Symphonic Band invited to China

Seventy-nine Auburn students and 16 faculty and staff will spend 10 days in China this month on a musical performance tour taking them to Beijing, Shanghai and Hangzhou.

The tour begins March 11 in Beijing. The Symphonic Band will give seven performances throughout China, while also visiting such sites as the Great Wall and the Forbidden City. They were invited by the United States-China Cultural and Educational Foundation to the People’s Republic of China for the musical tour to promote cultural and educational exchange between the two countries.

“Cultural exchange is our focus and primary mission,” stated the invitation from the foundation. “We continually strive to build bridges of understanding between the United States of America and the People’s Republic of China and hope that foundation activities resulting in performances from wonderful musical ensembles like the Auburn University Wind Ensemble will enhance the unification of our great countries.”

“I think this will be a life-changing and awe-inspiring trip for our students,” said Rick Good, director of bands. “Most of these students have accomplished more than half of the plan’s objectives to strengthen academics, research and outreach, develop human capital and improve operational efficiency.

During his tenure, the academic strength of each freshman class has exceeded the previous record, surpassing in 2010 the goal set for 2013. Other key accomplishments include a new research center in Huntsville, a common book program that generates a shared academic experience, outreach partnerships with underserved schools in surrounding communities, and the opportunity for undergraduate students to earn credit toward a master’s degree. His leadership during reductions in the university budget protected Auburn’s academic quality and prevented elimination of academic programs.

Gogue is a two-time Auburn graduate, receiving a bachelor’s degree in 1969 and a master’s in 1971. In 1973, he earned a doctorate from Michigan State University.

Before returning to Auburn, Gogue served as president of New Mexico State University beginning in 2000, and, in 2003, he became president of the University of Houston and chancellor of the University of Houston System. Gogue started his higher education administration career in 1986 at Clemson University, where he served as a vice president.

Spring meeting, election of new officers of University Faculty moved to April

The University Senate has announced the move of the spring meeting of the University Faculty from March 20 to April 10. The 3 p.m. meeting will be in the auditorium of Broun Hall, the traditional site for the faculty meetings.

The University Senate is the representative body of the University Faculty, which includes all full-time members of the Auburn faculty. President Jay Gogue, who will be out of the country on the original meeting date, is scheduled to present the annual state of the university address at the spring meeting.

Also at the April 10 meeting, the new secretary-elect and chair-elect for the next academic year will be announced. Faculty elections for those positions are scheduled for April 5-9. As of March 5, Larry Crowley of Civil Engineering, the current secretary of the University Senate, and Judy Sheppard of Communication and Journalism have been nominated for chair-elect and secretary-elect, respectively, by the Nominations Committee of the University Senate.

The later date for the spring meeting of the University Faculty also extends the open period for nomination by petition. As described in the faculty handbook, that period now extends through March 26, 14 calendar days before the meeting date.

New officers elected in April will take office on July 1 and will assist the chair and secretary, respectively, during the 2012-13 academic year and move into those positions on July 1, 2013.
Expanding role for Fisheries

With President Jay Gogue and Fisheries and Allied Aquacultures Department Head David Rouse, left, looking on, Professor Dennis DeVries, third from left, describes aspects of the Center for Aquatic Resource Management for Rep. Mike Hubbard of Auburn. Hubbard, speaker of the Alabama House of Representatives, was on campus to learn more about the university’s new Aquaculture and Fisheries Business Institute.

New institute created to strengthen economic opportunities for fisheries

A new research and outreach institute focused on stimulating economic growth in Alabama and the Southeast by strengthening and expanding the region’s domestic aquatic and fisheries industries has been established within the Alabama Agricultural Experiment Station under the leadership of the College of Agriculture’s Department of Fisheries and Allied Aquacultures.

As approved by the university’s Board of Trustees on Feb. 3, the interdisciplinary Aquaculture and Fisheries Business Institute is charged with finding efficient solutions to the production, economic, quality, logistical and marketing problems standing between the region’s aquatic enterprises.

The ultimate goal: to encourage business development and create jobs in an industry currently battling a flood of foreign imports and soaring input and fuel costs.

The institute will bring together experts in multiple disciplines in the College of Agriculture and from five other colleges and schools on campus as well as from other universities and the private sector to tackle the needs and explore the opportunities that exist for aquaculture and fisheries businesses statewide and regionally.

The institute initially will be led by Professor Emeritus John Jensen and associate professors and Extension specialists Jesse Chappell and Terry Hanson. They will serve as part-time co-directors until a permanent part-time director is appointed.

The Agricultural Experiment Station will fund the institute for its first three years, during which the three co-directors will focus on securing backing from private clients, commodity groups, stakeholders and state and federal research and education programs so the institute ultimately will be fully supported by extramural funds.

