

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

The Faculty Council on University Relations met on Wednesday, **March 19, 2003**, at 2:30 p.m. Co-chair Christina Emerick presided.

**PRESENT:**     **Professors** Emerick (Co-chair), Fridley, Hicks and Robertson;  
                  **Ex officio members** Arkans, Whang and Whitney.

**ABSENT:**     **Professors** Dziwirek, Kozuki, Regnier and Seifer;  
                  **Ex officio members** Doherty and de Tornyay.

**Approval of minutes**

The minutes of January 22, 2003 were approved as written.

**University of Washington Public Service Awards: How to enhance Faculty Interest – Christina Emerick and Norm Arkans**

Arkans said Dena Brownstein, Associate Professor from Pediatrics, is this year's recipient of the University's Public Service Award. Professor Brownstein developed an emergency training program for pediatric patients that has achieved national prominence and become a model for similar programs.

An important question has arisen in deliberations of the Public Service Awards Committee: What precisely constitutes "public service"? Is it something necessarily above and beyond a faculty member's regular work for his or her department (or other unit)? Or is it something that, though part of a faculty member's regular work, has an influence that reaches beyond the University into the larger community?

Arkans pointed out that "some awards have natural constituencies; the Public Service Award does not. It is not a natural, built-in kind of acknowledgement." With respect to getting greater notice for the award to the University community, Emerick said, "Articles on each nominee could appear in *University Week*, with emphasis placed on the important public service performed by each candidate. Awareness of the award is lacking, in many respects, in the greater University community, and even among the faculty as a whole."

Fridley suggested publicizing the Public Service Award in mid-Autumn Quarter and then delaying the formal request for nominations until things had settled down a bit after the beginning of Winter Quarter. Emerick said, "The award could also be mentioned in the Senate Executive Committee meetings and in a Faculty Senate meeting. And, as I already mentioned, articles could appear in *Columns* and *University Week*." Fridley said, "Someone could do an op-ed for one of the Seattle papers to highlight award recipients as evidence of UW as a good citizen." Whang said that, perhaps, it should be specified that the award is for faculty, if in fact the award invariably goes to faculty, and not to staff.

**Emergency Planning on the University of Washington Campus – Christina Emerick and Norm Arkans**

Arkans said, "We're concerned about the war: its impacts on the campus. Emergency planning is crucial to the University's responding effectively to any crisis." He noted that the president had sent an E-mail message to the entire University community about the importance of carrying on work as usual while respecting diverse opinions on what is taking place in the Middle East.

Arkans said the University "has good emergency planning in place," but emphasized that a good Web site is needed "to get the message out to people. We're pulling some pieces together to make it more prominent. We rely on the Internet, but what if it goes down [in an emergency]?" He said some institutions have back-up "buddy" systems: shared telecommunication systems between institutions. The UW needs a telecommunication back-up system, he stressed.

Emerick said, "Some information needs to go out to let people know that they have to know what to do ahead of time." Robertson agreed, saying that "anxiety can be overwhelming," and that only emergency preparedness can assuage such anxiety. Emerick said, "I *do* talk about disaster planning in my classes."

Arkans observed, "We're working on it."

### **Campus Discussion of the War in Iraq – Norm Arkans**

Arkans said there are several complementary "Campus for Peace" demonstrations in progress: faculty, staff and students have had their own demonstrations in addition to the University-wide and city-wide demonstrations. For the most part, all demonstrations have occurred without incident. There have been "remarkable turnouts" at the demonstrations.

Arkans said there was a request to cancel classes for one day in early Spring Quarter, so that students, faculty and staff could participate in discussions and attend events surrounding the war in Iraq. However, to engage students in discussions about the war, it was decided instead to recommend that some time be set aside – on a day in Spring Quarter yet to be determined – to discuss the war and its implications in class, each faculty member approaching the crisis from the viewpoint of her or his area of expertise, though not solely from such a viewpoint. George Bridges, Dean of Undergraduate Education, will help plan an appropriate day for these discussions campus-wide.

### **Commencement Speaker – Norm Arkans**

Arkans said the Commencement Speaker for 2003 is nearly set. He said students will be asked for their ideas on candidates for Commencement Speaker in 2004. Emerick said council members should let her know if they have suggestions for candidates.

### **University of Washington Radio Spots to Continue – Norm Arkans**

Arkans said the very successful radio spots aired throughout the state are to continue. One of the spots that has met with particular praise involves Interim President Lee Huntsman and Washington State University President V. Lane Rawlins, heard together highlighting the two institutions' most successful programs and special goals and concerns for the future. Spots featuring students participating in groundbreaking laboratory work in the health sciences, as well as in other disciplines at the UW, will also continue to be aired throughout the state.

### **State Revenue Forecast – Norm Arkans**

Arkans said it is most likely that the next revenue forecast for the state will be down. He noted that the situation is widespread in states across the country. "Endowments have been squeezed, not only at the UW, but throughout the country at peer and other institutions." Most states are hurting for revenue now, Arkans stressed, and universities everywhere are battling their legislatures for state funding.

There are also hiring freezes at peer institutions and other universities, including Stanford University.

### **New University of Washington Representative for CUCAC – Christina Emerick**

Emerick said a new University of Washington representative is needed to serve on CUCAC (the City/University Community Advisory Committee).

Emerick said, "The idea is that it should be someone from this council, or someone connected to FCUR." She said if any council member is interested, he or she should contact her. ([tina@ocean.washington.edu](mailto:tina@ocean.washington.edu)) "It doesn't have to be a person from Urban Design and Planning, or someone from Architecture, though if it is, there are obvious advantages," she added. Former FCUR member and chair Donald Miller – from Urban Planning and Design – served on CUCAC with distinction for many years.

**Renovation of the Ave – Aaron Hoard**

Aaron Hoard, from the Office of Regional Affairs, said the renovation of University Way – or “the Ave,” as it is known – has been impressive. “The Ave looks much better,” said Hoard. He informed the council that an architecture class will occupy the former Tower Records building – that had fallen into desuetude – across from the University Bookstore.

**Question about the Potentiality of Conflict of Interest – William Robertson**

Robertson asked, “Is there a conflict of interest with regard to advertisements in magazines promoting University of Washington clinics?” He passed around to the council a magazine showing a full-page promotion for UW Medicine which, in effect, is trying to reposition itself in a particular health care context.

Arkans said, “Focus groups are involved in this as well. Health care *is competitive*. We provide much indigent care [at the UW]. And tertiary care is badly needed. Besides, University of Washington Physicians has aggressively advertised for years now. That has now folded into UW Medicine.”

Arkans also said the UW is involved in the Cancer Care Alliance, “which helps [the University] a lot.”

**Next meeting**

The next FCUR meeting is set for Monday, April 14, 2003, at 11:30 a.m., in 142 Gerberding Hall.

Brian Taylor  
Recorder