



September 24, 2014

TO: Members of the Board of Trustees

FROM: John M. Biancamano
Interim Executive Vice President for Administration and Chief Financial Officer

RE: Annual Report of the Endowed Chair Program Entitled "Aetna Chair of Writing"

RECOMMENDATION:

That the Board of Trustees approve the 2014 report on the Aetna Chair of Writing.

BACKGROUND:

The Aetna Chair of Writing is under the direction of Professor Lynn Bloom and is funded jointly by the UConn Foundation and the Office of Higher Education Investment Fund. It was established during the 1988-89 fiscal year as authorized by C.G.S. Section 10a-20. Subsection (f) of the statute states that "the Board of Trustees shall submit annual reports to the Office of Higher Education concerning the endowed chair expenditures."

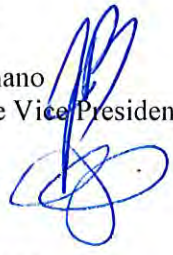
The 2014 annual report consists of a financial report and a narrative report by Professor Bloom.

Attachments

Office of the Executive Vice President for
Administration and Chief Financial Officer
352 MANSFIELD ROAD, UNIT 1122
GULLEY HALL
STORRS, CT 06269-1122
PHONE 860.486.3455
FAX 860.486.1070

DATE: August 28, 2014

TO: John M. Biancamano
Interim Executive Vice President for Administration and Chief Financial Officer

FROM: Charles H. Eaton 
Controller

RE: Aetna Chair of Writing

Enclosed is a financial report for the Aetna Chair of Writing program, under the direction of Professor Lynn Bloom, for fiscal year ended June 30, 2014. The report provides the separate financial operations of the program managed by the University and the UConn Foundation, along with the combined total. The expenditures for fiscal year 2014 totaled \$39,081.33.

Professor Bloom has provided a narrative of the writing program's operation for fiscal year 2014, which is also enclosed. Section 10a-20a (f) of the Connecticut General Statutes requires an annual report approved by the University's Board of Trustees to be submitted to the Office of Higher Education (OHE) for the Endowed Chair of Writing.

Additional notes are provided on the financial report disclosing the year-end balances of the Foundation and OHE endowment funds.

Thank you for your assistance in this matter. If you should have any questions or need any additional information, please do not hesitate to contact me.

Enclosures

c: L. Bloom
M. Maynard
D. Brockway

University of Connecticut and
University of Connecticut Foundation
Aetna Chair of Writing
Fiscal Year Ending June 30, 2014

	University	Foundation	Combined Total
Beginning Balance as of July 1, 2013	\$65,042.16	\$64,930.69	\$129,972.85
<u>Revenue</u>			
Pooled Endowment Income Allocation	0.00	34,445.76	34,445.76
Transferred From UConn Foundation	21,000.00	(21,000.00)	0.00
TOTAL REVENUE	21,000.00	13,445.76	34,445.76
<u>Expenditures</u>			
Salary & Wages	300.00	0.00	300.00
Printing and Binding	2,510.05	0.00	2,510.05
Conferences and Meetings	2,947.41	0.00	2,947.41
Travel	2,148.76	0.00	2,148.76
Outside Professional Services	6,603.40	0.00	6,603.40
TOTAL Contractual Services	14,209.62	0.00	14,209.62
Office Supplies	350.83	0.00	350.83
Books	343.15	0.00	343.15
TOTAL Commodities	693.98	0.00	693.98
Fringe Benefits	77.73	0.00	77.73
Student Aid Fees	23,800.00	0.00	23,800.00
TOTAL Sundry Charges	23,877.73	0.00	23,877.73
TOTAL EXPENDITURES	39,081.33	0.00	39,081.33
Ending Balance as of June 30, 2014	\$46,960.83	\$78,376.45	\$125,337.28

This endowed chair is not supported by any University funds, but the University maintains accounts which receive revenue from the Foundation and the Office of Higher Education (OHE). These University accounts disburse the funds in support of the program including all funds transferred from the Foundation and the OHE. There were no transfers from the OHE in fiscal year 2014. The first column above summarizes the University's revenue and expenditure activity for this chair. The Foundation also disburses certain expenses directly to third parties on behalf of the University as included above in the second column in fiscal year 2014, although there were no expenses in fiscal year 2014.

