew Hamilton, Computer Science and Software Engineering.

**Auburn faculty gain promotion, tenure**

James B. Grand, Forestry and Wildlife Sciences; Margaret Keiley, Human Development and Family Studies; Rosephanye Dunn-Powell and Richard Good, Music; Donald R. Wehrs, English; Jennifer B. Hamner Scheussler; Nursing: Kenneth Halanych and Mary Mendonca, Biological Sciences; M. Daniel Givens and James C. Wright, Pathobiology.

**Tenure**

Karen L. Rogers, Architecture; Jennifer Brooks, History; Nanette Chadwick, Biological Sciences.

**Associate Research Professor**

Douglas Martin, Scott-Ritchey Research Center.

**Associate Clinical Professor**

Angela Burque, Sociology, Anthropology and Social Work; Kristen Helms, Erika Kleppinger and Kurt Wargo, Pharmacy Practice.

Winn appointed interim associate provost

Provost Mary Ellen Mazey has appointed the appointment of Emmett Winn of the College of Liberal Arts as interim associate provost.

“Dr. Winn brings experience as a former Auburn student, faculty member and administrator to the position of interim associate provost,” Mazey said. “He will assist me tremendously as we collaborate with the students, faculty and staff to implement Auburn University’s Strategic Plan.”

In his new position, Winn is responsible for administrative issues including faculty matters, programmatic review, overseeing the work of the Academic Honesty Committee, managing special projects and providing oversight to the Jule Collins Smith Museum, the Program for Students with Disabilities, Women’s Studies and English as a Second Language.

Winn, who joined the Auburn faculty in 1997, most recently served as associate dean for curriculum and teaching and professor of communication in the College of Liberal Arts’ Department of Communication and Journalism. He received his bachelor’s and master’s degrees in communication from Auburn in 1990 and 1991, respectively. He earned a doctorate in communication in 1999 from the University of South Florida.

Winn also has served as executive director of the Southern States Communication Association since 2005.

Work starts on second phase of Shelby Center

Construction has begun on the second phase of the Shelby Center for Engineering Technology in Auburn’s Samuel Ginn College of Engineering.

South of the original buildings, the building complex will house advanced research laboratories and the Mechanical Engineering Department.

The recently completed first phase of the Shelby Center is home to the Department of Computer Science and Software Engineering, the Department of Industrial and Systems Engineering and various administrative offices and student areas.

Projected for completion by fall 2011, the second phase of the Shelby Center will include two facilities. One part is the Mechanical Engineering Building, which will house state-of-the-art teaching and research laboratories and administrative and faculty offices for the Department of Mechanical Engineering.

In the other part, the Advanced Research Laboratory will include general and specialized labs designed to support work on a variety of technologies.

“The completion of the Shelby Center will enable Auburn Engineering to create a superior learning and research environment that keeps pace with today’s emerging engineering fields,” said Engineering Dean Larry Benefield. “The College of Engineering is pursuing a vision to become one of the top engineering programs in the country, and the cornerstone of that vision is the Shelby Center for Engineering Technology.”
Industrial and Graphic Design

Professor, students develop model for signs in Student Center

When Auburn’s new Student Center opened last fall, many people were having problems finding their way in the large building, with its wide array of study areas, offices, meeting rooms and food venues.

Regular users soon became oriented, but to help occasional and first-time visitors to the building gain their bearings, Dean of Students Johnny Green turned to the Department of Industrial and Graphic Design for assistance. “We have so much talent here that it just made so much sense for us to tap into that ability,” Green said.

Green asked Jerrod Windham, assistant professor in the Department of Industrial Design, and two of his graduate students, Zack Gray and Lauren Weigel, to create a signage system for the building. “There are lots of ways to get to a specific place in the Student Center, but our goal was to get people there the fastest way possible,” Gray said.

The signs that Windham and his students designed not only do that, but they will also be recyclable and easily changeable. The aluminum signs will include individual plaques that can be replaced as venues in the building change.

Advanced Graphics, a company owned by Auburn alumnus Sean Snow, class of ‘92, manufactured a prototype that was installed at the entrance facing Haley Center. This will allow the designers to get visitors’ feedback and determine if any changes need to be made. “I am very pleased,” Green said. “It’s attractive, functional and very appropriate.”

