

## College of Business renamed

# Auburn trustee makes largest-ever gift to university

Some reintroductions are in order for Auburn University's College of Business in the wake of the largest gift in the university's history.

The college will now be known as the Raymond J. Harbert College of Business – a move made possible by a \$40 million commitment from 1982 alumnus Raymond



Raymond Harbert

J. Harbert. Auburn University's Board of Trustees approved the naming of the college during its June 21 meeting at The Hotel at Auburn University and Dixon Conference Center.

"This is a historic day for the College of Business," College of Business Dean and Wells Fargo Professor Bill Hardgrave said. "We are proud to forevermore carry the Harbert name as a symbol of quality, hard work, entrepreneurial spirit, dedication and the Auburn spirit."

Harbert serves as chairman and CEO of Harbert Management Corporation, a Birmingham-based independent investment firm founded in 1993, and as a member of the Auburn University Board of Trustees.

"I am interested in helping the university become the best it can be," Harbert said. "One of the critical elements to

making that happen is capital. I have been blessed with success in my business endeavors, which in turn allows me to make that capital available as an investment in the College of Business' future. To say it a different way, 'To whom much is given, much is required.'"

Harbert said faculty members in Auburn's College of Business helped bring out the best in him as a student and prepared him well for the professional world.

Hardgrave said Harbert's name will strengthen the college's position as a national and global leader in shaping business thought and practice by:

- ◆ Creating additional eminent scholar and endowed chairs to recruit and retain top faculty members in such areas as finance, business analytics and supply chain management.
- ◆ Establishing the Harbert Investments Center, a research enterprise focused on securities and wealth creation, and a supply chain management research institute that will work in partnership with the university's Samuel Ginn College of Engineering.
- ◆ Forming a doctoral program in finance to help prepare future thought leaders in academia and practice.
- ◆ Enhancing instructional technologies and classroom facilities.

"It is extremely gratifying to have this opportunity to help move Auburn forward, and I look forward to watching Dean Hardgrave make these improvements," Harbert said. "I have always felt that college was a place to explore and find out who you are, and I hope this gift will allow Auburn to seek out professors who will challenge the students to be the best they can be."

A portion of Harbert's commitment includes a \$15 million matching gift –

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## Budget guidelines include pay increases in two stages for 2013-14

Under budget guidelines reviewed by the Board of Trustees on June 21, Auburn University employees will be eligible for merit-based salary increases in two parts in the 2013-14 fiscal year.

Executive Vice President Don Large informed the Board of Trustees Finance Committee that the Budget Office prepared the guideline recommendations with assistance from the university's 26-member Budget Advisory Committee and additional input from deans and the president's cabinet. Working from those guidelines, the administration will present the budget to the board for review and approval in September.

A permanent increase from a 2 percent pool for salaries will be available at the start of the fiscal year, Oct. 1, and a one-time salary supplement from an additional 2 percent pool will be available later in the year.

Regular, continuing employees on the payroll before June 1 will be eligible for the increases. As in the

past two years, individual percentages may vary due to merit adjustments based on documented performance appraisals. In addition, faculty promoted from assistant to associate professor will receive an annual increase of \$4,500, and those promoted to full professor will receive a \$6,500 increase.

The guidelines are based on budget projections for the coming fiscal year, which forecast a total increase of less than \$24 million in new funds and funds for reallocation in a \$1 billion budget for all four divisions. For the main campus, total funding is projected to increase by approximately \$18 million; of that amount, approximately \$2 million is to come from an increase in state appropriations, approximately \$6 million from tuition and nearly \$10 million from budget reallocations.

For the main campus, each of the salary pools will total \$4.9 million, with an additional \$3.7 million to cover fringe benefits and \$600,000 for faculty and staff

promotions. Another \$2 million each will be budgeted for improvements to academic programs and addressing deferred maintenance.

In the guidelines for 2013-14, the total budget for the four divisions is \$818 million for the main campus, \$86 million for Auburn Montgomery, \$63 million for the Alabama Agricultural Experiment Station and \$50 million for the Alabama Cooperative Extension Service.

