REPORT TO THE LOUISIANA BOARD OF REGENTS
REVIEW OF PROPOSED ENDOWED CHAIRS
FOR EMINENT SCHOLARS

BOARD OF REGENTS SUPPORT FUND
FISCAL YEAR 2018-19

March 19, 2019

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The three-member Endowed Chairs for Eminent Scholars Subprogram external review panel received and reviewed the following documents:

i. The current Board of Regents Endowed Chairs for Eminent Scholars Program Policy (revised July 2017);

ii. Guidelines for the Submission of Proposals to the Competitive and Restricted Bequests Endowed Chairs Subprograms for fiscal year (FY) 2018-19; and

iii. Ten (10) proposals for chairs submitted in the Competitive Subprogram under the FY 2018-19 Guidelines.

On March 19, 2019, the panel met by teleconference to discuss, rate, and rank the ten (10) proposals submitted in the Competitive Subprogram and develop funding recommendations. Reviewers based assessments on: (1) the written proposals and (2) any additional written materials submitted by campus representatives. Prospective chairs were rated according to evaluation criteria defined in the RFP, including: (1) alignment with role, scope, mission, and strategic priorities (30 points); contribution to academic training in priority areas (25 points); potential to contribute to economic development in Louisiana (20 points); long-term campus investment & appropriateness of the chair (15 points); and appropriateness of available resources (10 points). The burden of proof was on each submitting institution to demonstrate the manner and extent to which the proposal satisfactorily addressed these criteria.

Attachment A contains the rank-order prioritization of the ten (10) proposed endowed chairs submitted in the Competitive Subprogram resulting from the rating of each proposal according to evaluation criteria set forth in the RFP. Attachment B contains a summary evaluation of each chair proposed in FY 2018-19.

Following are comments about the proposal submission and review process and suggestions for maximizing the impact of the Board of Regents Support Fund Endowed Chairs Program:

(1) The external review panel members strongly affirm that the Program continues to effectively coordinate public and non-State resources for the purpose of improving the quality of higher education and its role in advancing Louisiana’s economy, society, and culture. The overall merit of proposals continues to dictate funding decisions for the Endowed Chairs Program, which is increasingly important as monies available for matching decline. The review panel urges that every effort be made to provide additional resources to fund, in rank order according to merit, as many of this year’s
excellent proposals as possible, to help attract scholars who are the hallmark of a superior higher education system.

(2) The panel reminds applicants that, for Endowed Chairs to be truly transformational in priority academic areas, the campus must provide sufficient resources separate from the endowment to support not just recruitment, but retention of superior scholars. This must include a salary line sufficient to draw a senior, tenured faculty member with an outstanding record of scholarly/educational/professional accomplishments, as well as access to appropriate facilities, colleagues, and resources to pursue his/her professional work at the level of quality and impact that led to the chairholder’s selection.

(3) The panel again reinforces a key recommendation from earlier comprehensive reviews of the Endowed Chairs Subprogram that Board of Regents staff work with all stakeholders to establish an active website with managed content for a variety of audiences, including chairholders, administrators, the Board, legislators, and the public. Subsequent to and evolving from the successful implementation of this website, the Board should sponsor further development of a statewide Society of Eminent Scholars to promote synergies among chairholders, encourage chairholder participation in statewide strategic planning, and publicize individual and programmatic successes. Universities with sizable numbers of chairs should be encouraged to form internal advisory panels and engage chairholders as much as possible in institutional planning and assessment. The Board could also encourage the Society of Eminent Scholars, once operational, to provide advice, as appropriate, related to statewide and national research and development opportunities.

