

November 7, 2013 Assembly Meeting Highlights

How decisions are made that affect faculty: People were surprised by the decisions to build a new sports center and to vastly increase the medical school without a lot of faculty input. The NU social sciences are ranked very high when compared to peer institutions yet the buildings that house these departments are in many cases in poor condition. Who decides the priorities?: President Morton Schapiro indicated that there is, in fact, a lot of faculty input when decisions are made to build, and at times faculty members are the driving forces behind these decisions. Faculty members played a major role in the planning of the Bienen School of Music, Kellogg School of Business, Feinberg School of Medicine and the new sports center. President Schapiro acknowledged the poor conditions in which the social sciences currently reside versus the international quality and high ranking. Improvements are expected as a result of the impending new building structures and various renovation projects on ongoing.

Greater salary equity for non-tenure track faculty, both full-time and part-time: President Morton Schapiro acknowledged that non-tenure line faculty members are carrying a tremendous amount of responsibility and have proven to be very effective. He is working with the administration and with schools to investigate and adequately address how non-tenure line professors are treated and how they are paid. The minimum of what a lecturer could be paid per course is not currently set centrally. Provost Daniel Linzer explained that faculty salaries are highly segmented by fields and to say a single policy would cover approaches to faculty salaries across schools and even within schools in very different fields simply wouldn't work. Provost Daniel Linzer stressed that as the growth in the non-tenure line faculty has happened in certain areas, it has not been at the expense of tenure line faculty.

The Future of Research Scientists: What is on the line for the research scientist if the economy continues to be so troubled and access to the funds that support the kind of research that has made us distinctive diminishes?: President Morton Schapiro assured everyone that Northwestern University is committed to continuing to do research, despite the uncertainty of the economy and potential decrease in funding from NIH, NSF etc., aggressively expanding research space and continuing to hire scientists. Provost Linzer explained that NU cannot rely on federal government funding, so there has been a move to engage more industry in supporting basic research and also to seek alternative revenue generating research opportunities, such as faculty-student innovations that are made public and often generate royalties.

Understanding the educational vision: What is the vision for education in five years (how will it be served and knowledge transferred)? How are MOOCs going to fit into the plan?: President Morton Schapiro sees technology as integral to the future of education and as a tool that enables faculty to be more effective and to do a better job at what they are already doing. Provost Linzer added that technology provides new tools for faculty to be creative and innovatively tackle problems that previously were not able to be addressed. President Schapiro views online courses as a great way to increase visibility and draw better international graduate and undergraduate students to Northwestern University. He believes that presence on the internet will advertise the brilliance of the university and enable people all over the world to see how credible the faculty, the teachers, and the scholar are.

Explain the need for a new Vice President for Global Marketing and Chief Marketing Officer, what the annual salary is, and what the office's budget is per year at a time when faculty salaries have fallen behind the AAU averages and grad fellowships have declined in number while stipends, too, are no longer competitive.: President Morton Schapiro explained that NU is the most underrated major university in the world, which negatively impacts graduate student recruitment, faculty honors, Nobel prizes, and attracting certain groups of undergraduates including those for whom reputation matters, first generation, low income, certain ethnic groups,

and certain locations in the world. The decision to hire Mary Baglivo was not about spending more money on global branding, it was what the faculty committee on the strategic planning had decided, given the enormous amount of money that NU spends on marketing. By hiring a Vice President for Global Marketing and Chief Marketing Officer, Northwestern hopes to spend more on academic product and less on branding, but still get more branding worth. Mary Baglivo will help every unit, which should reduce the number of outside branding consultants being hired moving forward. Provost Linzer added that centralizing marketing efforts a bit was done to bring some order to this chaos and so NU would be more efficient. President Schapiro will make available to the Faculty Senate the figures for what Northwestern spends on marketing and branding, including consultants.

Various scholars have pointed out that percentages show students from low income families are grossly underrepresented at elite universities. Is that true at Northwestern and if so, are there any plans to try to deal with that situation?: President Morton Schapiro confirmed that this is also true of Northwestern University, but the university is making progress in this and is continuously addressing the issue. For the people on the bottom 20% of the American income distribution, NU does not package loans and the self-help component has gone from small to, in many cases, zero. Northwestern has partnered with QuestBridge, has become a Posse school, and will keep need-blind admission for domestic students, meeting full need. Additionally, the undergraduate financial aid budget continues to increase.