In other action, the board:

- ◆ Approved a renovation concept to convert the vacant Bruno's supermarket building on East Glenn Avenue, which the university purchased in November 2011, into an administrative support facility. The building will house the Division of Human Resources, which is currently housed in Foy Hall and leased space on North Gay Street, and Treasury Services, plus Alumni and Development Support Services and the Endowment Investment Office, offices now

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# Harbert College of Business

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challenging other graduates and friends of the College of Business to help it build momentum as the university prepares to enter its next comprehensive campaign. Three College of Business graduates were among a group of donors who answered with “challenge match” gifts of \$1 million or more. Kerry Bradley ’79 and Laura Bradley, Robert M. Broadway Jr. ’91 and Julie Broadway, and David Luck ’71 and Terri Lynn Luck each made commitments in support of endowed and eminent scholar chairs.

Kerry Bradley, a Lake Martin resident who earned a marketing degree and retired as president of Luxottica Retail, serves as the college’s campaign chair and as a member of its advisory council. Robert Broadway, a Huntsville resident and CEO of The Broadway Group, LLC, earned a bachelor’s degree in accounting and an MBA from the college. Julie Broadway, owner of Broadway Gymnastics in Huntsville, is now pursuing degrees in psychology and family development from Auburn. David Luck, a Woodstock, Ill., resident who earned a bachelor’s degree in business administration and serves as CEO of ABC Supply Company in Beloit, Wis., is also a member of the college’s advisory council.

University President Jay Gogue said Harbert’s gift makes an important statement about the college’s image and identity. “The gift is transformational because of its impact and how it will be used,” Gogue said. “Our goal is to be more than a good College of Business. We’re already there thanks to outstanding faculty, staff, students and alums. Auburn’s goal is thought leadership in business education, business research and economic development.”

Of the top 50 business schools ranked by U.S. News & World Report, 42 carry the names of benefactors. Hardgrave said the Harbert name will bring a new level of prestige to a college already recognized as one of the nation’s top public schools of business.

“Our vision, crafted in 2012, is to be among the elite public business schools in the U.S. With this gift, we immediately enter a select group of schools that carry

the names of great benefactors,” Hardgrave said. “Our new name – the Harbert College – symbolizes the greatness we embrace and pursue.”

Founded in 1967 with 13 faculty and a few hundred students, the college now serves as home to nearly 4,000 undergraduate and graduate students, 75 tenure-track faculty members, two research centers, four academic departments and one school. The college is among the top 5 percent of colleges and schools of business accredited by the Association to Advance Collegiate Schools of Business.

U.S. News & World Report ranks Auburn’s business college 27th overall among public undergraduate schools and colleges of business and seventh nationally for its online graduate programs. Forbes Magazine ranks the college 27th nationally among public university MBA programs, while European CEO Magazine recognized Auburn as having the “Best Executive Remote Learning Program” in North America. The college’s Physicians Executive MBA program earned a No. 13 ranking from Modern Healthcare and its accounting program is among the best nationally for the CPA pass rates of its students.

Hardgrave noted that Harbert and his wife, Kathryn Dunn Harbert ’81, have been generous in their support of Auburn University and the College of Business. Their previous investments in the college include the Raymond J. Harbert Eminent Scholar Chair in the Department of Finance, the Raymond J. Harbert Fund for Excellence Endowment in the Department of Finance and the TIGER Lab, a computer lab for students.

Harbert Management Corporation manages more than \$3 billion in assets and attracts investors from such sources as high-net worth individuals, financial institutions, pension funds and foundations. In addition to its investment teams in eight U.S. cities, including New York City and Chicago, the firm’s global footprint encompasses London, Paris, Hong Kong, Madrid and Melbourne.

— Troy Johnson

## Board of Trustees action

Continued from Page 1

in leased space on South College Street. Also, part of the building will be used for storage of library holdings not in current use. The board designated the renovation as an expedited project to enable the units in leased spaces to vacate those spaces when leases expire in 2014.

