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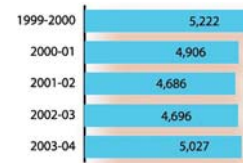
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Source: Institutional Research  
and Assessment

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[www.ocm.auburn.edu/  
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# IAU FOR THE FACULTY AND STAFF OF AUBURN UNIVERSITY report

*Citing latest steps*

## President, Board respond to SACS

The AU Board of Trustees on Friday agreed to accept recommendations from a special committee of the Southern Association of Colleges and Schools.

The SACS Commission on Colleges will consider the university's response to the recommendations on governance when the agency's Council of Presidents meets on Dec. 4-7 in Atlanta. At the same time, the association will review AU's academic standing as part of a regular 10-year accreditation review.

Addressing the special committee's recommendations, the AU Board authorized interim President Ed Richardson to arrange for an external review of business relationships among trustees and agreed to develop a plan for annual review of the president's performance.

Those recommendations were in a letter from the special accreditation review committee from SACS that earlier this year examined Auburn's compliance with the agency's guidelines on governance.

(See *SACS response*, page 2)



### All things Aubie

This Aubie chip and dip server is one of the more unusual items licensed to carry the AU logo. Such souvenirs led to \$1 million in scholarships last year. See page 3.

## Health insurance to cost more in January

The cost of health insurance for faculty and staff will increase 7 percent on Jan. 1, with AU employees paying from \$3 to \$17 more per month, depending on salary and family status.

The Board of Trustees approved the increase Friday on the recommendation of the administration and the university's Insurance and Benefits Committee, a 16-member panel of faculty, staff and administration representatives.

Executive Vice President Don Large said the increases are necessary to offset rising costs. The university's health insurance is administered by Blue Cross and Blue Shield of Alabama, but all costs are paid from a fund financed through employee premiums and university contributions. The university pays from 60 percent to 80 percent of the total

cost of health insurance for employees, depending on the amount of each individual's salary.

The 7 percent increase follows a 10 percent increase in 2004 and a 7 percent increase in 2003 and is part of a nationwide pattern of increases in health insurance that is driven by continuing increases in medical costs across the United States.

For family coverage, employees earning below \$22,500 per year will pay \$132 per month, up from \$124; those earning \$22,500 to \$33,699 will pay \$199, up from \$185; and those earning \$33,700 or more will pay \$265, up from \$248.

Employees with individual coverage and earning less than \$22,500 will pay \$64 per month, up from \$61; those earning \$22,500 to \$33,699 will pay \$94, up from \$84. (See *Insurance*, page 3)

## Financial Aid, Bursar's Office merged, Quad Center to house recruiting staff

AU last week combined the Office of Student Financial Aid and the Office of Bursar and Special Funds Accounting to create a one-stop shop for student financial services.

Administrators said the new Office of Student Financial Services will offer improved services for students. Also, they said, the merger clears the way for a move that will give a much higher profile to Auburn's student recruiting efforts.

The Bursar's Office will join Student Financial Aid in Mary Martin Hall early in 2005, followed by the move of admissions staff from Martin Hall to the Quad Center.

"Student recruiting will get a tremendous boost with the move to the Quad Center," said Wes Williams, AU's vice president for Student Affairs. "That is a lovely building in a lovely setting. It will make a good impression on prospective students and their parents, and it will provide an excellent base for all our student recruiting activities."

Mike Reynolds, formerly director of Student Financial Aid, is director of the new Office of Student Financial Services, which is part of the Business Office.

The merger follows the appointment earlier this year of Fred Bobo, former director of the Bursar's Office, to a new position as project manager for the conversion of AU student, personnel and financial records into an integrated record-keeping system.

Reynolds said the merger brings together two offices that had long worked closely together and will result in improved services to students.

"Parents and students many times confused the functions of Financial Aid and the Bursar's Office because our functions are so closely related," Reynolds said. "That won't be a problem now that we are all in the same department. With both offices across the hall from each other early next year, students will be able to handle their financial matters with the university in one location."

John Fletcher, assistant vice president for enrollment management in the Division of Student Affairs, said some staff from Marketing and Recruiting, formerly the Admissions Office, have already moved to the Quad Center during the renovation of their offices in Martin Hall for the Bursar's Office. The remainder are in temporary quarters around campus and will move into Quad Center when minor alterations are completed in that building.

"We will have a world-class facility for student recruiting," said Fletcher. "Quad Center will be a great place to meet prospective students and their parents."

The former women's dining hall in a dormitory quadrangle near the center of campus has housed the Bursar's Office since 1988. With 25,000 square feet of space in a two-story Georgian-style building, Quad Center will create a better first impression for visitors than the cramped quarters in Martin Hall, Fletcher said.

