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Faculty Senate Newsletter, May 2014

Louisiana State University and Agricultural & Mechanical College

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LSU FACULTY SENATE

Monthly Newsletter

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President's Welcome



With the arrival of summer, colleagues in universities hither and yon will be headed *somewhere else* for part or all of the recess period. Providing refreshment, permitting research, and perhaps making the heart grow fonder for the home turf, these summertime itinerant intervals have long provided academic personnel with an emotional compensation that occasionally substitutes for the big economic gap

in a nine-month salary. Zoroastrians everywhere suspect that good inevitably contrasts with counterpointing evil, and so it is that not every *somewhere else* is a full of fun, frolic, and fulfillment.

Somewhere else might well be declared the official motto of Louisiana higher education. One reason that progress proves so difficult for Louisiana's systems and campuses is that, no matter what the issue, the party or power responsible for making the decision is inevitably *somewhere else*. Macroscopically, the system heads, campuses presidents and chancellors, and management board members who provide such easy targets for the complaints of chagrined faculty members are usually supervised but authorities somewhere else, whether in the governor's office, at the legislature, or in the mediocre town clubs haunted by donors. Louisiana's itinerant governor is himself almost always *somewhere else*. Closer to home, those involved in campus governance seldom know where to direct their questions or requests. At big schools, provosts fear usurping the authority of system heads who are lodged over in some other building; system heads, conversely, fear meddling with the campuses and thereby undercutting provosts or annoying campusloyal boosters. At small schools, campus leaders think continually about what will happen if a mistake is reported back to the meanies in the Claiborne Building in Baton Rouge, who, in turn, want to leave the blame back on the campuses—in sum, *somewhere else*.

The rush to go somewhere else is not a prerogative only of those at the top of the administrative ladder (where going *somewhere else* potentially involves a dangerous leap and a painful drop, with or without a golden parachute). Throughout their careers, academic professionals are relentlessly warned that they must contribute to progress of some sort, a term suggesting the need to go somewhere other than the present location. This commitment to endless, often unexpectedly circular progress engenders a variety of superstitions ranging from the hope that candidates for position who hail from *somewhere else* will be better or at least less venal than those in the present location to the notion that a journal published further away, whether in Cambridge or New York, must be better than one published in Lake Charles, Monroe, or Shreveport. The result of the drive to go *somewhere else*, whether to a new job or on a consulting junket, is the neglect and hence erosion of faculty authority at home, where, the numbers tell us, over ninety percent of posttenure faculty members spend their entire careers.

What is most curious is that the lust for whatever is *somewhere else* derives from social structures that mirror one of the most stable, stationery forms in nature, the pyramid. With the ascendancy of the newly imagined discipline of "higher education leadership" has come a stronger-than-ever commitment to highly pyramidal chains of command in which authority is as far away as possible from particular competencies. With the cult of "leadership" has come a surge of followership, there being far more subordinates than alphas in any organization. In leadership-driven institutions, followers habitually look *somewhere else* for decisions, thus ending the drive to reform and thus, paradoxically, ensuring that no one will ever go *somewhere else*, at least with regard to innovation.

The public critique of higher education which has led to such devastating consequences for Louisiana institutions may well represent a less-than-conscious reaction to the "somewhere elsedness" of higher education institutions. When action always occurs *somewhere else*, local people suspect that their money serves alien purposes. The solution? Increase the local academic presence in administrative offices while instituting countervailing policies that restrain the tyrannical behavior of the local grandees who have run more than a few local campuses as if they were dictatorships. Perhaps someone on summer vacation will discover that utopian configuration *somewhere else!*

UL SYSTEM PRESIDENT'S REPORT SCORES KUDOS

The energetic Sandra Woodley, President of the University of Louisiana System, has released her annual "President's Report," a colorful PowerPoint that artistically epitomizes the liveliness of the University of Louisiana institutions. Accessible [online](#), this lively rendering of the year across the University of Louisiana System is well worth a look.

SPORTS STUDY RAISES QUESTIONS OF TASTE

Louisianans are familiar with the studies of Economics stalwart Loren Scott, whose talents for discovering the full extent of value have often demonstrated the centrality of higher education to the Louisiana economy. Scott's recent study has taken an inadvertent philosophical turn as his intensely empirical approach has raised questions about the kinds of value generated by athletic events. Unveiled by the LSU Athletic Department as a triumphal demonstration of the contribution of high ticket collegiate sports to statewide prosperity, *Loren Scott's It's Not Just Entertainment* uncovers every trace of profit from LSU Sports but never asks whether those profits serve socially, medically, or morally useful ends. Scott glowingly enthuses, for example, that LSU football games raise consumerism to varsity levels. At an Alabama-LSU game, he reports, LSU concessionaires sold "48,833 cups of soft drinks[;] 16,703 bottles of water[;] 13,647 hot dogs[;] 8,728 nachos[;] 4,525 bars of candy[;] [and] 6,841 bags of peanuts." This, at a university that once paid a large honorarium to nutrition crusader Eric Schlosser to lecture students on the evils of junk food. Similarly, Scott notes that the per fan expenditure per game rounded out at \$237.00 but seems not to wonder what good that money might have done if contributed to universities foundations or perhaps devoted to a family symphony ticket. Perhaps sly Scott was hoping to give his extensive readership an introduction to critical reading skills.

KAPTAIN CATAPULTS OVER PRACTICE-POLICY BORDERS

The *Newsletter* has been following with keen interest the accomplishments of Larry Kaptain, who recently advanced into the most innovative administrative position in Louisiana, that of Director of Creative Initiatives and member of the LSU "ORED" (Office for Research and Economic Development) team. The first identifiable arts and collaboration czar in Louisiana's history, Kaptain has been championing an assortment of attention-commanding workshops and projects, the likes and the quality of which have never been seen in Louisiana higher education. Most recently, in late April, Kaptain organized a brown bag lunch addressing the relation between promotion and tenure policies and both arts and interdisciplinary projects. Included in the discussion were oceanography whiz Robert Carney, who enriched his presentation with a voice link to aquanauts deep under the Gulf of Mexico, and Kevin Cope, who debunked an assortment of myths of about disincentives to creativity and collaboration in LSU's two "PS-36" policies. The arts community greatly appreciates the high profile that Larry is bringing to arts outreach efforts.

Higher Education Headliner

Margot Hsu Carroll, the Executive Director of Auxiliary Services for the LSU Student Union

By Daniel Board and Emily Ward

In this final edition of the Newsletter we are proud to introduce Margot Hsu Carroll, the Executive Director of Auxiliary Services for the LSU Student Union. Born in Delaware, she attended Smith College and afterwards worked for the Harvard Admissions Office for thirteen years. Home called her back though causing Margot to spend another thirteen years working for the University of Delaware before she decided to take the trip to Louisiana and interview for her current position. She's been here since August and has greatly welcomed the friendly, southern weather.

As Executive Director of Auxiliary Services, Margot oversees quite a few departments, some of which have been outsourced to improve their customer service and product quality for the students, staff, and faculty:

LSU Dining—outsourced to Chartwell's

LSU Bookstore—outsourced to Barne's and Noble's

LSU Child Care Center

Tiger Card Center—Student ID cards, meal plans, Tiger Cash Balances, and Paw Points

Union Building – includes the theatre, new art gallery, Leisure Arts Programs, and rooms for meetings which are delegated by Event Management services. Retail partners of the building are also overseen by Margot and include Ricoh, Campus Federal Credit Union, and Tiger Lair Dining. In the near future, Career Services and Enrollment Management will be added to the list as soon as the renovations are completed. LSU Campus Tours will begin at the two floors currently under construction for the new department additions and end in the Event Room at the LSU Bookstore.

"I definitely think there are some benefits to outsourcing – you get the experts in the field to run the operations for you. Where I came from...the University of Delaware outsourced their food service and it worked well." When it comes to our food services, Chartwell's is a very capable company – they are one of the top three in the country and well-versed in marketing, labor relations, sourcing the food, and many other areas of expertise. "They bring their expertise to campus and that keeps the cost down for the students."

Margot believes that consolidating Career Services into the Union from their currently divided structure will enhance their ability to aid and guide students especially since the building is such a high traffic area. Greek Life, Dean of Students, and the Student Government are examples of what parties occupy the Union and keep it buzzing with life. Margot says it will only get better as the renovations for the new departments will bring about spaces to be filled by retail partners. Request for Proposal (RFPs) will be run through Procurement and contain what the Union is looking for in a partner. The proposals are sent out and responses are reviewed for desired matches. Margot wants partners that will help satisfy the student body, and so far she says the most requested partners include optometry for glasses prescriptions, a pharmacy, and dry cleaning. These are just a few of the requests and she wants to wait for more to get a better idea of what will benefit LSU Campus the most. To get this idea Margot has established student and faculty advisory committees for both LSU Dining and the Bookstore which she consults to gain perspective on how these branches operate. Between these committees and several different student groups she is able to develop detailed perspectives on what each body seeks. The LSU Union and Auxiliary Services websites offer ways for students and faculty to give their opinion on what is needed most.

