

School of Music and Dance

BRAD FOLEY, DEAN



UNIVERSITY
OF OREGON

Music & Dance Faculty, Staff, GE Meeting

Minutes of 14 March 2018

Faculty in Attendance: Baird, Barth, Boss, Brunkan, Crumb, Esquivel, Foley, Gearhart, Gries, Grose, Hatakeyama, Henniger, Kim, Kruckenberg, Kyr, Mentzel, Nobile, Paul, Peña, Phillips, Pologe, Ponto, S Rodgers, Shaffer, Shner, Stolet, Straka, Strietelmeier, Vacchi, Van Dreel, Vanscheeuwijk, Wagoner, Wheeler, Wolf (34)

Staff in Attendance: Cagno, Eckelberger, Fyffe, Klenke, LaFayette, Mason, Merydith, Mikesell, Miller (8)

Guests in Attendance: Kyle Henley, Molly Blancett (2)

Faculty Not in Attendance, But Excused: Cheung (rehears), Ghillebaert (rehears), Jacobs (teach), Jantzi (mtgs), Kerner (teach), Koenigsberg (senate), Manis (teach), McQuilkin (senate), Pack (meeting), Silveira (teach), Smith (sabb), Vargas (sabb) (12)

Faculty Not in Attendance: Abbott, Bellona, Brown, Burton, Case, Denny, Dorsey, Dossin, Grasso, Hobbs, Iddrisu, Kajikawa, Kramer, Krueger, McWhorter, Owen, Riley, L Rodgers, Viens, Wachter, Wayte, Wiltshire, Zaerr (24)

CALL TO ORDER

The meeting was brought to order at 3:05 pm.

“THE CONVERSATION”

Guests Kyle Henley, VP for University Communications, and Molly Blancett, Media Relations Manager at University Communications, presented information and encouraged faculty to look into “The Conversation.” University Communications pays the UO’s institutional member fee that allows UO faculty to take advantage of this highly effective communication path. Subtitled “Academic rigor, journalistic flair,” the web-based communication program works with universities and faculty to build the world’s awareness of faculty experts. With the assistance of a PowerPoint presentation (see attached), Henley and Blancett laid out the who, why, how, and some impressive details including which major media outlets pick up stories from The Conversation, how many readers, etc. Faculty would work with a Conversation editor in preparing the final copy. When media outlets pick up the stories, they cannot change the text.

Blancett said there are ripple effects from participating: media requests, new collaborators, emails from future academics, to name a few. Henley shared that they would really like to up the focus on the arts in order to counter that there are fewer and fewer reporters devoted to the arts in media. Henley also thought that The Conversation would be open to pushing out a performance video rather than solely a written story. If you have questions, contact blancett@uoregon.edu.

APPROVAL OF MINUTES

Hearing no objections or corrections, the minutes for the faculty meeting of November 29, 2017, were approved as written.

ANNOUNCEMENTS

Development: Dean Foley and Michelle Glenn have been on the road in support of development gifts. By the end of February, the university’s capital campaign had reached 89% of the overall goal. Currently at \$1.785 billion, 73% is earmarked for academics. The SOMD goal originally at \$15.5 million has been surpassed and we are now at \$18.2 million. Half of a \$2 million gift from alumnus Tim Foo now endows a new chair, named in honor of Edmund Cykler (1947–1984, Musicology, Music Education, Acting Dean 1969-70, emeritus, deceased 1988). Through the Eugene-University

Music Association, Cykler brought world class music events to Mac Court and he founded the Chamber Music Series. Foo first met Cykler at a center in Germany and was invited to attend the UO. After teaching in Hong Kong, Foo came back to the UO for his doctorate. He is on the board of the San Francisco Conservatory.

Tenure-Track Search: Beth Wheeler has been hired to be our new assistant professor of general and elementary music education.

2018 Oregon Bach Festival: With the help of an OBF Artistic Advisory Committee, Foley has pulled together a strong 2018 OBF season, including premieres of two world class composers, one of whom is Philip Glass. Sponsorship and grants have surpassed expectations.

