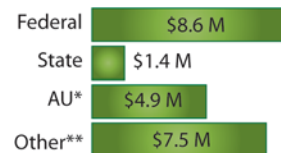


Inside

- 2 Book examines productivity in higher education
- 2 Conference to cover views of economic future
- 3 AU announces promotions and tenure for 2005
- 4 Theatre to offer sci-fi version of Shakespeare

How Auburn Stacks Up

Scholarships & grants awarded in FY 2004



* Endowment, alumni & other institutional awards by AU or its colleges

** Athletic aid, tuition waivers and grants or scholarships not awarded by AU

Source: Institutional Research and Assessment

www.ocm.auburn.edu/au_report/aureport.html

report

FOR THE FACULTY AND STAFF OF AUBURN UNIVERSITY



Touch of spring

Dogwoods add an elegant touch of spring to this scene photographed last week in Samford Park by Jeff Etheridge of AU Photographic Services.

Students, teachers to converge on AU for new science event

The College of Sciences and Mathematics will host AU Explore, an inaugural science and math open house event at Auburn's new \$40 million Sciences Laboratory Center, on April 22.

AU Explore is open to students and teachers in grades 5 through 12. The event will give students a chance to win scholarships and prizes, take campus tours, hear guest speakers and participate in an outdoor science carnival and other activities.

"Our primary goal is to show students how relevant science and math are to their everyday lives," said Mary Lou Ewald, director of outreach for the college.

Human Sciences plays major role in state's initiative to strengthen families

Auburn's College of Human Sciences is playing a major role in the Alabama Healthy Marriage Initiative, an inter-agency, statewide effort to strengthen communities by strengthening relationships and supporting family stability.

The Alabama Healthy Marriage Initiative unites government officials, educators, social services professionals, civic leaders and others in community programs to help couples and families cope with the economic, social and interpersonal stresses that often lead to divorce or other family crises.

As one of the first states to organize a statewide initiative under a nationwide effort supported by the Bush administration, Alabama is charting a new course in family and marriage programs, said Francesca Adler-Baeder, who coordinated a recent meeting in Auburn of the Alabama Healthy Marriage Initiative Steering Committee.

Adler-Baeder, an assistant professor of human development and family studies, said the academic aspects of the initiative will serve two functions. One is to promote research-based outreach by social-service and other organizations that help strengthen stability in couples and families. The other is to get research-based information directly to individuals and families through web-based sources or agency distribution.

The Alabama initiative draws heavily upon research in the College of Human Sciences and other academic areas at Auburn and other universities across the state, said Adler-Baeder, who is also a human development and family studies specialist with the Alabama Cooperative Extension System.

Adler-Baeder said civic leaders and others outside the academic community look to scholars for information on the best practices in counseling

See [Human Sciences](#), page 4

Book offers strategies to balance cost, quality in higher education

Squeezed by seemingly conflicting demands, colleges and universities around the world are finding innovative ways to produce higher quality graduates and research at less cost, according to a new book of essays co-edited by an AU authority on higher education.

“Simply slashing costs is not a good response to financial constraints because it ignores quality.”

In “On Becoming a Productive University: Strategies for Reducing Costs and Increasing Quality in Higher Education,” James Groccia, director of AU’s Biggio Center for the Enhancement of Teaching and Learning, and Judith E. Miller of Clark University in Massachusetts present 31 essays from others in their field discussing ways in which colleges and universities are adapting to the changing demands of a 21st century global society. The 384-page book is published by Anker Publishing Co. of Boston.

“Higher education is in trouble around the world, not just Alabama or the United States,” said Groccia, who is also an associate professor of educational leadership in Auburn’s College of Education. “Virtually all institutions face financial constraints and more skepticism from the public than they have in the past.”

He added, “Simply slashing costs is not a good response to financial constraints because it ignores quality. Instead of improving productivity, that approach can cause long-term damage to the institution.” For instance, he said, large, packed lecture halls can result in lower short-term costs

but, unless steps are taken to protect quality, public support declines further and demands increase for still more cost-cutting.

To counter these pressures, Groccia and Miller, associate dean for special academic initiatives at Clark University, examine the latest innovations at universities that improved their quality of instruction, research or services without increasing costs.

Groccia said the book is a continuation of themes the editors and writers have explored for the past decade in their examination of major issues facing higher education. The book’s six sections propose strategies related to organization, assessment, faculty development, technology, curriculum and instruction.