It is easy to see why Margot's days are composed of contract management with all the vendors to make sure they are providing the best quality of customer service at competitive rates. Questions about retail space and booking events in the building are sometimes routed to her as well as housekeeping concerns such as ongoing preventative maintenance and cleaning of the building itself. "My days involve a very wide scope of issues that must be dealt with, but each day is different and that keeps it interesting." One of Margot's near-future goals is to develop a 3-5 year strategic plan for Auxiliary Services. Right now they are working on one such plan with Chartwell's corporate team who has come to LSU campus a few times already conducting interviews and meetings with senior administration and focus groups – students, faculty, staff, athletics, campus life, etc. Together they plan on creating a campus map of student residential areas and their respective needs. Margot says they plan to focus on the expansion of food options, emphasizing on dining halls, which are currently a bit concentrated. This expansion will work with current food establishments such as Middleton and the Patrick Taylor building which are due for renovation in the future. The School of Design is included as well and ideas are being tossed around on new options for their atrium. Through data, surveys, and collaboration the plan aims to assess which locations will provide students the greatest benefit from additional food services.

Margot's favorite part of the job is how her department runs almost as a self-sustaining non-profit, "I do like working with students and knowing that there's an impact for everything that we do." She loves discussing sustainability, events such as concerts, student employment, and all the other areas that directly affect student life. Although she is very pleased to be in her new position, Margot says she's even more taken with our Louisiana food in general. "The food here is almost as amazing as the people, everyone is so nice."



Margot Carroll—"I do like working with students and knowing there as an impact for everything that we do."

SALARY: MAGNITUDE DIMS AS FOCUS SHARPENS

Cries of victory were heard in certain administrative offices when the annual AAUP report on the economic status of the profession included, in its tables and appendices, evidence that the LSU campuses had risen from the bottom of the salary rankings. Over looking the remarkable fact that, only a few lines down, readers discover that tiny little Bowdoin College up in a crook on the coast of Maine averages 18% more in per professor compensation than does the mighty flagship institution (not to mention the 28% higher compensation down the road at Tulane), our university top dogs soon began a cross-species crowing about progress, gains, and bright futures. *Newsletter* informants, alas, could find few colleagues who earned the quoted salaries. Putting two and two together so as to make three, these same informants soon deduced that the salary figures included benefits and retirement, a huge portion of which never reaches professors but rather plunges into the state unfunded accrued liability ("UAL"). Removing sums that are paid to recipients other than the alleged payees returns Louisiana public higher education compensation to the bottom of the pack. Faculty activists have asked AAUP to review more carefully any Louisiana-originated data used in future reports.

LEGISLATIVE "NAY" KEEPS TULANE IN ECONOMIC THRALL

Way back in the early post-bellum period, Tulane University secured its emancipation from state higher education in exchange—in good Louisiana style—for certain favors. Today, that legacy of favoritism manifests itself in the granting of Louisiana legislators the right to award one year free-ride scholarships to recipients of their choice, a huge number of which turn out to be the relatives or children of supporters. This massive state-mandated program of tuition discounting takes roughly seven million dollars each year from Tulane's revenues, losses that must be made up with higher tuition for ordinary enrollees. This year, State Representative Harold Ritchie introduced a bill, HB307, that would exclude relatives, campaign contributors, and dependents of campaign contributors from receiving Tulane legislative scholarships. This modest effort to diminish nepotism and payoffs perished in an adverse vote on April 23rd, leaving Tulane in economic thralldom to legislative corruption.



Legislature tells Paul Tulane's school to keep paying.

THE WOLF OF WALL STREET (Martin Scorsese, 2013), Reviewed by Carl Freedman (2014)

More frequently than any of his contemporaries, Martin Scorsese has been described as America's greatest living filmmaker. I have no particular quarrel with this assessment—though I would put in a word for Francis Ford Coppola, Scorsese's peer and mighty opposite, and also for the much underappreciated John Sayles, the pre-eminent master of social realism in independent American cinema. Until quite recently, however, I would have insisted that the films on which claims for Scorsese's supremacy must rest are already fairly old: specifically, in my view, *MEAN STREETS* (1973), *TAXI DRIVER* (1976), *RAGING BULL* (1980), *THE KING OF COMEDY* (1982), *THE LAST TEMPTATION OF CHRIST* (1988), *GOODFELLAS* (1990), *THE AGE OF INNOCENCE* (1993), and *CASINO* (1995)—and just maybe *BRINGING OUT THE DEAD* (1999). In more recent years, while Coppola has occupied himself with producing excellent wine, Scorsese has been turning out less than excellent movies. *GANGS OF NEW YORK* (2002) has been described by its relatively few admirers as a flawed masterpiece, but to me the flaws seem a good deal more evident than the mastery. *THE AVIATOR* (2004) is a pointless biopic about the pointless Howard Hughes. *THE DEPARTED* (2006)—for which, astoundingly, Scorsese won his only Oscar—strikes me as a bad imitation of a Scorsese film. *HUGO* (2011) could almost have been made by the early Steven Spielberg; and I can hardly think of a harsher comment to make about a film whose technical competence is not in question.

So the first time I watched *THE WOLF OF WALL STREET*, I did so rather dutifully. After all, you can't actually miss a new Martin Scorsese movie, just as you can't miss a new Bob Dylan album—even though, in the latter case, the album may turn out to be, say, *CHRISTMAS IN THE HEART* (2009). But I was quite joyfully surprised. Not only is this a very good film: it is worthy of comparison with Scorsese's best. It is as though the late Wordsworth, after years of churning out turgid verse bearing only the most superficial resemblance to his great early poetry, had suddenly produced a brand-new poem to set beside "Tintern Abbey," the Lucy poems, and the Immortality Ode. Scorsese is now in his early seventies, and almost as securely canonical as Ford, Hitchcock, Welles, or Kubrick. If he were four or five decades younger, we would all be talking about *THE WOLF OF WALL STREET* as this amazing and darkly hilarious film by the hottest, most promising new director in Hollywood.

In fact, though, Scorsese's new film is best understood in its relation to much of his finest earlier work. Structurally, it might almost be described as a remake of *GOODFELLAS*, which for me counts as Scorsese's supreme masterpiece and as the best mob movie ever made by anyone not named Francis Coppola—and which, like *THE WOLF OF WALL STREET*, is a lightly fictionalized telling of a true story. The earlier film traces the rise and fall of Henry Hill (played by Ray Liotta), who is born into working-class poverty, ascends to moderate prosperity as a low-to-mid-level functionary of organized crime, and winds up—after he is indicted on federal drug charges, turns state's evidence, and thereby destroys the neighborhood crew for which he has worked—as (in his own phrase) "an average nobody" in the Witness Protection program. In *THE WOLF OF WALL STREET*, Hill's equivalent is one Jordan Belfort (Leonardo DiCaprio). As the film opens, he is starting an entry-level job at L. F. Rothschild, a long-established Wall Street stockbroking firm. Almost immediately, however, the crash of 1987 comes along, wiping out Rothschild and, with it, Belfort's job. So he leaves Wall Street for good (the film's title is misleading) and, after a brief period of unemployment, moves to Long Island to take a job selling so-called "penny stocks."

Penny stocks represent shares of companies whose total capital is too small for them to be listed on any stock exchange. Though it is not technically impossible that any of these companies might grow and flourish, the actual probability that they will ever make money is very close to zero. Interestingly enough, however, that does not mean that one can't make money by selling their stocks. The techniques vary here, but probably the most common is some version of what's called "pump and dump." In its simplest form, it works like this. If you want to sell a particular penny stock, you (and, often, a few colleagues) first buy shares for yourselves. Then you turn on all the salesmanship you can muster and persuade your customers to do likewise. The price of the stock will of course then rise, and you use this fact to persuade more customers to buy more shares: "Hey, look how hot this stock is—no telling how high it will go!" After thus pumping up the price to some stratospheric level that bears no rational relation to the true value of the company, you and your friends at some point sell (or "dump") your own shares at a handsome profit. The stock price then tumbles back down to the ground, and your customers, especially those who have bought most recently, are out of luck. But you've made a nice bundle of cash for yourself. Needless to say, the whole process is strictly illegal.

