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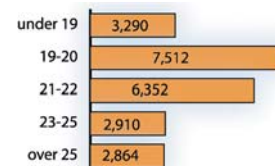
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Source: Institutional Research
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[www.ocm.auburn.edu/
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AU FOR THE FACULTY AND STAFF OF AUBURN UNIVERSITY report

Big dig

While new buildings go up elsewhere, this construction south of Magnolia Avenue has a different objective. The work is part of a program to eliminate flooding that has been a persistent problem in the north-central part of campus after heavy rains. The drainage project is part of infrastructure improvements throughout the Auburn campus.



For massive construction program

AU merges design, construction units

AU last week merged the Design and Development and the Construction Management units of its Facilities Division to form a new unit, Design and Construction.

Officials also announced the merger of the offices of the campus architect and campus planner and added new responsibilities for space management and space planning to that office.

AU officials said the changes will more efficiently support design, construction and maintenance of campus buildings and infrastructure.

The creation of the new units will play a major role in more than \$400 million of construction projects that are under way or planned at AU over the next decade.

Meanwhile, the Facilities Division will review its Operations and Maintenance unit to ensure efficient use of resources and personnel to maintain an additional 1.2 million square feet of space in campus buildings.

Baker Melson, assistant vice president for facilities, and John Mouton, special assistant to the president, said they see the restructuring and review as a way to improve planning and operations. They

added that the actions do not involve outsourcing of functions or downsizing of personnel.

The Design and Construction unit will be headed for six to nine months by an interim director, Lee Richey, who has 24 years experience managing facilities design and construction at universities. Richey will oversee the unit's day-to-day operation but will not be a candidate for the permanent position.

The latest actions follow warnings from interim President Ed Richardson that new construction will add significantly to the university's financial burden unless managed efficiently.

Major projects under way or planned for the near future at AU include the Science Laboratories Center, Poultry Science Building, Forestry Building, Transportation Technology Center, Student Village, Medical Center, a parking deck and a stadium expansion.

Other capital improvements include conversion of streets to pedestrian malls, flood control measures and continued development of a central heating and cooling system for the campus.

As new buildings come on line, AU will renovate and reallocate space in older buildings.

Campus Forum

Education mission, business goals present dilemma for universities

By Richard Penaskovic, Professor
Department of Philosophy

In 1918 Thorstein Veblen wrote "The Higher Learning in America," which is remarkable for its relevance today. For him the university is the only institution on which the quest for knowledge unquestionably devolves.

Unfortunately, the place in human esteem once filled by church and state is now held by the business enterprise. This means that the serious issues of academic policy reduce themselves to a question between the claims of science and scholarship and those of business principles and monetary gain.

Veblen notes that the governing boards or trustees of an institution control the budget, that is, they exercise a pecuniary discretion in deciding what the body of academics that comprise the university may do with the means in hand. This implies that they interfere with the academic work the merits of which the trustees are in no special degree qualified to judge. For Veblen the trustees are quite useless to the university for any businesslike purpose but are an aimless survival from the days of clerical rule. In past days they enforced conformity to orthodox opinions and observances among academic staff and were sturdy beggars for funds to meet current expenses.

Over time the complexion of governing boards has changed with the substitution of business people for ecclesiastics, and governing boards have "ceased to exercise any function other than a bootless meddling with academic matters which they do not understand."

Business success is taken to be conclusive evidence of wisdom even in matters that have no relationship to business. Veblen argues that the business community believes that learning is of no use in business and what is useless in business is worthless.

To the question, do trustees just pay attention to the business affairs of the university, Veblen answers no. Because the trustees control the budget they have effective surveillance of the academic work. Boards, in lieu of their business-like bias, apportion funds in such a way as to favor those practical lines of instruction that heighten the business acumen of the students or that yield immediate returns in the way of a creditable publicity.

The president, too, is limited in his direction by the specifications of the budget. The president holds

his office by choice of the board; hence boards create presidents in their own image. Trustees select as president one who measures up to their standards of business-like efficiency in a field of activity (the pursuit of knowledge) which has nothing in common with that business traffic in which their views of efficiency have been formed.

The university is seen as a business house dealing with marketable knowledge, placed under the governing board of a president whose job is to turn the means in hand to account in the largest feasible output. The problem is this: Those items of intelligence and initiative that make up the pursuit of knowledge do not lend themselves to quantitative statement; that is, they cannot be made to show up on a balance sheet.

The task of the president is twofold: 1) to make good as a corporation of learning and 2) as a business concern dealing in standardized erudition. The administrators of a university ought to stand in the relation of assistants serving the needs of the faculty.