Windham, who teaches a class in sustainable design, said their biggest challenge was in the longevity of the overall design. “We wanted to support Dr. Green’s efforts to make the building as sustainable as possible,” Windham said.

As they began the semester-long project, the students studied signage systems in airports, metropolitan cities and other schools. They then presented Green with three options. The chosen design identifies different wings of the building, such as the stadium wing, to give viewers a reference point from outside. In addition, the signs will be painted a different color for each floor of the building.

Meanwhile, Industrial and Graphic Design graduate student Joshua Ekan dem is designing interactive kiosks for possible placement at primary entrances of the building.

— Lisa Marshall

Auburn Report

The Auburn Report is published by the Office of Communications and Marketing at Auburn University. Executive Director of Communications and Marketing: Deedie Dowdle. Auburn Report Editor: Roy Summerford. Communications and Marketing contributing editors, writers and photographers: Mike Clardy, Katie Wilder, Charles Martin, Neali Vann, Jeff Etheridge and Melissa Humble. Other contributors are based in colleges and schools throughout the university.

Issues of the Auburn Report appear every other Friday during academic terms, with exceptions for the weeks of spring break and Thanksgiving. Copies are distributed free by campus mail to full-time faculty and staff at campus offices. Deadline for delivery of items for publication is noon on Monday before publication. Direct inquiries, suggestions and news items to the Auburn Report, 23 Samford Hall, Auburn, AL 36849. Telephone: 334/844-9984. Electronic mail: summero@auburn.edu.

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Making math fun for future college students

“Fun” and “mathematics” can sometimes be like oil and water — for many people they just don’t mix. But through the work of Chris Rodger, Scharnagel Professor of Mathematical Sciences in Auburn’s College of Sciences and Mathematics, the two terms are becoming synonymous in many schools across Alabama.

Rodger doesn’t limit his unique methods for teaching such a tricky subject to his own classroom. He has shared his expertise with teachers across Alabama so that students of all ages can learn to love math and become more engaged with the subject.

His educational outreach addresses mathematics teaching effectiveness at the K-12 level, making the potentially intimidating subject fun for both instructor and student alike. For this work, Rodger received the 2008 Auburn University Award for Excellence in Faculty Outreach.

“Chris Rodger is the very model of engaged scholarship,” said Royrickers Cook, assistant vice president for university outreach. “He is recognized for his teaching and research in the very highest levels of his discipline, and has put that considerable expertise to work to enhance the quality of math instruction in Alabama.”

Rodger’s faculty development programs seek to build teachers’ confidence as well as their capacity. The desired result is for students to receive better instruction that in turn helps them increase their performance in mathematics courses. Many of the schools Rodger assists are in rural areas with limited resources and have a great need to improve their mathematics instruction against the state’s accountability measures.

“Much of my activity with teachers in West Alabama and in the counties around Auburn arose from a desire to increase their content knowledge, but over time I realized that many elementary teachers unnecessarily lack confidence in their ability to do mathematics,” said Rodger.

Changing this attitude while infusing a passion for mathematics became one of his primary objectives. He explained, “Outreach activities have allowed me to present mathematics to Alabama teachers in an accessible non-threatening way, giving them modern applications of mathematics, an increase in their confidence in solving problems and a heightened comfort in encouraging their students to explore mathematics.”

Mary Ann Rygiel, an Auburn resident and high school teacher who attended Rodger’s Summer Institute on Discrete Mathematics in 2001, said the experience had a strong positive influence on her as a teacher and thinker about mathematics as a discipline.

“If mathematics is a specialized kind of foreign language for most people, Dr. Rodger is a brilliant translator,” Rygiel wrote in a letter supporting Rodger’s nomination for the research award. “He is able to provide clear, careful explanations accessible to all levels of mathematical ability and background. Moreover, he exhibits willingness uncharacteristic of many mathematicians to use a variety of approaches in order to clarify concepts.”

Rodger’s colleagues agree that his work impacts not only K-12 teachers but also ultimately their students, many of whom bring with them a changed perception of mathematics once they enter college.

