

ITEMS FOR DISCUSSION 2/23/88

Center for International and Development Communication

1. The Center is not a new entity. It is merely a new title for the HealthCom project that went on before the approval of the title and continues, as before, supported by outside grant.
2. The space occupied by the project is the same whether or not it is called a Center. It is very crowded. Two or three people in secretarial spaces. What makes that feasible is that the staff spends much of its time in the field.
3. The research work itself is one of the most important and sought-after academic prizes in the country. It is a source of pride and profit (intellectual and educational, as well as of resources) for the School. Many of our students benefit from the training and other opportunities it provides. It is a magnet to attract high quality applicants, and to keep the best faculty.
4. The only reason for calling the activity a Center (instead of just the HealthCom Project) is that the name facilitates administration of the project and provides better visibility for it. For example, it makes it easier to attract good professional staff.
5. The University's Academic Review Committee reviewed and approved the Center as appropriate and desirable for the School.
6. The Joint Committee of Trustees approved the Center title upon the recommendation of the President, Provost, and Dean.
7. The activity has become central to the life of the School, something we worked hard to get and to build. The work is within the right of faculty to conduct. Calling it a Center only recognizes and enhances its functions but does not materially change them. Not supporting such an activity would make it difficult, if not impossible, to attract or keep top faculty (or dean) and would have generally disastrous consequences for all concerned.

Sheldon and Mike:

I met with B. Henrich (and later, just courtesy, with Harry Coles) Tuesday morning. Bill's view is that WHA is adamant, will not listen to him, cuts him off when he tries to raise the Center question, says he's handling this with Sheldon. Lengthy discussion to inform Bill of background, potential consequences. He does not have any more idea of WHA reason(s) than our own speculations and what he said at Dec. trustees meeting. He agreed to have the three (Harry, Merrill, and himself) try to pin down WHA and to talk sense to him, but Bill is not optimistic. I agreed to ask Sheldon to set up a formal meeting with WHA, perhaps bring Mike (me if necessary and desirable) but, because of the sensitive nature of the issue not try to handle it on the telephone unless we can find an appropriate formula acceptable to all before Sheldon calls WHA. Bill agreed to call me after the three of them try to get to Walter on this issue. We also discussed possible fallback positions or "concessions" we can offer without "crossing the line" of basic principle. Next I talked to Bob Hornik to share with him a sense of the situation and enlist him to help design strategy we can live with. The two negotiable aspects, if absolutely necessary, seem to be the name "Center" (vs. e.g. Program) and possibly the administrative location of the Center (or program), although this may be more problematic. (One formula is as Journal and Encycl. -- "outside" the School so we don't report to the ASC Trustees about it, but still assigned to us by the University.) I am trying to contain the situation within the faculty, so no one flies off the handle, and only Bob and Larry know the current problem. It may be useful for some (or all) of us to have a brief meeting that includes Bob Hornik so we can continue to have him with us. He is reasonable and flexible -- up to a point -- as long as his research is supported. Maritza Shamlian told me that there is a chance of seeing Sheldon on Friday (2/26) at 4 pm and I asked her to hold that time for us if it indeed becomes free.

Attached is a note I left with Bill Henrich.

George

Re Center

The University's Academic Review Committee has approved the proposal for a Center for International and Development Communication. In our opinion, such a Center, based on a faculty member's research project, poses no administrative or funding problems and should bring only credit to the School and University. But in deference to your wishes, we are making arrangements that will remove the administration of the Center from the area of Annenberg School Trustee responsibility.

Re Encyclopedia

Oxford University Press and the University of Pennsylvania will appear as publishers on the title page. The Annenberg School of Communications will not be represented as co-publisher.

We are pleased that the University will receive credit for this extraordinary scholarly venture.