The Aetna Chair of Writing has funds held at the Foundation and the OHE. The Foundation endowed fund was established with a gift of \$506,989 (amount permanently restricted) in 1988 and was valued at \$904,480 at June 30, 2014, which included accumulated gains/losses on the original gift. The spendable portion of the Foundation endowed fund was \$78,376 as of June 30, 2014. The OHE endowed fund was established with \$500,000 of state funds and is invested in the Endowed Chair Investment Fund (managed by the State Treasurer). The interest earned on this fund supports the Aetna Chair of Writing. The value of this fund was \$508,173 at June 30, 2014, including principal of \$500,000 and interest of \$8,173.

Annual Report, Aetna Chair of Writing, 2013-2014

The Aetna Endowment enhances the University's efforts to encourage excellent student writing and excellent teaching of writing, throughout the UConn system, the State of Connecticut, the nation, and internationally. This funding has contributed substantially to the growth, visibility, and contributions of UConn's writing programs to the state and nation over the past twenty-five years. Further information is available at <http://aetnachairofwriting.uconn.edu>

University: Freshman English. The Aetna Chair of Writing co-sponsored the ninth annual Conference on the Teaching of Writing, "Collaboration and Conversation" on April 4, 2014. This conference has grown steadily in scope and attendance, with around 100 conferees in 2014. It featured presentations by some fifty graduate students, Writing Center associates, and faculty from UConn (including Storrs and regional campuses); West Point; the universities of Southern California, Denver, Wisconsin-Milwaukee, New Hampshire; CUNY; St. John's U; Sacred Heart U; Fairfield U; Rhode Island College; Delaware Valley College, and more. Keynoter Cheryl Glenn, Pennsylvania State University, addressed pedagogical and human implications of her current research, "Making Words—and Silences—Matter." Program available at <http://fe.uconn.edu/instructors/conference/program.php>.

Undergraduate writing at UConn regional campuses. Since 2002 Writing Directors have been appointed at each of the regional campuses: Pamela Bedore (Avery Point), Scott Campbell (Hartford—in Storrs 2012-14), Ellen Carillo (Waterbury), Serkan Gorkemli (Stamford), and Kathy Knapp (Torrington). Aetna funding has enhanced various programs such as Academic Integrity Week and faculty development workshops (Waterbury, Stamford), and graduate and faculty writing bootcamps (Avery Point). In 2013-14 the Litchfield County Writers' Project (LCWP) (Torrington-based), aided by Aetna funding, sponsored a dozen writers, including a Veterans' Day program featuring Roxana Robinson, whose novel, *Sparta*, centers on a soldier returning from Iraq with PTSD. Other events included a charity fundraiser with author Dani Shapiro and her filmmaker husband, Michael Maren, on creative collaboration; and a reading by Rebecca Miller from her novel, *Jacob's Folly*. These events bring statewide visibility to the Bloomsbury-esque LCWP.

Creative Writing. The Aetna Endowment supports publication of the award-winning *Long River Review* (student literary magazine); and several Long River awards: Graduate Writing, Kerry Carnahan; Children's Literature, David Smith; Art/Photography, Rebecca Allen. A translation award will be added in 2015. Aetna funded short-term writer-in-residence Andre Dubus III (fiction), and Eduardo Corral (poet); the Graduate Creative Writing Long River Graduate Writing Award went to Kerry Carnahan. Journeys (poetry on campus buses); and a host of speakers and guest teachers. The Aetna Celebration of Creative Nonfiction on March 27 featured Sy Montgomery, author of numerous nonfiction works for adults and children. Montgomery's engaging talk "When the Student is Ready, the Teacher Will Appear: How Animals Can be Wonderful Teachers," was illustrated with slides of herself among her teacher creatures, including a large live octopus. Three graduate students shared the Aetna Creative Nonfiction first prize: Abigail Fagan, Erick Piller, and Kristina Reardon. The two undergraduate winners were Michael Jefferson, first prize, and Danilo Machado, second prize.

