

# The President's Report



## Dates to Remember

- May 19  
Summer Term Begins
- May 26  
Memorial Day
- June 9  
Board of Regents Meeting
- August 13  
Fall Convocation
- August 18  
Fall Classes Begin
- August 21  
Rededication of Hummel Planetarium
- August 26  
Groundbreaking for Science Building Phase II
- September 1  
Labor Day
- October 13-14  
Fall Break
- October 24  
Inauguration Ceremonies
- October 25  
Homecoming
- November 26-28  
Thanksgiving
- December 13  
Fall Commencement

## University Conveys “Clear, Concise, Consistent” Message to Assembly

A “clear, concise and consistent” message, carried by the ECU Board of Regents, President Benson, alumni, students and others, helped the University make its case with legislators, who recently approved almost \$300 million in allocations and approvals for ECU over the next biennium.

While all public universities will deal with a 1.5 percent cut in operating budget funds in the first year of the budget, it was still “a very successful year,” according to David McFaddin, executive director of government relations for ECU.

The dollars for ECU include:

- \$69.7 million appropriation each year (2014-15 and 2015-16) for operating budget, including \$200,000 earmarked for the Center for the Arts.
- \$66.3 million to construct Phase 2 of the University’s New Science Building.
- \$15 million in agency bond approvals for improvements to athletics facilities.
- \$75 million for public-private housing partnerships. (Eastern will be allowed to enter into an agreement with a private partner if that partner can fund up to \$75 million in housing improvements, similar to an arrangement at the University of Kentucky.)

“A lot of the credit goes to stakeholders like the Board of Regents, Alumni Board and Foundation Board, who were all very involved in reaching out and conveying the Eastern story,” McFaddin said.

The effort also included a “very comprehensive grass-roots campaign,” McFaddin added. “Everyone should feel like they had a part in this success. It was a real team effort.”

Likewise it was a team effort in the General Assembly, one of the few state legislatures in the nation with control of the chambers split across party lines. The Democrat-controlled House and the Republican-controlled Senate put partisan differences aside to do what was best for higher education throughout the Commonwealth, McFaddin said, adding that local legislators State Rep. Rita Smart and State Sen. Jared Carpenter “worked diligently to represent ECU and carry our voice.”

McFaddin also cited the leadership of Senate President Robert Stivers, Speaker of the House Greg Stumbo, House Majority Leader Rocky Adkins and Senate Majority Leader Damon Thayer, and saluted Gov. Steve Beshear for “seeing the value of higher education and getting the ball rolling.”

For what was probably the first time in ECU history, the Board of Regents held its annual retreat in Frankfort this past February, incorporating an afternoon visit en masse to the State Capitol to visit with key legislators. Some legislators remarked they had never seen any university board converge on the Capitol in such a fashion.

McFaddin also credited Board of Regents Chair Craig Turner for “setting a tone and following through to make many trips to Frankfort to visit with legislators” and “tell the ECU story.”

Benson did the same early in his presidency, traveling throughout the region, meeting legislators in their hometowns and demonstrating how Eastern was making a difference in those communities.

After approval of the state budget, Benson returned to the Capitol to hand deliver personal notes of appreciation to key legislators “who were instrumental in moving the budget process forward.”

## Pay Equity Program Begins Phase 2

The University has entered into the second phase of its three-phase, multi-year Comprehensive Compensation Program. Phase Two focuses on internal pay equity through the Faculty Internal Pay Equity Program (Faculty IPEP) and the Staff Internal Pay Equity Program (Staff IPEP), utilizing \$1 million in recurring funds.

The first phase was the 2.5 percent across-the-board salary increase for faculty and staff implemented last October, representing an annual investment of approximately \$3.7 million. Also as a part of Phase 1, a Step-in-Grade Program was implemented early this year, with an additional investment of approximately \$500,000 in recurring monies.

Because of limited resources to complete Phase 2 in one year, its implementation is intended to be incremental over multiple years as funding is available. During the analysis phase of the IPEPs, more than \$2.3 million in salary adjustment needs were identified for 646 employees, which would cost the University more than \$3.3 million per year to fund, including the resulting benefit costs.

Any adjusted salaries for faculty and exempt (salaried) employees were reflected in the April 30 paycheck. The adjusted pay rates for affected non-exempt/hourly employees will be reflected in the May 9 paychecks.

