

**Evaluation Report, 2008**  
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For purposes of this evaluation I have included information on some of my activities for calendar year 2008. As always, I want to acknowledge up front that any accomplishments achieved this past year were the result of the efforts of many. The Scripps College is filled with talented students, effective staff and remarkable members of the faculty. I am honored and privileged to be a part this community.

Teaching, Scholarship and Professional Service

Last year, I continued to do some teaching and stayed somewhat active as a scholar and leader in my own field of study. I team-taught the required PhD seminar in Communication Theory winter quarter (COMS 706). I was responsible for a total of 17.5 contact hours during the quarter and for responding to reaction papers to the readings each class period. My teaching included Wittgenstein's *Philosophical Investigations*, Giddens' *Central Problems in Social Theory*, and portions of Gadamer's *Truth and Method*. I also served as co-advisor to two PhD students, Daniel Keen (co-advisor Bill Rawlins) and Karen Greiner (co-advisor Devika Chawla). Daniel successfully defended his dissertation last summer and is now a tenure-track faculty member at Stetson University. Karen is currently writing her dissertation while serving on a Fulbright in Columbia.

I continued to serve in 2008 as the Principal Investigator (Ohio University Administrator) for the \$585,649 NIH funded "Foodmaster" grant, Phase I (teaching basic math and science to elementary school students through food/nutrition lessons in either classroom or video game simulation conditions), and began serving as the Project Director for the \$74,771 NIH funded Phase II of the "Foodmaster" project. I also serve as the Principal Investigator for the \$80,000 American Cancer Society Community Partnership grant (supporting research primarily on prevention campaigns). I served as a respondent to four papers on a panel entitled "Pragmatism and Communication Ethics: An Unconventional Perspective on Normative Issues in Communication" at the National Communication Association's annual convention.

I served as a program reviewer for the department of communication studies at Creighton University and also as an external reviewer for one promotion and tenure case at another university.

## Administration

Most of my time and effort, of course, is devoted to serving the college as dean. In that capacity I am responsible for managing our more than 14 million dollar budget, overseeing our five schools and the WOUB Center for Public Media, advocating for the college to various constituencies, including upper administration, representing the college in a wide range of forums, stewarding a large alumni base, and much else.

Much of the work of administering the college takes place in regularly scheduled meetings. These include weekly *Directors' meetings* (each Thursday afternoon I meet for 2 hours with the School Directors and the Director of the WOUB Center for Public Media, and I also meet at least once a month individually with each School Director), weekly *Deans' meetings* (each Thursday morning I meet with the Provost and the other Deans for 2 hours, and I also have an individual monthly meeting with the Provost), and *Executive staff meetings* (at least every other week, I meet for 2 hours with the President, Provost, Deans, and Vice Presidents). Once per quarter I attend a *faculty meeting* in each of the Schools and an all-staff meeting in the WOUB Center for Public Media. Following a recommendation from last year's dean's evaluation, I also hosted a college-wide faculty meeting this fall.

In 2008 I served on the University's Academic Restructuring Committee, the Administrative Restructuring Committee and the Communication and Marketing Restructuring Committee. I also served as a member of the Director of Communication and Marketing search committee and winter and spring quarters I served as a member of Budget Planning Council. I also attended meetings of the Ohio Board of Trustees and the Ohio University Foundation throughout the year. I hosted pledge drives both for WOUB television and radio and served as host for our annual Scripps Day last fall. I met twice with my Dean's Advisory Council and interviewed most of the finalists for faculty positions in the college. I also hold quarterly meetings for the college staff, weekly meetings with my Budget Unit Manager, weekly meetings with my Director of Development, and attend a 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. The top fundraising priority continued to be the new integrated facility on the old Baker Center site and I am very pleased to report that we were extraordinarily successful in meeting that priority. In April we celebrated the naming of the Roger E. Ailes newsroom (and Mr. Ailes' generous gift of \$500,000). In May we announced the \$7,500,000 lead gift for the building project from Steve and Barbara Schoonover. That same month we received a \$100,000 gift toward the building from Sandy Anderson. In November we dedicated the Jan Sole FM Studio and thanked John Sole and Carl Cawood for their generous gift of \$20,000 to the building fund. Pledges to fund three Professorships in the college were also completed last year and, as a result, Lynn Harter was named the first Schoonover Professor of Health Communication, Drew Berry was appointed the first Berman Professor of Media Management and we are

in the process of naming the first Zumkher Professor of Speech. And we were blessed by extraordinary support for scholarships throughout the year. In November we received more than \$850,000 from the Dishon estate for scholarships in Journalism, and in December we received two \$100,000 gifts, one for a scholarship in Forensics, and the other for a scholarship in the School of Journalism.

Below is a list, probably somewhat incomplete, of my travel destinations in 2008.

Cincinnati  
Columbus (four times)  
Washington, D.C.  
Florida  
New York City (four times)  
Chicago  
Pittsburgh  
San Diego  
Dallas  
Akron/Canton (twice)  
Lexington, KY  
Tucson

### Goal Accomplishment

I set down five particular goals for 2008.

- (1) *Secure remaining funding needed for construction of the new college building and associated renovations.* This goal was met.
- (2) *Continue to successfully compete with top-ranked peers in securing faculty hires.* We had five searches last year. We secured our top-ranked choices in our two searches in Communication Studies (Professors Babrow and Shoham) and in two searches in Journalism (Professors Edmondson and Kalyango). One search in Journalism failed.
- (3) *Improve retention of current faculty in the college.* Last year we lost two senior faculty members to other institutions (Dan Riffe and Nagesh Rao), thus this continues to be a concern. I have made named professorships and chairs a priority for fund raising in the coming years as one way to address this retention problem, but we will also need to adjust faculty teaching loads to bring them into line with our peers. I have made that a priority in our quarters-to-semesters plan.
- (4) *Meet enrollment targets, specifically, make progress toward the goal of enrolling 2500 undergraduate students by fall, 2010.* This goal was met, as we reached the 2500 mark this fall. This is due, in part, to the college's yield and retention numbers. In 2007 (the most recent available data) our yield was the highest in the University at 57% and our retention from 2007 to 2008 was 91%, second only to the Honors Tutorial College.

(5) *Make the case for additional operating support for the college and its schools as a center of excellence at Ohio University.* This case was made in a variety of ways, although the state of the budget calls into question the likelihood of receiving additional support, regardless of our excellence. In any event, the process for designating centers of excellence in the USO was slowed from plans put forward last year, and so this goal remains in place.

In sum, the goals identified for specific attention in 2008 were largely met. It was a very successful year in fund raising, we made four outstanding new faculty hires, adopted a workload policy that will allow us to become more competitive with our peers when we make the transition from quarters to semesters, met or exceeded our enrollment targets, and continued forward the case for our broad-based excellence in communication.