University of Oregon President Schill brings in new deans to rebuild his team

By Diane Dietz
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Today’s Local stories

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This story has been revised to reflect the following correction:

Correction: May 23, 2016
John Crawford, who served as dean of the University of Oregon School of Journalism and Communications for six years starting in 1969, came from the field of advertising. A Page One story Friday incorrectly stated that incoming dean Juan-Carlos Molleda would be the school’s first non-journalism dean.

University of Oregon President Michael Schill is putting finishing touches to the 10-dean team that he says will carry the UO to preeminence.

During the past year, the UO has brought in four vice presidents and three deans — allowing Schill’s new administration to make an unusually large stamp on the institution.

This, Schill frequently says, is a pivotal time for the UO.

The university is fighting to maintain its perch in the elite Association of American Universities. That requires the UO to spend more on faculty and doctoral students, even as it continually raises the tuition charged to an increasingly aggrieved undergraduate student body. Schill and his deans must bring in donor money to finance the upward climb.

“This school has been through a lot over the past five years of leadership churn,” Schill said.

The 10 deans are the heart of the academic enterprise. The president and provost set strategic direction, Schill said, and the deans execute.

“When you choose deans ... you send messages of what you want the school to be,” Schill said. “A message that we’re sending in nine million different ways is we’re going to be focused on being a great research institution.”

His new hires will come onboard in July and August.

Of the 10 academic deans, only one dates back to pre-2009, when the late President Dave Frohnmayer retired.

Schill’s job-offer letters to the new deans make clear they’re expected to bring in donor dollars and to trumpet the UO.

“You need to be the person who is highly visible, highly articulate and highly passionate about what the university is contributing in the realm of science and
technology to the state and to the economy,” said David Conover, who is coming from Stony Brook University in New York to be the UO vice president for research and innovation.

Schill said Eugene’s quality of life helped him snag candidates. “Some places it’s hard to hire people because they don’t want to live in that location. The quality of life isn’t good,” he said. “A lot of people really want to come to Eugene. The quality of life here is amazing.”

New dean of the School of Architecture and Allied Arts, Christoph Lindner, who hails from the University of Amsterdam, said bike paths were a baseline requirement.

The new dean of the School of Journalism and Communications, Juan-Carlos Molleda — the first non-journalist to head the school in its 100-year history — likes Eugene’s culture. “The wineries, the microbreweries, the food culture, the farmer’s market — the kind of openness of people. Everyone is really welcoming, and it’s really easy to establish a conversation with a stranger,” said Molleda, whose specialty is public relations.

Schill still has two dean positions to fill. Three candidates for the vacant post of dean of the Lundquist College of Business were on campus in late March and early April, but no candidate has emerged victorious.

The Lundquist College of Business includes 107 faculty and 4,144 students. It has an annual budget of $33 million; the previous dean was paid an annual salary of $370,673.

In addition, Schill must hire a new Oregon law school dean; Michael Moffitt has decided to step down on July 1, 2017.

Before coming to the UO, Schill, a lawyer, was dean of the University of Chicago law school. The UO law school has 65 faculty, 443 students and an annual budget of $15 million. Moffitt’s salary is $315,309 annually.

Here’s are rundown on the latest top hires:

**Lindner**
Lindner, a professor at the University of Amsterdam, is not an architect or an artist but a scholar who writes on architecture, urban planning, and related issues. His education is in English literature. His books include the coming “Slow: Decelerated Living In An Accelerating World.”

In “Slow,” Lindner explores how “slowness has emerged as a creative practice that both resists and reinforces capitalist society’s addiction to speed.” Lindner will bring an international perspective to the UO, Schill said, “but he's also a real intellectual. He understands design. He understands architectural theory. He has a dynamic personality, and he will be able to really bind together the various parts of the architecture school.

Lindner’s goal for his first year as a dean is to make visible “the tremendous quality, originality and diversity of the school’s programs and activities,” he said in an email from the Netherlands.

The university hired Lindner’s wife, Rebecca, as part of its dual career program meant to help the UO attract top scholars.

