

Evaluation Report, 2006-2007
Gregory J. Shepherd
Scripps College of Communication

I was named interim dean in August, 2004 and dean in January, 2006. For purposes of this evaluation I have included information on my activities for calendar years 2006 and 2007. I have organized the report by section, divided primarily among my teaching, scholarship, and administrative duties.

One of the inevitable ironies of activity reports such as this is that complex and collective achievements wind up being presented as simplistic and individual accomplishments. My teaching for the past two years (four, actually) has all been team-based. Bill Rawlins, Ray McKerrow and Jeff St. John have been, at different times, inseparable from my classroom activities. My doctoral students, Karen Greiner and Dan Keen, contribute more to my activities as their advisor, especially given how overwhelming the distractions of administration can be, than I do. My scholarly activities continue to be collaborative, with current colleagues and former students. And all of the administrative activities listed are supported by the talented faculty and staff of the college; the accomplishments listed are all due in large measure to *us*, not me.

Teaching

Both of the past two years I team-taught the required PhD seminar in Communication Theory fall and winter quarters, COMS 705 and 706 (course evaluations can be provided upon request). Each year I was responsible for a total of 31.5 contact hours and for responding to reaction papers to the readings each class period. My teaching included James' *Pragmatism* and various readings from his collected works, Mead's *Mind, Self and Society*, Wittgenstein's *Philosophical Investigations*, portions of Gadamer's *Truth and Method*, and Giddens' *Central Problems in Social Theory*.

I also led a directed study of readings in American Pragmatism in the 2006-2007 academic year for three PhD students. Over the course of the year these students (Melissa Broeckelman, Daniel Keen and Karen Greiner) enrolled in 4 hours of coursework. We met approximately every other week for 2 hours to study works by Dewey, Rorty, West and others.

I have also served as advisor to two PhD students, Daniel Keen and Karen Greiner these past two years, and served as co-director of Dan Keen's dissertation (along with Bill Rawlins).

Scholarship (and professional service)

- Shepherd, G. J.**, St. John, J., & Striphas, T (Eds.), (2006). Communication as . . . : Perspectives on theory. Thousand Oaks, CA: Sage.
- Shepherd, G. J.** (2006). Communication as transcendence (pp. 22-30). [In Shepherd, St. John & Striphas.]
- St. John, J., Striphas, T., & **Shepherd, G. J.** (2006). Introduction (pp. xi-xx). [In Shepherd, St. John & Striphas.]
- Medved, C. E., Brogan, S., McClanahan, A. M., Morris, J. F., & **Shepherd, G. J.** (2006). Family and work socializing communication: Messages, gender, and ideological implications. Journal of Family Communication, 6, pp. 161-180.
- Shepherd, G. J.** (2006). Communication as ontology. Paper presented at the annual Meeting of the National Communication Association, San Antonio.
- Edwards, A. P. & **Shepherd, G. J.** (2007). An investigation of the relationship between implicit personal theories of communication and community behavior. Communication Studies, 58, 359-375.

I serve as the Principal Investigator (Ohio University Administrator) for the \$599,925 NIH "Foodmaster" grant (teaching basic math and science to elementary school students through food/nutrition lessons in either classroom or video game simulation conditions) and the \$150,000 American Cancer Society Partnership grant (supporting research primarily on prevention campaigns).

I chaired and made remarks to one panel at the NCA convention in 2007: "Of all Affairs, Communication is the Most Wonderful": Pragmatism and Alternative Conceptions of Communication.

I served as a program reviewer (together with Steve Lacy from Michigan State and Kim Neuendorf from Cleveland State) for the School of Communication Studies at Bowling Green University, charged with evaluating their programs in Journalism, Interpersonal Communication and Telecommunications in 2006-2007.

I presented a lecture on leadership to a joint meeting of the Columbus Bar Association and the Columbus Bar Foundation in August, 2007.

Administration

A significant portion of my time is devoted to administering the college and its more than 12 million dollar budget, advocating for the college to upper administration, and representing the college and often the larger academic side of the university on various committees and in a wide range of meetings. Five regularly scheduled meetings are especially important.

Leadership Meetings

Directors' meetings. Each Thursday afternoon I meet for 2 hours with the School Directors and the Director of the WOUB Center for Public Media (the college's budget unit manager and associate dean are also typically in attendance). I consider this group to

be the primary leadership team of the college. I also meet at least once a month individually with each director.

Deans' meetings. Each Thursday morning I meet with the Provost and other Athens campus deans (with others often also attending) for 2 hours. This comprises the primary academic leadership team of the campus. I also meet at least once a month individually with the Provost.

Executive staff meetings. Every other Friday morning I meet for 2 hours with the President, Provost, other deans, and vice presidents. This constitutes the executive leadership team of the institution.

Budget planning council (BPC). At least every other Friday (and sometimes more often), the BPC meets for 2 hours. For the past three years I have been one of three deans' representatives on the council. This group is co-chaired by the Provost and the Vice President for Finance and Administration and is the group primarily charged with overseeing the Athens campus' budget.

