Walker Urges Support for Riley Tax Plan

President William Walker has urged the entire AU community to support Gov. Bob Riley’s statewide campaign for tax reform and accountability.

In remarks to the University Senate, alumni organizations and civic groups across Alabama, Walker said passage of the reform package in a Sept. 9 state referendum would lead to rapid improvements in the quality of life in Alabama by improving education and state services.

Failure of the reform package, Walker warned, would lead to rapid deterioration of public schools and basic state services. With passage, the state would gain $700 million in new revenue next year and $1.2 billion per year by 2009; if the package fails, the state must slice up to $675 million from budgets for schools and basic services by Oct. 1.

“We must do all we can to campaign for support of these measures,” said Walker. “Passage of the governor’s reform package would have profound impact on the future of our state, and so would its defeat.”

Walker noted that the benefits to AU will be indirect through improvements in the quality of K-12 public schools and state services and through relief from state revenue declines that threaten the future for students in K-12 and higher education. In addition, Auburn students would gain directly through a scholarship program linked to the funding package.

If the package fails at the polls in September, the effect will be immediate and disastrous for all of education, he added. He noted that the governor has warned of massive layoffs of public school teachers, widespread cancellations of public school programs and widespread cancellations of public school programs.

(Tax Plan, continued on page 7)

AU Human Sciences Makes Connection in Italy

What connection does the College of Human Sciences at Auburn University have with a 17th-century palace located in a small town near Rome? The linkage comes in the form of CHS@AU in Italy—a semester-long study-abroad program that provides a unique and multifaceted educational experience set against the dramatic backdrop of the history and culture of Italy. The Palazzo Chigi in the Roman town of Ariccia serves as the program’s academic home. For hundreds of years, this historic landmark housed one of Italy’s most powerful papal families. The Chigi Palace, which houses an award-winning museum, is filled with art treasures, primarily from the baroque period.

The Italy program is open year-round to qualified AU sophomores, juniors, seniors and graduate students on a space-available basis. Taught by CHS faculty, participants pursue an integrated course of study that examines quality of life issues affecting individuals, families and communities from a global perspective. Special program features include lectures, day trips and overnight study excursions led by Italian experts in fields such as art history, architecture, Italian history, European economics, Italian cinematography and literature, social policy, education and current

ANCIENT HISTORY—AU students participating in the CHS@AU study abroad program have the opportunity to immerse themselves in Italian culture. They are visiting sites like the ancient ruins near Rome, shown above.

(CHS@AU, continued on page 5)
AU Creates I-85 Corridor Development Team

Auburn University is collaborating with government, business and educational partners across East Alabama in a task force to form an economic development strategy for the Alabama I-85 corridor.

The corridor, which extends approximately 80 miles from the Georgia state line to Montgomery, encompasses four counties, Montgomery, Macon, Lee and Chambers, and eight municipalities including Montgomery, Tuskegee, Loachapoka, Notasulga, Auburn, Opelika, Valley and Lanett.

“From an economic standpoint, East Alabama has many of the same attributes that have led to the creation of high-quality, high-paying jobs in other regions,” said AU President William Walker, who commissioned the task force.

Along the I-85 Corridor, there are several universities, numerous two-year colleges, outstanding medical complexes, attractive natural resources and an educated work force, to name a few,” added Walker. “Working together, I envision that this corridor could become a more dominant region in driving the state of Alabama’s economy.”

Participants at a recent assembly included representatives from AU’s colleges, schools and departments at Auburn and Montgomery, the mayors of Opelika and Auburn and economic development personnel from area cities and counties.

David Wilson, associate provost and vice president for AU Outreach, identified resources and goals for a task force plan that calls for high tech industry clusters of economic activity.

Wilson has studied the concept of overlapping clusters or groups of interrelated industries cutting across city, county and political lines in the U.S. economy. Forty-three industrial clusters exist in the United States.

Message from the President

Dear Auburn Friends and Supporters:

As you may recall from the April edition of Auburn Commons, I mentioned the funding crisis that Auburn University faces for the fiscal year starting October.

The most recent projections are that our appropriation from the Alabama Legislature for the next fiscal year will be reduced by more than 6 percent. In an effort to partially offset that decrease in funding, the Board of Trustees, in June, approved a 16 percent increase in tuition, effective fall semester.