But Jordan Belfort is uninhibited by legal niceties, and his natural talent for selling appears to rival Michael Jordan's for basketball. Soon he is making more money from penny stocks than anyone had imagined feasible. Along with a friend, he sets up his own trading company, which he names Stratton Oakmont in order to suggest entirely false connotations of white suede shoes, Ivy League WASPs, and old money. His personal income approaches a million dollars per week, and Jordan glories in the typical accoutrements of extreme wealth—mansions, luxury cars, a yacht, private airplanes, and all the rest. Drugs and hookers also figure prominently in his lifestyle. Sometimes, indeed—especially on Friday afternoon, after a week of hard selling—the trading floor at Stratton Oakmont looks more like the site of a drug-fueled sex orgy than like a place of financial business. Most of the Strattonites are male, and their female colleagues appear to take a tolerant, "boys will be boys" attitude to the sexual hijinks that swirl around them.

(Continued on Page 4)

COMMUNITY COLLEGES SHED LOCAL IDENTITY

In the political rhetoric of our time, the word "community" carries a certain cachet. It suggests that imagined Clintonian "village" where people care for one another; it resonates of that home rule that is so dear to tea party enthusiasts; it erases the numbing sense of smallness in relation to a gigantic world and universe. That kind of hominess, however, has no place on the campuses of what were once called "junior" colleges. Reader Tsegai Emmanuel, now Dean of the College of Business at Grambling, has called the attention of *Newsletter* staff to an astounding article in *The Wall Street Journal*. That article reports that droves of "community" colleges are erasing the "community" in their monikers in favor of something that sounds bigger and sexier. For example, Kings River Community College, which suggests a vocational school along an industrial canal, has become Reedley College, which reverberates of, if not an ivy-covered hall in a tidy woodland, then perhaps a wing of Toad Hall in *The Wind in the Willows*. Amazingly, Louisiana has somehow abstained from this rejection of community. Congratulations to President Monty Sullivan and to the LCTCS for retaining their nominal heritage.

KING LIFTS GATES TO PARKING PROGRESS

Faculty activists at LSU A&M have lately been monitoring parking arrangements on assorted Louisiana campuses, whether the Big Bertha of a school in Baton Rouge or the overlooked entities on the fringe of the big world of regional institutions. Recently, the *Newsletter* has reported on the misadventures of the pseudonymous "Pedestrio" during his attempt to use the LSU A&M parking structure and on the enormous inequity in the parking fee structure at the same campus, where faculty who comprise less than 5% of the LSU-affiliated community fork over 27% of parking revenues. Perhaps having heard the cries of those benched by parking perversities, LSU potentate King Alexander has initiated a set of inquiries into efficiencies and revenues in assorted departments, the first of which is parking and transportation. Portfolio First, a subcontractor for Huron Consulting, has already ventured to the LSU A&M campus and has already chatted it up with an assortment of stakeholders, including Faculty Senate representatives. The Portfolio First representative reports having transcribed more than six pages of notes from the faculty-driven driveandpark



King-driven study opens gates to the future of parking.

conversations—an act of transcription that will certainly prove more profitable than the scratching out of traffic tickets!

MOVIE REVIEW (continued)

Scorsese represents Jordan Belfort's rise with a cinematographic exuberance that matches his protagonist's own irrepressible high spirits. His trademark moving cameras are here perhaps even more mobile than ever, conveying the sense of speed and constant over-the-top action that defines Jordan's lifeworld. Sometimes, they also suggest the distorted perception that results from Jordan's constant consumption of legal and illegal drugs, most notably Quaaludes, his favorite. As in *GOODFELLAS*, we are guided through the story by the protagonist's voice-over narration, giving the film something of the quality of a first-person work (the real-life Jordan Belfort's autobiography, also titled *THE WOLF OF WALL STREET*, is in fact the text on which Terence Winter, Scorsese's screenwriter, based the movie's script). So closely does the film follow *GOODFELLAS* that many of the shots have direct counterparts in the earlier film; and, in the voice-over, DiCaprio—presumably at Scorsese's direction—often directly imitates Liotta's intonations and speaking style. Like Henry Hill, Jordan Belfort passionately loves his line of work and is convinced that nothing can go wrong.

Of course, things do go wrong. Like Henry, Jordan is eventually busted by the feds. Unlike Henry, though, Jordan is not in a business where homicide is routine, and he has no need for Witness Protection (though one might argue that the innumerable customers he has fleeced should want to kill him). He serves a little time in prison—22 months of a three-year sentence—and afterwards uses his genius for salesmanship to begin a new, and brilliantly successful, career as a motivational speaker. Whereas Henry, at the end of *GOODFELLAS*, complains, "I get to live the rest of my life like a schnook," Jordan remains a rich man.

The parallel between the two films serves, of course, to highlight the similarities between Jordan Belfort's world and that of the Mafia. The Mafia is Scorsese's great theme: and not only in those films that show it directly, like *GOODFELLAS* and *CASINO*, or in films like *MEAN STREETS* and *RAGING BULL*, which mainly represent life on the Mafia's fringes. The Mafia also serves Scorsese as an implicit controlling metaphor for much else in American life. In *THE KING OF COMEDY* (perhaps Scorsese's most underrated masterpiece), the world of show business is revealed to be not that different from organized crime. In *THE AGE OF INNOCENCE*, the rich WASP denizens of New York high society during the waning years of the nineteenth century function more like Mafiosi than one might have guessed possible. Indeed, Scorsese has reported that, when he first read Edith Wharton's great novel on which the film is based, he was struck by how much her characters resembled the gangsters he had observed while growing up in Little Italy: in both cases, people never said what they actually meant, all conversation being conducted in a kind of code. Likewise, *THE WOLF OF WALL STREET* reveals stockbroking to be just another variety of organized crime: something that is true not only at sleazy penny-stock operations like Stratton Oakmont but also—as is made clear in the early scenes set at L. F. Rothschild, which feature a brilliantly comic performance by Matthew McConaughey as Jordan's ruthlessly amoral boss—in the most respectable precincts of Wall Street itself.

Yet there is a real difference between Jordan Belfort's shenanigans with penny stocks and what people do in the most powerful firms actually located on Wall Street: a difference that brings us to yet another parallel between *GOODFELLAS* and *THE WOLF OF WALL STREET*. In the earlier film, Henry Hill may be delighted with his criminal career, but the film makes plain that his achievements are, in the scheme of things, quite modest. Henry lives and works on the Mafia's lower rungs. Toiling away at dirty and dangerous jobs on the mean streets of New York's outer boroughs, Henry and his friends are light-years away from Coppola's Corleones—the Mafia's true bosses—with their silk suits, their chauffeured limousines, and their heavily guarded mansions. Similarly, Jordan Belfort, for all the luxury he sybaritically enjoys, is really small potatoes by the standards of genuinely high finance. Money, in his world, is measured in the millions, not the billions or trillions. Stratton Oakmont may have swindled its own gullible customers, but otherwise it posed no great threat to anyone, and certainly not to the global financial system. By contrast, in the years leading up to the great crash of 2008—in the shadow of which Scorsese's film is clearly made—the big Wall Street firms like Goldman Sachs and Merrill Lynch pioneered schemes every bit as underhanded and illegal as Jordan's, but vastly more complicated and consequential (a point that Jordan himself suggests during a conversation with an FBI agent). Whereas "pump and dump" is simple enough for a bright child to grasp, the moguls of Wall Street concocted computerized schemes so complex that it is said to be an open question as to whether any human being completely understands them. When the inevitable reckoning came, in the autumn of 2008, Wall Street delivered a blow to the global economy from which it has yet to recover—and, even so, had its own losses mostly indemnified by the federal government (that is, by your money and mine). Jordan Belfort may have been a wolf, but he was not of Wall Street; and he was certainly never (in Tom Wolfe's famous phrase that Scorsese's film once quotes) a master of the universe. Jordan did time in prison, if arguably less of it than he deserved. None of the actual Wall Street masters has yet spent a day—or an hour—behind bars.

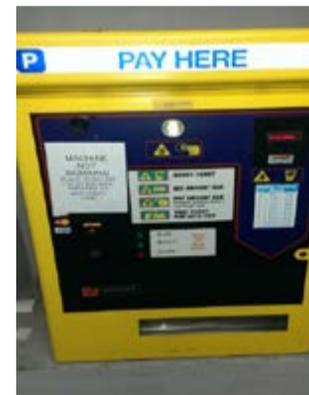
—Carl Freedman

REGENTS LAUNCH ONLINE META-SITE

The Board of Regents has made a preliminary move toward providing, if not order, at least indexes for the plethora of online courses and programs that are emerging at Louisiana higher education institutions. The new "Louisiana Online" provides a simple, easy-to-operate if somewhat austere set of dialogue boxes that allow site visitors to drill down in the data until striking curricular pay dirt. A brainchild of the inveterately inventive Tom Layzell, Senior Advisor to the Board of Regents and de facto interim Commissioner of Higher Education, Louisiana Online aims to increase the number of students not only enrolling in but also completing online and hybrid programs. It is a shame that such a useful and ingenious web site should include no imagery that conjures up visions of Louisiana; the site is clearly hammered onto an off-the-shelf (or, more likely, downloaded) template that has been dressed up with a few file photos from commercial providers. However, the site is likely to improve its look over the years, and it certainly represents a great advance from the nullity that preceded it.