Bill Batchelor, AAES director and dean of the College of Agriculture, said the institute falls in line with the experiment station’s research mission and Auburn’s land-grant charge of providing research, education and outreach.

The new entity is an expansion of “Pond to Plate,” a project the College of Agriculture’s fisheries and allied aquacultures department, working with the Auburn Technical Assistance Center in the College of Business, initiated in 2009 to improve the efficiency and profitability of Alabama’s catfish industry by reducing waste at every level of the value stream.

Pond to Plate also has led to significant grant and contract awards since its inception, and David Rouse, Department of Fisheries and Allied Aquacultures head, expects that to continue through the institute.

— Jamie Creamer

Band to China

Continued from Page 1

never been to Asia; I’ve traveled to a number of places, but haven’t been to Asia myself, so I think it’s a great opportunity for all of us.”

The students will be guests of Shanghai University, closing the tour with a concert at Shanghai University Theater on March 18.

“The students have worked hard to prepare for the trip and will perform some challenging musical pieces,” Good said. “I think that, though there is a language barrier, the students will have the opportunity to see how we can communicate through music and through a mutual appreciation of the arts.”

Some of the students will blog from China, sharing their experiences and impressions throughout the tour. To follow the students on their journey, go to http://ocm.auburn.edu/abroad/china2012/.

Delegation represents university at international hunger summit

A team of Auburn students, faculty and administrators were part of the first Universities Fighting World Hunger Summit in a developing country when they traveled to the Latin American nation of Honduras, March 2-4.

The Universidad Nacional de Agricultura, or National University of Agriculture, in Catacamas, Olancho, Honduras, hosted the seventh annual summit of the Universities Fighting World Hunger. Auburn was represented by 16 undergraduate and graduate students and officials from the Office of Student Affairs, Office of International Education, College of Agriculture and College of Human Sciences. Their trip was financed by the Office of International Education, Honors College, College of Engineering, Harrison School of Pharmacy and a private donor.

Campus Calendar

MONDAY, MARCH 12

SPRING BREAK No classes this week, offices remain open

MONDAY, MARCH 19

SAFETY CAMPAIGN Launch of weeklong “Travel With Care” campaign emphasizing increased safety awareness for motorists, cyclists, pedestrians, transit riders and commuters; see www.travelwithcareauburn.com

FIRST DAY Of No Impact Week, events daily all week focusing on individual and group actions for sustainability and the environment; see www.cla.auburn.edu/cla/cec/no-impact-week/schedule-of-events/

SATURDAY, MARCH 24

THE BIG EVENT Community service projects involving thousands of student volunteers; see http://auburn.edu/sga/programs/big_event/

FRIDAY, MARCH 30

NEXT Auburn Report
‘Mountains Beyond Mountains’ author to present public lecture as part of Common Book program

Tracy Kidder, journalist and Pulitzer Prize-winning author of “Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World,” will present a public lecture at 7 p.m. April 2 in the Auburn Arena as a part of the Common Book program, Auburn Connects.

Tickets for students, faculty and staff with Auburn ID are available at the Student Center’s Foy Information Desk. Tickets for the community are available at the Auburn Chamber of Commerce and the Auburn-Opelika Tourism Bureau.

The book, “Mountains Beyond Mountains,” tells the story of anthropologist and physician Paul Farmer, who is a founding director of Partners In Health, an international nonprofit organization that provides direct health care services and carries out research and advocacy activities for some of the most poverty-stricken areas of the world. Kidder’s account takes the reader with Farmer from Harvard to Haiti, Peru, Cuba and Russia as he applies his philosophy that “the only real nation is humanity.” At the heart of the book is an understanding of the Haitian proverb, “Beyond mountains there are mountains” — as you solve one problem, another problem presents itself, and so you continue to solve that one too.

The Common Book program seeks to engage students, faculty, staff and the community in an academically driven experience. A number of Auburn’s freshman classes are integrating the book into coursework and class discussions, including all Learning Community sections.

“Auburn faculty working on NSF project in Black Belt

Auburn faculty members are part of a five-year project funded by the National Science Foundation to improve middle school science education in Alabama’s Black Belt.

The Auburn teams are drawn from the Department of Educational Foundations, Leadership and Technology in the College of Education, the Department of Chemistry in the College of Sciences and Mathematics and the Department of Chemical Engineering in the Samuel Ginn College of Engineering.

Boosted by a $9.9 million National Science Foundation grant, the NanoBio Science Partnership for the Alabama Black Belt Region will develop nano/bio science-based curriculum models to help teachers make science courses more engaging and effective for students. Tuskegee University is leading the project, which includes Auburn University, Alabama State University, the University of Alabama, the University of Alabama-Birmingham, and Shelton State, Wallace State, Wallace State-Selma, Enterprise and Central Alabama Community Colleges as partners.