On May 15, faculty/exempt staff retro payments will be received, reflecting IPEP salary adjustment from Jan. 1 to April 14 of this year. Then, on May 23, non-exempt/hourly retro payments will be received, reflecting IPEP adjustment from Jan. 1 to April 12.

“As I stated back in August, the greatest asset we have at ECU is human capital,” President Benson said. “Thanks to each of you for the significant role you play in making this such a wonderful place to work, to learn, and to make a difference in the lives of our students.”

## Spotlight on Staff



Scott Cason

EKU's newly named Vice President for Communications and Marketing will bring 15 years of experience in the field when he assumes the role July 1.

For the past four years, Scott Cason has served as Assistant Vice President for Communications and Marketing at Augustana College in Rock Island, Ill.

Cason's "vast knowledge of higher education marketing and branding will better position Eastern among the nation's leading comprehensive universities," President Benson said. "EKU has an incredible story to tell, and I can't think of a better professional to market it than Scott."

Serving as EKU's chief communications, marketing and external affairs officer, Cason will be responsible for enhancing the University's profile, image and visibility locally, regionally, nationally and internationally through our efforts in marketing, public relations, media relations, branding and publications.

While at Augustana, the Cincinnati native developed the integrated marketing component to the College's strategic plan; led the College's messaging and media relations efforts for two major building projects, two multi-million dollar gift announcements, and the celebration of a successful conclusion of an eight-year, \$152 million capital campaign; created a visual identity system for the College's intercollegiate athletics program; and administered several comprehensive market research projects.

After nine years with the U.S. Navy, Cason taught middle school in North Carolina. He began his career in higher education as Assistant Marketing Manager and Web Developer at American Military University and went on to serve as Marketing Manager at George Washington University, Director of Marketing and Communications at North Carolina State University, Director of Marketing and Communications at the University of Arizona; and Executive Consultant for Noel-Levitz Inc., where he served as the principal student recruitment communications and marketing consultant.



## Bell Carillon Ringing Again

A sound was heard at EKU on Friday morning, April 25, that hadn't been heard since 1999.

The 37-bell carillon atop the Keen Johnson Building is once again serenading the Richmond campus.

The carillon, dedicated as the memorial bell tower in 1971, was recently restored by the Verdin Company, the original installer. The cast bronze bells were in good condition, but needed new supporting hardware as well as a new supporting frame structure. Each bell was cleaned to be free of all deteriorated components.

The project also included the addition of a master control system utilizing state-of-the-art electronic technology with complete programming systems for fully automatic and semi-automatic control of the carillon, even remotely. Users are able to move the console anywhere.

The Carillon Master can contain up to 10,000 music selections, which can be recorded on site with the included keyboard. The system is also capable of celebration peals, Westminster chimes, time strikes.

Currently, Westminster chimes are sounding at the top and bottom of every hour from 7 a.m. to 8 p.m. daily. In addition, "My Old Kentucky Home" plays at 12:05 p.m. daily and the EKU "Alma Mater" at 5 p.m.

## Strategic Planning Process Continues

The entire campus community is encouraged to stay informed and contribute its input into the University's ongoing strategic planning process.

A campus-wide survey was distributed by e-mail recently to all faculty and staff, and the web site devoted to this vital undertaking ([www.strategicplanning.eku.edu](http://www.strategicplanning.eku.edu)) includes an online suggestion box. Focus groups have also been consulted.

Matt Roan, special assistant to the President, and Stacey Street, interim executive director for Institutional Effectiveness, are co-chairing a Strategic Planning Steering Committee that represents the broad range of University interests and will honor the values of shared governance and transparency, while being bold and aggressive as to University aspirations.

Input teams will further help to recognize the voice of students, faculty, staff and all other stakeholders. Strategic initiative teams will focus on and monitor progress of activities undertaken throughout campus to achieve specific strategic initiatives.

The timeline is as follows:

Spring and Summer 2014 — focus groups, surveys, formation of input teams, environmental scan, drafting of vision, mission, values, goals, and strategic initiatives

Fall 2014 — final version of vision, mission, values, goals, and strategic initiatives. Draft and finalize key performance indicators. Form strategic initiative teams.

January 2015 — completion of 2015-2020 EKU Strategic Plan

Summer 2015 — strategic initiative teams begin process of monitoring activities and key performance indicators

## Focus on Faculty



Richard Crosby



Ken Tunnell

Dr. Richard Crosby and Dr. Kenneth Tunnell are the latest faculty members to earn the University's highest honor for teaching excellence.