PARKING FEE AUTOMAT GOES OFF MEDICATIONS

Federal Medicaid dollars aren't the only revenues being lost to Louisiana public medical facilities. Despite the nearby presence of hundreds of healers, the parking fee automat at the LSUHSC—New Orleans parking structure has gone deep under the weather. Recent visitors to Louisiana's premiere medical multiplex have drawn a free pass when attempting to render parking charges. The payment submission slot on the aforementioned automat has been covered with a large placard declaring, in bold letters, "MACHINE NOT WORKING" and then further instructing parkers to exit the garage free of charge. Curiously, this candid placard also requests that visitors place their parking cards atop the machine, where a voluminous pile of such cards has accumulated (see adjacent picture). Could this signal the emergence of a cult of parking voucher collectors?



Federal Medicaid dollars are not the only monies lost to Louisiana medical centers.

LOUISIANA IT EXPERTS UPGRADE MICROSOFT

Living at the bottom of the great American drainage canal leaves more than a few Louisianans feeling powerless to influence events further upstream. That desperate mentality suffered a salutary setback when IT Services at LSU A&M, under the able stewardship of CIO Brian Nichols, cracked the whip and otherwise motivated lethargic Microsoft officials. Early in May, it seems, the "Outlook Web App" or "OWA," that mailer that many Louisiana universities deploy for the management of faculty and administration email, developed an incompatibility with popular browser Firefox. Chief among the symptoms of this emergent incompatibility was a failure of the word wrap feature, which brings the cursor back to the left margin when the preceding line of text reaches the end or right side of the writing pane. Days passed; Microsoft officialdom seemed little pained by this pane poop-out; then, responding to faculty exasperation, Nichols and his team began hammering at the doors that surround the Windows world. Presto! The problem disappeared within hours once Nichols and his brigadiers roughed up the Redmond recreants. Thanks, Brian, for helping the whole state!

Outlook Web App



Nichols beat Redmond in starting OWA.

LSU QEP PASSES INTO NEXT LIFE

One of the two areas in which the SACSCOC reaffirmation of accreditation visiting committee dinged LSU was in the somewhat unspecific nature of its “QEP,” or Quality Enhancement Plan. SACSCOC, which never stops cooking up ways in which institutions can seem to comply with something or other, now urges every institution to articulate an array of prophesies pertaining to the ways in which a visionary improvement plan will enhance the quality of the institution as a whole. In the academic equivalent of a Keystone Cops chase, LSU A&M faculty activists developed a Faculty Senate resolution providing guidance in areas such as compensation of faculty for extra quality enhancement efforts and recording of accomplishments pertinent to the QEP. LSU A&M officialdom suggested that faculty members read the QEP, where they would discover that many of the aforementioned suggestions were already in the process of implementation. Compliant colleagues soon encountered a roadblock: the QEP was nowhere to be found in any of LSU A&M’s usual storehouses—not on the web, not on community Moodle, not in the library. Further investigation discovered that the old QEP had been sent to the academic happy hunting ground on the assumption that the “P” in “QEP” had been obsoleted—that the “plan” had metamorphosed into the reality of the new (somewhat awkwardly named) “LSU Discover.” Those faculty old enough to remember the “Anticipation” advertising jingle from the classic [Heinz ketchup commercial](#) were perversely impressed with how quickly LSU A&M can seem to draw the future into the present.

HB222: THE AREA 51 OF ADMINISTRATION

Among the current legislative proposals most beneficial to higher education is Representative Walt Leger’s HB222, the “anti-supplanting” bill. Supplanting is the sometimes politically astute but always economically devastating trick of granting an agency (such as a higher education system or campus) a budgetary grant or increase but then recovering those monies from some other area within the benefitted institution. Sometimes supplanting comes packed with a performance-based chastisement. A politician might argue that an institution has failed to do more with its extra money when, in fact, that money has been quietly retrieved from some less visible corner of a budget. At other times, supplanting works along a temporal dimension, for example by allocating allegedly greater future dollars from anticipated revenues while scooping real, hard money from present budgets. HB222 prohibits this practice, a prohibition of a devious and injurious game that would seem to merit bipartisan support. Unfortunately, only one of the four higher education systems has voiced public support for this measure; for the others, HB222 seems to have disappeared. Which raises the question: who “out there” is issuing instructions to keep out of this veritable Area 51 of educational policy? Faculty might want to consider calling in support for a measure that will prevent the taking away of what seems to have been given.

SECTARIAN SURVEY STARTLES ASCLEPIANS

Those hard-hitting, empirically minded and inveterately skeptical researchers who travel the corridors of the LSUHSC medical campus in New Orleans were recently thrown off-balance by the receipt of a survey purporting to assess the “spirituality/religiosity of health care providers.” Approved for release by Dean J. M. Cairo, the survey alarmed members of the highly diverse LSUHSC community through its apparent monaural association of spirituality with Christian practices such as Holy Communion. As of early May, the survey was still available [online](#). Further queries associated the survey with a group called “Life Advance” that represents itself through a web page topped with a file photo of a deliriously happy child apparently heaving himself up into a break in the clouds. Faculty have been raising questions about the decanal-approved use of campus email distribution lists for apparently sectarian purposes.



Sectarian snafu bites NOLA meds.

ALEXANDRIA SUMMIT MEETING OVERFLOWS WITH DIGNITARIES

Newsletter readers are familiar with the Alexandria Summit Meetings, those quarterly gatherings of colleagues committed to faculty guidance of Louisiana universities that take place on the campus of Louisiana State University in Alexandria (LSUA). Held on May 3rd, the concluding meeting of academic year 2013–2014 overflowed with dignitaries and abounded in constructive collegial conversation. Keynoting the morning session was University of Louisiana System President Sandra Woodley, who offered no less than ninety minutes of fresh ideas, challenging talking points, and long-awaited clarifications. Chief among Woodley’s themes was the reconciliation of workforce development needs with the preservation of the basic research, teaching, and thinking missions of universities. Woodley expounded on the merits of an educated workforce that could raise expectations in Louisiana and that would support higher education in all its manifestations. Courageous Woodley withstood nearly forty-five minutes of vigorous questioning by seasoned academics.



Alexandria Conferees hear from University of Louisiana System President Sandra Woodley.

(Continued on Page 11)

*OFF THE SHELF:
Library Explorations with Tom
Diamond*

OPEN ACCESS: A Report from Europe

by Tom Diamond, LSU Libraries

In this installment about open access, the focus is on developments occurring in Europe. Developments occurring in the United States will be addressed in a future newsletter article.

Science Europe (www.scienceurope.org), an association of European Research Funding Organisations and Research Funding Organisations, issued two interesting documents about the organization’s views toward open access. These statements provide vision and the basic principles whereby these organizations can aim to implement open access. Issued in April 2013, [Principles for the Transition to Open Access to Research Publications](#) lays out four fundamental principles and ten approaches to tackling these principles. The four principles recognize the inherent importance of publishing and disseminating research findings, the social and economic benefits of open access, the Berlin Declaration’s recognition of re-using these research results with few restrictions as possible, and the eventual shift from a subscription-based system to an open access system and the reallocation of resources to meet this shift. The approaches employed to meet the shift to open access include the support of valid economic models (e.g. “green” and “gold”); publishing research results in open access journals or depositing works in a repository; works deposited in a repository for the arts, humanities, and the social sciences must be freely available immediately or be embargoed no longer than a maximum of 12 months; and that the “hybrid” model of paying fees to publish in subscription-based journals is not a viable open access option.

The Science Europe Scientific Committee for the Humanities (SESCH) released a report, [Open Access Opportunities for the Humanities](#), in November 2013. The Committee recognizes the publishing intricacies and challenges facing the deployment of humanities research in an open access environment while also envisioning future opportunities within European open access policies. The document does not recognize the current role of non-textual formats such as exhibition or performances, but does envision these research outputs being included in future open access discussions.

(Continued on Page 6)

Open Access Continued

The SESCH document notes eight pillars for assimilating humanities research outputs into the open access environment. Robust peer review will continue to be recognized as an essential ingredient to produce quality scholarly works, but also recognize emerging forms of peer review (e.g. post-publication) ushered in through open access. The SESCH welcomes developments to create new models for open access book publishing in the humanities such as [Knowledge Unlatched](#) [the LSU Libraries is a participant in this new venture] and it foresees opportunities to use technologies to incorporate innovations into electronic books. (For example, see Jacob L. Wright, "What Enhanced E-Books Can Do for Scholarly Authors," published in the April 21, 2014 Chronicle of Higher Education.) Also, the Committee recognizes the use of visual images in scholarly works, the need to obtain copyright clearance, and the potential copyright costs incurred when publishing in open access journals. The other pillars address the use of repositories, embargo periods, use of Creative Commons licenses, and languages other than English.