“Fear of mathematics by teachers is all too readily transmitted to their students; and students entering college are disadvantaged by a transmitted misperception that mathematics is inherently difficult,” wrote Michel Smith, professor and chair of the Department of Mathematics, in a letter supporting Rodger’s nomination. “Dr. Rodger has not only addressed this problem in his workshops but has been able to transmit the job of successfully doing creative mathematics to the participants. Participants have expressed, for them, the unexpected result of enjoying mathematics.”

Rodger’s contributions to classroom teaching have been recognized many times with external support from government and foundation grant awards including the National Science Foundation, “No Child Left Behind” and the Eisenhower Foundation. Most recently he served as one of six principal investigators on “Team Math,” which received a $9.4 million grant from the NSF and a $100,000 internal grant from Auburn University Outreach and the colleges of Education and Sciences and Mathematics.

During the past five years in this program, Rodger worked with 15 local school districts, Tuskegee University and faculty in the departments of Math Education and Mathematics to develop an aligned math curriculum that meets both the new Alabama Math Content and the National Council of Teachers of Mathematics process and content standards.

Rodger balances his outreach efforts with a rigorous teaching schedule and research agenda, and his efforts in all three areas have been recognized by his peers in the College of Sciences and Mathematics. Throughout the last decade, he has received every award the college offers in teaching, research, outreach and student advising, and he was named Distinguished Graduate Faculty Lecturer in 1997.

A native of Australia, Rodger attended the University of Sydney, completing his bachelor and master’s degrees before receiving his Ph.D. from the University of Reading, England. He joined the Auburn faculty in 1982, was promoted to professor by 1990 and served as an Alumni Professor from 1993-98.

— Ralph Foster and Katie Wilder
Campus Calendar

SUNDAY, APRIL 5
CONCERT Auburn University Gospel Choir, 3 p.m., Victory World Prayer Center in Auburn

MONDAY, APRIL 6
DARWIN COMMEMORATIVE LECTURE “Malthus, Wallace and Darwin,” Gerry Elstrom of Psychology, 3 p.m., 112 Rouse Life Sciences Building

TUESDAY, APRIL 7
PUBLIC LECTURE “On The House: Space, Memory, and Identity in the Ancient Maya World,” art and architecture historian Cynthia Kristan-Graham, 2:30 p.m., Jule Collins Smith Museum
MEETING University Senate, 3 p.m., auditorium, Broun Hall

WEDNESDAY, APRIL 8
SPRING CONCERT Auburn Jazz Ensemble, 7:30 p.m., Band Hall, Goodwin Music Building

THURSDAY, APRIL 9
“FINAL LECTURE” Lawrence Wit, professor and associate dean, Sciences and Mathematics, voted by students to deliver words of advice and inspiration to all students, 5 p.m., Ballroom, Student Center

MONDAY, APRIL 13
DARWIN COMMEMORATIVE LECTURE “Evolutionary Psychology: Comparative Cognition of Abstract-Concept Learning,” Jeffrey Katz of Psychology, 3 p.m., 112 Rouse Life Sciences Building

WEDNESDAY, APRIL 15
BROWN BAG SEMINAR “Developing Assignments and Teaching to Enhance Information Literacy,” Nancy Noe of Draughon Library, noon, 2223 Student Center; bring your lunch; contact Biggio Center, 844-8530
THEATRE Shakespeare’s “Henry V,” visiting performance by The Acting Company, 7:30 p.m., Telfair Peet Theatre; tickets, 844-4154

FRIDAY, APRIL 17
NEXT Auburn Report
CONCERT Auburn Symphonic Band, 7:30 p.m., Opelika Performing Arts Center

SATURDAY, APRIL 18
OPEN HOUSE College of Veterinary Medicine, 8:30 a.m.-2 p.m.

