

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

The Faculty Council on University Relations met on Wednesday, **May 1, 2002**, at 2:30 p.m. Chair Christina Emerick presided.

PRESENT: **Professors** Emerick (Chair), Crittenden, Robertson and Thorud;
 Ex officio members Arkans, Doherty, de Tornyay, Whang and Whitney;
 Guest Susan Folk, Assistant to Theresa Doherty.

ABSENT: **Professors** Dziwirek, Fridley, Goldblatt, Hicks, Kozuki, Regnier and Seifer.
 Ex officio members Anderson, Ludwig, Russell and Sjavik.

Approval of minutes

The minutes of April 3, 2002 were approved as written.

Announcement – Norm Arkans

1) *Convocation and Forum on “World Health and Children”: Archbishop Desmond Tutu*

Arkans said the forum that Archbishop Desmond Tutu will be attending in Hogness Auditorium on May 7, “World Health and Children,” and the academic convocation in Meany Hall on the same day, during which he will be awarded his Honorary Degree, are both completely subscribed.

UWTV will televise the events, and will broadcast them frequently over the next several months. The Total Experience Gospel Choir, the University of Washington Wind Ensemble, and Lora Chiora-dye and the Sukutai Mbira Ensemble will perform.

Eighty-one University of Washington faculty will march in the procession during the convocation. Seven members of the Board of Regents will participate. Mayor Greg Nickels and County Executive Ron Sims will also participate.

This will be the first Honorary Degree awarded by the University since 1921. The next Honorary Degree will be awarded to former Secretary of State Madeleine Albright, who will be the guest speaker at this year’s Commencement exercises.

2) *University-wide awards*

On June 13, 2002, University-wide awards, including Distinguished Teaching Awards and Outstanding Public Service Awards, will be presented in a special ceremony which FCUR members are encouraged to attend. Arkans said this event is always a most enjoyable and memorable occasion. Council members can contact University Relations for further details on this event.

FCUR membership – Christine Emerick

Emerick said FCUR regular member Sarena Seifer has agreed to serve as council vice chair in 2002-03. Emerick will also serve as vice chair, and help Seifer in the transition period. Seifer will become sole chair in 2003-04. Sarah Gates, chair of the School of Drama and current regular member of the Faculty Council on University Facilities and Services, will also serve on the council next year. Gates has been an excellent contributor to FCUFS discussions, and has been proactive in pushing for new signage on campus, and on other issues as well.

Emerick said the Faculty Senate Office will continue to seek new members for next year’s council.

“UW in Your Community” project – discussions.

Arkans said good progress is being made in developing the “UW in Your Community” Website. It is hoped that the Website will be made active in Autumn Quarter 2002.

“We are trying to develop a Home Page that contains a map of the state,” said Arkans. “We will get detailed descriptions of programs in specific locales throughout the state, and develop Web pages for leadership and health and other programs for the project.”

“We are still in the early stages of building this project,” Arkans noted. “We’re developing prototypes and getting information for the site. A major challenge in monitoring the site will be to keep it fresh over time. When people make suggestions and fill out ‘program descriptions’ for possible programs on the site, we will screen their suggestions and help them make their programs as effective as possible.”

Arkans said that, as time passes, programs already existing in “UW in Your Community” will motivate people who find out about them to initiate their own programs. Crittenden said it would be helpful to have an end date for all programs participating in the Website. That way programs will not stay on the site after their purpose has been fulfilled.

Crittenden also said it may prove extraordinarily difficult to monitor the site “out of one central place.” Arkans said the goal is to “decentralize the maintenance of the site.” Those who have programs on the site will be able to update their own program entries. “We can be a filter and a director for the site,” said Arkans. “But the site will be maintained by those involved in the programs themselves.”

Arkans said the “UW in Your Community” electronic submittal form is tied into a database. The form has the following message: “UW faculty and staff are asked to submit information about current, ongoing research, teaching, and public service programs and activities which occur in Washington’s communities. Please complete this electronic form”

Arkans said information about the existence of “UW in Your Community” will be sent to press, school districts, chambers of commerce, and other agencies and institutions.

Whitney suggested getting administrators involved because “deans and directors and others do not get involved.” Arkans said that is an excellent suggestion, and noted that University Relations has a Web master, and someone to oversee the project. “But, again, we do need to decentralize the maintenance of the site.”

Crittenden said, “You need to have people see the Website as a *benefit* to their own departments and units.” Arkans said, “Some units will *want* to have a presence on the site, so that the community will *know* they are doing specific programs somewhere in the state. But there’s not a monetary benefit. The benefit lies in showing the community what the value of the University and its various units and programs *is* to the community itself.”

Emerick said, “In discussing this project, we talked of building in search mechanisms.” Arkans said, “We *will* have multi-search capabilities to make the Website more attractive to people.” Crittenden said it would be a good idea “to have a map that would show where the various programs in the state are located.” Arkans said, “We’ll let people on campus know it’s there, and those who *want* to will go on the site.”

Emerick recommended building “a feedback mechanism into the programs on the Website,” and Crittenden recommended having “small focus groups.” Thorud said that, eventually, if not at the outset, “some deans would be willing to help” with programs in their units.

Asked about limits to the length of program descriptions, Arkans said the “UW in Your Community” electronic submittal form asks for “350 words maximum” under “Program Description.”

Crittenden said of the Website that “it could be a great legislative tool.”

Next meeting

The next FCUR meeting is set for Wednesday, May 29, 2002, at 2:30 p.m., in 36 Gerberding Hall.

Brian Taylor
Recorder