A team of Auburn researchers is providing professional development to sixth- through eighth-grade science teachers, enabling them to shift their instruction from conventional teaching strategies to the use of an inquiry-centered, hands-on, experiment-based approach. Auburn researchers, Chris Easley and Curtis Shannon in the Department of Chemistry and Virginia Davis in the Department of Chemical Engineering, were awarded $550,000 for teacher training and curriculum development that focuses on the interface between nanoscience and biology.

“The project is geared toward students in the Black Belt region of Alabama in an effort to encourage them to pursue careers in the sciences,” said Shannon.

Davis added, “I am glad to have this opportunity to work with middle school teachers to help students learn about the exciting fields of nanotechnology and biotechnology. Improving student interest in science and engineering careers is critical to finding solutions for global challenges such as those in energy, healthcare, infrastructure and access to clean water.”

Four faculty members from the College of Education will collect information to help assess the overall success of the curriculum models. Betsy Ross, Jill Salisbury-Glennon, David Shannon and Joni Lakin received a sub-award of $875,000 to support their efforts over a five-year period.

“We’re responsible for the evaluation,” said Ross, director of the evaluation project and professor of educational research methodology and analysis. “We’re trying to look at teacher development and student and teacher attitudes.”

The project will be implemented in schools in Barbour, Bullock, Dallas, Lee, Lowndes, Macon, Montgomery and Perry counties and Selma City Schools. More than 10,000 students and 80 educators will be involved in the project over the course of its five years.

The NanoBio Science Partnership addresses critical needs in sixth- to eighth-grade science education in the state’s Black Belt, a region often characterized as being educationally and economically disadvantaged. The project provides for professional development for public school science education teachers in the region and will emphasize inquiry-based methods as well as 3-D simulations. Data on teacher and student performance will be collected and analyzed through qualitative and quantitative methods.

Input sought for update of campus master plan

Auburn University Facilities Management is updating the Comprehensive Campus Master Plan in 2012 and is seeking input from the university community. All students, faculty, staff and alumni may participate in a survey to help establish the priorities for the Master Plan.

The results of this survey will be consolidated by the Facilities Management staff. This input will be submitted to the president for review and presentation to the Board of Trustees for its consideration in establishing the final priorities for the Master Plan 2012 Update. To provide feedback, go to the website www.auburn.edu/administration/facilities/surveyredirect/intro.html. The deadline is March 23.
Auburn University recently won 14 major awards for marketing activities from four national and regional professional organizations.

The honors include three CASE Awards from the Council for the Advancement and Support of Education, District III, three Education Advertising Awards sponsored by the HMR Publications Group, three Addy Awards from the American Advertising Federation’s Chattahoochee Chapter, and four SIAA Awards from the Service Industry Advertising Association.

The most honored projects were “Crystal Capers,” a multimedia campaign starring famed mascot “Aubie” as a mischievous fan with sticky paws for the Tigers 2011 BCS National Championship Trophy; “Echoes Strong and Clear,” a coffee-table book of photographic memories of Auburn; and “This is Auburn,” a 30-second spot for NCAA broadcasts. All were produced by the Office of Communications and Marketing in cooperation with participating offices and units across campus.

“We use these competitions with other universities and other industries to gauge our overall creativity,” said Camille Barkley, interim executive director of communications and marketing. “By this measure of number of awards, judging panels felt that Auburn has some of the best projects produced in the region and nation. It’s an honor to share the awards with our campus partners and clients.”

She added, “This year, we especially enjoyed the ability to collaborate with Athletics Marketing on “Crystal Capers” and RTVF student Brock Hanson on the NCAA spot ‘This is Auburn.’”

The CASE District III awards were Grand Award, Institutional Category, for “Echoes Strong and Clear,” an Award of Excellence in Social Media Integration for “Crystal Capers” and Special Merit, Commercial, for “This is Auburn.”

The Council for Advancement and Support of Education is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. District III covers nine Southeastern states, including Alabama.

The Education Advertising Awards were the Gold Award for New Media to “Crystal Capers,” Gold in the Miscellaneous Category to “Echoes Strong and Clear” and Bronze for Television Advertising for “This is Auburn.” The Education Advertising Awards program is one of the nation’s oldest and largest advertising awards competitions, with more than 3,500 entries last year from every state in the country and multiple foreign countries.

The Service Industry Advertising Awards include a Gold for “Echoes Strong and Clear,” Silver for “This is Auburn,” Silver for “Crystal Capers” and Bronze for the poster “Toomer’s Trees & Traditions.”

SIAA is the only advertising awards program to specifically recognize the achievements of the service industry, including education, while excluding consumer goods and commercial enterprises. The area Addy Awards include a Gold for the 1856 Society Induction Ceremony Invitation, a Silver for the School of Forestry and Wildlife Sciences Magazine and Silver for “This is Auburn.”

The American Advertising Federation is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry.

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