She is head of humanities at the University of Amsterdam, where she teaches Shakespeare, literature, science and urban history. Her new position at the UO’s Clark Honors College is 60 percent administration and 40 percent teaching, with an annual salary of $80,000.

“Some people think we are crazy for leaving a vibrant, beautiful city like Amsterdam,” Lindner said in the email. “But as I remind them, Eugene is vibrant and beautiful too.”

Molleda

Schill found his pick for the journalism school at the public relations academic department at the University of Florida in Gainesville. Molleda will be the first non-journalist to lead the school. “We didn’t set out to do that; there’s no message in that,” Schill said. “He was someone who we really thought could move the school forward.”

The Venezuela-born professor has worked in public relations representing financial institutions. Molleda said his most important professional work has been the 21 years he spent in the classroom and the students he’s mentored.
His proudest personal achievement is, after moving to the United States in 1994, making U.S. culture and politics his own — including “becoming a U.S. citizen, having a happy life.”

In the job offer to Molleda, the UO promised to also hire a finance manager and a fundraising officer for the school.

The new dean expects to bring an international perspective to his UO students. “In addition to knowing about communications, they have to be citizens of this world,” he said.

Corporate public relations people such as himself understand daily news gathering, he added. When Molleda worked in public relations, journalists “were my peers. I knew many of the journalists in the practice,” he said.

Molleda said “freedom of the media and freedom of expression” are critical issues, particularly in Venezuela in recent years and in other Latin American countries. “I am very concerned about the role of journalism in democracy,” he said.

In contrast to the University of Florida, where journalism and PR are separate departments, at the UO they are combined in one department.

**Marcus**

After using a national search, the UO concluded the best person to lead the College of Arts and Sciences is the man who has been doing the job since mid-2013 on an interim bases, Andrew Marcus.

During 15 years at the UO, he moved up the ranks, from head of the geography department to associate dean for social sciences and then into leadership of the arts and sciences school, with a $135 million annual budget and with a $34 million capital project in the works, including the soon-to-be built Tykeson Hall College and Careers Building.

Counting graduate student teachers, the college has a total of 2,100 employees, Marcus said.

“Every once in a while, I think about that number, and I’m awestruck at the size of the unit,” he said.
Marcus is the son of a geographer, who became a geographer and raised three children who are geographers — and all of whom attended the UO.

“I did to my children what my father did to me. Whenever we would travel somewhere, it was a constant field trip,” he said.

“We’d be driving down the road and I’d be talking about the land forms or the history of the culture in that region, or why they grew this crop here or that crop there.”

Marcus married Amy Lobben, head of the geography department.

In his new contract, Marcus negotiated for UO money to produce a second edition of a book he’s edited: Atlas of Yellowstone. The administration agreed to assume an undisclosed debt from the first edition, provide a graduate fellow to work four years on the next edition and $50,000 a year for five years to hire additional staff support.

His job during the past three years hasn’t been easy. In 2015, he wrestled with a $4 million budget shortfall, which this year resulted — in part — in the elimination of 79 jobs held by non-tentured faculty. He never before had to fire anyone, and it was painful, he said.

Conover

For the post of vice president for research and innovation, Schill found a candidate with serious research chops, experience with Congress and a track record of bolstering research at Stony Brook.

In 2½ years as VP for research at Stony Brook, Conover helped boost the number of research proposals by at least 20 percent and research expenditures by 5 percent — in years when Congress curtailed research spending, according to the UO. He also helped triple the number of National Science Foundation graduate research fellows on campus.

Earlier, Conover spent 3½ years as the National Science Foundation’s ocean sciences division director — which gave him an inside look at a large, science-funding agency.
Conover built his research skills during 35 years at Stony Brook, publishing 125 papers in scientific journals, including one 2002 publication in Science News that opened up a new vein of research in fisheries evolution. Conover’s work suggests that heavily harvested populations of fish evolve to a smaller body size over a couple of generations as fishermen take the large fish — and throw the smaller ones back to continue reproducing.

For Conover, science came naturally. He grew up in Homestead, Fla., the son of a plant pathologist who helped farmers with disease resistant fruits and vegetables — who would, in gratitude, drop off boxes of avocados or oranges at the Conover household.