Another important European organization involved in the open access movement is the United Kingdom's Higher Education Funding Council for England (HEFCE). HEFCE announced a new open access policy with the post-2014 [Research Excellence Framework](#). Accepted and final peer-reviewed journal articles and conference papers must be deposited in an institutional or subject repository "as soon after the point of acceptance as possible and no later than three months after this date". Monographs, books chapters, research data, and other practice-based research outputs are excluded from the policy. Outputs deposited in an institutional or subject repository are subject to embargo periods set by the publishers. Once a deposit is made and where no publisher embargo period exists, the work must be made available within 30 days. Publisher embargoes "should not exceed" 12 months for the sciences and engineering and 24 months for the humanities and the social sciences. These "closed deposits" are still required to be discoverable by users through the end of the embargo period. The policy applies to eligible publications accepted for publication after April 1, 2016.

Since 2006, the Academic Publishing in Europe conference brings together participants such as educators, researchers, and librarians to discuss scholarly communication issues. The 2014 conference theme held in Berlin from January 28-29 (<http://www.ape2014.eu/>), "Redefining the Scientific Record", encompassed open access, open data, the future of the article, and other scholarly topics. On January 28, two scholars from chemistry gave keynote speeches.

Dr. David Black, Secretary General of the International Council for Science (UNESCO - Paris) and the Chair of Organic Chemistry, University of South Wales, in Sydney, Australia, gave a speech titled "Can Creators and Curators Redefine the Scientific Record?". (See <http://www.youtube.com/watch?v=5ANwjlwK4ys>; Dr. Black's speech begins at 55:40.) Dr. Black noted the future landscape of publishing will involve more dependence on repositories. Repositories will take the place of primary journals. Heavier reliance on repositories would increase the need for "secondary publications" whereby individuals would review these materials and write reviews for researchers. He prefers to see international agreements reached whereby materials added to repositories would follow a standardized format. The move toward the use of repositories will deemphasize the need to rely on primary publications for reputation building. Reputations, built through presentations at international conferences, and peer opinions become the basis for evaluation versus publication quantity. According to Dr. Black, peer review (quality assurance) is still an important feature but should take place after publication in a repository. Authors should be prepared to take responsibility for their work and even be allowed to publish inferior work. Scientists could comment on these materials and these comments become the visible peer review. This will give authors an opportunity to continue discussion their works and allow for additions and retractions. Peer review would be based on quality versus quantity.

Dr. Wolfram Koch, Executive Director of the German Chemical Society (GDCh), gave the second keynote speech titled, "The Future of Academic Publishing: The Chemists' Point of View". (See <http://www.youtube.com/watch?v=5ANwjlwK4ys>; Dr. Koch's speech begins at 1:27:20). He addressed key points noted in the December 2013 Gesellschaft Deutscher Chemiker position paper, "On the Future of Scientific Publishing." Practitioners need to see quality assurance and peer review continued in the new publishing era. This is an unquestionable requirement and their number one demand. Non-peer reviewed materials appearing in preprint databases and similar sources should be marked as being non-peer reviewed. Archiving and sustainability, the ability to search, find, and access the article version of record, should be available independent of the access model (e.g. subscription-based, gold and green open access). Which version will a researcher find in a repository? He noted a central statement from the position paper: "Every publication model must ensure that manuscripts that have undergone the referring process are successfully published in the journal for which they were submitted and positively reviewed. Non-scientific criteria should not be allowed to play a role in the decision for publication." For open access, it is open from the reader's point of view. Conversely, the toll barrier now shifts to the authors. Authors not only fear the risk of not having the funds to pay the OA charges, but also having "to fight to get the money." While additional funds are being made available to fund open access, the money is being pulled from money allocated for research. This is not to the benefit of science. Other items mentioned by Dr. Koch are the need for a common set of platform standards for repositories, the need to maintain academic freedom, and the freedom to decide where to publish and under which publishing model and license.

Publication Schedule:

The Faculty Senate

Monthly Newsletter

enjoys a rest and

incubation period over

the summer. The next

issue will appear on

approximately September

30th, 2014. Thank you for

your readership and see

you in the autumn!

FACULTY FOCUS WORKSHOP

**Increasing Student Engagement in Large Classes:
Teaching and Learning Strategies that Work!**

June 4, 2014 - 8:30 a.m. - 2:30 p.m.
at the Shell Tutorial Center - 141 Middleton Library

Gain Insight from LSU Faculty:
Tiffany Roberts,
Department of Geology and Geophysics
Barry Aronhime,
Department of Biological Sciences

Presentation from
Pearson Learning on Learning Catalytics
Rebecca Orr,
Professor of Biology, Collin College

Visit cas.lsu.edu for registration and more information.

Lunch will be sponsored by Pearson Learning. 

CENTER for ACADEMIC SUCCESS

LSU

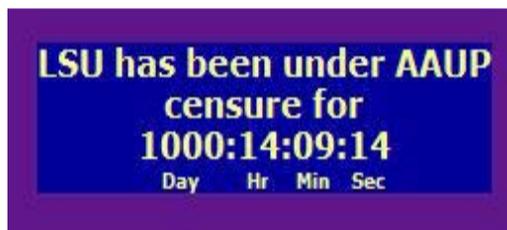
TIP OF THE MONTH: LONGUE VUE

Despite its suitability for the nurturing of vegetation of any kind, the Interstate 10 corridor is in remarkably short supply of all-purpose outdoor recreational space. The few parks that one encounters along America's longest lane often serve specific, somewhat exclusionary purposes, whether the provision of soccer pitches or the accommodation of baseball leagues. Solving that problem for those on the far east end of the aforementioned transcontinental thoroughway is the [Longue Vue House and Gardens](#), an early twentieth-century estate that achieves a pleasant eclecticism through freewheeling quotation from assorted great garden estates in Europe. Although Longue Vue, in its heyday, was a rich person's playground, its post-bellum time-line leaves it free of the unsavory resonances that impinge on the experience of historic plantation homes. Neatly partitioned into sub gardens in assorted styles—French, Spanish, Portuguese, American, Asian—Longue Vue revives, in its curiously new-world way, the Enlightenment ideal of landscapes leading the eye from one perspective or style to the next. The abundant shade and the clever installations (such as the bamboo-fenced children's garden) create a cool oasis even in the torrid temperatures plaguing New Orleans. Despite being only a few blocks from the Interstate, this highly accessible retreat, insulated as it is by friendly flora, offers quiet as well as charm. Plan to spend several hours in its serene and also sophisticated nooks and purlieus.

LSU PASSES 1000-DAY CENSURE ANNIVERSARY; HOPE IN SIGHT

Visitors to the LSU Faculty Senate web site [www.lsu.edu/senate] are familiar with the countdown clocks that commemorate the time passed since assorted unresolved problems beset the semibuoyant flagship institution. Few such visitors could avoid cracking the wry smile of the cynic Voltaire when LSU recently passed a signal anniversary: the 1,000 day by the AAUP (American Association of University Professors).

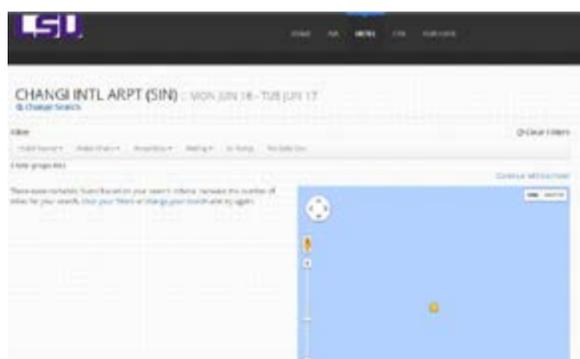
Fortunately, it is not only good things, but also bad ones, that come to an end, and so it is that hope of a resolution to the problem is in sight. Chastened just a bit by the experience and occasional discoveries if not the generously understated report of the SACSCOC accreditation review committee, LSU officialdom has quietly as well as wisely opened negotiations with the AAUP by way of seeking release from censure. Kudos go to King Alexander for breaking the public-relations losing streak at LSU by offering to bring LSU up to professional norms and by beginning the creation of a work environment commensurate with a great research university.



LSU Passes its 1000-day censure anniversary.

SHORTS TRAVEL SINKS, DEPOPULATES, AND RAZES SINGAPORE.

