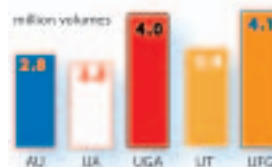


## Inside

- 2 Education, AU Libraries get new deans
- 3 Outreach survey finds wide range of activities at AU
- 4 Election study shows image beats issues
- 4 Campus to lose electricity on Sunday, July 31

### How Auburn Stacks Up

Volumes in library at AU and neighboring institutions in SEC



Source: Chronicle of Higher Education, 05-20-05, data for 2003-04 from the Association of Research Libraries

[www.ocm.auburn.edu/au\\_report/aureport.html](http://www.ocm.auburn.edu/au_report/aureport.html)

# IAI report

FOR THE FACULTY AND STAFF OF AUBURN UNIVERSITY

### Farmers Market

Area families have made the recently opened farmers market at Ag Heritage Park a popular stop for sight-seeing and visiting with neighbors as well as shopping. Providing a wide selection of colorful and fresh locally grown produce, flowers and other farm products, the open-air market off West Samford Avenue, across from the AU Athletic Center, is open each Thursday this summer from 4 p.m. to 7 p.m.



## Alumni Association pledges \$2.2 million for scholarships over the next two years

The Auburn Alumni Association has announced a major increase in scholarships for Auburn students, adding to a recent surge in scholarship money at AU.

The association's board of directors on June 25 pledged more than \$2.2 million over the next two years toward scholarships. Those funds will be in addition to a similar amount in new funds earmarked on June 17 by the Board of Trustees in a tuition increase this fall.

The money for the Alumni Association scholarships will come largely from savings in the association's operating costs, from Auburn Clubs and from donations by current and former Alumni Association board members.

Interim Vice President Debbie Shaw said the savings in operating costs were made possible by the renewal of agreements between the association and AU through which the university helps cover the association's salaries and other costs.

"Now, the Alumni Association can shift its

priorities to the opportunity to provide scholarship monies for students," Shaw said. "We're initiating several new opportunities for alumni to support students. As a result, we should be able to generate the \$2 million."

Interim President Ed Richardson said the Auburn Alumni Association's commitment illustrates the importance of a university and its alumni association maintaining a close working relationship. "It is important to have an alumni association that sees a need and moves to help fill it," he said.

"This is an example of how a strong, vibrant relationship with our alumni can help benefit the university," Richardson added.

Andy Hornsby, president of the Auburn Alumni Association, said the association's support for scholarships may expand in the future. "We are proud to help support deserving students," Hornsby said. "Hopefully, that support will continue to grow as time goes on."



#### Award winner

This composite photo of Toomer's Corner in the early 20th and early 21st centuries won the Fuji New Approach Award for Trice Megginson of AU Photographic Services from the University Photographers Association in June. Megginson also placed second in the news and feature category for a shot of AU's eagle mascot in flight at an AU football game and honorable mention in the sports category for a shot of football star Carnell Williams. Also, Photo Services Manager Jeff Etheridge won the third-place award in sports for a shot of the Auburn Tigers entering the field on game day.

## Kochan named Education dean

Fran Kochan, former interim dean of the College of Education and a past director of Auburn's Truman Pierce Institute, has been named dean of the AU College of Education.



Kochan

AU Provost John Heilman announced the appointment Friday. Kochan's appointment as dean culminates an internal selection process that began in May. She will have the full authority of the deanship and will serve until a national search results in the appointment by the provost of a permanent dean for the college.

Kochan, an Auburn faculty member since 1994, served as interim dean for the College of Education

from August 2001 until September 2004. She served from 1997-2001 as director of the Truman Pierce Institute, devoted to building partnerships between AU and public school systems. She is a tenured professor in the Department of Educational Foundations, Leadership and Technology.

The selection process included evaluations by faculty who attended public presentations by the two finalists: Kochan and Bonnie White, who is the college's most recent interim dean and a professor of curriculum and teaching.

"We had two outstanding candidates for this termed deanship, both of whom made compelling public presentations," Heilman said. "I thank Dr. Kochan for accepting this responsibility and know the College of Education will be in excellent hands."

## Penn State dean to head AU Libraries

Bonnie MacEwan of Pennsylvania State University libraries has been named dean of libraries at Auburn. She will begin her new position Sept. 1.

"I am pleased that Bonnie MacEwan has chosen to join us here at Auburn," said AU Provost John Heilman. "She comes to us with a wealth of experience and an excellent reputation as a librarian."

MacEwan, who is dean for collections and scholarly communications and co-director of digital scholarly publishing at Penn State libraries, said she was pleasantly surprised that Auburn's Draughton Library seems a decidedly popular resource among students.