Graduate Education and Research Board (GERB). I have served as one of three deans' representatives on GERB for the past two years. This group has carried a heavy workload, setting procedures for the allocation of funds to support graduate education and research on campus, evaluating proposals, and recommending funding to the Provost.

In addition, in 2006/2007 I served on the Academic Calendar Committee and the Business Dean Search Committee. I also attended meetings of the Ohio Board of Trustees and the Ohio University Foundation. Importantly, I also meet with each school's faculty once per quarter. In addition, I attend occasional all-staff meetings at the WOUB Center for Public Media, host television pledge drives twice a year, host Scripps Day on campus, meet twice per year with my Dean's Advisory Council, interview finalists for faculty positions in the college, attend regularly scheduled meetings with my college staff, and a wide variety of ad hoc meetings every week.

Development Efforts

A significant portion of my time and effort is spent in development work, meeting with alumni and other external constituents. My travel in 2006 concentrated on visits of introduction. In the months after being named dean, I paid visits to the offices and editors of the Toledo Blade, the Cleveland Plain Dealer, the Columbus Dispatch, and the Dayton Daily News. In both 2006 and 2007, I attended three major conventions (AEJMC, BEA/NAB, and NCA) and the National Journalism Awards in Washington D.C. In 2007 I traveled heavily, primarily meeting with individual alumni in fund raising efforts. Below is a list, probably somewhat incomplete, of my travel destinations.

Cincinnati (three times)
Toledo
Columbus (four times)
Cleveland

Dayton
Washington, D.C. (four times)
Florida (both East and West coasts)
Las Vegas (twice)
New York City (three times)
Chicago
Pittsburgh
Los Angeles (three times)
Shreveport
Dallas

In 2006 we received a \$15,000,000 gift from the Scripps Howard Foundation. Proceeds generated from endowments established by this gift will be used to support faculty, students, staff, and programs in the college. The single largest endowment, 4.5 million dollars, will provide an unrestricted annual source of money for the college. Another 3 million dollars will establish an innovation endowment for the college and the remaining 7.5 million dollars will establish endowments to support graduate student fellowships, paid undergraduate internships, multicultural enhancement, and other targeted initiatives.

In late 2007 we received an oral commitment for a minimum of \$7,500,000 to help fund the construction of the new building for the college. Final documents should be signed in early 2008. The estimated cost of the new facility and associated renovations is 35 million dollars. We have approximately 24 million dollars committed to the project from the university's capital plan (State dollars). This 7.5 million dollar commitment is the large lead gift we need in order to raise the approximately 11 million we need in private support to fully fund the project.

In 2007 we received a gift of \$500,000 from Roger Ailes in support of the new Journalism/WOUB newsroom project.

In 2007 we received a gift of \$500,000 from the Enlight Foundation to support graduate students from China in the School of Visual Communication.

In addition to these large, notable gifts, the college receives a great number of annual gifts—gifts less than \$10,000. In 2005, the year prior to my being named dean, we received \$1,209,709 in annual giving. Annual giving in 2006 was \$1,236,922 and this past year, in 2007, annual giving totaled \$1,320,218. The total of these gifts less than \$10,000 increased more than 9% from 2005 to 2007.

Miscellaneous Initiatives and Accomplishments

We have significantly increased grant and contract activity in the college. Notable achievements include the October 2007 USAID award to a consortium led by the Academy for Educational Development (with the college as the university partner) for global health and development communication, the School of Telecommunications and GRID Lab contract work for the Columbus Police Department, Communication Studies' renewed contract with Bangkok University, State Department grants to

Telecommunications for curriculum and faculty development at Kyiv-Molya University (Ukraine) and (with Journalism) the training of Indonesian TV journalists, development of a professional master's program in communication management for the American University on Dubai, and journalism workshops for the Al Jazeera Training Center in Qatar.

We entered a partnership with the Voinovich School to better support the Scripps Survey Research Center.

We built a state-of-the-art \$500,000 newsroom to serve both WOUB and students in broadcast journalism.

We upgraded Studio C with a much needed new lighting grid.

We completed construction of a new control room for Journalism's Midday News.

Each of our schools successfully completed 7-year reviews and the E.W. Scripps School of Journalism passed its reaccreditation with flying colors.

We have, to date, successfully completed 10 group 1 faculty searches in the past two years across four of our schools (and are currently working on 3 additional searches), and added to our ranks of visiting professionals in Journalism, Telecommunications and Visual Communication. Journalism and Visual Communication were each awarded a new group 1 faculty line from the Provost's office. We have dramatically increased start-up funds in order to attract the best faculty to our schools.

Enrollment numbers in the college are steady or increasing, and the quality of our incoming undergraduate and graduate students remains high or is improving.

Goals for 2008

There are many important goals I might list, but in the service of clarity, focus and honesty, I will list only three:

Make the case for additional operational support for the college and its schools as a center of excellence at Ohio University

Secure remaining funding needed for construction of the new college building and associated renovations.

Continue to successfully compete with top-ranked peers in securing faculty hires.