My administration recommended this increase, but it was not a decision taken lightly. I understand the hardship that any tuition increase imposes on students and their families. At the same time, we have taken steps to direct as many of our resources as possible to sustaining, protecting and enhancing our academic programs. We are completing a five-year plan that includes annual reallocation of funds from all units to university priorities, and we are beginning preparation on a plan for the next five years. We are also placing many units that are not directly connected to our academic program on a self-supporting basis. This is the case with several of our auxiliary services as well as with the Alumni Association and the Office of Development. I hope you will understand and support my commitment to maintaining the quality at Auburn that makes this university so attractive to so many students.

We had a record enrollment last fall. And if we did not put some limits on our freshman class, we could easily break that record this fall. That’s how appealing Auburn is to prospective students and their parents. We have a first-rate faculty and premium academic programs in place. We must not lose that and allow the state’s economic problems to erode four years of progress we have made toward goals set in 1999.

As always, your comments are welcome at: commons@auburn.edu

Sincerely,

William F. Walker

Auburn Commons

The retro look is in this year for collectors of all things Auburn. So are ceramic pigs sporting AU logos.

While the fashion and decorating tastes of Auburn fans sometimes take odd turns, Susan Smith couldn’t be happier with the results. As director of AU’s Trademark Licensing Office, she has seen a surge in demand for AU merchandise over the past decade.

Increased demand for AU apparel and souvenirs means more money for scholarships for Auburn students, Smith notes. AU revenues from licensing its trademarks have increased 20 percent each of the past two years to provide $800,000 this year, with the proceeds divided equally between academic and athletic scholarships.

“We are getting more nationwide exposure now for Auburn-themed merchandise than we have ever gotten, and demand continues to grow,” said Smith, who added that distributors also have recently expressed interest in reaching markets in Canada.

She attributes the jump in demand to increased and positive nationwide exposure for AU academic and athletic programs, demand by AU alumni outside the region and strong nationwide support from Collegiate Licensing Company, the dominant licensing representative for U.S. colleges and universities.

“It is important that Auburn gets revenues for scholarships by licensing its trademarks and symbols, and we are able to boost those revenues by promoting Auburn-licensed merchandise through CLC,” said Smith.

“But it is just as important to protect Auburn’s good name and image through our trademark licensing program,” she added. “We have to protect the university’s trademarks from unlicensed use by manufacturers and other parties. We cannot allow others to trade on Auburn’s good name unless they reimburse the university for that privilege and agree to certain standards.”

Standards enforced by the AU office and the CLC help the university ensure that the products are high quality and tastefully designed. Smith noted that the standards also prohibit manufacturers from using sweatshop labor.

Enforcement of restrictions against unlicensed use of trademarks presents one of the toughest challenges, Smith said. “We have to protect use of trademarks or we will lose our rights to those trademarks.”

Administrators, faculty and staff can help protect the university’s trademarks by checking the Trademarks Licensing Web site at www.auburn.edu/administration/iss/business_office/trademark/ before using the university’s name, logos or other trademarks in promotional materials, she said.

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Building on the successful debut of a new approach to football game days last season, Auburn University is working to make the 2003 season even more enjoyable for Tiger fans. Additions this year include improved access for pedestrians along campus roadways and another parking lot dedicated to RVs.

Like last season, fans will still be able to enjoy a range of game-day amenities, such as plentiful picnicking areas, a shuttle to and from the stadium area and safe walkways to the central part of campus.

A new paved parking area designated for RV parking on game weekends has replaced the Hangar at the corner of Thach Avenue and Wire Road. The new lot can accommodate up to 40 RVs and gives that part of campus three parking areas designed solely for recreational vehicles.

Traffic safety devices will be in place on most major thoroughfares to ensure pedestrian safety. A clear passageway along Donahue Drive between Research Road and Samford Avenue will allow safe access for fans taking advantage of the ample parking in the large “hayfield” and “meadow” lots near the Ham Wilson Livestock Arena.

For the most up-to-date information on Game Day 2003, visit www.auburn.edu/gameday

TRADITION— Auburn football fans enjoy tailgating before the game.
The National Security Agency has designated AU as a Center of Academic Excellence because of its outstanding programs in information security and assurance.

The designation from NSA will allow AU to apply for scholarships and grants from federal information assurance scholarship programs.

Larry Benefield, dean of AU’s Samuel Ginn College of Engineering, and Drew Hamilton, associate professor of computer science and head of Auburn’s Information Assurance Laboratory, accepted the designation during a ceremony in Washington, D.C.

Auburn’s designation as an Academic Center of Excellence resulted largely from Hamilton’s ongoing work for the federal Missile Defense Agency.

Hamilton’s group is conducting software vulnerability analysis for the agency to ensure that software is protected against cyberterrorism and that software shared with U.S. allies does not contain classified code.