"Professor" is nowadays all but synonymous with "international traveler," with the result that colleagues throughout Louisiana academe know well the challenges of arranging international itineraries with the statecontracted travel agent, Shorts Travel Service. Professors frequently report that information easily available on an assortment of commercial travel web sites has somehow vanished from the Shorts web site. This problem is especially acute with respect to non-airline side of travel such as hotel accommodations and rental cars. Unfortunately, inaccessibility experiences have proved hard to replicate when sympathetic administrators seek evidence of data lacunae. Recently, *Newsletter* secret shoppers began exploring by way of testing the Shorts Travel web site for Louisiana government



Shorts travel declares prosperous Singapore the land of the homeless.



Shorts paints too many lanes for Frankfurt rental cars.

customers. More than a few spectacular omissions were discovered, the most astounding of which was the apparent depopulation, sinking, and razing of Singapore, which the Shorts map utility placed in the middle of the sea and where, the same utility opined, there are no hotels. One can only imagine what a traveler required to work with Shorts would do for help if delayed in a faraway city.

Hotels, however, are not the only endangered species on the Shorts Travel web site. Travelers journeying by land will likely never need a hotel owing to the impossibility of booking a rental car on the Shorts web site. When secret shoppers began looking for rental cars at Germany's Frankfurt Airport, one of the largest transportation hubs in the world, the screen degenerated into a bewildering array of rows, columns, and congested data lanes. Repeated attempts to locate rental cars produced similar kaleidoscopic results.



A Vital LSU! A Vital Community!

WHO WE ARE:

AN ADVOCACY ORGANIZATION FORMED TO SERVE THE FACULTY AND GRADUATE ASSISTANTS OF LSU

WHAT WE DO:

- Inform YOU on employment issues
- Bring YOUR concerns to the LSU administration, the legislature, and the general public

OUR GOALS:

- Regular Raises for faculty
- Job Security—including three-year "rolling" contracts for senior Instructors
- Benefits Improvement and Protection

JOB SECURITY:

- Address concerns and issues with the administration and oversight boards

FAIR PAY:

- Develop a clear means of negotiating pay systems that are equitable, justly applied, and transparent

BENEFIT PROTECTIONS:

- Protect and improve benefits in health insurance, retirement, employer contribution rates, and faculty options

A VOICE ON THE JOB:

- Establish policies, procedures, and protocols for better decision making in the work environment

SHARED GOVERNANCE:

- Engage in collective advocacy and exercise our historical right of self-determination

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CONTACT: Mike Russo
6923louis@gmail.com

LIFESTYLE FEATURE: FIVE EMOLLIENTS FOR THE SUMMER

That merry old tune, *In the Good Old Summertime*, describes an idyllic mild summer season that most likely transpires at latitudes north of those in which hurricanes, mosquitos, and an assortment of poisonous plants emphasize through contrast those joys that overcome Louisiana's heat. In addition to reminding us of the wonder of modern air conditioning, summer in the subtropical climes provides an opportunity to sample assorted products that ameliorate some of the most superficial of (annoying) summer experiences: those occasional disturbances of the skin that emerge from the occasional incommodiousness of the searing season. The following suggestions, listed not in rank-order but with respect to locus of application, from foot to head, demonstrate that fluency in the emollient side of cosmetics requires only minimal fluency with respect to one's purse. All of the following items remain within range of even the tiniest purse while delivering benefits far beyond the limits of a cramped wallet.

One of the casualties of easygoing summer is the poor old heel, which, whether strapped in rough sandals or slammed on stark sidewalks, quickly develops unsightly and sometimes uncomfortable callouses. The beauty- and comfort-conscious walker can always head to a dermatologist for expensive solvent-saturated booties, but an easier, cheaper, and equally effective option is a pocket-sized disk of Badger Certified Organic Foot Balm. Delicately scented with peppermint and suffused with legendary tea-tree oil—a kind of panacea for skin problems ranging from warts to abrasions—Badger brand balm spreads easily and evenly on the heels with minimal mess, quickly saturating the troublesome area. Wondrous results follow as craggy excrescences give way to soft, fresh, and manageable tissue. Badger products are readily available at local outlets, including Whole Foods, The Fresh Market, and Calandro's. A few dollars can replace the toe-tapping of Fred Astaire with the heel-gliding of the softest shoe in Vaudeville!

Moving up the heat-afflicted body, the next step is the legs, which, exposed by cooling shorts and scraped by harsh vegetation (or worse), sustain a thousand inconveniences during the long hot summer. Far and away the best solution to irritations on large areas of the bodies (such as the calves) is the near-miraculous Beuroner Ringelblumencreme (calendula cream). Concocted by the monks in the Abbey of Beuron deep in south Bavaria, this salvific cream greets the user with an unfolding aroma of mountain meadow flowers that, if aroma therapists are to be believed, confers health even before the salve smears on the skin. The slightest contact with Ringelblumencreme confers an instant feeling of moisturizing without the slightest suggestion of oiliness. The cream seems to disappear into the skin, leaving only comfort and joy as the traces of its blessed existence. Although intended as an overall emollient, Ringelblumencreme can also be applied locally. It has, for example, cured the contact eczema of one *Newsletter* staffer. Obtaining Ringelblumencreme can be a challenge, for it requires a European intermediary. The cream seems to be marketed exclusively by *Manufactum*, which might be described as "the Vermont Country Store of Germany," but if one has a European contact who will resend this item, it is well worth the effort. And at €6.50 (\$8.50), it is well worth the effort!



Beuroner Ringelblumencreme

Some summer needs are specific to one part of the body, the chief example being the hands, which sustain washing after washing during the warm months and which probe into all sorts of startling hot environments. To cure the miseries endemic to summer-shattered hands, one need travel no further than any chain drug store (Walgreen's being the most reliable) to pick up a tube of Neutrogena Norwegian formula fragrance-free hand cream. Remarkably durable and yet astoundingly inexpensive, this seemingly thick but easily spread concoction exerts its remedying powers for half a day or more. As the jingle for Brylcreem once had it, "a little dab will do ya"; the economy of this product is enhanced by the minimal amounts required. Neutrogena Norwegian hand cream leaves all competitors behind. Persistent and yet non-aggressive, it will repair the hardest hands in a matter of minutes.



Neutrogena Norwegian Hand Cream

Occasionally, during the summer, one feels the need for a bit of relief on the limbs, including the arms. After a day in salt water, for example, even protected skin can pick up encrusted residue; after a few hours aboard an oceanographic vessel, those in search of smooth skin might be tempted to throw in the towel. To the rescue comes an unexpected product from the baby supply aisle: Weleda calendula body lotion. But wait! Calendula, so essential to the miracles wrought by the previously described Ringelblumencreme, is not all that this easygoing ooze affords the user. Included in its delicate beeswax base are also exquisite almond oil; chamomile extract (a legendary substance for readers of the Peter Rabbit stories); and an assortment of citrus oils and extracts. This delightful potion slips gently on the skin and feels lighter than water yet easily stays in the desired area while quickly damping irritations. One of the spinoff products of the anthroposophical imagination of Austrian visionary Rudolf Steiner, Weleda calendula lotion has left behind its esoteric origins is now widely available both in boutique environments such as Whole Foods or on the unpretentious shelves of Target. Prices qualify for bargain-buy status.



Weleda Calendula Body Lotion

(Continued on Page 9)

TREASURER'S FACULTY GOVERNANCE PILGRIMAGE YIELDS BIG DIVIDENDS

The swelling tide of faculty influence has edged up to a new high water mark as a consequence of Louisiana State Treasurer John N. Kennedy's pilgrimage to faculty senates around Louisiana, including those at Eunice, Thibodaux, Monroe, Shreveport, and Lafayette. As reported by the *Advocate*, Kennedy's epic journey also included a long dialogue in Alexandria with members of the Association of Louisiana Faculty Senates (see story in this issue). Kennedy proposes to create a "Higher Education Enhancement Fund" by reducing expenditures on state consulting contracts by ten percent. By way of reassuring those who fear that a reduction in consulting expenditures would deprive the state of outside perspective and expertise, Kennedy provided his audiences with examples of less-then-urgent consulting projects (for example, programs to educate residents of one small parish on the merit of wearing seat belts and consultancies to reinforce the not altogether original idea that social skills developed on school playgrounds prove important later in life). Kennedy admitted to his audiences that the \$500,000,000.00 per annum generated by the consulting reduction would not solve every problem in higher education, but he affirmed that such sums would go quite a long way in bettering universities. Kennedy also calls for the use of experts in Louisiana higher education institutions rather than the recruiting of outside consultants whenever special projects call for special assistance. A salutary side-benefit of Kennedy's visits has been the publicizing of both the high level of concern and the equally high level of knowledge among Louisiana faculties—expertise that begs to be used.