The careful coordination of the review process provided by the Board’s Sponsored Programs staff is acknowledged and appreciated. Further, the review panel commends the Regents for their insistence on the independence of the external review process.
# BoRSF Endowed Chairs for Eminent Scholars Program

**Proposal Scoring and Funding Recommendations, FY 2018-19**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Proposal #</th>
<th>Chair Title</th>
<th>Institution Name</th>
<th>BoRSF Match Requested</th>
<th>Alignment with Role, Scope, Mission, &amp; Strategic Priorities (30 points)</th>
<th>Contribution to Academics/Training in Priority Areas (25 points)</th>
<th>Potential to Contribute to Economic Development in LA (20 points)</th>
<th>Long-term Campus Investment &amp; Appropriateness of Chair (15 points)</th>
<th>Appropriateness of Available Resources (10 points)</th>
<th>Total Score (100 points)</th>
<th>BoRSF Match Recommended</th>
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<tr>
<td>1</td>
<td>007EC-19</td>
<td>Scott and Marjorie Cowen Chair in Latin American Social Sciences II</td>
<td>Tulane University</td>
<td>$400,000</td>
<td>30</td>
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<td>006EC-19</td>
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<td>LSUHSC-New Orleans</td>
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<td>29</td>
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ATTACHMENT B
**RANKED #1: Scott and Marjorie Cowen Chair in Latin American Social Sciences II – Tulane University (#007EC-19)**

Tulane University is requesting an additional $400,000 to match $1,200,000 in non-State support for the Scott and Marjorie Cowen Chair in Latin American Social Sciences II. The first $400,000 match increment was provided by the BoR in FY 2017-18. The Chair will be affiliated with the Roger Thayer Stone Center for Latin American Studies. A major priority area for Tulane, the Stone Center has nine existing chairs in Latin American Studies. This Chair, the second of two endowed positions for the Center devoted to social, political, and economic issues and policies in Latin America, will be based in the Department of Political Science. A search for the first Cowen Chair, housed in Economics, is complete, and Felix Rioja started in Fall 2018. The School of Liberal Arts is currently seeking to fill this new Chair through a national search for a preeminent scholar, researcher, and educator whose work lies in one or more of the major areas of contemporary Latin American political science.

The duties of the chairholder are anticipated to include collaboration with other senior faculty in the Stone Center to generate research, secure grant funding, and develop multidisciplinary programs. Coordination of conferences at Tulane on Latin America and connecting local leaders to the work of international colleagues are also expected to be major activities. Fluency in English and Spanish or Portuguese is required. The position offers a generous start-up package including a highly competitive salary, a tenured academic appointment at the level of full professor, an annual research fund of $10,000 for the first three years, technology resources and moving expenses; the package will certainly make Tulane competitive for national and international senior scholars.

The proposal is excellent. The three planned Cowen Chairs are built on a solid theoretical foundation and a strong University commitment to research in Latin America. The reviewers suggested last year that the University commit more of the proceeds from the Chair to discretionary funds such that 25% of proceeds is salary supplement and 75% of proceeds are discretionary funds available to the chairholder. This would enhance the University’s direct commitment to the Chair. The proposal does not indicate the University’s response to this suggestion. Nevertheless, the panel recommends funding of $400,000 to complete the Scott and Marjorie Cowen Chair in Latin American Social Sciences II.
RANKED #2: Gerald S. and Joan Berenson Chair in Healthy Aging and Longevity – LSU Health Sciences Center – New Orleans (#006EC-19)

This Endowed Chair at LSUHSC-NO is intended to carry forward and perpetuate Dr. Gerald Berenson’s life work of improving cardiovascular health in Louisiana. The Gerald S. and Joan Berenson Chair in Healthy Aging and Longevity will conjoin scholarly research in the epidemiology and pathology of coronary heart disease with a focus on education. The education focus will extend beyond health care professionals, to teachers and community members who can carry forward the message that heart disease is not a problem without a solution. This combined approach to the Berenson Chair by its very nature will involve a workforce component. However, the chairholder’s focus and direction will be on research and education.