The aims of a business and that of a university differ. The prime duty of employees in the business world is to be loyal to the boss. Learning is not, however, a competitive business. In academia there's little of a hierarchical gradation. In fact, less of bureaucratic subordination is needed or serviceable.

At a university the range of instruction consists substantially in the facilitation of scholarly and scientific habits of thought. In academia the imposition of any appreciable measure of such accounting and standardization must unavoidably weaken and vitiate the work of instruction, in the exact degree in which the imposed system is effective.

In sum, from a business standpoint learning and instruction in a university are a species of skilled labor to be hired at competitive wages and to turn out the largest marketable output that can be obtained by shrewd bargaining with their employees. In academia the pursuit of learning is a species of leisure since it has no economic or monetary end in view.

Campus Forum is a periodic discussion by AU faculty, staff and administrators of issues in higher education that are of special interest to the campus community but which are infrequently discussed in the commercial news media. Views in each Campus Forum column are the independent expression of the writer.



Penaskovic

"...the serious issues of academic policy reduce themselves to a question between the claims of science and scholarship and those of business principles and monetary gain."

Upcoming Events

Continuing

- Art Exhibit: "La Fotoz Hatom: Snapshots of Hungarians," unique portraits by artist Mitch Kern, 8 a.m.-4 p.m., Monday-Friday, Biggin Gallery, ends Friday, Nov. 5.
- Photography Exhibit: "Images of the Southwest," photojournalist Lee Marmon, Telfair Peet Gallery, through Nov. 23.

Tuesday, November 2

- Election Day: Vote.
- Human Resources Seminar: "Balancing Work and Family," Scott Ketring, Department of Human Development and Family Studies, 2 p.m.-4 p.m., HR Training Facility, North Gay Street. Open to all AU employees. For registration information, see HR web page or call 844-7939.
- Littleton-Franklin Lecture: "Warped Passages: The Search for Extra Dimensions in the Universe," Physics Professor Lisa Randall of Harvard, 4 p.m., Science Center auditorium.
- Museum After Hours: Music in museum gardens, 5:30 p.m., showing of Emmy-winning documentary "Homage to Chagall," 7 p.m., auditorium, JCS Museum of Fine Art. Admission charged. Call 844-1484.
- Concert: AU Steel Drum Band, Percussion Ensemble and Jazz Band, 7:30 p.m., Telfair Peet Theatre. Guest artist: Artist-in-residence and African-Caribbean percussionist Luis Benetti.

Monday, November 8

- Next AU Report.

Tuesday, November 9

- Health Insurance: Blue Cross/Blue Shield representative available for consultation, 9:30 a.m.-11:45 a.m., Ingram 212. No appointment necessary.
- Meeting: University Senate, 3 p.m., Broun Hall auditorium.
- Open House: New 3-D Art Building, 4 p.m.-6 p.m., 1161E West Samford Avenue.

Friday, November 12

- Board of Trustees: Time TBA; Dixon Conference Center.



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Food fight

Aubie helped round up food for the needy last week at the kick-off of Auburn's 2004 Beat Bama Food Drive. After winning last year, AU's Student Government Association is seeking to repeat as the winner in the annual competition with the University of Alabama SGA. Nonperishable foods contributed at collection sites around the city go to the Food Bank of East Alabama for local distribution.

Two faculty in College of Education named to endowed professorships

Two faculty members in the College of Education's Department of Health and Human Performance have been appointed to named, endowed professorships.

Interim Dean Bonnie White last week announced the appointment of Mark Fischman as a Wayne T. Smith Distinguished Professor and Mary Rudisill as the Humana-Germany-Sherman Distinguished Professor. The college will honor Fischman and Rudisill in a ceremony at 5 p.m. Nov. 18 at the Auburn Alumni Center.

The two are prominent teachers in the college and are widely published national authorities in their disciplines.

Fischman, an AU faculty member for 16 years, has conducted extensive research and writing in human development of motor skills and is testing theoretical models of how people learn skills and control movement. He holds degrees from City College of New York and James Madison University and a doctorate from Pennsylvania State University.

Rudisill, who has been at AU since 1996, is an authority on early childhood motor development. Besides teaching at Auburn, she is also active in research and outreach programs that combine education and physical activities for children in

preschools and elementary schools. She holds bachelor's and master's degrees from Appalachian State University and a doctorate from Florida State University.

White said the faculty members were selected for the professorships because of their demonstrated commitment to students and high-quality instruction, research and outreach.

Other criteria included holding the rank of professor; continuing superior-level accomplishments in teaching, research and service that exceed the regularly expected performance of a professor; providing leadership in their field at the national level; and having a professional reputation that extends far beyond the AU campus and is eminently recognized by other distinguished professors in similar roles at the national level.