“AubieSat-1, which is under construction, will be a communications satellite that will test techniques the team is developing to communicate with a tumbling satellite in low-earth orbit.

AubieSat-2 will be more complex and sophisticated than AubieSat-1. It will probably be a sensing satellite in low earth orbit taking data about earth.

“AubieSat-3 should orbit the moon and take pictures of the hidden side of the moon. While NASA and other nations’ space agencies have had spacecraft orbit the moon, a student-built satellite has never performed such a feat,” Wersinger said. “AubieSat-4 is the ultimate goal. We plan to take the culmination of the three previous AubieSats and build AubieSat-4 to send to Mars.”

The team received valuable initial funding from AU and the NASA Alabama Space Grant Consortium but, says Wersinger, additional funds are needed to continue the work beyond this year and to reach the team’s ambitious goal of sending an Auburn-made satellite to Mars.

For more information concerning the student satellite, contact Wersinger at wersinger@physics.auburn.edu. Visit the team’s website at http://cubesat.auburn.edu

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MARS OR BUST— Members of the Auburn University Student Space Program are on a mission to send the first student-built satellite to Mars as part of the National Space Grant Student Satellite Program.

“The purpose of the satellite team is workforce development,” said Jean-Marie Wersinger, the team’s faculty adviser and associate professor of physics in the College of Sciences and Mathematics. “Satellite design programs such as Auburn’s are praised by the industry as students participate in the full cycle of activities from design to operation.”

The team has already built and launched a high-altitude balloon loaded with valuable experiments needed to begin the next phase of its mission, which is to develop a series of satellites, also known as AubieSats.

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For instance, an industry that produces chemical products could possibly overlap with plastics, oil and gas and processed food industries.

“Most regions tend to have two or three of these industries,” said Wilson. “We need to determine what clusters would be appropriate for this region.”

The higher education infrastructure that exists along the corridor provides advantages for technology-based industries for education, employee training and opportunities for research, innovation and development.

Auburn University, Tuskegee University, Alabama State University, Auburn University Montgomery, Troy State University Montgomery, Southern Union Community College and Trenholm State Technical College provide educational resources for the region.

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New AU Veterinary Hospital Named for Vaughan

In August, Auburn University’s College of Veterinary Medicine will celebrate a milestone in its 111-year history: the dedication of its new Large Animal Teaching Hospital. The 71,500-square-foot facility has been named for Tom Vaughan, former dean of the college.

The AU Board of Trustees adopted a resolution on June 2 naming the hospital the John Thomas Vaughan Large Animal Teaching Hospital.

An internationally recognized equine surgeon, Vaughan was dean at Auburn from 1977-1995. He earned his doctor of veterinary medicine degree from Auburn in 1955 and immediately joined the faculty. From 1970-1974, he headed the large animal hospital at Cornell University.

Vaughan returned to AU in 1974 as head of the Department of Large Animal Surgery and Medicine. In retirement, he continues to speak locally and abroad on equine surgery.

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The event will be Aug. 29 at 4 p.m. and is expected to draw guests from across the Southeast.

“We want everyone to help us celebrate this accomplishment,” Dean Timothy Boosinger said. “Auburn University is moving from having the oldest facility in the country to the newest, most modern one.”

Construction is almost finished on the hospital that will have surgical suites, an intensive care unit, pharmacy, radiology section, field services unit, offices, conference room and a 60-seat classroom. After it is completed, college officials hope to begin work this summer on two beef-cattle wards and two dairy wards.

Already completed and in operation are an equine lame-ness arena with hard and soft surfaces, two equine wards, an isolation facility and an equipment and maintenance shop.

The entire complex will cover 120,000 square feet, with all of the structures clad in red bricks, white trim and green metal roofing. A white fence will surround the buildings and surrounding pasture.

“This is the largest construction project ever at the college,” Boosinger added. “We are glad to see it nearing completion because many of us have been working on this project for more than five years.”

HORSE ARENA—Auburn University will dedicate its new Large Animal Teaching Hospital on Aug. 29. The equine lameness diagnostic arena, pictured, is already in operation.

CHS@AU

(Continued from page 1)

The full-semester program culminates in the completion of the international minor for undergraduates or an individualized course of study for graduate students.

Alan Taylor, a member of the college’s International Board of Advisors, opened the door for CHS@AU to establish an overseas campus. He introduced June Henton, dean of the College of Human Sciences, to Ariccia’s mayor, town council members and the curator of the Palazzo Chigi. All voiced an interest in recruiting an American university to operate a study-abroad program in their community. “It is our great desire to have Palazzo Chigi come alive with young people,” remarked Palace curator Francesco Petrucci.