State Treasurer John Kennedy

KEEP YOUR LOVED ON IN THE LOOP: HIPAA FORM

The ever-vigilant A G Monaco, eponymous author of the popular "A G Answers" column, reminds participants in the LSUFirst medical plan that WebTPA, the program administrator, scrupulously guards patient medical information. In order to allow a family member, partner, or friend to access medical information (for example, in the event of an emergency), plan members must file a HIPAA ("Health Insurance Portability and Accountability Act") form with WebTPA. That form is readily available [online](#). Upon completion, it can be mailed to WebTPA. Please be sure that you complete this form so that trusted persons can help you when informed decisions are required.



"A G Answers" is your premier source of human resources management advice. LSU HRM Chief A. G. Monaco addresses *Newsletter* readers' questions about HRM and "employees' lives" in general. Have a pressing HRM issue for A G to address? Please send your queries to encope@LSU.edu.



A G Monaco

Dear A G,

I read your recent column in which you reassured the colleague who had been addicted to insurance and realized that you're clever when it comes to managing risk. I'm nearing retirement—I expect to take up the easygoing life in three to four years—and have long wondered about the safety of my assets, both now and in the future. I'm a participant in the Optional Retirement Plan and have placed all my assets (both the mandatory ones and my 403b voluntary contributions) invested through one of the state-approved vendors. I've never been able to figure out how or even whether these assets, which are distributed over three or four of the vendor's mutual funds, are insured or, if insured, are insured to any specified limit. For instance, I have no idea as to what would happen to the assets if the vendor went bankrupt or if the financial system suffered a big blow or if any of the mutual funds became insolvent. Even more puzzling: the mutual funds that my vendor offers are owned and managed by other companies. I have no idea about what might be called the "outsourced risk" for these holdings. But that's only the first part of my question. What about after retirement? Which kinds of post-retirement offerings (annuities, more mutual funds, bonds, whatever) address the risk question most effectively? Or am I too risk-averse for my own good? Will I lose money by trying too hard to avoid danger? A G, how can I figure out what to do to keep my money safe once I exit the workforce?

Your friendly reader,

MANFRED (DES ALLEMANDS)

Manfred,

If you are really from Des Allemands then I probably have bumped into you a time or two at Judd's Roadside Daiquiris on Route 90. They have the best daiquiris in Southern Louisiana.

Questions about risk and risk tolerance I believe are the hardest to answer. Risk tolerance is such a personal measurement I always find it hard to give out truly useful information on the subject. So with that said here is my best effort.

Investment of 403b funds like all other investment activities involves financial risk in order to achieve returns. Generally, the more risk associated with a particular investment, the greater the potential for higher returns. The possibility that an investment will return less than you expect is called an "investment risk."

There are a number of different types of investment risks with the following being the most common:

Business Risk- This is the possibility that an issuer of a stock or a bond will go bankrupt, or in the case of a bond, be unable to pay the interest or the principal repayment. Since mutual funds hold securities from many different sources they are designed to minimize this type of risk.

Credit Risk, Default Risk- This refers to the possibility that the issuer of a bond will be unable to make timely principal and interest payments.

Currency Risk- This type of risk involves the possibility that changes in the price of one currency will affect the price of another. If you invest in international funds and the price of the US dollar is very strong the value of those non-U.S. securities may decline. Of course if the dollar weakens than the value of your non-US asset may increase.

Interest Rate Risk- This refers to the situation where movement of interest rates upward may impact the value of your investments. Longer-term fixed -income securities such as bonds and preferred stocks have the greatest amount of interest rate risk, while shorter term securities such as T-bills and money markets are affected less.

Market Risk- This is also known as systematic risk and it affects a certain country, region, or industry and it is caused by some factor that impacts a whole segment of securities in the same manner. Think of the 2008 housing market collapse...

Inflation Risk - This is the risk that refers to the fact that the value of an asset or income will decline as inflation shrinks the value of the country's currency. In this case you consider investments that appreciate, such as growth stocks or high yield bonds that are designed to stay above inflation in the long-term.

So now that we have identified the most common investment risks let's talk about how you reduce their impact.

(Continued on Page 10)

BISHOP TO ARM GOVERNMENT, DISARM EDUCATORS

Among the more ingenious as well as curious education-related bills to cross the legislative floor this session is Representative Stuart Bishop's proposal to require that designers and purchasers ensure that no fewer than five percent of chairs in the public seating areas of state buildings be arm chairs. Perhaps preparing for the consequences of America's obesity epidemic, Bishop has voiced concern that many citizens may need help rising from the sitting posture.

Bishop's bill, HB547, seems to acknowledge a higher level of fitness in educated populations, for it exempts from the five-percent quota seating areas in instructional facilities from the quota. Those beefing up for sporting matches face a double mandate to rely on alternative leverage, for both cafeteria and sporting facilities remain exempt from the five-percent rule. Bishop's proposal continues to sail through committees.



Representative Stuart Bishop, friend of the leverage-challenged.

Lifestyle Continued

At the top of the body is the good old face, that point of intersection between the mind beneath the skin and the forms over there in the world occupied by "the other." Although the fountain of youth evaded Ponce de Leon, the pump bottle of perpetual peppiness remained within reach of the profuse Dr. Rudolf Hauschka, who, reduced to the eponymous "Dr. Hauschka," has become synonymous with a line of beauty products that have enjoyed a certain counter-cultural cachet even among Hollywood types. Animated by Austrian ideas regarding purported rhythms within nature, Huaschka, one way or another and perhaps despite his theories, perfected a line of products that offer everything: cleansing, refreshment, aroma, and the dermatological equivalent of encouragement. Leading the stellar line of Hauschka products is the moisturizing day cream, which delights the skin and lifts the spirits as it delves into the pores and opens the wellsprings of youth. Through means unknown to bush-league chemists, Hauschka's moisturizing day cream takes a surly, craggy, and annoyed face and instantly transforms it into a bouquet of summer flowers. Hauschka products ornament the cosmetics aisle at Whole Foods or can be purchased online. Keep Hauschka's cheer-inducing moisturizing day cream it in mind for your favorite administrator—and have a fine summer!



Dr. Hauschka moisturizing day cream



Badger Foot Balm

DIVERSIFICATION –one of the most important appeals of investing in mutual funds is the ability to diversify your investments at a low cost. Mutual funds spread your investment out over a variety of stocks and bonds. Of course you still must pay attention to diversification even when investing in mutual funds. Some funds specialize in particular industries, while many invest in types of equities such as growth stocks. That means while your investment is spread out it would still be highly susceptible to the risks affecting those particular market segments. Even investing in several different mutual funds may not diversify your investments enough without some review and effort. If you invest your money in three different high quality growth funds the likelihood is that those funds have similar percentages of your money invested in the same companies or types of bonds. So despite spreading your money around you have not reduced your risk all that much. To maximize diversification and minimize risk look at investments in several different types of funds including index funds, which tend to buy a piece of everything offered within a market measure. Also do not forget to consider investing some of your money in international or global funds as well. Those can provide returns when the US economy slows down.

Now onto the next part of your question – Monies invested in mutual funds are not insured because they are subject to the ups and downs of the financial marketplace. However you are not without some protection. If your mutual fund company goes bankrupt your money is relatively safe. The Investment Company Act of 1940 governs the mutual fund industry and that law requires that each fund listed under a company be set up as an individual corporate entity, with its own board of directors. In effect your fund hires Valic, TIAA-Cref, ING or whatever company they are part of to manage its assets. If one of the ORP providers were to file for bankruptcy its creditors would not be able to touch the assets in your fund. And your funds directors could immediately hire a new manager, pending shareholder approval.

I have never heard of a mutual fund going bankrupt and my quick research could not uncover any that have but I have seen examples of poor mutual fund performance. I once invested in a mutual fund with a company called Strong Funds. It was a supposedly promising mutual fund group that advertised heavily and from the minute I sent them a check I watched my investment dwindle to near nothing as a result of horrible performance. Eventually Mr. Strong the founder of the fund was tossed out by the board but by that time most of my investment was gone. The Investment Company Act of 1940 will not protect you from your mutual fund management making poor or reckless investment decisions. You need to be sure that the firm you invest your money with is an established organization with risk related behaviors that fit your personal risk tolerance. My mistake in picking Strong Funds was that I was impressed by the previous two years of high performance. Now when picking a fund to invest in I choose established funds with consistent performance rather than the ones that had two recent years of good performance and a history of inconsistency. I learned a valuable albeit expensive lesson. Investing is a long-term, careful process not a short-term “quick money” event.

As to the final part of your rather complex question- What happens after retirement?

One thing I know for certain will happen is that you will eventually die and thus you will end your retirement. How long you will live after retirement is what we are all rather uncertain about. It is the uncertainty of your lifespan that creates the need to take some risks with your investments following retirement. Without access to other pensions, your 403b accounts will upon your retirement represent the near totality of your assets and must last you until your last day on earth. That means in some way parts of those assets must continue to bring forward a return well past your retirement to insure that you always have money to live on. While you can reduce risk by moving from growth investments to income investments, or you may move from a majority investment in equities to a majority investment in bonds you still will need to take some risks in order to achieve a continual flow of cash. Just because you stopped working does not mean that your money is allowed to stop working for you. Being careful does not mean avoiding all risk, it means avoiding all unnecessary risk. Combining intelligent post retirement investment activities with responsible spending is the key to financing a long comfortable retirement.