"I think it's wonderful that the Auburn libraries have remained a popular destination for undergrad-

uate students. I'm looking forward to working with the excellent library staff and the other departments in the university to provide the students with the resources they need," said MacEwan.

MacEwan joined the Penn State libraries in 1991, serving as the coordinator for collection development from 1991 to 1998 and as the dean for collections since 1998. Previously, she served at the University of Missouri libraries and at Central Missouri State University. She received a master's degree in librarianship at the University of Denver.

The dean of libraries is responsible for Draughton Library and the two branch libraries: the Cary Veterinary Medical Library and the Library of Architecture, Design and Construction.

## Upcoming Events

Tuesday, July 12

**BLUE CROSS BLUE SHIELD** representative available for consultation, 9:30 a.m.-11:45 a.m., Payroll & Employee Benefits, Ingram 212. No appointment needed.

**MEETING** University Senate, 3 p.m., auditorium, Broun Hall.

Wednesday, July 13

**FREE HEARING SCREENING** at AU Speech and Hearing Clinic, 8:30 a.m.-11 a.m., Haley 1199. Children must be accompanied by a parent or guardian. No appointment is necessary.

Thursday, July 21

**CHAUTAQUAN ECHOES** AU Summer Choir conducted by Tom Smith, 6 p.m., Jule Collins Smith Museum of Fine Art.

Monday, July 25

**NEXT** AU Report.

Tuesday, July 26

**AUDIO CONFERENCE** "Best Practices for Blended and Hybrid Courses," 1 p.m., Foy 205. Sponsored by Office of Distance Learning and Outreach Technology. See [www.auburn.edu/outreach/dl/dlot\\_events.php?id=96](http://www.auburn.edu/outreach/dl/dlot_events.php?id=96).

Tuesday, August 2

**LAST DAY** of classes for summer term.

Monday, August 8

**FINAL** AU Report of summer.

**GRADUATION** ceremony, 2 p.m., Coliseum.

Tuesday, August 9

**BLUE CROSS BLUE SHIELD** representative available for consultation, 9:30 a.m.-11:45 a.m., Payroll & Employee Benefits, Ingram 212. No appointment needed.

Wednesday, August 17

**FIRST DAY** of classes for fall semester.



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#### Design Camp

AU students and faculty in the College of Architecture, Design and Construction gave high school students from more than a dozen states a glimpse of life in the design fields this summer at the college's Architecture Summer Camp and Design Workshop. In this scene, from left, Molly McDonald helps Faith Barger, 16, of Huntingdon, Tenn., and Casey Boggus assists Whitney Bonham, 15, of Birmingham. McDonald and Boggus are juniors in industrial design at AU.

#### More than 400 faculty

## Survey shows range of faculty outreach

A survey of AU faculty by the Office of Governmental Services in University Outreach indicates that more than 400 faculty participated in outreach activities during the past year.

Ninety-three percent of faculty who responded to the survey said they participated in one or more outreach activities in the 2004-05 academic year. The majority of those responding cited one or more of these outreach activities: public speaking, service on a board or committee or volunteering time and expertise.

Three other activities also had a participation rate of more than 40 percent: professional consulting, conducting training or workshops or conducting applied research.

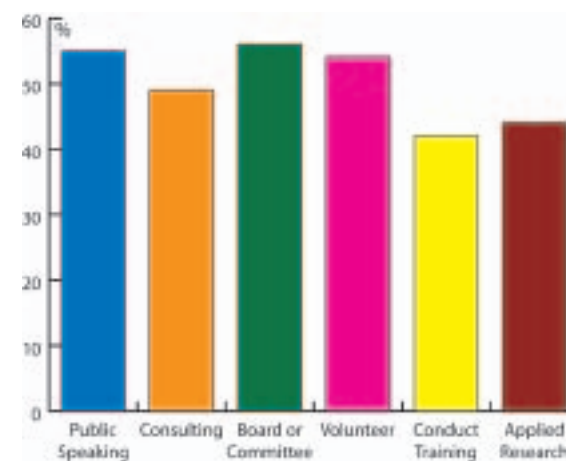
More than 70 percent are involved in outreach activities at least one hour per week and nearly one-third devote five or more hours per week to outreach activities.

David Wilson, vice president for University Outreach, said the results confirm what he had observed. "These results show that faculty in every college at Auburn do an outstanding job connecting their research with the challenges in Alabama. Doing so makes them better researchers and more informed instructors."

He added, "Students are exposed to cutting-edge instruction, and the state of Alabama gets expertise to enable it to improve living standards for all."