- ◆ Authorized the swap of a strip of land on College Street south of the Auburn Church of Christ for a parcel north of the church, adjacent to the Davis Arboretum. Through the swap, the church will gain space to expand its parking lot, and the university will gain a site for possible future arboretum expansion.

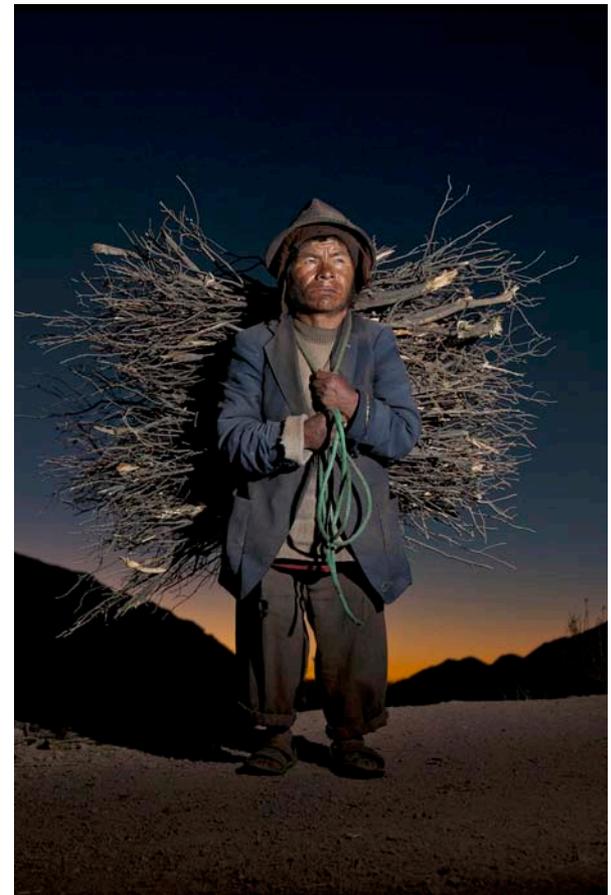
- ◆ Approved the selection of the jB+a landscape ar-

chitectural firm of Atlanta to assist in developing the Auburn Oaks project from Toomer’s Corner through Samford Park.

- ◆ Established a budget of \$1.4 million and authorized the administration to proceed with plans for construction of a snack lounge at Lowder Hall for students and faculty in that building and adjacent Shelby Center.

- ◆ Elected Trustee Jimmy Rane of Abbeville as the board’s president pro tem for a two-year term. In that position, he will preside over meetings and appoint members to board committees, among other responsibilities.

— Roy Summerford



### Award-winning photo

This photo of a Bolivian villager in the Andes won first place in the “People and Places” category this month for Auburn photographer Jeff Etheridge in judging by the University Photographers of America Association. Etheridge, director of Photographic Services in the Office of Communications and Marketing, took this photo in last August, while documenting an Engineering Outreach project in Quesimpuco, Bolivia.

## Campus Calendar

FRIDAY, JUNE 28

ART EXHIBITIONS “Tamarind Touchstones: Fabulous at 50 – Celebrating Excellence in Fine Art Lithography,” through Aug. 17; “Full Circle: The Sculptures of Jean Woodham,” through Oct. 12; both at Jule Collins Smith Museum

THURSDAY, JULY 4

INDEPENDENCE DAY Holiday No classes, offices closed for the day

THURSDAY, JULY 11

FARMERS MARKET Selection of Alabama-grown fresh fruits, vegetables and other farm products, The Market at Ag Heritage Park, corner of Lem Morrison and South Donahue, 3-6 p.m.

FRIDAY, JULY 12

NEXT Auburn Report



Melissa Humble, Photographic Services

### A&P Assembly officers

The order of officers of the Administrative and Professional Assembly was incorrectly listed in the June 14 Auburn Report. The correct order is as follows: Bryan Elmore, right, of Budget Services, is the new chair of the Administrative and Professional Assembly, effective July 1. He succeeds 2012-13 Chair Chuck Hunt, left, of Information Technology. Ashley Hamberlin, center, of Internal Auditing, is the new chair-elect for 2013-14.

