

Faculty Council Meeting September 19, 2006

In attendance: Allison Adams, Robert Ahdieh, Deepika Bahri, Sundar Bahradwaj, Patricia Brennan, William Buzbee, Ronald Calabrese, Arlene Chapman, Paul Courtright, Steven Culler, Thomas Frank, Jan Gleason, Kate Heilpern, James Hughes, Nadine Kaslow, Keith Klugman, Earl Lewis, Eleanor Main, Frank Maddox, Kenneth Minneman, Santa Ono, Ruth Parker, Alton Pollard, Denise Raynor, Dierdra Reber, Michael Rogers, Ora Strickland, Douglas Unfug.

Excused: Daniel Teodorescu, Randall Strahan, Bill Kelly, Carol Newsom

Absent: Leslie Harris, Roland Ingram, David Pacini, Claire Sterk, James Wagner

Guests: Christi Gray

I. Welcome and Introductions

Tom Frank called the meeting to order at 3:16 P.M. After a review of the Faculty Council Roster, attendees introduced themselves.

II. Approval of April 2006 minutes

The minutes were approved as distributed.

III. Orientation to Faculty Council

Tom Frank oriented the Faculty Council to the role that the Faculty Council plays and how it relates to other governance groups. Principally, the Faculty Council is responsible for addressing policy issues related to faculty of all schools at Emory University. Frank encouraged members of the Council to bring critical issues and ideas to the executive committee for discussion. Frank also raised several questions to draw focus to the theme of “engaged scholarship” as a basic feature of the committee’s work this year: How does Emory relate to the community of which it is a part? How does Emory relate to the larger academic world?

IV. Council Committee Plans for 2006-2007

Tom Frank introduced the Faculty Council committee rosters and 2006-2007 goals. The rosters were approved as distributed. William Buzbee observed that the University Research Committee for the last several years has had no representation from the Law School or the School of Public Health. Frank indicated that he would follow up with David Pacini about this matter.

V. Remarks by Provost Lewis

Earl Lewis presented information about the University’s strategic plan. A general overview of the two areas that Provost Lewis addressed:

- The Spellings Commission Report, a report on higher education from the U.S. Department of Education, has elicited concerns from higher education administrators around the country. The principle concern is that the prescriptions that the report offers take a “one-size fits all” approach to higher education, neglecting the differences between community colleges, liberal arts universities, and research institutions. The Spellings Commission report emphasizes undergraduate education as a primary aim of higher education and neglects both graduate education and research as critical values in U.S. higher education. Some faculty council members questioned whether or not there were ways that Emory could play a role in responding to the troubling implications of the Spellings Commission Report. Provost Lewis mentioned that this would be a good item for future discussion. The higher education community itself is divided

over the merits of the report. Tom Frank indicated that a discussion of this report will be on the agenda for next month's Faculty Council meeting.

- The National Research Council is planning to go forward with a survey of Ph.D. programs from select fields, the first since 1995. Provost Lewis informed Faculty Council members of this survey that they will eventually be seeing in their departments. As details of the survey emerge schools will be contacted about what role they will be playing. Faculty need to be aware of this and should treat this as a matter of utmost priority.

VII. Strategic Plan—Year of the Faculty

Provost Lewis discussed the University's growing need to clarify the meaning of "faculty distinction," a category that requires more standardization in the university. A summary of the major points:

- Prior to the question of what it means to distinguish faculty is the question, "Who are the faculty at Emory?" Emory is seeking to identify criteria that can help in hiring, promotion, and tenure decisions. Provost Lewis emphasized the growing need for conversation among Emory's schools and colleges about the standards that need to be in place to strengthen the meaning of faculty distinction. The goal is by February 2007 to have a penultimate draft that can clarify these standards and a final draft by March 2007.
- A faculty council member inquired about what will happen once these standards are in place. Provost Lewis indicated that the goal of clarifying these standards is to identify core principles that schools can use in making hiring and tenure decisions.
- Several faculty members commented on the greater need to foster a culture of intellectual ferment at Emory. Unlike many universities, the area surrounding Emory lacks bookstores and nodes for intellectual activity. There are no clear channels for communicating special events, speakers, and lecture series among Emory's schools. Some council members inquired about the possibility of an Emory faculty club facility, space where faculty members could meet outside their respective schools. Provost Lewis indicated that while this would be a useful resource that Emory has several hundred million dollars of other capital needs that must take priority, including new academic buildings and a new freshman dormitory.

VIII. Emory Marketing Initiative

Ellen Dracos Lemming and Jan Gleason presented the latest Emory marketing plan. Highlights of this presentation:

- For the last several months a team of marketing researchers has been interviewing faculty, staff, students, alumni, and the community outside of Emory in order to discover an internal lexicon, a language that can effectively capture Emory's distinctiveness. Emory has had some difficulty explaining its uniqueness, both within the surrounding community and in the academic world. This research was intended to create a strategic platform from which to clarify Emory's identity.
- The general theme that emerged from the research was that Emory has long prided itself on the contributions that faculty and students make to the world. At the heart of research and teaching at Emory is the belief that those living in contexts of privilege possess a moral obligation to impact the world for the greater good.
- "Use your gift" emerged as a prominent theme of the marketing plan. Individually, Emory educates its student to use their skills and talents to enliven the human spirit. Institutionally, Emory uses its endowments to address larger social issues.
- Lemming and Gleason presented a marketing video and asked for feedback. A summary of the feedback:
 - Some of the faculty expressed reservations about the individualism implied in the phrase "Use your gifts" and suggested a phrase like "Use our gifts" would reflect a more communal sense of purpose ("Use your gifts" makes it sound as if each person is an island unto herself and implies a lack of cooperation.).
 - One council member expressed concern that Emory might become known for having a "good tagline" but not a positive intellectual environment.

- A member suggested that the marketing plan needs to become more historical, linking the idea of engaging the world with historical examples of Emory people who have embodied this theme.
- One council member observed the importance of the process of this plan. Emory faculty, who will be responsible for promoting the idea, need to know that their input will be accepted and will play a role in shaping the final product.
- Several faculty members expressed reservations about the language of “gift.” In addition to suggesting that personal attributed our external to our identity—something bestowed from above, so to speak—the language also conjures the image of Emory as a place concerned about “gifts and money” rather than the pursuit of academic excellence.

Jan closed out the meeting by inviting council members to continue the conversation with her as the marketing team continues revising the plan.

IX. New Business

There was no new business.

X. Adjournment

The meeting was adjourned at 5:06