The specific charges of the Berenson chairholder will be to educate young physicians, medical students and allied health students in the molecular and cellular alterations in the arteries that result in an atherosclerotic plaque and to advance science through translational research in the understanding of what factors cause a stable plaque to become unstable, and subsequently lead to a heart attack or stroke. This research will mitigate the effect of these factors on atherosclerotic plaque and reduce the heart attack and stroke rate of at-risk individuals. The chairholder will lead efforts to educate and influence teachers and community leaders on modifiable atherosclerotic risk factors, and improve their understanding of how seemingly small changes in diet and lifestyle can have profound long-term effects on the health of an entire population. This is actually an Endowed Chair in cardiology with an emphasis on cardiovascular risk factors. The efforts of the chairholder will be augmented by extensive interaction with ongoing research in the Departments of Physiology, Pharmacology and Medicine. It is anticipated that the Chair in Cardiovascular Disease will bring the skill and national reputation of an eminent scholar known for expertise and advancements in cardiovascular disease and inflammation of blood vessels to the research and teaching faculty. Such a prominent recruitment would ensure that current LSUHSC-NO researchers would have an enhanced opportunity to continue funding for ongoing research and secure support for new and innovative projects in the field of vascular biology. It is clear that there is currently substantial cardiovascular research ongoing at LSUHSC-NO and that an addition of a highly qualified faculty member with extensive research credentials in cardiology would be a substantial asset for the program.

Of some concern are the diffuse expectations for the chairholder, which include extensive educational responsibilities, developing and refining current research at LSUHSC-NO, answering new questions on inflammation and the microbiome, and enhancing the current ongoing projects in physiology and pharmacology. The institutional commitments for the recruitment appear to be marginal for seeking an individual with these extensive research qualifications. Overall, however, this is an excellent proposal and the panel recommends funding of the $400,000 match.
The University of Louisiana at Monroe is requesting $400,000 in matching funds to establish the B. W. Biedenharn Chair in Business, housed in the College of Business and Social Sciences. This proposal is slightly modified from last year’s, with a discernable increase in focus with respect to the importance of research. The College seeks to recruit and retain a prominent business faculty member who will enhance the reputation, visibility, and prestige of UL Monroe’s business programs. The chairholder would focus attention on research, education, and community engagement activities that could have a significant impact on the community and the region. Accordingly, the research or scholarly focus of the Chair would be on practical, applied or pedagogical research. It is also anticipated that the chairholder would teach a twelve-hour load (four courses) each year. The University is committed to providing a minimum nine-month base salary of up to $150,000 for a tenured professor, and support for one full-time graduate assistant per year.

A national search is planned with a committee consisting primarily of senior business faculty in the College. The successful candidate would be an author of nationally recognized and adopted textbooks or other educational materials, or a substantial pedagogical researcher. A requirement of a record of research grants has been added. Alternatively, the Chair position could be filled by an individual with a national reputation for applied research in a business discipline or significant community or industrial engagement. The College provides community support through the Small Business Development Center, the Center for Business and Economic Research, the Small Business Risk Management Institute, and the Northeast Louisiana Business and Community Development Center. The proposal identifies modest metrics, appropriate to the scope of the Chair as proposed, that would be used to evaluate the impacts of the chairholder’s activities. Expected scholarly activity is in applied research as described in the proposal, though the quantity and range of work expected of the chairholder, from research to education to service, is extensive. This is an excellent proposal and the panel recommends provision of the requested $400,000 match.
LSU Health Sciences Center – New Orleans’ Department of Orthopaedics requests $400,000 in matching funds to establish the David Drez, Jr., M.D. Chair in honor of Dr. Drez, who completed his orthopaedic training at Tulane University in the 1970s and along with a colleague established the first sports medicine society in orthopaedics. Dr. Drez and his colleague, Dr. DeLee, authored the first textbook in orthopaedic sports medicine, now in its third edition and still the most comprehensive orthopaedic sports medicine textbook in use.