University Writing Center. In 2011, the University Writing Center was awarded a “Writing Program Certificate of Excellence” by the Conference on College Composition and Communication, an honor of national distinction. Aetna Endowment funding helps the Writing Center to sustain, as the award commended, its “rich, complex, and ambitious program touching multiple aspects of students’ writing lives.” Thus the Aetna Endowment funds workshops by visiting scholars, this year Rita Malenczyk (ECSU professor and president of Writing Program Administrators); and tutor staff training, such as the April 5 “unconference” planned by Assistant Directors Kristina Reardon and Melissa Bugdal for some 30 writing center tutors and directors/administrators). Aetna funds sent eight undergraduates to the Northeast Writing Center Association Annual Conference (March 2014); six presented papers or led roundtables.

The annual Writing in the Disciplines contest, now in its fifth year, is a significant factor in student professional development and recognition. From among 85 entries across the campus the following prizes were awarded: Humanities: Kathleen Lynch (history); Science and Engineering: Alison Bush (animal science), Meredith Milligan (ecology and evolutionary biology); Social Sciences: Gregory Smith (political science).

One-day Graduate Student Writing Retreats/Dissertation Bootcamps, begun in 2011-12 with an Aetna seed grant held throughout the year, are now held monthly, each drawing fifty people from over twenty different departments. Thanks to the Aetna impetus, the Graduate School is now committing a permanent funding line for a Graduate Assistant to organize these and to teach four five-week seminars in academic writing for graduate students each year. As Tom Deans, Writing Center Director, explains, “going forward we can offer predictable graduate writing support—seminars, tutorials, workshops and retreats that did not exist just a few years ago will now be part of what the Writing Center offers each year as a matter of course. This is an example of how small Aetna seed funding led to much greater matching funds, and ultimately to new, quality writing support programs for graduate students.” Aetna-funded Storrs-based faculty writing retreats will be reinstated in 2014-15, complementing the faculty writing retreats held at Avery Point.

Graduate Programs. The graduate courses in Autobiography (as a literary genre, and as a mode of writing), and in Rhetorical Theory and Composition Research were inaugurated in 1988-89, and have been augmented since 2002 by a variety of rhetoric and composition courses in Classical and Modern Rhetoric such as “Writing Across and Beyond the Curriculum” and the team-taught “Research Methods in Composition Studies,” as well as other graduate creative writing courses in nonfiction and essay writing. Aetna Endowment funds send students to professional conferences; Ruth Book and Melissa Bugdal attended the 2014 Conference on College Composition and Communication in Indianapolis. Such national involvement has helped numerous students who have served as Writing Program administrators to receive tenure track jobs. Aetna also funds the Graduate Teaching Award, which in 2014 went to George Moore.

Critical and Freshman Essay Prizes. Now in its twenty-fourth year, the annual Aetna Critical Essay Writing Prize Award evening has evolved into a particularly happy and festive gathering of faculty, students, parents, administrators, and Aetna Fellows. On October 24, 2013 Shareen Hertel, UConn Associate Professor of Political Science and Human Rights (whose students have won numerous Aetna writing prizes in past years) spoke on “Writing for Your Life: The Aetna