Diversity Committee: Esquivel reported that the SOMD Diversity Committee has drafted a charge, duties, and responsibilities. The committee consists of six faculty members, Janell McCoy of OBF, and two students. They hope each term to invite someone to make a presentation to the SOMD body and follow that up the following day with informal talks over coffee.

GRADUATE STUDIES REPORT

Straka informed the faculty of a change that is being instituted to solve a problem with one of the new supporting areas. To wit, a supporting area comprehensive exam is required of all doctoral students—from the pre-existing areas and the new build-your-own integrated research area. The individualized supporting area has not seemed to be best served by regular area exams. Having a committee from across campus has made it difficult to get an exam created and some non-SOMD faculty members have refused to be involved. Having reached out to several people for ideas and feedback, students will come before the Graduate Committee with their advisor (coordinator) and present their program, courses, exams, capstone projects, etc., and give their rationale for this. The committee welcomes suggestions and ideas.

In answer to a question about the timeline for this process, Straka said it would be winter or early spring term of the student's first year. Part of the problem, she said, is having students being admitted without a supporting area and then some of them having a problem being admitted to one. Some incoming doctoral students don't seem to know that they have to choose a supporting area once here and she asks all faculty to share this requirement with prospective students.

Straka asked that within the school's areas, please decide what your students need to do.

PROMOTIONAL CONCEPTS

Lance Miller reported that he is starting to do work in Tykeson Hall (performance area in Berwick Hall) and he's finding out that the acoustics don't work for some things (sorry to Mike Grose and the tubas). He has set up long days in Tykeson to bring in three to four ensembles to take advantage of lighting set up etc. The goal is to create videos of performances for streaming and targeting prospective students. Contact Lance with your ideas. Tykeson Hall is contemporary and up-to-date and will appeal in a different way than Beall Hall does.

TRAVEL CHANGES

Ceci LaFayette shared that how we do travel is changing with a new travel management system that we all have access to and will have to use: Concur. On it, you will build out your entire trip. There will be drop-in training sessions and if you purchase air fare etc. outside of this system, you might not be able to be reimbursed. Receipts for lodging, etc., can be scanned and uploaded through Concur. Flying out of Portland (as opposed to Eugene) is no longer a problem. Travel for guests will be a little different but eventually will be included in Concur.

GRADUATION

SOMD Graduation Ceremony is Saturday, June 16.

LIBRARY

Shaffer reported that her dean, Adrienne Lim, led the search committee for hiring our new dean. In the process, SOMD endeared itself to her and the library is looking at updating library equipment. What are you asking your students to do? What do they want? Please share your thoughts with Shaffer.

ADJOURNMENT

The meeting was adjourned at 4:06 pm

Anne Merydith
Dean's Office

Attachments:

PowerPoint: 2018-03-14-TheConversationRoadShow-SOMD.pdf

The Conversation

*A partnership with University
Communications since Summer 2016*

Communications Strategy

❖ Brand journalism foundation

❖ Revamped Around the O in 2016

❖ Increase proactive media pitches

❖ Faculty experts website

O

ATO Performance

- More than **1.2M** unique pages view, up **46 percent** YOY
- 121 stories with 1,000+ pageviews in 2016, a **95 percent increase** from 2015
- A **42.8 percent** of all stories with 1,000+ pageviews in ATO history were published in 2016
- 14.5 percent of all stories published in 2016 had 1,000+ pageviews, an **increase of 85.5 percent** from 2015
- The top 28 stories of 2016 all had 3,000+ pageviews. Only eight stories in 2015 and 13 in 2014 had 3,000+ pageviews
- Facebook saw an **increase of 190 percent** in referrals to ATO, including an increase of 206 percent in new users, from 2015 to 2016.



The New York Times



Earned Strategy

The Atlantic



The Register-Guard

TIME

- Media less first
- Focus on strategic pitching and relationship building
- Started tracking results in March 2015 ...
 - 720 features stories, a **43 percent increase**
 - 650 expert commentaries, a **537 percent increase** (Yes, 537 percent)
 - 75 op-eds, a **20.9 percent increase**
 - 290 stories that cited UO faculty research, a **10.6 percent increase**
 - Instances of coverage in the **New York Times: 21**

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THE CONVERSATION

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Search analysis, research, academics...