Visitor access to both buildings is less of a problem than in the past because of Tiger Transit, Fletcher added.

concern about business relationships and minority control of the board had been resolved through two previous external reviews and an internal audit of business relationships.

But, with the review committee requesting an additional external review, the board authorized the president to arrange for such a review of trustee business relationships.

Richardson said he will ask the external auditor to complete the review before Dec. 4 but is not optimistic that goal can be met.

The board also agreed to establish a process to evaluate the performance of the president, with the first review to be complete by next June.

Richardson noted that the university had taken steps toward establishing an evaluation process for the president before SACS cited the need for one. The latest action follows through on the previous commitment, he said.

## Upcoming Events

### Continuing

- Art Exhibit: "Auburn Collects," eclectic works from the private collection of William Dunlop, Jule Collins Smith Museum of Fine Art, through Sunday, Nov. 14.
- Photography Exhibit: "Images of the Southwest," photojournalist Lee Marmon, Telfair Peet Gallery, through Nov. 23.

### Monday, November 15

- Student Art Exhibit: Graphic design, senior project exhibition, this week until noon Thursday, Biggin Gallery.

### Tuesday, November 16

- Information Forum: Discussion of SunGard SCT Banner System, software planned for AU student, personnel and financial records, 3 p.m.-4:30 p.m., Foy 217.
- AU Theatre: "Festival of Shorts," 7:30 p.m., Nov. 16-19 and Nov. 30-Dec. 4, Telfair Peet Theatre. Box Office: 844-4154. For details, see [www.auburnuniversitytheatre.org](http://www.auburnuniversitytheatre.org).

### Wednesday, November 17

- GIS Day Public Seminar: Speakers discuss geographic information systems as part of Geography Awareness Week, noon-5 p.m., first-floor auditorium, Draughton Library.
- Conference: "Renewable Energy and Efficiency in Agriculture," 8:30 a.m.-5 p.m., Dixon Conference Center.

### Thursday, November 18

- Public Lecture: "James Adair and His History of the American Indians," Kathryn Braund, AU Department of History, 3 p.m., Special Collections & Archives Room, Draughton Library.
- Arts & Humanities Lecture: Frye Gaillard, author of "Cradle of Freedom," accounts of the Civil Rights struggle in Alabama, 6:30 p.m., Auburn City Library.

### Monday, November 22

- Next AU Report.
- Thanksgiving Holidays: No classes this week; offices open Monday and Tuesday.

### Wednesday, November 24

- Campus Closed: Offices close Wednesday, Thursday and Friday for Thanksgiving holidays, reopen Monday, Nov. 29.



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## Souvenirs loom big in eyes of AU supporters, scholarship recipients

From all sorts of apparel to such items as keys, Christmas ornaments and candy bars, the AU logo is everywhere and that means more scholarship money for Auburn students.

Auburn distributed more than \$1 million in scholarships in 2003 through revenues from AU trademarks and logos, and the university may surpass that record in 2004.

"I'm anticipating that, based just on what I've seen so far, the number will be significantly higher this year," said Susan Smith, director of AU's Trademark Management and Licensing Office. In total, \$1,028,036 was distributed from the sale of officially licensed and trademarked AU merchandise in 2003.

The popularity of collegiate merchandise has increased over the past few years, and Auburn merchandise is no exception. Smith said figurines and handbags are among the most popular items.

But collectors can find more AU-themed merchandise to buy. Retailers sell almost anything imaginable with the AU logo on it, including orange-and-blue doormats, AU desk accessories such as lamps and nameplates, stuffed animals bearing AU's marks and colors, slippers, picture frames, watches and clocks, and even an AU Barbie doll. For tailgaters there is a porcelain Aubie chip and dip server and a salt and pepper set. Fans with a sweet tooth might be interested in the themed candy bars or specialty AU ice cream.

Smith said fall has always been the busiest time of year for her office. A combination of football and the Christmas holidays puts Auburn merchandise in high demand.

"I am always amazed at the enthusiasm of Auburn fans and the number of things they buy," she said. "The more success we have in the early part of the football season, the more things people buy at Christmas. Our retailers will tell you that winning the Alabama game makes their Christmas season."

Increased sales of merchandise translates into even more money for scholarships, which are divided evenly between academics and athletics.

Smith said Auburn's royalties skyrocketed last year in anticipation of a big season, resulting in the increase in scholarship revenue. "Our royalties went through the roof," she said. "It is amazing the royalties we saw just based on that anticipation."

In addition to monitoring royalties, Smith works closely with the Collegiate Licensing Co., the dominant licensing representative for U.S. colleges and universities, to ensure that Auburn's marks are protected and used properly.