It is estimated that 2.6 million children and adolescents are treated in U.S. emergency rooms for sports-related injuries each year. The Centers for Disease Control (CDC) estimates that more than half of all sports injuries in children are preventable. LSUHSC-NO is developing comprehensive training and awareness initiatives incorporating Family Medicine, Physical Medicine and Rehabilitation, Neurosurgery, Athletic Training, Kinesiology, Physical Therapy and Physician Assistant programs. The goal is to establish a broad, interactive team approach to education and treatment associated with sports-related injuries, including medical caregivers along with athletes, parents, coaches and sports organizations. The sports medicine scholar recruited for the Drez Chair would coordinate the mission of the injury prevention program and research being conducted by the programs listed above and by the Musculoskeletal Scientific Research Consortium. The presence of a prominent sports medicine researcher, educator and surgeon should advance LSUHSC-NO to be competitive in the sports medicine marketplace in the State and the region.

One of the impacts of the recruited scholar would be the expansion of collaborative opportunities available to researchers and faculty. This will advance the long-term goal to establish a Sports Science Center similar to one at Duke University. The chairholder would also have the opportunity for broader collaboration with other endowed chairs, including four in Orthopaedic Surgery–Sports Medicine. Cross-university partnerships would also be encouraged, particularly with the Department of Kinesiology and Athletic Training at LSU A&M. This emphasis on collaborative work would provide a diverse academic, research and clinical environment to support the Chair, Department and LSUHSC-NO in reaching their goals.

The economic impact of the Drez Chair would be measured by the increased financial resources generated through research and the clinical care provided to those suffering from sports injuries. In addition, development of a “Sports Science Center” would not only enhance the image and profile of LSUHSC-NO but also would provide services in critical areas broadly across the State. The academic and educational impact could be substantial, offering better training and education for the medical students, physicians and the sports public in general. The recruitment of a senior scholar would also serve to build research capacity and external funding.
The search process for the Drez Chair is well defined and the goals and expectations for the recruited scholar are clearly outlined in the proposal. LSUHSC-NO has provided a full professor salary of $320,000. The chairholder would have discretion to expend from endowment revenues. It is not clear that the resources available for recruitment would be sufficient to secure a faculty member of the quality and prominence needed to accomplish the goals outlined for Chair. The expectations of the chairholder are so extensive and diffuse that it would be extremely difficult for anyone to accomplish them without significant additional resources. This is still a very strong proposal and is worthy of support if additional funds are available. The panel notes that this proposal could have been supported if the BoRSF budget levels had not continued to decline so precipitously, leading to a reduction of available matching dollars.
RANKED #5: Douglas L. Manship, Sr. – Dori J. Maynard Chair in Race, Media and Cultural Literacy – Louisiana State University and A&M College (#003EC-19)

Louisiana State University and A&M College is requesting $1,200,000 in matching funds to establish the $3,000,000 Douglas L. Manship, Sr. – Dori J. Maynard Chair in Race, Media and Cultural Literacy within the Manship School of Mass Communication. This Chair is meant to serve the full range of American news and information consumers in an increasingly diverse public. The Chair is named for Douglas L. Manship, Sr., who for more than fifty years in journalistic management and leadership in Louisiana was known as a forceful and articulate advocate of American press freedom, as well as for Dori J. Maynard, who as president of the Robert C. Maynard Institute for Journalism Education, located in Oakland, California, was dedicated to helping the nation’s news media accurately and fairly portray all segments of society. Dori Maynard’s father was the first African American to own and operate a mainstream newspaper and her family is legendary in journalism communities across the United States.

The Manship School is an ideal location for the focal area of the Manship-Maynard Chair: diversity and the media. Accredited by the American Council on Education in Journalism and Mass Communication, the Manship School has been described in a major institutional review as “in the ranks of the country’s strongest programs within this field.” With a central theme of research and teaching focusing on the intersection of media and public affairs, the Manship School offers undergraduate, master’s, and doctoral degree programs in media and public affairs and is well known for its social media laboratory. Now active for more than 100 years, the Manship School has reported directly to the Provost since 1994 and has a $30 million endowment.