EXHIBITIONS
JULE COLLINS SMITH MUSEUM “Uniform Proof: 19th Century Photography in the Collection of William Wiese,” through April 4; “El Alma Mexicana: The Mexican Soul,” selections from the museum’s permanent collection, through May 30; “Department of Art Faculty Exhibition,” through May 30

Peruvian exhibit
University President Jay Gogue, right, discusses a photo of Peru’s famed Inka Trail with Consul General Jorge E. Roman Morey of Peru. The consul general was on campus recently for the unveiling of a Draughon Library exhibition of photographs of the historic trail through the Andes.

Auburn library exhibition highlights historic trail through Peru’s Andes

Auburn’s Draughon Library is presenting “Qhapac Nan,” a temporary exhibit of 80 photographs showcasing South America’s Great Inka Trail.

The exhibit is presented by the Office of the Consulate General of Peru in Atlanta in conjunction with the Auburn University Libraries and will be on display in the main lobby of the library until April 14.

The Great Inka Trail, using an older spelling of “Inca” and also known as the Qhapac Nan, is a complex road system that serves as an amazing example of pre-Columbian engineering. Included in this exhibition are breathtaking color photographs and engravings that recreate this marvel of man.

“This exhibit will provide the Auburn community and our students with a fascinating glimpse into Latin America’s cultural heritage,” said Bonnie MacEwan, dean of Auburn University Libraries. “We’re grateful for the opportunity to display these images and work with the Consul General of Peru.”

Constructed in the 14th and 15th centuries, the trail is a sophisticated network that included two main roads running parallel along the western coast and through the Andes Mountains complete with suspension bridges, secondary lateral roads and a system of inns called “tambo.” The more than 14,000 miles of roads served to connect the Inka government to its vast territories that included parts of present-day Peru, Colombia, Chile, Ecuador, Bolivia and Argentina.

Photos in the exhibit are presented in a geographic order so that visitors can “follow the road.” Beginning in Cusco, the photos follow the Great Inka Trail around the Andes and through the high plains, continuing along the coast and the north valleys before returning to its origin at Cusco.

The exhibit was recently displayed in Georgia at Atlanta’s City Hall and the DeKalb County Public Library in Decatur.

— Katie Wilder
Women’s Studies
Two students and a former faculty member were honored in March for outstanding achievements by the Women’s Studies Program. English major Annie Gilbertson received the undergraduate award, Political Science Ph.D. candidate LaKerri Mack won the graduate student award and Emerita Professor Virginia O’Leary received the Women’s Studies Outreach Award. Award presenters and winners, from left, are Linda Glaze of the Provost’s Office, Gilbertson, Donna Sollie of the Provost’s Office, Mack, Christa Slaton of Liberal Arts, O’Leary and Paulette Dilworth of Diversity and Multicultural Affairs.

Media and medicine
Top paper looks at causes, cures for errors in media reports on medicine

Is eating fish good or bad for your health? What about red meat? Or drinking hot tea? How much exercise is enough for good health? Check news media Web sites or pass any news stand on a given day and chances are you will see conflicting information about these or other health-related questions.

A new study by researchers at Auburn University and the University of North Carolina at Charlotte attributes much of the public’s confusion about medical research to significant differences in accuracy of medical reporting that the researchers found among popular media outlets.

“The news media are an important source of health information, there are concerns about the way the popular press disseminates this information.”

Brigitta Brunner

The researchers, Brigitta Brunner at Auburn and Larissa Brunner Huber at UNC-Charlotte, say that much of the public’s confusion about what is healthy and unhealthy results not from conflicting research results but from breakdowns in the ways that news of medical research reaches the general public.

In an award-winning report scheduled for delivery at a conference in May, Brunner and Huber say the public gain a clearer, more consistent picture of medical research when professionals in the medical community and the news media take certain steps to improve communication with each other and with the public.

Brunner, an associate professor in the Department of Communication and Journalism in Auburn’s College of Liberal Arts, and Huber, an assistant professor in UNC-Charlotte’s Department of Public Health Sciences, discuss their findings in the paper, “101 Ways to Improve Health Reporting,” scheduled for presentation at a May 13-15 conference for public relations professionals.

Brunner and Huber will present their paper at the Public Relations Society of America Health Academy Conference in Washington, D.C. The theme of the conference is “Leveraging Social Media in Health Care Public Relations.”