Arts + Culture Economy + Business Education Environment + Energy Ethics + Religion Health + Medicine Politics + Society Science + Technology

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Hunger



Smallholder agriculture in southern Ethiopia. Smallholder farmers are particularly vulnerable to food insecurity. Leah Samberg

World hunger is increasing thanks to wars and climate change

Leah Samberg, University of Minnesota

According to the UN, world hunger is rising for the first time in 15 years. The answer is not only growing more food, but also buffering small-scale farmers against climate change and armed conflicts.

More

Analysis and Comment



Research and News

To Uber or not? Why car ownership may no longer be a good deal

Opioid crisis



Research and Expert Database



Find experts with knowledge in:

e.g. Cyber security

Search

Popular: food, water, transport, health, and energy.

Editors' Picks



What hundreds of American public libraries owe to Carnegie's disdain for inherited wealth

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Where do the stories come from?



Daily requests

🔺 Sent to University Communications team

🔺 Topics they'd like to cover but haven't yet identified the right scholar

THE CONVERSATION

Academic rigor, journalistic flair

Welcome to The Conversation US's expert request. [Click here for best practice suggestions](#) from our editors on how to use these requests most effectively.

Today, we are looking for scholars to write on the following:

1. Arts and Culture: George Saunders has won the Man Booker Prize. We're looking for an academic who has studied and written about Saunders' fiction to write an short article about some slice of his life / career / work (ideally the piece would take a very specific approach, since there will likely be a number of overarching tributes published over the next couple of days). It can have a personal element to it as well.

Contact: Nick Lehr, nick.lehr@theconversation.com

Timeline: 700 word draft submitted ASAP

2. Ethics and Religion: Philip Pullman is coming out with [his new book](#). We are looking for scholars who can write about his books and the religious controversy.

Contact: Kalpana Jain, kalpana.jain@theconversation.com

Timeline: ASAP

3. Economy and Business: Amazon's choice of where to build its second headquarters could transform the city around it, in both good ways and bad. We're looking for scholars who have studied the dynamics between major companies and their host cities to help our readers understand what this could mean for the locale Amazon selects. How has the dynamic changed over the years? Is it still mutually beneficial for company and city? Where are companies choosing to locate these days (clusters or more spread out)?

Contact: Bryan Keogh, bryan.keogh@theconversation.com

Timeline: Contact ASAP, article deadline flexible

4. Ethics and Religion: The New York Times recently did a piece on [Nvixm](#), a secret society for women. In this context, we are looking for a scholar to do a piece on cults and why do people join them.

Contact: Kalpana Jain, kalpana.jain@theconversation.com

Timeline: Flexible

5. Philanthropy and Nonprofits: We're looking for scholars who can write about George Soros's philanthropy in light of his recent infusion of \$18 billion into his Open Societies foundations. We're open to various angles, such as what it means for a single person to have this much influence, the

Proactive pitches



Results



UNIVERSITY OF
OREGON

Brewing a great cup of coffee depends on chemistry and physics

September 27, 2017 5:58am EDT

What can you do to ensure a more perfect brew? Chris Hendon. CC BY-ND

Author

Christopher H. Hendon
Assistant Professor of Computational Materials and Chemistry, University of Oregon

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Coffee is unique among artisanal beverages in that the brewer plays a significant role in its quality at the point of consumption. In contrast, drinkers buy draft beer and wine as finished products; their only consumer-controlled variable is the temperature at which you drink them

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THE CONVERSATION

CHEMISTRY

Brewing a Great Cup of Coffee Depends on Chemistry and Physics

Coffee is unique among artisanal beverages in that the brewer plays a significant role in its quality at the point of consumption

By Christopher Hendon, The Conversation US on September 27, 2017



Credit: barnimages.com Flickr (CC BY 2.0)

