The Faculty Herald Advisory Board
Year End Report, 2012-13

The Faculty Herald Advisory Board met three times each semester with the editor and staff to discuss plans for articles and editorials for upcoming issues of the Herald and to review the past issue and reader responses. We worked closely with the staff to identify of major issues of community concern, and identify writers and interview subjects.

The advisory board’s conversations were ably led in the fall by Frank Friedman; I hope that I will be able to provide to the current board the strong leadership, courage, and vision that were hallmarks of Frank’s tenure. The editorial staff (Steve Newman and Kime Lawson) and the board members who began their tenure in the past several years are quite excited about the new members who came on board this winter. Andrea Monroe (Beasley School of Law), Will Jordan (College of Education), Terry Halbert (Fox School of Business) and Deborah Howe (School of Environmental Design) have joined current members Richard Orodenker (CLSA), Michael Sirover (TUSM), Gregory Urwin (CLSA), David Watt (CLSA), and Phil Yannella (CLSA), providing a new breadth of perspectives that the Board was seeking last year.

This year we bid farewell to David Waldstreicher who provided us with excellent coverage of faculty issues at Temple and in higher education in general. Highlighting the fall issues were concerns raised over budgeting, the University’s fall advertising campaign, funding for Temple University Press, and a report on the status of Interdisciplinary Programs in the College of Liberal Arts. This spring Waldstreicher is being ably succeeded by Steve Newman whose goal is to open conversations between faculty and students, to focus on teaching and the future of higher education, and to continue to provide a forum for faculty to write about what matters to us in our careers as researchers and teachers. Newman began his tenure with an interview with President Theobold and Provost Dai, a conversation with students on the Temple News staff, and powerful editorials about state funding issues, and faculty governance (especially on budgeting issues).

We are also considering our own role. Our charge indicates that we serve both as an advisory group to the Editor and also an editorial board that is responsible for content. We will be considering the implications of these roles and may request some changes in our charge that would more accurately describe our role in relation to the Editor and staff.

With online publication we are able to track interest in the Herald. After experiencing elevated readership with the "Puddin' Head Wilson" controversy of Volume 42 Issue 4, the number of Faculty Herald's Volume 43 unique readers fell slightly to an average of 356.6 per issue. 43_1 was our most successful issue of the year, with the peak of 440 unique readers and three of the top five ranked articles (see below). Overall, readership is consistent with our established performance, and seems in the most recent issue to be recovering from downward tick since last October. Pieces about Temple Administration and their budgetary agenda have drawn the most readers.

Top Five Articles of the Year:

1. "Interview with President Theobald, Part One" by Steve Newman. 43_3, Feb 15, 2013 (207 Unique Visitors)

2. "On Responsibility Centered Budgeting" by Terry Halbert, Forrest Huffman, Douglas Wagner, and Jonathan A. Scott. 42_2, Dec. 5, 2012 (202 Unique Visitors)

3. "Rebrandishing Temple" by David Waldstreicher. 43_1, Oct 8, 2012 (192 Unique Visitors)

5. "A Letter to the Editor" by Luke Kahlich. 43_1, Oct 8, 2012: (147 Unique Visitors)

Submitted by Rebecca Alpert (CLA), Advisory Board chair