## New strategic five-year plan focuses on five top priorities

The Auburn University Board of Trustees on June 21 approved a new, five-year Strategic Plan to guide the university's direction by focusing on five priorities through 2018, including an emphasis on preparing students for success, increasing graduation rates and supporting faculty excellence.

The plan calls for Auburn to enhance student success by increasing workforce readiness, diversify enrollment, increase accessibility and increase eLearning programs; support faculty excellence and strengthen Auburn's reputation; enhance research, scholarship and creative work; become a national model for public engagement; and focus resources on institutional priorities.

"We believe it is a bold plan that will strengthen Auburn's role and prominence as an outstanding land-grant institution," said Provost Timothy Boosinger, who helped develop the plan with a Strategic Planning Steering Committee that included faculty, student and staff representatives, in addition to members of faculty governance and university administrators.

President Jay Gogue appointed Boosinger in 2012 to lead the effort to develop the plan, which follows the previous one instituted in 2008.

"The new plan will help us prepare for the ever-changing educational landscape while we also maintain our longstanding strategic commitments in instruction, research and outreach," Gogue said. "Auburn has a great history of outstanding programs and we look forward to continuing to be a leader in traditional areas in addition to emerging disciplines."

Highlights of the five priorities are:

- ◆ Enhance Student Success and Diversify Enrollment – Auburn will engage students in career development programs earlier in their academic career; increase first-year retention and six-year graduation rates; diversify enrollment by increasing the number of new freshmen Pell Grant recipients and adding more international students to the undergraduate population; develop at least three fully online undergraduate degree programs; fully implement the Professional Career

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## Four academic departments gain new identity as schools

Four large departments in four colleges at Auburn University were designated as schools within those colleges by the Board of Trustees on June 21.

The new schools are Communication and Journalism in the College of Liberal Arts; Fisheries, Aquaculture and Aquatic Sciences in the College of Agriculture; Industrial and Graphic Design in the College of Architecture, Design and Construction; and Kinesiology in the College of Education. As in other schools within colleges, the top administrator in each of the new schools will be designated as a school director or equivalent title.

Provost Timothy Boosinger said the departments were evaluated for school status in terms of degree offerings, enrollment, faculty, student credit hours and prominence within their fields. School status will align the departments with programs of similar size at peer institutions, he added.

Department heads and faculty members in the former departments said the change will have major longterm effects.

"Becoming a school puts us in line with our peer institutions and will help us recruit high quality students and faculty," said Jennifer Adams of Communication and Journalism. "Of the 11 universities in the SEC, 72.7 percent (of communication and journalism programs) are housed in a college and/or school. Many of these schools are "named." This designation will allow College of Liberal Arts development officers to work with a possible donor to obtain the naming rights to the school.

"Almost all research centers or institutes are housed in colleges or schools, not departments," Adams continued. "Becoming a school helps us become more competitive when applying for funding for communication and mass communication research projects and grants. This change in designation from a department to school indicates our pursuit for excellence to our graduates, majors, prospective students, faculty and to the entire academic community."

David Rouse of Fisheries, Aquaculture and Aquatic Sciences said, "We are very pleased that the Auburn administration and board have recognized our program with the designation of school. We feel that we have developed an internationally recognized program. Becoming a school will help us expand our program even more."

Clark Lundell of Industrial and Graphic Design added, "The industrial design undergraduate program is currently ranked sixth in the country while its graduate program is ranked fourth. The graphic design program is the only bachelor of fine arts in graphic design degree offered in Alabama and is consistently represented on "HOW" magazine's list of design programs in the country. The elevation of department to school status acknowledges this level of achievement and allows the School of Industrial and Graphic Design to be competitive with other like programs nationally."