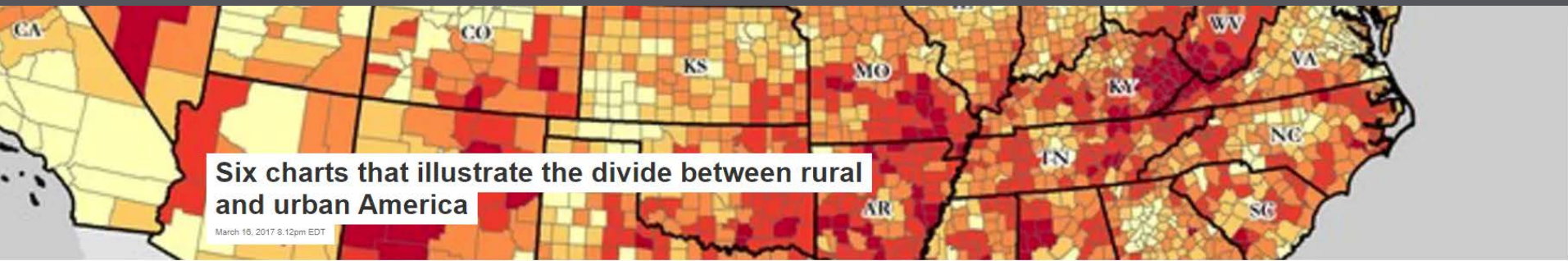
The following essay is reprinted with permission from *The Conversation*, an online publication covering the latest research.

Coffee is unique among artisanal beverages in that the brewer plays a significant role in its quality at the point of consumption. In contrast,

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Scientific American





Six charts that illustrate the divide between rural and urban America

March 16, 2017 8:12pm EDT

The divide is in the data. American Community Survey (ACS) 2011-2015 5 year estimates, Table S1810, CC BY

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521

2.1k

84

Editor's note: We've all heard of the great divide between life in rural and urban America. But what are the factors that contribute to these differences? We asked sociologists, economists, geographers and historians to describe the divide from different angles. The data paint a richer and sometimes surprising picture of the U.S. today.

1. Poverty is higher in rural areas

Discussions of poverty in the United States often mistakenly focus on urban areas. While urban poverty is a unique challenge, rates of poverty have historically been higher in rural than urban areas. In fact, levels of rural poverty were often [double those in urban areas](#) throughout the 1950s and 1960s.

While these rural-urban gaps have diminished markedly, substantial differences persist. [In 2015](#), 16.7 percent of the rural population was poor, compared with 13.0 percent of the urban population overall – and 10.8 percent among those living in suburban areas outside of principal cities.

American workers in poverty

Percent of U.S. householders aged 25-54 that worked at least part of the year in 2015, by poverty threshold.

■ <50% of poverty line ■ 50-99% of poverty line ■ 100-149% of poverty line

Authors



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Professor of Economics, Colorado State University



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Economic Development Specialist, University of Wisconsin-Madison

Disclosure statement

Brian Thiede is a research associate at the Population Research Institute at The Pennsylvania State University.

Lillie Greiman is a research associate at the Research and Training Center on Disability in Rural



2:02 PM
1/3/2018

117,128 reads | 31 publishers





Left: A corn field is seen in DeWitt, Iowa, on July 12, 2012. Photo by Adrees Latif/Files/Reuters

By - Brian Thiede, Lillie Greiman, Stephan Weiler, Steven Beda and Tessa Conroy for The Conversation

0 comments

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6 charts that illustrate the divide between rural and urban America

Nation Mar 17, 2017 12:45 PM EST

Editor's note: We've all heard of the great divide between life in rural and urban America. But what are the factors that contribute to these differences? We asked sociologists, economists, geographers and historians to describe the divide from different angles. The data paint a richer and sometimes surprising picture of the U.S. today.

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Elliot Berkman & Jordan Miller-Ziegler, Psychology
 - ❖ 180,870 reads
 - ❖ 38 publishers (Quartz, World Economic Forum, Salon, Lifehacker)



Ripple Effects



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- Emails from future academics

Want to learn more?

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University Communications

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