The essays, which focus on undergraduate and graduate education, were written by faculty at colleges and universities of different sizes and missions from all regions of the United States. Six faculty members from institutions in England and Lebanon also contributed to the book.

Groccia said public support for higher education declined in recent decades as government revenues became scarcer and attention shifted to other concerns, such as health care and homeland security. In tandem with shifting public priorities, he noted, lawmakers began looking to higher education to deliver on decades of promises of a high rate of return on their investment in colleges and universities.

Faculty and administrators can neither avoid the pressures of government and society nor overcome those pressures unless they cooperate with each other, he said. “Productivity is everyone’s concern,” Groccia added. “But productivity must be viewed as improving quality as well as reducing cost or you are not going to be successful.”

Conference to examine economic challenges facing state

A conference in Montgomery on Monday, April 18, will examine challenges to Alabama’s fiscal future.

The AU Center for Governmental Services will host the conference, “Financing Alabama’s Future: Opportunities and Solutions,” at Montgomery’s Embassy Suites Hotel. The public session is the latest in the annual Conferences on Governmental Excellence and Best Practices that bring together state and local policy-makers, educators and others to discuss major issues facing the state.

This year’s conference will focus on securing Alabama’s economic stability, positioning government to capitalize on assets and building coalitions to strengthen Alabama’s future, said Don-Terry Veal, associate director of the Center for Governmental Services.

“Governing magazine recently released its annual grades for state governments and Alabama got a C-minus overall and a C with regard to money management issues,” Veal said. “The reality is that Alabama has a long way to go to compete with high-performing states and revenue generation is the major engine that will power improved performance at all governmental levels — state, county and local.”

Speakers include Stuart Varney, an economic and financial journalist with Fox News; Ronald Langston, national director of the Minority Business Development Agency; Susan S. Tompkins, director of the Pew Charitable Trust’s Government Performance Project; U.S. Rep. Artur Davis of Alabama’s 7th Congressional District and Andrew Hornsby, assistant state finance director.

Upcoming Events

Tuesday, April 12

- Grand Opening: Digital Resources Lab, all day, Draughon Library. This and other events are in connection with National Library Week.
- Littleton-Franklin Lecture: Physician Oliver Sacks, author of “Awakenings,” 4 p.m., auditorium, Sciences Laboratory Center, Roosevelt Drive.
- Women’s Studies Lecture: “Two Women in Post-Revolutionary Mexico: Anita Brenner and Tina Modotti,” art historian Mark Miller Graham, 4 p.m., Jule Collins Smith Museum of Fine Art.

Wednesday, April 13

- Library Events: Free book repairs, Special Collections, Draughon Library. Also, poetry reading by Lee Peterson, 2 p.m.; seminar, “Assessing Journal Quality,” 3 p.m., second-floor conference room.
- Weaver Lecture: “International Debate on Forests: A New Challenge for Forestry Education,” M. Hosny El-Lakany, assistant director-general of the United Nations’ Food and Agriculture Organization, 3 p.m., Dixon Conference Center.
- Public Lecture: “Tibetan Buddhism and World Peace,” Geshe Jinpa Wangpo, 4 p.m., JCS Museum.

Thursday, April 14

- Library Events: Literary readings in foreign languages, 10 a.m., Mell Street entrance, Draughon Library. Also, Poetry Slam, 3 p.m.
- Public Lecture: “Opening the Heart: Arousing the Mind of Universal Kindness,” Geshe Jinpa Wangpo, 5 p.m., JCS Museum.

Saturday, April 16

- All-State Band Festival: Final concert, 1 p.m., Coliseum.
- Public Lecture: “The Symbolism of the Mandala,” Geshe Lobsang Tensin, 1 p.m., JCS Museum.
- Concert: AU Gospel Choir, 5 p.m., Victory World Prayer Center, Shelton Mill Road.

Sunday, April 17

- Concert: AU Concert Choir, Men’s and Women’s Choirs, 2:30 p.m., Lakeview Baptist Church, East University Drive.

Monday, April 18

- Next AU Report.



AU Report Editor: Roy Summerford. Contributing editors and writers: Katie Wilder, AU Communications. Photography: Jeff Etheridge and Trice Megginson, Photographic Services; and Air Force ROTC.

Assistant Vice President for Communications and Marketing: John Hachtel. Director of Communications: Deedie Dowdle.