Said David Pascoe of Kinesiology, "We are ranked 22nd in the U.S. and moving up quickly among our peers. Designation as a school will give us the opportunity to achieve still more in terms of national and international recognition for our programs, the College of Education, Auburn University and state of Alabama. We have a strong faculty and our new state of the art facility combined with the school designation will provide visibility for our research efforts, grant applications and health science focused education and outreach."

Pascoe added, "The School of Kinesiology title will enhance our ability to recruit outstanding faculty, prospective students, and provide current students and alumni with the national and international program visibility to which they are an integral part of our continued success."

The new schools join four other college-affiliated schools and three free-standing schools. They are the School of Accountancy in the Harbert College of Business; the School of Fine Arts in the College of Liberal Arts; the School of Architecture and the McWhorter School of Building Science in the College of Architecture, Design and Construction; plus the stand-alone schools: The School of Forestry and Wildlife Sciences, the School of Nursing and the Harrison School of Pharmacy.

— Roy Summerford

# New strategic plan sets priorities for next five years

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ePortfolio project; and establish a Freshman Advising Center for students with undeclared majors.

- ◆ Support Faculty Excellence and Strengthen Auburn's Reputation – Auburn will develop incentives for outstanding faculty accomplishments, including scholarly achievement, innovative teaching, outstanding public engagement and service; increase salary and benefit packages closer to regional averages for flagship public universities; and enhance faculty satisfaction.

- ◆ Enhance Research, Scholarship and Creative Work – Auburn will strengthen programs in key areas including cyber security, energy and the environment, health sciences, food systems and security, STEM education (science, technology, engineering and mathematics) and transportation; increase National Science Foundation research funding; generate more federally funded research; advance the health sciences initiative through more partnerships with health education entities; and add more opportunities for students to participate in research and creative scholarship.

- ◆ Enhance Public Engagement – Auburn will become a national model for public engagement and increase the number of students participating in outreach and extension programs; strengthen partnerships with other land-grant institutions; increase the number of participants in the Hispanic Extension programs; increase the number of youth who participate in 4-H

programs; and increase the number of low-resource families participating in health and wellness programs.

- ◆ Focus Resources on Institutional Mission and Priorities — Auburn will achieve excellence in organizational stewardship by aligning resources with institutional priorities; develop a comprehensive plan for building continuing education and eLearning programs as sources of revenue; cultivate important

funding opportunities during the next comprehensive fundraising campaign; complete a strategic operations and facilities plan in Athletics; and increase the university's sustainability ratings among colleges and universities.

The plan is available for viewing online at [http://ocm.auburn.edu/strategic\\_plan/strategicplan2013.pdf](http://ocm.auburn.edu/strategic_plan/strategicplan2013.pdf).

— Charles Martin

## Phi Kappa Phi awards fellowship to Bergen

Paul Bergen, a 2012 graduate of Auburn University, has been selected as a Marcus L. Urann Fellow.

The award is presented by The Honor Society of Phi Kappa Phi to select members entering the first year of graduate or professional school. As a part of the fellowship, Bergen will receive a \$15,000 stipend.

Bergen is one of six recipients nationally and one of 190 students to receive an institutional nomination for the fellowship. Paul Harris, associate director for national prestigious scholarships at Auburn, said, "Paul is just the type of young scholar, globally engaged citizen and all-around person that the Auburn chapter seeks to nominate for Phi Kappa Phi's most prestigious award."

As a recent winner of the Gates Cambridge Scholar-

ship, Bergen will pursue a Ph.D. in pathology at the University of Cambridge in England with a focus on how salmonella overcomes the host immune response to cause disease. Bergen was one of 40 students nationally to receive the scholarship.

Bergen graduated from Auburn with a 3.97 GPA and earned degrees in both microbiology and German. He is currently a Fulbright Scholar at the Technical University in Munich, Germany, where he is continuing research that he began in Auburn's Department of Biological Sciences.

The Marcus L. Urann Fellowships were created by Phi Kappa Phi in 2009 and are the honor society's top fellowships.

— Lindsay Miles

## Auburn Report

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