“I married a girl who was a botanist, and my mother was a botanist,” Conover said.

Conover said he gave up his laboratory at Stony Brook when he took the job in Washington, D.C. He said he made the shift to administration and he likes the challenge.

“Change is not easy, especially at universities,” he said, “but I like to be part of that change.”

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DEAN TEAM

Architecture & Allied Arts: Christoph Lindner, arrives Aug. 15, 2016
Lundquist College of Business: vacant
Journalism & Communications: Juan-Carlos Molléda, arrives July 1, 2016
Oregon Law: Michael Moffit, resigned effective July 1, 2017
University Libraries: Adriene Lim, hired 2014
Music & Dance: Brad Foley, 2002
College of Arts & Sciences: W. Andrew Marcus, 2016 (Interim since 2013)
College of Education: Randy Kamphaus, 2014
Graduate School: Scott Pratt, 2015
Clark Honors College: Terry Hunt, 2013

**RECENT NEW TOP HIRES**

ANDREW MARCUS, DEAN OF THE COLLEGE OF ARTS AND SCIENCES

No. of faculty: 890

No. of students: 11,723

**Annual budget: $136 million**


Degrees: 1987 doctorate, University of Colorado; 1983 master’s, Arizona State University; 1978 bachelor’s, Stanford University

Last job: UO College of Arts and Science interim dean since July 2013.

Field: Geography

Notable: Was senior editor of the Atlas of Yellowstone

**Salary: $300,000**

Family: Wife, Amy Lobben; three children and two step-children

CHRISTOPH LINDNER, DEAN OF THE SCHOOL OF ARCHITECTURE AND ALLIED ARTS

No. faculty: 216

No. students: 1,644

**Annual budget: $25 million**

Grew up in: London and Geneva

Degrees: 2002 doctorate in English literature, University of Edinburgh; 1996 master’s in English literature, University of Edinburgh; 1993 bachelor’s in English and Fine Art, The Colorado College, Colorado Springs

Last job: Professor of media and culture, University of Amsterdam.

Field: Interdisciplinary scholarship

Notable: Recent books are Imagining New York City, Oxford University Press; Cities Interrupted: Visual Culture and Urban Space, Bloomsbury.

**Salary: $250,000**

Family: Wife, Rebecca; children Joseph and Hannah
JUAN-CARLOS MOLLEDA, DEAN OF THE SCHOOL OF JOURNALISM AND COMMUNICATIONS

No. faculty: 77
No. students: 2,182

**Annual budget: $12 million**

Grew up in: Maracaibo, Venezuela

Degrees: 2000 doctorate in public relations, University of South Carolina; 1997 master's in corporate and professional communication, Radford University, Virginia; 1990 bachelor's, audiovisual journalism, Universidad del Zulia, Venezuela.

Last job: Chair of the Department of Public Relations at the University of Florida.

Field: Public relations

Notable: As a Fulbright recipient in 2012-2013, he lectured at the Universidad Rey Juan Carlos of Madrid in Spain.

**Salary: $235,000**

Family: Husband, Anthony Adrian Molleda; cat, Luna

DAVID CONOVER, VICE PRESIDENT FOR RESEARCH AND INNOVATION

**Annual budget: $39 million**

Grew up where: Homestead, Fla.

Degrees: 1982 doctorate University of Massachusetts, Amherst; 1979 master's UM, Amherst; 1975 bachelor's Eckerd College, St. Petersburg.

Last job: Vice president for research at Stony Brook University in New York

Field: evolutionary biology

Research interests: Ecology and evolutionary biology of fishes and fisheries science.

Notable: Conover was called on in 2007 to explain ocean acidification to the U.S. Senate Committee on Commerce, Science, and Transportation

**Salary: $340,000**

Family: Wife, Margaret; children, Emily, who writes for Science News and Adam, star of “Adam Ruins Everything” on trutv.
“A lot of people really want to come to Eugene. The quality of life here is amazing.”

— Michael Schill, president of the University of Oregon