

**UNIVERSITY OF WASHINGTON  
FACULTY COUNCIL ON UNIVERSITY RELATIONS**

The Faculty Council on University Relations met on Thursday, **October 15, 2004**, at 11:30 a.m. Chair Sarena Seifer presided.

**PRESENT:**     *Professors* Seifer (chair), Fridley, Gill, Odegaard, Okada, Parviz and Poorkaj-Navas;  
                  *Ex officio members* Arkans, Hoard, Palacio, Palepu, Parks and Whang;

**ABSENT:**     *Professor* Mayer;  
                  *Ex officio member* de Tornayay.

**Welcome and Introductions – Sarena Seifer, Chair**

Seifer welcomed new and returning members to the council, and asked all members to introduce themselves and state their positions and home departments or administrative units.

**Approval of minutes**

The minutes of April 1, 2004 and May 4, 2004 were approved as written.

**FCUR focus during 2004-05 academic year**

Seifer noted that the 2003-04 FCUR academic year ended on a high note with the visit of Dr. Ira Harkavy, Associate Vice President and Director, Center for Community Partnerships, University of Pennsylvania. The council, and Seifer in particular, was instrumental in Dr. Harkavy's being asked to present the Walker-Ames Lecture during his visit to the University. Dr. Harkavy is nationally renowned for his far-reaching work in university and community partnerships. As for this academic year, Seifer said the council always participates in the selection process and approval of any new Honorary Degree awardees, and participates in the selection of the Public Service Award. And sometimes the Faculty Senate Chair may approach the council with an issue to be addressed. Otherwise, it is the pleasure of the council as to which issues it wishes to take up during the academic year.

**Report from Norm Arkans, Associate Vice President and Executive Director, University Relations**

Faculty Field Tour

Arkans said University Relations is currently advertising for the Faculty Field Tour, which takes place in June, and includes new faculty members and several administrators in a week-long tour of University constituencies throughout the entire state. Arkans said the tour is an excellent way for new colleagues to meet and get to know one another.

“Come Together Washington”

“Come Together Washington” will take place today, Friday, October 15, 2004, starting at 4:30 p.m. in Hec Edmundson Pavilion. There will be 32 showcases of student and faculty work. William Gates III and UW President Mark Emmert will both speak at the event. A reception will be held for all in attendance.

Radio Advertisements

Arkans played three radio advertisements for the council; the radio spots are monologues by students, faculty, or, in some instances, a regent or administrative official. All three radio spots played today included expressions of gratitude to the people of the State of Washington, a gesture that has proved to be appreciated in the community. The spots are aired for several weeks a couple times per year, in the spring or summer, and sometimes during the legislative season. About seven or eight radio spots are cut each year, Arkans noted.

### “Funding Our State’s Economic Future”, and “Investing in a Knowledge-Based Economy”: new brochures

Arkans showed the council two new brochures created by University Relations. “Funding Our State’s Economic Future” is the latest edition of a brochure that highlights the University’s contributions to the state’s economic vitality through its nationally-reputed research and excellent standards of teaching. This year, for the first time, the brochure is a joint publication of the UW and WSU. “Investing in a Knowledge-Based Economy” is a brochure setting out the joint submission of separate UW and WSU budgets. Arkans said it has proven to be very helpful when the two state universities work together in their budget requests to the state legislature. The presidents of both universities have worked especially well in concert in recent years, making their case for each university’s contributions to the state’s overall prosperity, while stating both individual and collective needs for state funding.

### President Mark Emmert’s First Annual Address to Faculty and Staff – November 30<sup>th</sup>

Arkans said President Emmert will give his first annual address to faculty, staff and students on Tuesday, November 30<sup>th</sup>, in Kane Hall, room 130, at 3:30 p.m.

### President Emmert’s Introduction to the UW’s Constituencies Around the State

Arkans said President Emmert has been introduced to several of the University’s many significant constituencies around the state during the first months of his tenure. He has visited Spokane and Yakima, and has met with state legislators and a host of UW alumni and donors. He soon will be visiting Bellingham, Olympia, Vancouver, Washington, and Portland, Oregon. These visits afford the University’s constituencies an excellent opportunity to meet the president in their own settings, and allow the president an opportunity to come to know the people the University is serving throughout the state.

### Annual Visiting Committee and Advisory Board Day – December 3<sup>rd</sup>

The annual Visiting Committee and Advisory Board Day, overseen by the Office of University Relations, will be held on Friday, December 3<sup>rd</sup>. This much-anticipated event has proven to be immensely successful.

Parviz asked Arkans if there is competition over funding between the UW and WSU. “No,” said Arkans. “We’re both under-funded institutions.” He said that, hopefully, there will be an incremental improvement in the University’s funding. “But no, we don’t compete for funding,” he reiterated. “It’s better to align with each other, to the extent that we can.”

### “Talk to Your Elected Representatives!”

Arkans urged council members to talk to their elected representatives. “The more we can make it less abstract [the University’s relationship with state legislators], and put a face on it, the better for the University,” he noted. “We in University Relations need stories from you. We need to hear how under-funding affects your work.”

ASUW representative Hitha Palepua said, “Having students and faculty lobby together [in Olympia] is more effective.” Arkans agreed. “It makes a world of difference when students, faculty and administrative representatives work together.”

Seifer said she will invite Faculty Legislative Representative Gail Stygall to visit the council, both to share her insights with FCUR members, and to see in what way the council might be of use to her in her efforts in Olympia.

### **FCUR Issues for the 2004-05 Academic Year**

#### FCUR as a Focus Group for University Relations

Arkans said he would like to see FCUR operate as a focus group. “I want you to tell us [in University Relations] how we’re doing. You can offer perceptions we need to know about. You’re faculty members; we need your input. The University’s value is considered high throughout the state. We’re emphasizing the public good of higher education, not just the good for the individual, the ‘personal advantage’.”

Poorkaj-Navas said it is important “to get students when they are young”. She said her own children have a “Hero Day” at their school; it serves as a valuable impetus for young students to strive to prepare themselves for higher education, and can only have a positive effect on the parents of those students.

#### Performance Contract Between the UW and the State Legislature

Arkans said, “The model we’ve used for 30 years hasn’t worked well [for the University’s relationship with the state legislature], so we’d like to change that relationship.” The “performance contract” will consist of, on the one hand, the legislature’s saying, in effect, “Here’s what the legislature expects the University of Washington to deliver,” and, on the other hand, the University’s receiving a certain level of funding, if those expectations are met. The key question, said Arkans, can be stated as follows: “Will the legislature agree to a guaranteed level of funding *if* we meet the standards of the prototype?”

#### Other FCUR issues for the 2004-05 Academic Year

Seifer encouraged council members (including those who could not make today’s meeting) to E-mail her with any suggestions they might have for council issues this academic year.

#### **Next meeting**

The next FCUR meeting is set for Friday, November 12<sup>th</sup>, at 11:30 a.m., in 36 Gerberding Hall.

Brian Taylor  
Recorder