“Although the news media are an important source of health information, there are concerns about the way the popular press disseminates this information,” Brunner said while discussing the paper. “For the media outlets we studied, this was certainly the case. The study demonstrates that there are huge opportunities for public relations professionals to help journalists better report on health and medicine.”

The paper by Brunner and Huber has won the first Health Academy/Quinnipiac University Paper Competition of the Public Relations Society of America. The competition, which is slated to become an annual activity, seeks to encourage research that enhances the practice of health care public relations. Held in conjunction with Quinnipiac University in Connecticut, the competition invited professors, doctoral students and doctoral candidates to submit papers on a variety of topics including health care management, hospital public relations and pharmaceutical public relations.

“The PRSA Health Academy/Quinnipiac University Paper Competition is an effort to provide added value for our members,” said Garland Stansell, the 2009 PRSA Health Academy chair and chief communications officer for the Children’s Health System in Birmingham. “We hope that this is the first of many efforts to bridge public relations practice and research.”

“All too often, there is little interaction between public relations professionals and academics,” said Kurt Wise, chair of the Public Relations Department at Quinnipiac University and an executive committee member of the PRSA Health Academy. “This competition is an effort to bring applied research to the attention of those who practice public relations on a daily basis. From our perspective at Quinnipiac, the Health Academy annual gathering is an ideal opportunity for public relations professors to share their insights with practitioners, and vice versa.”

— Vicky Santos and Ray Summerford
Early signs of spring

Photos by Jeff Etheridge and Melissa Humble, Photographic Services
Herbert Jack Rotfeld, a professor of marketing in Auburn’s College of Business, has been elected by the members of the American Academy of Advertising as president-elect for 2010 to serve as president in 2011.

The election results were announced at the academy’s annual research conference in Cincinnati, March 26-29. Rotfeld is in his second year as treasurer of the organization.

Previously, Rotfeld received the organization’s Kim Rotzoll Award for Advertising Ethics and Social Responsibility in 2006, and he received the academy’s Outstanding Contribution to Research Award in 2000.

As the leading organization of advertising scholars and educators, the American Academy of Advertising is dedicated to fostering research relevant to the field and providing a forum for the exchange of ideas among its academic and professional members. AAA publishes the Journal of Advertising, the primary academic publication dedicated to advertising scholarship.

A member of the Marketing Department faculty in Auburn’s College of Business since 1988, Rotfeld teaches courses on advertising, consumer behavior and the ethical environment for marketing management. He is starting his third term as editor of the inter-disciplinary Journal of Consumer Affairs, which is published by the American Council on Consumer Interests.

Since completing his Ph.D. at the University of Illinois in Urbana-Champaign, he has become a recognized scholar of advertising regulation and self-regulation who is also noted for his iconoclastic research papers that often question conventional wisdom and commonly held presumptions about business practices and related theories. He was a regular columnist in Marketing News magazine from 1996-99, and he has been a contributing section editor on “misplaced marketing,” a term he coined, for the Journal of Consumer Marketing since 1998.

In 2004, he created a special section for Journal of Product and Brand Management on “Beyond Products” Brand Management. Some of Rotfeld’s essays have been reprinted in a variety of academic journals and books in several countries and he has been invited to lecture on these topics before government organizations and at universities at home and abroad.

The head of the United States Government Accountability Office and a senior official of the Federal Reserve Bank of Atlanta will be among speakers on Monday at The Hotel at Auburn University for the seventh annual spring symposium of the Women’s Philanthropy Board in the College of Human Sciences.

The symposium, “Navigating the Challenges in Today’s Economy: Preserving Wealth and Pursuing Philanthropy,” will also feature several other prominent business and government leaders.

Among the speakers are Gene L. Dodaro, acting comptroller general for the United States and head of the Government Accountability Office; David Altig, senior vice president and director of research for the Federal Reserve Bank of Atlanta; Burt White, managing director of research for LPL Financial; and Leura Canary, U.S. attorney for the Middle District of Alabama.

To register, contact Sidney James Nakhjavan at 844-9199 or e-mail wpbchs1@auburn.edu.

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Workers at Toomer’s Corner are doing more than replacing the sidewalks. See page 1.

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