The critical issue of race in the newsroom has been a tacit and explicit focus of the Manship School over the past several years, and the faculty recently voted to require a course in media and diversity for all students. This Chair is described in the proposal as “shining a light on media diversity,” which seems appropriate in a State with a 41% minority citizenry. The Manship School reports that they have begun the search for a Chair prior to receiving the match and have developed a strong applicant pool. They have successfully recruited journalists from the New York Times for two positions that would support the work of the Manship Chair. The unit received the first Equity and Diversity Award from the Association for Education in Journalism and Mass Communication in 2009. These factors underscore the unique qualities of the Manship School to host the Manship-Maynard Chair, the first endowed faculty position of its kind.

The proposed Chair clearly aligns with the University’s and School’s missions. The LSU Office of Academic Affairs authorized State funding for the Chair position in July 2018 and, as noted above, the search for the position has commenced prior to receiving the matching funds. The proposal now documents some of the economic development benefits of the position, noting that
the Manship School prepares students for several fast-growing occupations, such as public relations specialists, fundraising managers, market research analysts, marketing specialists, producers, directors, and web developers. The Manship-Maynard Chair is worthy of support if additional funds are available. The panel notes that this proposal could have been supported if the BoRSF budget levels had not continued to decline so precipitously, leading to a reduction of available matching dollars.
The E. J. Ourso College of Business at Louisiana State University and A&M College is requesting $800,000 to match $1,200,000 in non-State support for the Marjorie B. Ourso Distinguished Chair of Accounting Systems. The Department of Accounting seeks to become one of the top four accounting programs in the country. The proposal notes that all of the Big Four accounting firms, as well as many of the Fortune 500, heavily recruit at LSU; in 2014, Ernst & Young and Deloitte designated LSU as one of their top recruiting schools. The Accounting Department would like to build on that achievement.

The functions of the Chair are numerous. LSU anticipates that the chairholder will be expected “to enhance undergraduate, graduate, and professional accounting education in all areas of accounting studies, including financial accounting, cost accounting, accounting information systems, auditing, and taxation; position the Department of Accounting in the E. J. Ourso College of Business as a leader in accounting education; promote research in areas of importance in the academic discipline of accounting research; stimulate and expedite the development of the impact of accounting change on the corporate environment; provide outstanding service to Louisiana and to the accounting profession worldwide; and maintain a personal program of outstanding scholarship that serves as a role model for other accounting faculty members.”

The proposal is well prepared and makes a compelling argument for the Chair. The suggested benefits of the Chair, however, are rather vague. On one hand, the academic benefits are fairly clear; on the other, the economic benefits seem largely tied to the academic achievements. As a result, the proposal is primarily focused on benefits to the Department, College, and LSU, and less on the impact of the Chair on the outside community. Providing faculty for Louisiana universities is a laudable goal, but the proposal should outline in more detail what direct impact more accounting graduates will have on economic development. Currently, the proposal essentially argues from a supply-side perspective: if we provide accounting graduates, economic development will come. Despite the limited focus on economic development, the proposal is worthy of support if additional funds are available. The panel notes that this proposal could have been supported if the BoRSF budget levels had not continued to decline so precipitously, leading to a reduction of available matching dollars.
RANKED #7: Banowsky Chair in Accounting – University of Louisiana at Monroe (#009EC-19)

The University of Louisiana at Monroe is requesting $400,000 in matching funds to create the $1,000,000 Banowsky Endowed Chair in Accounting in the College of Business and Social Sciences. This proposal is a modified version of one submitted in a previous cycle. There is an increased emphasis on research with a change of focus from education-based to applied research.

The Banowsky Chair would help the College recruit and retain a prominent accounting faculty member with national and/or international recognition that would enhance the reputation, visibility, and prestige of the accounting program, and presumably replace the faculty member lost since last year. Consistent with the mission of the University and College, it is stated that the chairholder would focus attention on research, transformative education, and community engagement, with a research/scholarly focus preeminent over teaching/education. The Chair as described could have a significant impact on the community and the region.