Recently the Office of Human Resource Management was asked to take over the management of the LSU System Benefits function, which includes the “in-house” management of the 403b supplemental providers. Presently we offer opportunities to invest with Valic, ING, Tiaa-Cref, and Metlife but we are looking to increase your ability to diversify in two ways. We hope in the near future to add to our list of 403b providers several other major mutual fund companies who are active in providing excellent service to higher education. Additionally we are asking the existing providers to begin to offer a Roth 403b as an option to our employees. More information on these matters will be headed your way in September.

ADMINISTRATIVE RAISE TRAIN PICKING UP STEAM

Now that the worst of the heat seems to be off with respect to extreme measures such as the closure of institutions and the declaring of financial exigency, the administrative raise train is again not only quietly rolling but outright accelerating. The increase in administrative payroll is partially masked by the high turnover on the top levels of the administration; new salaries that far exceed those paid to former office-holders appears not as raises, but as recruitment incentives. The University of Louisiana System, for one, moved daringly deeper than ever before into the on-campus six-figure range with the delivery of a \$215K salary to its [Vice-President for Research](#). Over at the LSU System, the pay spigot cranked into the full-open position; exemplary salaries included \$160K (LSU A&M Assistant Vice-Chancellor for Research); \$350K (Interim Vice-Chancellor for Administration at the New Orleans medical campus); \$290K (Dean of the Vet School); \$265K (Dean of Science); \$190K (Director of LSU A&M Center for Computation Technology); and no less than \$310K for the Dean of Business at the Old War Skule. For those thinking of changing careers, weightlifting proved lucrative, with the Head Strength Coach pulling down \$310K.

LSU SUPERVISORS TAKE ARCHITECTURAL TASTE TO THE BASEMENT

Few members of the higher education community realize that an array of policies forbids innovation of any kind in campus architecture. Campus design plans stress the maintenance of design consistency; state law and the governor’s office establish a monopoly for a cartel comprised of a few architects in the capital city; worst of all, the management boards who make decisions lack training in the history of architecture. So it is that, at the May 9th LSU System Board of Supervisors meeting, architectural taste fell to its lowest level to date in the approval of two abysmal, backward-looking plans: one for the proposed fundraising palace for the LSU Foundation, the other for the new “Greek house” that will eventually welcome a sorority. Unveiled by Post Architects, which has had one or two successes in modern design such as the Community Coffee Building but which seldom ventures outside of Louisiana and which did another in-house job for LSU’s highly paid attorneys at Taylor Porter Brooks and Phillips, the design for the new Greek house hits the passerby with an assertively derivative faux-neoclassical façade that looks less like something out of *Gone with the Wind* than from *Pooped out with the Breeze*. The rear elevation, meanwhile, conjures fond memories of the loading dock at Albertsons. Indeed, it could only be a Louisiana management board that, after centuries of consciousness-raising, could erect a new plantation home.

The scaled-down design for the new “dissonant symphony in beige” that is the proposed LSU Foundation Building celebrates copying. One architect who attended the LSU Board meeting boasted that he had spent hours wandering, studying, and scouring the campus to ensure that nothing in his design embarked in a new direction. The resulting mosaic—hodge-podge—of a building slams together the worst elements of the heroic phallicism of the Athletic Administration building, the clumsy, under-articulated sentimental historicism of the quadrangle, and the discombobulated memories of Mediterranean resort culture that epitomizes both the tragedy and the bombast of the deeply postcolonial, Euro-amnesiac inhabitants of modern Louisiana. Designer [Holden Architects](#), which numbers among its accomplishments the cafeteria at Angelo State University, the Baker Fire Department, and the Kenner Police Department and which has also been on commission for the donor-rich and Jindal-favored LSU Lab School, has, however, shown a certain genius as well as accuracy in producing a series of sketches and renderings that show no doors to the fundraising establishment. Allegory wins again!

The entire suite of drawings for these two buildings may be viewed [online](#), on pages 269–293 (per the PDF pagination) of the LSU Board of Supervisors packet for the May 9th meeting.

The consternation elicited by these latest designs has led LSU faculty leadership to being a dialogue with LSU officials concerning thorough revision of design policies.

From everyone here at the Newsletter,

We hope you have a great Summer Break!

Alexandria Summit Continued

Following Woodley's presentation was a visit with Louisiana State Treasurer John N. Kennedy, who continued his statewide dialogue with faculty regarding [HB142](#), Representative Jerome "Dee" Richards's proposal to cut state consulting contracts by ten percent and rededicate the resulting \$500,000,000.00 per annum saving to a fund for the improvement of higher education. Kennedy dazzled the attending professor by producing a colossal binder containing consulting contracts for the last five years for only one small state agency—a bind that looked like the Bible, the Talmud, the Koran, the Book of Mormon and maybe even the old telephone book all rolled up and bound into one. In the afternoon, affable LSUA Chancellor Daniel Howard offered his reflections on his first days on campus; counterpointing Howard's charming evocation of the early days of an Alexandria newbie was Louisiana Association of Educators Executive director Michael Walker-Jones's searing review of current higher legislation and of the attitudes that produce deleterious bills, a review aimed to encourage greater faculty participation in the legislative process. Rounding out the program were collegial presentations by Sonya Hester of Southern University in Shreveport and by Michael Russo of LSUnited. Hester acquainted us with the intricacies, ins, and outs of the various Southern University campuses; Russo keyed in conferees to the successes of LSUnited, the fledgling faculty union, with respect to retirement legislation and also with respect to action by management boards such as the LSU System Board of supervisors.



LSUnited Leader Mike Russo addresses Alexandria.

The next Alexandria meeting is tentatively scheduled for September 27th. Mark your calendar and attend this enriching, rewarding event!

MARS FACE OR MARRED FOUNDATION?

Those familiar with the legendary "Mars Face" (the "Cydonia" area on Mars which, when photographed at low resolution, resembles a monumental human face—a kind of Martian Mount "Rushmore"—know well that lighting, perspective, and degree of zoom can change the apparent meaning of an image. So it is that many who have trod the sidewalk in front of the new but seemingly perpetually unoccupied agriculture and meat science laboratory building on the LSU A&M campus have wondered whether the agrarians might have crossed disciplinary boundaries, for one of the numerous cracks in the barely months-old sidewalk could easily serve as a Geography teaching aid owing to its uncanny resemblance to the full span of the Mississippi River as seen on a two-dimensional map. No one knows for sure either why this building never reaches completion nor why its sidewalk seems to be falling apart even before anyone walks in its portals, but astute wagers are laying odds on the decision by state-appointed architects to skip the laying of piles and allow the building to float in the strong foundation of agricultural knowledge. Veterans of the capital outlay and construction process also know that one percent of building costs should, by law, go to art and ornamentation, yet the traces of the brush and chisel escape the view in a structure where, in a dark bit of iconography, the frames for the medallions remain empty.



Not the surface of Mars, but the shattered sidewalk fronting the new Ag Laboratory.



No medals conferred on the new Ag Laboratory.

MEDICAL CAMPUSES: RETIREMENT PLAN NEEDS INJECTIONS

For years, both colleagues and administrators have either passively accepted or invidiously perpetrated the myth that colleagues on the medical campuses (LSUHSC–New Orleans; LSUHSC–Shreveport; Pennington Biomedical Research Center) were immune to the troubles ravaging retirement plans for higher education professionals. Owing to the high salaries and outside revenue possibilities open to those researching and teaching medicine, the now obsolete theory held, retirement could be discounted as a trifle that lost its significance amidst a much larger array of compensations. Under the guidance of faculty supporters such as Costa Dimitriadis, Peter Winsauer, and Scott Rubin, medical professionals in the employ of higher education systems have now recognized that they suffer as much or more than anyone owing not only to the decaying "normal cost" but also owing to the exclusion from retirement assessments of income derived from grants and contracts. A medical researcher might receive pension contributions on only the share of that salary that comes directly from state funds—a share that often falls well below half of the official salary. Thus, someone earning \$200K per year might receive pension benefits on only a \$40K statesupported salary segment. During the month of April, LSU Faculty Senate President Kevin L. Cope addressed large and often productively agitated turnouts at events organized at both LSUHSC–N and LSUHSC–S, providing both a summary of the retirement plan problem and an analysis of current, pending legislation. PowerPoint presentations are available [online](#) (scroll down the menu page and select the second and sixth links from the end of the list).



Rage over retirement plan debacle rises at medical campuses.