The survey found that senior faculty are more involved in outreach activities than junior faculty,

Faculty Outreach Participation by Category



and nearly 80 percent of all respondents said their department head or dean gives sufficient weight to their outreach activities in faculty performance assessments.

The survey drew responses from 437 faculty for a response rate of 36 percent. Although the distribution of faculty by rank in the sample closely tracked the distribution of all faculty by rank — professor, associate professor and assistant professor — the Center for Governmental Services said the findings should be interpreted in terms of the survey participants rather than all faculty.

# AU study confirms that image trumps issues in U.S. elections

A study of U.S. elections by a communication researcher at Auburn provides new evidence that image soundly trumps issues in today's media-saturated political environment.



The results, published this spring in the *Journal of Communication*, an international academic journal for communication scholars, show that, other than college graduates, most voters did not pay much attention to the news media and had little knowledge of policy issues in the 2000 presidential elections.

"Issues simply do not play an important role," said the study's primary author, Sei-Hill Kim, an assistant professor in the Department of Communication and Journalism at AU.

"We may want campaigns to be about issues, but that is not the case; the winner is usually the candidate who is most successful in creating a persona that the voters like."

Kim and two other researchers based their conclusions on data from the 2000 American National

Election Study, which was funded by the National Science Foundation, but Kim said he expects similar results from the 2004 election. The study with co-authors Dietram Scheufele of the University of Wisconsin and James Shanahan of Cornell University shows that Republican George W. Bush used a winning strategy in 2000 with a campaign based almost entirely on image while Democrat Al Gore may have miscalculated with detailed discussions of policy issues.

The pattern was repeated in 2004 with Bush successfully running an image-based campaign and Democrat John Kerry attempting to discuss issues in detail. In both elections, Kim said, the Republicans used their time before the public more skillfully than the Democrats to craft a positive image of their candidate and a negative image of his opponent.

The researchers found that high percentages of college graduates correctly identified where each candidate stood on major issues ranging from defense spending to environmental regulation. College graduates also reported getting much of their information from television news and smaller amounts from radio, but newspaper coverage of the campaigns was not a significant factor for those voters.

However, most voters — those with either some college but no degree, a high school degree or less —

did not regularly follow newscasts in the broadcast media or read campaign coverage in newspapers. Nor could they correctly identify where the candidates stood on major issues. In the majority of those cases, people voted for their political party's candidate or on subjective matters such as how presidential they thought the candidates looked and acted.

Kim said successful candidates recognize these social dynamics and respond by using the mass media, but not necessarily the news media, to define themselves and their opponents to voters through advertising and staged events.

"People who care most about party affiliation or personal values don't pay much attention to issues, perhaps because they already know how they are going to vote," Kim said. "They identify with their preferred candidate and assume he thinks like they do. They also believe the opponent will say anything to get elected, so they don't see any need to listen to the issues, anyway."

In the past two presidential elections, Bush sought to present an image of himself as a strong, stable leader and an image of his opponent as lacking those qualities. With the help of an expertly managed campaign team, Bush and the Republican Party stayed "on message," painting a broad picture of a steady, determined leader at every opportunity, but he seldom discussed details of issues.

Meanwhile, Gore in 2000 and Kerry in 2004 lost momentum every time they tried to talk about specific issues, Kim said. Gore won the popular vote in 2000, but Bush carried more states and won in the electoral college. In 2004, Bush beat Kerry in both the popular vote and the electoral college.

Writing extensively on communication topics, Kim also published a study in the journal *Mass Communication and Society* this spring examining media use and participatory democracy in his native South Korea. The study found that, in that country as well as the United States, the news media help promote participation in politics, but the effort is undercut by viewers' preference for entertainment programs.

Kim joined the AU faculty in 2004 after teaching at Saint Mary's College in Indiana. He holds a master's degree in advertising from Michigan State University and earned a Ph.D. in communication from Cornell University in 2001.

**"People who care most about party affiliation or personal values don't pay much attention to issues..."**

**"We may want campaigns to be about issues, but that is not the case..."**

## Campus to lose electrical service on July 31

The Auburn campus will be without electrical power for about eight hours on Sunday, July 31.

Electrical service to campus will be shut down that day while work crews relocate a 44 KV transmission line to the electrical substation behind Plainsman Park.

The overhead line will be moved and placed underground so construction can begin in August on a parking deck at the southwest corner of Roosevelt and Duncan drives. The parking deck is the first of a sequence of projects leading to construction of a student center south of Haley Center to replace Foy Student Union.

All buildings on the main campus will lose electrical power during the outage, but the College of Veterinary Medicine will not be affected.

For additional information on the outage, contact Mike Harris, manager of AU Utilities, at 844-9500.

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