Crosby, a professor in the Department of Music, and Tunnell, a professor in the School of Justice Studies, each received the 2014-16 EKU Foundation Professorship. The annual honor recognizes those who demonstrate outstanding abilities in the three primary roles of a faculty member: teaching, service and research. The professorship provides a salary supplement for two years.

Crosby, who joined the EKU faculty in 1986, teaches piano and music history and has been a prolific performer and composer. One of his more recent contributions, "Tribute," is a work for middle school band that has been added to state band repertoire lists in several states, and his "Appalachian Variations" has been performed by college and high school bands in numerous states. Another of Crosby's compositions is "A Walt Whitman Portrait," a three-movement work that incorporates three Whitman poems about the Civil War.

He has served three terms as national president of Phi Mu Alpha Sinfonia and in 2009 became only the fifth recipient of that organization's Ossian E. Mills Award, which honors those whose work for the fraternity and commitment to its highest ideals are deemed exemplary.

Tunnell, who joined the EKU faculty in 1989, is the author of numerous books, including "Living off Crime," "Choosing Crime: The Criminal Calculus of Property Offenders," "Pissing on Demand: Workplace Drug Testing and the Rise of the Detox Industry," and "Once upon a Place: The Fading of Community in Rural Kentucky," and dozens of book chapters and journal articles. He also serves on the editorial board of *Sociological Spectrum* and *Crime, Media, Culture*, and has served as a referee for numerous journals.

Tunnell was nominated in 1994 and 2001 for the Academy of Criminal Justice Sciences Outstanding Book Award and in 1993 for the American Society of Criminology's Outstanding Book Award.

All full-time tenured faculty members are eligible for the award. The selection is made by a committee composed of faculty, and the process provides for a high degree of peer review.

## First PLAA Cohort Announced

The inaugural cohort of the President's Leadership in Action Academy (PLAA) has been announced.

The 18 participants are: Kishore Acharya, Scott Arias, Ryan Baggett, Stephen Caudill, Kellie Ellis, Katherine Fair, Anthony Lamanna, Jason Marion, Salome Nnoromele, Tom Otieno, Jennifer Ott, Karen Peavler, Bernardo Scarambone, Matt Schumacher, Caelin Scott, Jennifer Strauel, Jennifer Wies and Ryan Wilson.

"I am confident we have selected a class that represents a diverse cross-section of individuals from an array of units, experiences and perspectives," President Benson said. "Even more, we are proud of the fact that we have established a cohort that is diverse and inclusive.

"We were bowled over by the number of applications we received from highly qualified candidates in year one and look forward to establishing, and refining, a worthwhile endeavor with this initiative."

Academy participants will have the opportunity to:

- participate in quality professional development experiences.
- increase their awareness of the complexity of issues facing the University and postsecondary education in general.
- expand their understanding of the environment in which University decisions are made.
- develop and implement a solution to a challenge faced by the University through a cohort project.
- put leadership into action through an internship.
- serve as program mentors with subsequent classes, putting leadership into action.
- serve, as Academy alumni, on and/or lead internal and external committees related to the University.

## National Magazine Features New Science Building

EKU's New Science Building is featured in the May edition of *University Business* magazine.

The facility, the first phase of which opened in 2012, is among several nationwide the magazine cited for learning spaces that foster collaboration. The magazine notes: "All classrooms in phase I ... have configurable tables and chairs, and the previously separate lecture and lab classes have been combined. The new space allows for hands-on, collaborative work."

The full article can be viewed at [www.universitybusiness.com/article/inside-look-science-centers](http://www.universitybusiness.com/article/inside-look-science-centers).

The \$64 million, 175,000-square-foot facility, on Kit Carson Drive adjacent to the University's health sciences complex, houses the Departments of Chemistry and Physics and Astronomy as well as science education classrooms and laboratories. Phase 2, funding for which was approved during the recent session of the General Assembly, will add the Departments of Biological Sciences and Geography and Geology.

Omni Architects of Lexington was the architect, and Denark Construction of Knoxville, Tenn., was the contractor.

At a dedication ceremony for the building in October 2012, it was noted that in its first 10 months of operation student achievement was up, absenteeism was down, faculty collaboration and scholarship had increased, and instructor evaluations had improved.