Awards as a Catalyst for Professionalization.” Aetna Graduate Essay Awards were presented to: Joseph Darda and Jorge Santos, first place tie; Chad Jewett, third place; and Alaina Kaus, honorable mention. Freshman Writing Prizes: Michael Caruso (UConn Storrs) and Keith Appleton (UConn Avery Point), first place tie; Zachary Stack (UConn Stamford), second place. The McPeck scholarship was awarded to Karen Ren. Connecticut Writing Project Teacher-Consultant Writing Awards were as follows: Poetry: Victoria Nordlund (Rockville HS), first place and honorable mention; David Polochanin (Smith Middle School, Glastonbury) also received an honorable mention. Prose fiction: Kerri Brown (Sandwich MA HS), first place and honorable mention; other honorable mentions went to Denise Abercrombie and Kristina Reardon (UConn). Prose Nonfiction: Bernie Schreiber (Ashford), first place; Kristina Reardon, honorable mention.

Publications. Aetna Endowment funds and collaboration among student writers, teachers, editors, designers, Aetna student interns and the Writing Specialist’s manuscript preparation, have made possible the publication of *Essay CONNections*, compilations of UConn Freshman English Prize Essays. The first four volumes are available in hardcopy: 1990-94 (103 pp.); Vol. 2 1995-98 (128 pp.); Vol. 3, 1999-2002 (132 pp.); Volume 4, 2003-06 (176 pp.). In 2010 financial constraints caused us to switch to online publication, beginning with Volume 5, 2007-2010. However, we have had to take down this link because paper mills were stealing and selling the prizewinning work. (We are investigating ways to circumvent this.) Free copies of the hardcopy volumes are distributed at UConn-sponsored writing conferences, and to all teachers of UConn freshman English at all UConn campuses to provide exemplary models for successive freshman classes. Copies may be obtained from Lori.Corsini-Nelson@UConn.edu.

State of Connecticut: Connecticut Writing Project. UConn’s Connecticut Writing Project (CWP) is the only site in the nation with an endowment, a half million dollars generously provided by the Aetna Foundation (begun in 1985), initially with matching funds from the State Office of Higher Education (though the interest from this account has been negligible for the past six years). For the past twenty-six years, the Aetna Chair of Writing Endowment has provided \$24,000-\$30,000 to fund the Connecticut Writing Project five week Summer Institute for teachers. Thanks to the Endowment, this support--\$28,000 in the summer of 2014--will provide fourteen fellowships for participating teachers, elementary-college, from a wide range of schools (ranging from high need to UConn); and funding for the Teacher-Consultant Writing Awards and related publication. The variety of subsequent awards and appointments for Summer Institute participants attests to their impressive qualities as educators and administrators. These include Connecticut Teacher of the Year awards; graduate fellowships for bilingual education, masters, doctoral, and post-doctoral work; positions as department head, program director, and dean; publications of their own (including a novel), journal editorship (*ALAN Review*, *Massachusetts Review*), awards for Teaching Writing (College Board) and Human and Civil Rights (Connecticut Education Association); and Scholastic Writing Awards for their students.

It is particularly important for the future of the Connecticut Writing Project that Director Jason Courtmanche was reappointed in 2013-14 for a third three year term; he is the 2013 recipient of the Institute for Teaching and Learning Teaching Scholar Award. The CWP also received a 2013 Special Recognition Award from the New England Reading Association for Outstanding Efforts in the Promotion of Literacy. Dr. Courtmanche has sustained successful collaborations with area

schools and with UConn's Writing Center, Freshman English and Creative Writing programs, the Neag School of Education, and Teachers for a New Era.

New England, Nation, and International Activities:

Composition Studies Conferences: Aetna funds the annual freshman English Conference on the Teaching of Writing, and mini-conferences for writing tutors.

