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Professor

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A long-time faculty member in the College of Journalism and Communications, Department of Public Relations, I came to the University of Florida in 1982 from a University of Wisconsin-Madison Ph.D. program. Since then I have gained many experiences that contribute to the depth and breadth of understanding I have of UF. I have served several Senate terms, served as Chair of the Constitution Committee, and a member of the Faculty Senate-Presidential Task Force on the Implementation of Shared Governance Structure (2005-07) and the Presidential/Faculty Senate Joint Task Force on Shared Governance (2003-04). Currently I serve as a member of the Faculty Welfare Council and the Constitution Committee. In my College, I played a seminal role in the development of our College Faculty Senate and now chair that group. In addition to extensive UF and College committee service, for eight years earlier in my career I served as my College's research dean, leading me to appreciate the challenges administrators face. As a researcher, I have been the PI on more than 40 contracts or grants.

My theoretical background in persuasive communication will help me to be an effective voice with administrators and Trustees where my focus will be on improving support for resources for faculty scholarship and teaching. With Trustees specifically, I will work to help them appreciate the excellence of our university faculty, to understand the faculty's academic goals, and to recognize the symbiotic interrelationships of our colleges.

As a two-term Page Legacy Scholar, my research in corporate social responsibility (CSR) gives me an exceptional understanding of the attributes of sustainable and diverse organizations plus intimate knowledge of the activities that organizations exhibiting high levels of social responsibility embrace. I will work to bring awareness of how the University might also embrace some of these activities.

Several years of service in shared governance task forces, give me a robust historical understanding of the challenges of introducing shared governance and the energies and focus necessary to improve upon what we have so recently built at the University of Florida. When the 2003-04 Shared Governance Task Force wrote its report, it suggested that an evaluation of the implementation and effectiveness of shared governance should be conducted and corrections made where necessary. The time for that evaluation is overdue and it will be one of my goals.

Today, the University of Florida is facing economic challenges and budget reductions that affect the morale of faculty and staff in ways that we've not seen in my more than 25 years at UF. At times like these, it is important that the faculty have as Senate chair someone who is known to have a calm and measured temperament; who knows and understands the University from many different perspectives as a researcher, teacher, and administrator; who is dedicated to encouraging vigorous and respectful debate, and who can be a persuasive communicator with University administration and the Board of Trustees. I believe I can fulfill these roles and achieve the goals I have mentioned above; if you agree, I respectfully ask for your vote.