The AU Report is published by the Office of Communications and Marketing at Auburn University. Issues appear each Monday during fall and spring semesters and every two weeks in summer term, except on the Monday of or the Monday after some major U.S. holidays. Copies are distributed free by campus mail to full-time faculty and staff at campus offices. Deadline for delivery of items for publication is 4 p.m. on Wednesday before publication date. Direct inquiries, suggestions and news items to AU Report, 23 Samford Hall, Auburn University, AL 36849. Telephone: 334/844-9999. E-mail: summero@auburn.edu.

The interlocking AU symbol, shown above and at the top of page 1, is a registered trademark of Auburn University and may not be reproduced without written permission from the AU Office of Trademark Licensing.

Morning run

Air Force ROTC cadets pass the new Poultry Science Building as they greet the dawn during a physical training run. ROTC cadets prepare themselves physically as well as mentally for service as officers in the U.S. Army, Air Force, Navy and Marine Corps after graduation. More than 300 students participate in the Reserve Officers’ Training Corps at Auburn. This photo was taken by Senior Master Sgt. David Richards.



AU announces promotions, tenure

The Office of the Provost has announced AU’s awards of promotion and/or tenure for 2005 to the following faculty members:

Professor

Robert A. Norton, Poultry Science; Eugene N. Simpson, Agricultural Economics & Rural Sociology; Steven Szedlmayer, Fisheries & Allied Aquaculture; Caroline Dunn, Rehabilitation & Special Education; Judith V. Lechner, Educational Foundations, Leadership & Technology; Wayne Gary Martin and Kimberly Walls, Curriculum & Teaching; Renee Annette Middleton, Counselor Education, Counseling Psychology & School Psychology.

Dan Marghitu, Mechanical Engineering; James B. Armstrong and Kenneth L. McNabb, Forestry & Wildlife Sciences; Sareen S. Gropper and S. Jean Weese, Nutrition & Food Science; Alexander Vazsonyi, Human Development & Family Studies.

R. James Goldstein, English; Carlton Nell Jr., Art; Michael Watkins, Philosophy; Curtis G. Shannon, Chemistry & Biochemistry; Lorraine W. Wolf, Geology & Geography; Reid Hanson, Clinical Sciences.

Professor and Tenure

Earl Gaughan, Clinical Sciences.

Associate Professor

Philip Chaney, Geology and Geography.

Associate Professor and Tenure

Xing Ping Hu, Entomology & Plant Pathology; Shelly McKee-Hensarling, Poultry Science; Rebecca O’Neal Dagg, Architecture; Casey G. Cegielski, Christopher W. Craighead, L. Allison Jones-Farmer and Christopher Shook, Management; Beverly Marshall, Finance.

Wendi H. Weimar, Health & Human Performance; Maria Martinez Witte, Educational Foundations, Leadership & Technology.

Robert W. Barnes, Civil Engineering; Sanjeev Baskiyar and Juan Gilbert, Computer Science & Software Engineering; Brian Carnahan and Jorge Valenzuela, Industrial and Systems Engineering; Stephen S. Ditchkoff, Forestry & Wildlife Sciences; Scott A. Ketring, Human Development & Family Studies.

Kelly Bryant and Samantha Lawrie, Art; David Carter and Angela Lakwete, History; Janice Clifford-Wittekind, Sociology; Changhoon Jung, Political Science; Jeff Katz and Adrian Thomas, Psychology; Pamela Paine, Foreign Languages & Literatures; M. Scott Phillips, Theatre; William Powell, Music; James Ryan, English.

Karen Marlowe, Pharmacy Practice; Jianjun Dong, Physics; Douglas C. Goodwin, Chemistry & Biochemistry; Ashraf Uddin, Geology & Geography; Todd Axlund, Clinical Sciences; Maurice Daniel Given, Pathobiology; Annette Smith, Clinical Sciences.

Librarian III and Tenure

Nancy W. Noe, Libraries.

Associate Research Professor

Gregory L. Brower, Anatomy, Physiology & Pharmacology.

Associate Clinical Professor

Miranda Andrus, Pharmacy Practice.

Tenure

John Carl Dagley, Counselor Education, Counseling Psychology & School Psychology; Everett Davis Martin Jr., Rehabilitation & Special Education; John Evans, Industrial Systems Engineering; Charles Stroud, Electrical & Computer Engineering; Martin A. O’Neill, Nutrition & Food Science; Rosephanye Dunn-Powell, Music; Judith Nelson, Theatre; Vishnu Suppiramaniam, Pharmacal Sciences; Calvin M. Johnson, Pathobiology.

