

**The University of Georgia**  
**2010 Academic Affairs Faculty Symposium**

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Introduction by  
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Welcome to the 2010 Academic Affairs Faculty Symposium. Good morning, my name is Joe Broder and I have the pleasure of serving as Chair of the Symposium Planning Committee and Executive Committee Chair of the UGA Teaching Academy. Today's symposium is the 20<sup>th</sup> in a series of symposia that were initiated in 1991. I invite you to review the topics of past symposia. Many significant academic initiatives at the University have been explored and developed at these events. Often, the impacts of these symposium are not immediate but new ideas are certainly set in motion for future opportunities.

Before we begin this morning, let me take a moment to thank those who made this symposium possible. First, I want to thank the Senior Vice President for Academic Affairs and Provost, Professor Jere Morehead, for his financial support and for his participation in our program. Provost Morehead, we greatly appreciate your generous support for this symposium and for the teaching and learning enterprise. Next, I want to thank President Adams for his continued support of the symposium series and the Teaching Academy. Dr. Adams will be with us this evening. I would like to thank Libby Morris and the Institute of Higher Education for their assistance in providing the portfolios for the Symposium.

At this time, I would like to thank the members of the Planning and Coordinating Committee, their names can be found on the back of the program. I would ask the members of the committee to please stand and be recognized. I want to express a sincere thanks to Stefani Hilley, my administrative associate, for her dedicated assistance in planning the symposium. Finally, I would like to recognize the members of the UGA Teaching Academy for their support and participation in the symposium. Could I ask the Teaching Academy members to please stand and be recognized. Let's give them a round of applause. A brief description of the UGA Teaching Academy can be found on the back of the program.

Let me take you back a few years, back to the 1996 Symposium,

***The University of Georgia in 2010: Anticipating the Opportunities and Challenges***

This forward-thinking title challenged the symposium participants to think well into the next decade. Those participants asked many of the same questions we are asking today, questions on the opportunities and challenges of the New Normal. For some 1996 was a good year for the University. Then President Charles Knapp would deliver his 10th State of the University Address. This was the year that UGA V bites the Auburn football player. We had two Rhodes Scholars that year, perhaps the only school in the nation and early plans were being made to build a state-of-the-art student learning center. The 1996 Olympics had come and gone from Athens. The University was rising in stature and was transforming from a regional to a national university.

Despite the usual and expected anxieties of a public institutions of higher education, the mood at the symposium and across campus was one of optimism and the prospects for the future were bright. Thus 1996 would fade into the archives of Columns and into the memory books.

As we look back at the 1996 symposium participants, I doubt that few would have predicted the current economic, fiscal and political crisis the University is facing today. Many of the challenges are unprecedented in the history of the University, state or nation. Even more than last year, this Symposium comes at a critical time for the University. A time when we are facing unprecedented budget reductions, matched only by a new wave of scrutiny by the public and public officials. Increasingly, higher education and the University are being examined in an almost “witch-hunt” fashion. Criticism of the University has turned from indifference and skepticism to outright hostility. For many, we are no longer seen as the solution to Georgia’s economics conditions but part of the problem. I am reminded of how economic crisis may lead to a crisis in conscience, if not humanity as we witnessed the Great Depression and WWII.

In the midst of these unprecedented times, we take this occasion to discover and examine the “New Normal.” Our task here is not to cast blame, for there are many forces which led us here. Likewise, we’re not here to whine, although some *constructive venting* is allowed but only in the first break-out session. Instead, we will ask you as faculty to be part of the solution to these challenging times. We will ask you, in the various break-out sessions, to more clearly define the “New Normal” in your topic area and then find ways for us to adapt, adopt and flourish in this new world order.

I have received several questions as to the meaning of the “New Normal.” At first glance, the term suggests that what we assumed to be normal has changed significantly and permanently to become the new normal. The term also suggests that the “old normal” is history and is no longer functional or possible. Out of curiosity, I Googled the term “New Normal” to discover that the term is quite popular on the Internet and there is even a web site called the “New Normal.” Let me quote from the introduction of that web site: <http://www.thenewnormal.com/>

*Wake up and smell the coffee. This is not your father’s economy. And it’s not the boom that inflated our expectations and then exploded. But it’s also not the doom and gloom we’ve been mired in for nearly three years now! So, wake up. Pull yourself together. Get on with it. With what you ask? With the rest of your life. It’s a bright, fresh world full of opportunities. I know that runs counter to many of the opinions all around us, but it’s true, and I can show you why. It’s true for the investor, the entrepreneur, the CEO, the unemployed, and the human being seeking balance. This blog will be dedicated to insights and discussion about life, business, and investment in what I call The New Normal.*

The web site comments on the New Normal for Career, Family and Personal Finance

*The New Normal is a time when there are four unshakable issues that each of us has to deal with. First, technology is changing just about everything. Second, globalization is changing the nature of economic opportunity. Third, every individual is on his or her own. We have more power than ever before, but no safety nets. And fourth, none of us has enough time to deal with life.*

On a personal note, I’m concerned that current budget climate and public scrutiny will call in to question what we know and do as a preeminent institution of higher education. The University has made tremendous gains in stature and has become the envy of many of our peer institutions.

We should not forget or abandon the fine work we are doing in teaching, research and service. Now is not the time to retreat but to re-double our efforts and our commitment to the educational mission.

No doubt, some of you have asked, just how did I get invited to this Symposium? Each year, the Planning Committee develops the theme of the symposium and then invites faculty that are the best candidates for addressing the issues and problems. This year, we selected faculty, professionals and administrators who are respected in their departments. Faculty who would give a particular perspective to the New Normal and those who can help their respective colleagues develop strategies and find solutions to working in the New Normal.

The UGA Teaching Academy has been invited to plan and coordinate these symposia since 2004. These symposia have become an integral part of the University's conversation on academic affairs. At this particular symposium, we will explore and develop how we as faculty come to understand, adapt and prosper in the New Normal. Many of the conversations will take place in our breakout groups. Later, Trish Kalivoda, Planning Committee member will give the specific charge to the break-out groups.

These symposia are aptly labeled "Academic Affairs **Faculty** Symposium." Our students (and administrators and politicians) may come and go, while many of our faculty are here for the duration of their careers. Faculty don't graduate per se, but continue to be good (or bad) teachers, researchers, etc. Today and tomorrow, we have a unique opportunity to discuss a topic of importance to faculty and the larger university. While the University has some of the best faculty in their respective fields, we should be concerned about how we can continue to function, to be productive and to be happy and rewarded in these challenging times. The conversations we have here today will not only engage those in attendance but will be carried to the larger University Community. This is designed to give us time to reflect on the status and well-being of our changing professoriate. Our task today is not so much to find solutions to our problems but to ask relevant and pressing questions about our University.

In preparation for this symposium, we asked you to view the video presentation by Alan Wurtzel, President of Research and Development at NBC Universal entitled "The Contemporary Media Landscape: How (and Why) Media Consumers Think and Behave." The presentation was given at the 2009 National Outreach Scholarship Conference at the University of Georgia and gives a fascinating view of the "new normal" in contemporary media. We hope you had an opportunity to view the video and get a sense of the New Normal in the media. I suspect, the landscape has changed as dramatically for many of the faculty activities to be discussed in our break-out groups.

And now to officially welcome you to the 2010 Academic Affairs Faculty Symposium is Professor Jere W. Morehead, Senior Vice President for Academic Affairs and Provost. Following his introductory remarks, Professor Morehead will introduce our keynote speaker.