Inter/National Outreach: In January 2013, Dr. Bloom was awarded a five-year Fulbright Specialist appointment, allowing her to serve twice as a writing/American literature consultant in any Fulbright-funded program in the world. She was invited by Professor Anne McKim of the English Department at the University of Waikato (Hamilton); Dr. McKim had been a Neag Professor at UConn; so this fortuitous scholarly symbiosis was made possible by another endowment. Sponsored by the University of Waikato, in July-August 2013 Dr. Bloom gave eighteen presentations in twenty-seven days at Waikato, and at the University of Auckland, Massey University-Auckland, and the International Institute of Modern Letters at Victoria University (Wellington). Often in conjunction with New Zealand Poet Laureates and other distinguished creative writers, she spoke on creative nonfiction, food writing, travel writing, and medical writing; a complete listing appears in Dr. Bloom's professorial annual report. Dr. Bloom has been appointed Honorary Professor in the Wilf Malcolm Institute of Educational Research, Faculty of Education, at the University of Waikato, 2013-16; we anticipate further international collaboration.

In May 2014, Dr. Bloom spoke on "Living to Tell the Tale: Why the Worst Trips are the Best," at the International Association for Biography and Autobiography conference at Banff, Alberta, Canada. She serves on advisory boards of *a/b: Auto/Biography Studies*, *JAC (Journal of Advanced Composition)*, and the *Journal of Basic Writing*.

Research: Aetna funding has contributed to the research of the twenty one books and one hundred twenty articles that Dr. Bloom has published since arriving at UConn in 1988, including *The Seven Deadly Virtues and Other Lively Essays: Coming of Age as a Writer, Teacher, Risk Taker* (U of South Carolina Press 2008); *Writers Without Borders: Writing and Teaching Writing in Troubled Times* (Parlor Press 2008), and *The Essay Connection* (10th ed 2013). Aetna funding has also supported Dr. Bloom's ongoing research. During her 2012-13 sabbatical leave, she wrote *Hot Genres, Alluring Nonfiction*, now under preliminary contract and editorial review with the University of Iowa Press, an ideal venue. This work addresses the nature and genres of creative nonfiction (the art of telling true stories)—the heart of the humanities. It includes chapters on ethical issues, essays, memoirs, food writing, travel writing, medical writing, writing in the public interest, and the robust future of such writing, in the academy and in the world.

Future directions: In addition to sustaining the activities identified in this report, the Aetna Chair has future plans to support writing activities in interdisciplinary programs including the School of Fine Arts, Irish Studies (both funded in earlier years) and new venues such as the Human Rights Institute, Asian-American Studies, Nursing, and Judaic Studies (pending). We also anticipate collaboration with newly-hired faculty in Digital Media.

Conclusion. Aetna Endowment funds, supplemented by a small amount of interest from the matching state grant, have enabled us to sustain the myriad of activities identified here on the \$52,000 budget for FY 2015. These have been aided by the English Department office staff under the direction of Melanie Hepburn, English Department Administrative Manager. The University of Connecticut can be justifiably proud of the activities of its undergraduate and graduate students and faculty in rhetoric and composition on state, regional, national, and international levels, made possible in part by the Aetna Chair of Writing Endowment.

Respectfully submitted,

Lynn Z. Bloom, Aetna Chair of Writing
Board of Trustees Distinguished Professor

Budget for FY 2015

Connecticut Writing Project	\$28,000
Creative Writing	10,500
Campus Writing Center [prizes, student conference travel]	2,100
First Year Writing [prof. development, conference]	1,500
Writing Internships Program	500
Interdisciplinary Programs [\$500/Human Rights, Irish...]	3,000
Regional Campus Writing Funding: Waterbury [workshops \$525]; Avery Point [workshops \$500] Stamford [pedagogy \$300]; Torrington [writers \$1,000]	2,325
Aetna Prizes - Teaching Awards, Grad Critical Essay, Freshman English [\$1,500 for CNF, translation and children's lit subsumed under CW]	1,500
Student Travel [not to exceed \$500/student]	2,000
Aetna Chair [research, prize night and discretionary expenses]	200
Discretionary	<u>185</u>
Total:	\$52,000