She said vendors of Auburn products must adhere to strict criteria when they use Auburn's marks. For example, Auburn colors must be accurately reproduced, logos must be used correctly and the prod-



### Souvenirs galore

Dozens of samples of AU-licensed goods occupy a corner of a Trademarks Management and Licensing office.

ucts must be in good taste. "We want them to be in the fun and spirit of the game, not overly degrading to any other team," said Smith, who added that she is constantly on the lookout for products that fail to meet these standards.

"The primary purpose for the trademark and licensing office is to protect the university's marks - our logos and names - the whole brand protection area," she said. "Second is the promotion of the university in a positive manner, and last is profit."

## Insurance

(continued from page 1)

up from \$88; and those earning \$33,700 or more will pay \$126, up from \$118.

The 7 percent increase in premiums is projected to cover an estimated \$28.9 million in insurance payments for medical care of employees and their families in 2005 while providing a \$4.8 million reserve to cover any cost overruns, which is in keeping with national auditing standards.

Also, the employee-paid family dental insurance plan will increase \$2 per month to \$51 for preventative and diagnostic care. Individual coverage under the dental plan remains unchanged at \$16 per month.



#### APA officers

The AU Administrative and Professional Assembly elected officers for 2004-05 last week. The officers are, from left, Catherine Ramey of Information Technology, secretary; Drew Burgering of Communications and Marketing, chair-elect; Harriette Huggins of the Learning Resources Center, APA chair; and Martha Taylor of the Office of Sponsored Programs, immediate past chair.

## EDI report offers strategies to combat poverty, other problems in rural areas

“Crossroads and Connections: Strategies for Rural Alabama” is a new publication from Joe Sumners, director of AU’s Economic Development Institute, and Larry Lee, former director of the Southeast Alabama Regional and Development Commission.

The 46-page report from AU Outreach and the Economic Development Institute suggests solutions to some of the problems defined in the authors’ earlier report, “Beyond the Interstate: The Crisis in Rural Alabama.” Those problems include double-digit unemployment, low percentage of high school graduates and low household incomes in Alabama’s rural counties.

“Here is a roadmap of many crossroads the state could take to shared prosperity,” said AU Vice President for Outreach David Wilson.

Sumners and Lee say they found many excellent people, programs and projects at the state and com-

munity levels but saw that individuals and organizations often work independently of each other. “We are accustomed to working on the equivalent of one-way streets. We need more crossroads.”

The report recommends the following for rural Alabama:

- Create a state rural development council.
- Create a state government position or office to focus on rural development.
- Implement a regional economic and community development strategy.
- Support the Alabama Communities of Excellence Program.
- Upgrade the rural technology infrastructure.
- Support Interstate highway expansion in rural Alabama.
- Create a comprehensive strategy for retraining displaced rural workers.

## English Department head eulogizes instructor

English Instructor Barber Bancroft, an AU faculty member since 1988, died Nov. 5 of an apparent heart attack while teaching an 8 a.m. World Literature class.

Bancroft was a full-time instructor at AU from 1988 to 1993. Since 1993, he had served as a part-time instructor. He had also taught at Troy University Montgomery since 1988.

English Department Head George Crandell said Bancroft had a passion for teaching and writing that he readily shared with his students and colleagues alike. “In the classroom, Barber led lively discussions and always challenged his students to stretch their abilities.

“He was the rare kind of teacher who could stimulate students to think – even in a required core course such as freshman composition or world liter-

ature,” Crandell said. “He was the rare kind of teacher whom students wrote about long after graduation to tell someone about the influence he had made in their lives.”

Crandell added, “He was the kind of teacher that others aspire to be — one who seeks the truth, loves with all his heart and inspires in others the desire to be better than we are.”

Bancroft specialized in English literature and literary critical theory. He regularly taught English Composition I & II and World Literature I & II.

Crandell said Bancroft was also a creative writer and novelist, often honing his writing skills at the Hambidge Center for the Arts and Sciences in the mountains of North Georgia.

Bancroft is survived by his wife Fletcher and son Webb.

## S.D. Worley wins award for work in chemistry

S.D. Worley, a chemistry professor in AU’s College of Sciences and Mathematics, has won the Charles Stone Award for 2004 from the American Chemical Society.

The Carolina Piedmont Section of the ACS presents the award each year to an outstanding chemist in the Southeast who has made significant contributions to the field through activities in the scientific community, public outreach, education and research.

Worley’s research focuses on making new materials from compounds that kill bacteria, particularly biocidal polymers. His research discoveries have been used in Third World countries to purify water supplies. He has also developed a paint to help prevent the spread of diseases in hospitals and nursing homes.

This is the second time in three years an AU chemistry professor has won the Charles Stone Award. College of Sciences and Mathematics Dean Stewart Schneller received the award in 2001.

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