In 'Comedy of Errors,' theatre presents the Bard for Trekkies

AU Theatre will close out its 2004-05 season this month with a play that will be familiar to fans of both Shakespeare and "Star Trek."



The text remains true to the 16th century original in "The Comedy of Errors" at Telfair Peet Theatre on April 20-23 and 26-30. But, in a melding of classic literature and pop culture, the theatre company has changed the setting for William Shakespeare's first comedy from ancient Ephesus in Asia Minor to a futuristic space station modeled on those in the "Star Trek" television series and motion pictures.

Although Shakespeare wrote his plays in the late 1500s and early 1600s and usually set them centuries earlier, several motion pictures have changed the setting to more modern times. The AU play carries the process a step further.

Dan LaRocque, director of the AU production, said "The Comedy of Errors" is the ideal candidate for a science fiction setting. Shakespeare describes the town of Ephesus as having a reputation for

strange and magical citizens and behaviors, LaRocque notes, adding that the story, like many in science fiction, involves a quest.

"A major theme in the play has to do with a quest a character makes in alien territory to find a lost brother and mother and restore harmony and wholeness to individuals, families and even the larger society," said LaRocque.

"I have been a big 'Star Trek' fan since I was a kid, so it was not much of a leap for me to find resonance between this particular play and the sci-fi world we all now recognize, whether we are Trekkies or not," he added.

"This seemed like a great opportunity to frame the play in a familiar context without completely reworking Shakespeare's text," LaRocque said. "It has been really fun in fact to discover just how well the play works pretty much just as he wrote it, in a world inhabited by Vulcans, Forengi and Bolians instead of the ancient citizens of Ephesus."

Curtain time is 7:30 p.m. for all performances. For ticket information, call the AU Theatre Box Office at 844-4154.

Human Sciences

continued from page 1

and the making of public policy. "There is a lot of solid research being done in the field of marriage and family studies," she said. "As the academic

home for the knowledge on

which these programs are based, the College of Human Sciences has an important role in meeting those needs."

The Alabama Cooperative Extension System also has a key role across the state in providing educational services to families about issues that affect their future and the

future of their communities,

Adler-Baeder said. She noted that many Extension educators are the primary coordinators of marriage education programs in their communities.

Although no segment of society is immune from the pressures that can break apart families, people with lower incomes are the most vulnerable because they often do not have access to information, educators, counselors, financial advisers or other resources, Adler-Baeder said. AU and the Cooperative Extension System can inform moder-

ate- and low-income families about resources to help them avoid and overcome the financial, relationship, intergenerational and other problems that many families face, she added.

"Information and education can play a major role in helping families overcome or prevent problems," Adler-Baeder said.

"Research has shown that education on skills in relationships can help lower distress levels and can lead to higher levels of happiness and satisfaction in relationships and the greater likelihood of relationship stability," she explained.

Hankes elected to association post

Doug Hankes, associate director of Student Counseling Services, was recently elected to the executive board of the Association for the Advancement of Applied Sport Psychology.

Hankes will be responsible for the organization's newsletter and its web site and research journal, Journal of Applied Sport Psychology.

The AAASP is a 1,200-member international organization of educational, clinical and counseling sport psychologists. Applied sport psychology involves extending theory and research into the field to educate coaches, athletes and parents.

Authors to discuss women's finances

Authors Candace Bahr and Ginita Wall, co-founders of the Women's Institute for Financial Education, will be the keynote speakers April 25 at the third annual Spring Symposium of the Women's Philanthropy Board in the College of Human Sciences.

The symposium is from 9 a.m.-2 p.m. at AU's Dixon Conference Center.

The Women's Institute for Financial Education is the oldest nonprofit organization of its type in the United States. Among their other activities, Bahr and Wall are authors of "It's More Than Money- It's Your Life!"

June Henton, dean of the College of Human Sciences, said the two women have national reputations as financial experts. "Each brings a wealth of experience and information, especially regarding the financial and philanthropic endeavors of women."

Other speakers include Dianne Mooney, founder of Southern Living at Home, who will speak at the luncheon.

Symposium tickets are \$50 per person. Contact Sidney James Nakhjavan at 844-9199.

The AU Report is an official publication of Auburn University. Each unit mailing copies of this document to off-campus addresses must include its return address. Communications & Marketing will not accept billing for copies mailed by other units.