## Refurbished Room Better Honors Distinguished Alumni

The Keen Johnson Building, said Jackie Collier, is “an iconic image” of the University.

“It has represented strength, elegance and pride for generations of proud ECU alumni,” ECU’s executive director of alumni relations said.



Now one room in the historic building has been renovated to better honor the icons of Eastern. With several members of the Hall of Distinguished Alumni in attendance, joined by dozens of other alumni, ECU officials and others, the refurbished shrine was re-dedicated on April 25 as part of the University’s annual Alumni Weekend festivities.

“Today marks when a dream became reality,” said Glenn Raglin, president of the ECU International Alumni Association. “The rededication of our Hall of Distinguished Alumni demonstrates the value Eastern places on recognizing our prized global ambassadors.”

Alumni Association Board Member Patty Anderson Tarvin, an interior designer, first proposed the idea to modernize the room in 2006. The first gift was made in 2009 and, to date, more than 70 alumni and friends have contributed approximately \$35,000.

From there, her daughter, Tonya Tarvin Crum, who served the Association as president 2012-14, “carried the torch” for the project.

Crum said “it became a passion for the entire Board that we give our alumni the honor they well deserve.” She thanked Ed Herzog and Ron Snider with ECU Facilities Services for “a fabulous job. The finished product is magnificent.”

She also thanked President Benson for his strong support of the project.

“Those who grace the walls of our Hall of Distinguished Alumni are but a few examples of Eastern’s commitment to take students where they are and produce leaders,” Benson said. The renovated room is “a tremendous means to showcase our best and brightest, as well as a way to encourage current students to rise to (the Hall members’) level of excellence.”

## Fund for Excellence Established to Help Students Pursuing “Exceptional Academic Endeavors”

Deserving Eastern students soon will have another financial resource to fuel their dreams.

The ECU Board of Regents Fund for Excellence has been established by the University’s governing body to “support exceptional ECU students who are pursuing exceptional academic endeavors,” according to Board Chair Craig Turner.

“As Eastern students continue to qualify for unique regional, national or international learning experiences, we as a Board are committed to assisting them achieve their academic dreams,” Turner said. “We want them to know they have the full support of this University’s governing, administrative and academic leadership by endowing this scholarship.”

Recipients of scholarship funds will be determined by the Board of Regents and the University’s Scholarship and Financial Aid offices.

“One of the most significant ways a member of a university board can support his or her institution is by financially investing in the lives of students,” said Ernie House, vice chair of the Board. “As an alumnus of Eastern, I continue to be impressed by the caliber of students ECU attracts. We have countless academic stars who have achieved success by securing prestigious internships, academic research projects or perhaps entrepreneurial initiatives.

President Benson said: “Eastern Kentucky University and I deeply appreciate and commend the University’s Board of Regents and Board Chair Craig Turner for establishing the Fund for Excellence. Their leadership and desire to personally support academic excellence is truly inspiring and greatly appreciated.

“We are blessed to have several outstanding students who exemplify impeccable leadership, communication, creative and critical thinking skills, coupled by their academic excellence,” Benson added. “The ECU Board of Regents Fund for Excellence will directly support such students as they pursue academic opportunities that not only will open career doors for them, but will elevate ECU’s academic reputation across the region and nation.”

Gifts to the Fund can be made through the University’s Development Office, Coates CPO 19. Checks should be made payable to the ECU Foundation and marked “Board of Regents Fund for Excellence” in the memo line.

*Paul Motley, retired Foundation Professor of Physical Education (1969-2001) and a member of ECU’s Alumni Board, was among the many who toured the refurbished Hall of Distinguished Alumni room in the Keen Johnson Building after re-dedication ceremonies on April 25.*

## Students Spin for Summer 2014 Study-Abroad Scholarships

Three ECU students are headed overseas with full-ride Summer 2014 Study Abroad scholarships.

And all they had to do was register for a drawing and spin a wheel to determine their destination.

The winners, out of 268 registrants, were Brenna Rowan, Shelbyville, who’s headed to Germany; Matthew Moore, London, who’s headed to Greece; and Paige Van Zandt, Muscatine, Iowa, who’s also headed to Greece.

President Benson, who was present for the drawing and spin on April 25, said the event was “so creative and successful” that his office was committing to match the Study Abroad scholarship funds for next year’s “spin-the-wheel” event.

Other possible destinations for the winners were the Czech Republic, Ireland, Tanzania and France.