“An international focus is primary to our academic mission in CHS@AU,” said Henton. “The Italy program is the latest and most ambitious initiative we have launched to ensure that awareness of other cultures, openness to new ideas and knowledge of global issues permeate all of our teaching, research and outreach programs.”

CHS@AU in Italy began last summer. The inaugural group of students and faculty enthusiastically returned to campus and worked with the college’s administration to refine the program and recruit future participants. Meredith Foulke, student participant in last year’s pilot program, summed up her experience this way: “For me, Italy was kind of a soul search... I am definitely more educated because of this trip. However, more importantly, Italy forced me to learn about ‘me’. I now know more about myself than I would have ever known if I had stayed in Auburn.”

Eleven students, under the tutelage of CHS@AU professors Donna Sollie and Pamela Ulrich, are completing the 12-week comprehensive global studies curriculum in Ariccia. Before departure, students were also involved in several weeks of orientation classes and lessons in conversational Italian to prepare them for immersion in Italian culture. According to current student Valerie Blanchard, the experience has thus far been truly enlightening. “It has been a challenge to leave what is comfortable and familiar and adapt to a new culture. However, I must admit that when I look around and see where I am, I cannot believe it is real. The Italians have a very different way of life than we Americans do. My favorite part of the day is early evening when families and arm-linked couples, young and old, stroll together in the piazza, enjoying the coolness of the evening and the sights and sounds of excited young foreigners. I cannot wait for what is yet to come.”

To read the students’ weekly accounts of their experiences in Italy, visit the college’s Web site at www.humsci.auburn.edu.
New AU Publication Focuses on Rural Crisis

Beyond The Interstate: The Crisis in Rural Alabama—portrays a bleak life for nearly one-third of Alabamians who live in rural areas.

“With its many resources, Alabama has great potential to become a progressive and economically sound state,” says David Wilson, associate provost and vice president for AU Outreach. “However, it cannot reach this potential as long as a significant portion of the state—rural Alabama—lags hopelessly behind the rest.”

Forty-five of Alabama’s 67 counties are rural areas, the report says. Nearly half of Alabama’s municipalities are in the rural counties and the vast majority of them are cities and towns with a population of fewer than 5,000.

“Of the 15 counties with double-digit unemployment, 14 are rural,” according to the report written by the AU Outreach’s Economic Development Institute. “Of the 10 counties with the highest percent population over (age) 65, nine are rural.

“Of the 15 county school systems with the lowest average SAT (Scholastic Achievement Test) scores, 14 are rural. Of the 20 counties with the lowest median family income, all are rural.”

Although Alabama has done well in recent years in landing major auto assembly plants, chasing large-scale projects does not fit national rural development policy, the AU report said.

“Six rural counties (Bibb, Hale, Greene, Pickens, Fayette and Walker) adjoin Tuscaloosa County, the home of Mercedes. However, fewer people are employed in these six counties today than before Mercedes located in Alabama,” the report said.

Instead of relying on traditional industrial recruitment, the AU report suggests a new approach that emphasizes strengths of the area, such as tourism, commercial and retail development, technology parks, agribusiness, retiree attractions, entrepreneurial support and other kinds of development.

“Auburn has been at the forefront of this issue for years, working with citizens to strengthen rural communities and there has been progress,” says Wilson. “This report is a call not only for Auburn to redouble its efforts, but for the state as a whole to make a commitment to help our rural neighbors fully participate in the fruits of Alabama’s renewal.”

Joe Sumners, director of EDI, and Larry Lee, former executive director of the Covington County Economic Development Commission and the West-Central Partnership of Alabama, authors of the report, note that Alabama is not the only state with distressed rural areas. The problem is common throughout the rural South.

However, unlike every other Southern state, Alabama has no state-level entity to deal solely with rural concerns and constituencies.

“We need change,” the report says. “We need leaders who will make rural development a state priority. It will take commitment, collaboration, creative thinking and political courage to help 1.3 million of our fellow citizens begin a new journey. The time to begin is now.”

Research VP Sets $150 Million Goal

External funding garnered through Auburn’s research program will be $150 million by the year 2010, if the vision of its vice president for research is realized.

AU Vice President for Research Michael Moriarty outlined his plan for the Board of Trustees in April. With AU’s externally funded research now at $61 million, he said the goal is reachable.

He based the prediction in part on the university’s pattern of a 17-percent average annual growth in sponsored research for the past six years. “Our faculty are creating this growth through their diligence in competing for and winning sponsored research contracts,” Moriarty said. “If we develop improvements in the academic system that more appropriately recognize faculty efforts in research and that create an environment that supports and encourages their research, we can achieve the volume of growth that I envision,” he added.