The college established the professorships during the 1990s with gifts from the Humana Foundation and two alumni and their wives. The Wayne T. Smith Distinguished Professorship, established in 1994, honors an AU College of Education alumnus and retired Humana executive, and the other professorship, established in 1999, was funded by Humana, Gordy and Gloria Germany and Gordon and Miriam Sherman.

Mechanical engineering society confers Fellow status on Tippur

Hareesh V. Tippur, Alumni Professor of Mechanical Engineering in AU's Samuel Ginn College of Engineering, was recently named a Fellow of the American Society of Mechanical Engineering.

An AU faculty member since 1990, Tippur is an expert in materials, particularly fracture mechanics in polymers, metals and composites. His research accomplishments include the development of an infrared sensor to more effectively measure damage in solid materials.

Tippur holds degrees from Bangalore University and the Indian Institute of Science and a Ph.D. from the State University of New York at Stony Brook.

ASME is a 120,000-member professional organization that sets internationally recognized industrial and manufacturing standards in mechanical engineering. To qualify for Fellow status, an ASME member must have at least 10 years of active engineering practice and made significant contributions to the profession.



Spirit of Excellence
Each month AU presents Spirit of Excellence awards to four employees to recognize exceptional performance. Recipients for October were, from left, Willie May Buford of Housing and Residence Life, Sharon McBride of the Alabama Cooperative Extension System, Sam Singer of the English Department and, not pictured, Katie Jackson Smith of Agricultural Communications.

Confers Fellow status

Science association honors Molnar

Joseph Molnar, a professor in the College of Agriculture's Department of Agricultural Economics and Rural Sociology, has been elected a Fellow of the American Association for the Advancement of Science.

The association cited Molnar for a distinguished record of research in agricultural and social science and the relationships between technology and rural communities.

The rural sociologist's current research focuses on barriers to sustainable agricultural practices, impact of the equine industry in Alabama and institutional aspects of aquacultural development in Central America.

The association bestows "Fellow" status on a small number of scientists each year to recognize meritorious efforts to advance science. Molnar joins three other active Auburn faculty as AAAS Fellows: Biological Sciences Professor Joe Cherry, Entomology Professor Eddie Cupp and Pharmacy Professor Norman Doorenbos.

The association, which publishes the peer-reviewed general science journal *Science*, is an international nonprofit organization dedicated to advancing science and serving society worldwide through initiatives in science policy, international programs and science education.

Libraries selected for Library of Congress project

AU Libraries will be a preservation site in a three-year, \$1.4 million effort to create an archive of computer files related to defining Southern culture.

The project, funded by the Library of Congress, is a cooperative effort of six research libraries to preserve vital at-risk digital files about Southern culture and history. Other participants include Emory University, Florida State University, Georgia Tech, the University of Louisville and Virginia Tech.

"By participating in this effort, under the auspices of the Library of Congress' National Digital Information Infrastructure and Preservation Program, Auburn is taking a leading role in establishing standards and best practices for the storage and preservation of our digital cultural heritage — an increasingly urgent task," said Beth Nicol, digital projects coordinator at AU Libraries and one of the project's co-principal investigators.

USA Today seeks nominees for College Academic team

The AU Provost's Office and the Office of Communications and Marketing are encouraging faculty, deans and department heads to identify and nominate exemplary students for USA Today's All-USA College Academic team.

The 20 members of the First Team will have their photographs published and their accomplishments noted in the nationwide newspaper in February.

The top 20 students also will receive \$2,500 each. Forty more students across the nation will be listed and receive certificates designating them on the Second and Third teams.

Criteria and application materials are online at www.usatoday.com/news/education/2004-08-12-2005-collge-team_x.htm. The nomination deadline is Nov. 30.

Group cites Stewart as national role model

Helen N. Stewart of AU's Division of Student Affairs has received a Minority Access National Recruiter Role Model Award from Minority Access Inc., a Maryland-based national nonprofit organization.

Stewart, associate director of admissions and coordinator of minority student recruitment at Auburn, received the award recently in Washington, D.C.

"Ms. Stewart symbolizes Minority Access' ideal role model — one who has assisted minorities through recruiting, teaching, mentoring and supporting minority students," said Andrea Mickle, president of Minority Access.

Stewart has been with AU since 1999. Besides her work in the Admissions Office, she is an instructor in "U1000: The AU Experience," AU's introductory class for new students.

She holds a bachelor's degree in marketing from Alabama State University and a master's degree in higher education administration and student personnel services from Tuskegee University.

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