The campus plans to identify the chairholder through a national search and provide a nine-month base salary of up to $150,000 for a tenured associate or full professor. As in last year’s review, the panel notes that accounting is a very competitive field with high salary rates, particularly for senior-level faculty with records of productivity. This salary amount is not likely to be sufficient to attract the type of candidates described in the proposal. Although the salary would be supplemented by $20,000 annually from endowment earnings, the institution is required to provide base salary “at a level commensurate with the chairholder’s experience and qualifications.” If the campus feels this base salary is sufficient, the proposal should include an explanation or assessment of this determination. It is a positive feature that the chairholder would be provided with a full-time graduate assistant from the MBA program and a reduced teaching load of four courses per year.

Despite these concerns, it is evident that this Chair would provide real benefit to the College. The panel notes that this proposal would be supported if the BoRSF budget levels had not continue to decline so precipitously, leading to a reduction of available matching dollars.
The LSU Agricultural Center is seeking matching funds of $400,000 to match $640,000 from the Louisiana Farm Bureau Federation to establish an Endowed Chair in Agricultural Policy. This is a modified and improved version of the proposal initially submitted in the last cycle. The section on alignment has been shortened, a new paragraph on investment has been added, a new section on long-term contributions emphasizes a continuing relation with the U.S. Congress, and the section on donor-approved plans has been strengthened. Finally, a very strong letter of support from the Farm Bureau has been added. Overall, these additions seem to indicate a growing role of the Farm Bureau and an expanding national role for the Chair.

The chairholder would have a twelve-month tenure-track faculty position in the Department of Agricultural Economics and Agribusiness with joint appointments in the LSU College of Agriculture and the LSU Agricultural Center, and would be responsible for a combination of research, extension/outreach and teaching, with approximate position splits of 40 percent extension, 40 percent research and 20 percent teaching. It should be noted that the BoR’s Endowed Chairs policy requires that chairholders be tenured except under exceptional circumstances and only with BoR approval. It should be confirmed, then, that the campus plans to provide a tenured position in accordance with program requirements. The chairholder will be expected to develop a nationally recognized program of research, extension and teaching in the areas of agricultural commodity, food and natural resource policy, and analysis of national agricultural policy issues, including Farm Bill commodity policy. The chairholder would also be responsible for evaluating the program’s impacts on and implications for agricultural production operations in the State, region and nation.

The chairholder would reside in the Department of Agricultural Economics and Agribusiness, within both the LSU Agricultural Center and the LSU College of Agriculture. Potential courses that the chairholder would teach in areas such as production economics and agricultural policy would directly contribute to the graduate education program of the College, filling a current void within this area of instruction. As the primary faculty member working in the area of national agricultural policy, the chairholder’s research results and education outreach activities would provide a substantial base of information to be utilized by other researchers, extension agents, commodity organizations, and State and national governmental agencies.

This proposal is certainly more specific than the previous submission with respect to the longer-term campus involvement with State and national agricultural policy and the appropriateness of the Chair, but still not particular to the research commitment of the chairholder. The continuing influence of the Farm Bureau on the Chair, and particularly on the chairholder’s role and responsibilities, as described in the proposal is of some concern for the panel.
The LSU Agricultural Center will provide a base salary for the chairholder that will be commensurate with qualifications and experience. The institution will hire the chairholder through a national search and commits to provide “a base salary…commensurate with qualifications and experience” as well as other support for the chairholder’s research and education/outreach efforts. Without specific information, it is not clear whether the package will be sufficient to attract a the type and level of candidate sought.