Moriarty’s concept involves an average annual growth of 14 percent in external funding for research. This is less than recent growth, but, he said, the projection takes into account factors like availability of personnel and space.

If the goal is reached, the strategy will provide an additional $17 million annually to the university’s general fund.

Moriarty also foresees substantial growth in the university’s intellectual properties area. “Intellectual properties—patents, licenses, start-up companies and the like—are an area where the university has tremendous growth potential,” Moriarty said. He projects intellectual properties to generate license and royalty income of $20 million by 2010.
Top Student-Athletes Honored at Banquet

The AU Athletics Department honored 158 student-athletes at the Tiger Torch Banquet at the Auburn Hotel and Dixon Conference Center April 29. To qualify for the banquet, student-athletes had to achieve a minimum 3.0 grade point average while lettering at Auburn.

“This is 158 out of a total of 395 athletes who were eligible for this recognition. That’s 40 percent, which I find very impressive,” AU President William Walker noted.

“We’re proud of these student-athletes, not only for what they do on the field of play, but for what they accomplish in the classroom,” said David Housel, director of Intercollegiate Athletics. “They are a credit to this institution and athletic program. You won’t always read about these accomplishments in the headlines, but we are proud of them and want to celebrate their academic success as we celebrate their competitive success.”

“The list of student-athletes represents the work of our student-athletes, professors and academic counselors who joined together in pursuit of academic excellence,” said Virgil Starks, associate athletic director for Student Services. “Auburn University is committed to creating leadership qualities of intelligence, integrity and fairness in our scholar-athletes through the classroom experiences and on the fields of competition.”

SAMFORD STADIUM—AU Trustee W. James Samford Jr. pauses to view paintings of Auburn’s baseball stadium at Plainsman Park. The newly renovated and expanded stadium was named in his honor at a ceremony May 16 in recognition of his efforts to improve baseball facilities on campus.

Highlights of June 2 Board of Trustees Meeting

- Agreed to increase tuition 16 percent to offset reduced state appropriations and meet goals of a 1999 five-year plan.
- Established guidelines for the 2003-04 AU budget.
- Approved an employee severance plan for the Alabama Agricultural Experiment Station and the Alabama Cooperative Extension System to help offset the effects on those units of the reduction in state appropriations for next year.
- Selected Earlon McWhorter as president pro tempore and presiding officer; succeeding W. James Samford, whose term ended.
- Approved a joint master of science in nursing degree between AU and Auburn University Montgomery.
- Approved a shared education specialist degree between AUM and Alabama State University.
- Voted to name the new Large Animal Teaching Hospital for J. Thomas Vaughan, dean emeritus of the College of Veterinary Medicine.
- Approved a recommendation from the University Senate and the administration for the immediate past chair of the Senate each year to serve as faculty adviser to the board.
- Approved a proposal to expedite transfer of surplus property to Alabama public schools and state agencies.

Tax Plan

(Continued from page 1)

tion of band and football programs, mass releases of convicts from state prisons and loss of services at every level of state government.

By improving efficiency, setting aside a proration reserve and raising tuition, Auburn is prepared to weather a projected reduction of 6.34 percent in state funding in the 2003-04 budget year, but Walker said funding problems will take a toll on Auburn if they continue beyond next year, as predicted.

Riley has been campaigning across the state on behalf of the reform package since the Legislature passed the package on June 7. Walker said all supporters of education in Alabama should unite in support of the campaign to win voter approval of the Sept. 9 referendum.

The package would raise state revenues by 14 percent through changes in income, property, utility, cigarette and other taxes. The constitutional amendment would also impose accountability measures on state government and school systems and would ban passage-through “pork” legislation through which legislators now fund favored projects.

The amendment would also place all the new revenues in a separate Alabama Excellence Initiative Fund for targeted investments such as the Alabama Reading Initiative and college scholarships.

The Governor’s Office has posted details of the reform package on the Web at http://www.governor.state.al.us/
IN THE DRIVER’S SEAT—Matt Heffernan, a senior in mechanical engineering at AU, waits at the start line for the formula SAE endurance race in mid-May in Detroit, where he was the AU team’s co-driver and chief engineer. Charlie Ping, a junior in mechanical engineering, drove the final leg of the endurance event. AU placed fifth at the Formula Society of Automotive Engineers race-car competition. Participants in the prestigious collegiate design competition included Georgia Tech, MIT, Purdue, Cornell and Michigan, as well as teams from Great Britain, Japan, Finland and Australia.