Despite these concerns, the proposal is strong and the Chair will certainly have an impact. The panel notes that this proposal scores in the fundable range. Answering outstanding questions about levels of support for the faculty member and the Farm Bureau’s role in the work of the Chair would raise its competitiveness in a strong field. The proposers are encouraged to address these issues and resubmit.
RANKED #9: ULM Endowed Chair in Agriculture – University of Louisiana at Monroe (#010EC-19)

The University of Louisiana at Monroe is requesting $400,000 in matching funds to create the $1,000,000 Endowed Chair in Agriculture with a focus on agricultural business within the College of Business and Social Sciences. This proposal is a slightly modified version of last year’s submission. Some data have been updated, but not consistently. Some questions included in last year’s version review remain unaddressed.

The proposal states that the recruitment and retention of a prominent faculty member in agricultural business would enhance the visibility and prestige of the agribusiness program at the University, consistent with the mission of the College, focusing on teaching, research, service, and community engagement, and having a significant impact on students, the community, the region, and the country. The initial goals and objectives of the proposed position would include enhancing extramural funding, publishing research in the area of precision agriculture, collaborating with faculty in other disciplines, and developing an industrial advisory board to provide guidance and support to the agribusiness program.

Agribusiness at UL Monroe involves a curriculum that supports career opportunities in the production, commercial processing, and marketing of food, fiber, and oil-based agricultural products. The College of Business and Social Sciences houses centers that provide economic and community development support, including small business development, economic research, and risk management, all of which would be applicable to the agribusiness focus of the Chair. Less clear, however, as noted in previous reviews, is the need for an endowed faculty position at the highest level to support the current program, which is averaging ten graduates per year. What added value does an eminent scholar/teacher, supported with supplementary endowed funds, provide to the program as it seeks to grow? What resources are in place to attract a nationally competitive agribusiness expert to Monroe and retain him/her over the long term, particularly in the absence of other agriculture programs? To be competitive for scarce resources, the proposal must effectively answer these questions.

The institution would identify the chairholder through a national search and provide a nine-month base salary of at least $110,000 for a tenured associate or full professor. This salary would be supplemented by $20,000 annually from endowment earnings. Also provided would be support for a full-time graduate assistant from the MBA program and a reduced teaching load of four courses per year. The panel notes that the proposal scores sufficiently to be fundable, but not competitive with the panel’s questions unaddressed. The proposers are encouraged to consider these issues and resubmit.
Ranked #10: Ray and Dorothy Young Chair in Business Management – Louisiana College (#001EC-19)

The proposal states that the Ray and Dorothy Young Chair would enable the Division of Business at Louisiana College to continue its record of excellence in teaching undergraduates and increase the possibility of creating a new master’s-level degree. The Division currently has one certificate program in project management and four full-time terminally degreed faculty members, and has produced twelve business management graduates.

The proposed role of the Chair is well aligned with the Business Division’s 34 strategic goals and the program of Student Learning Outcomes. All students completing the business program are required to achieve all of the outcomes. The stated overall purpose of the new Chair is to enhance the campus with knowledge gained from publications, years of teaching experience and a proven record of advancing students from college into business, industry, non-profit, religious-based charitable organizations, and other high-demand employment fields. The proposal does not describe any specific requirements for the Chair nor does it indicate how the chairholder would be evaluated. The specific expected qualifications include an earned doctorate in a business field, years of experience in teaching sufficient to qualify for associate or full professor rank, publications related to business teaching, and a commitment to the mission of Louisiana College. The College is prepared to provide the appropriate salary and to offer a generous full range of benefits that include travel, sabbaticals and secretarial support. The proposal does not describe the search process that would be used to locate candidates for the position. With respect to the chairholder’s performance, there is minimal mention of expectations that the holder will create new knowledge, or conduct research.

Overall this is a good proposal as measured against provisions in the Eminent Scholars Program for primarily educational chairs. A resubmission should develop the practical elements of the proposal that were omitted here: selection process, performance objectives and measures, and the projected impact of the Chair and chairholder. Without development of these aspects of the proposal, it will be difficult for this Chair to compete for the extremely limited funds available.