September 26, 2018

TO: Members of the Board of Trustees

FROM: Scott A. Jordan
Executive Vice President for Administration and Chief Financial Officer

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

RECOMMENDATION:

In accordance with statute, the Board of Trustees directs the submittal of annual reports prepared by the University Administration to the Office of Higher Education concerning the endowed chair expenditures for the Endowed Chair Program Entitled “Aetna Chair of Writing”.

BACKGROUND:

The Aetna Chair of Writing is under the direction of Professor Brenda Jo Brueggemann 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-20a. 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 2018 annual report consists of a financial report and a narrative report by Professor Brueggemann.

Attachments
DATE: August 31, 2018

TO: Scott A. Jordan
    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 Brueggemann, for fiscal year ended June 30, 2018. 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 2018 totaled $42,175.83.

Professor Brueggemann has provided a narrative of the writing program’s operation for fiscal year 2018, 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: B. Brueggemann
    R. Hasenfratz
    G. Ganz
### University of Connecticut and University of Connecticut Foundation
### Aetna Chair of Writing
### Fiscal Year Ended June 30, 2018

<table>
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<th>University</th>
<th>Foundation</th>
<th>Combined Total</th>
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<td><strong>Ending Balance as of June 30, 2018</strong></td>
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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 2018. 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 2018, although there were no expenses in fiscal year 2018.

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 1986 and was valued at $862,455.34 at June 30, 2018, which included accumulated gains/losses on the original gift. The spendable portion of the Foundation endowed fund was $33,018.64 as of June 30, 2018. 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 $518,522.96 at June 30, 2018, including principal of $500,000 and interest of $18,522.96.
Annual Report, 2017-2018
Aetna Chair of Writing

PREFACE

Background: In 1986 the Aetna Foundation gave UConn a half million dollars to support the Connecticut Writing Project and related writing activities. This money was deposited in a well-managed UConn Foundation account. The State of Connecticut matched Aetna’s half million dollar donation and those funds are invested in the Short-Term Investment Fund at the State of Connecticut.

Current Aetna Chair: In August 2016, Professor Brenda Jo Brueggemann arrived at the University of Connecticut to begin a new term as the Aetna Chair of Writing. Professor Brueggemann is a scholar of international reputation who works at the intersections of writing, rhetoric, disability studies, and creative nonfiction. She has edited major journals, led international scholarly associations, coordinated innovative interdisciplinary projects, received major grants, and written or edited nine books. At her previous academic institutions—most recently the University of Louisville (3 years) and before that Ohio State (21 years)—she won teaching awards, mentored many graduate students into successful academic careers, and founded nationally lauded programs in writing, diversity, disability, and public engagement. Professor Brueggemann is also serving as the Director of UConn’s First-Year Writing Program in the Department of English.

2017-2018 Aetna Advisory Board Members (18):
  Pam Bedore, Writing Program Coordinator, Avery Point campus
  Lisa Blansett, Associate Director, First-Year Writing Program, Storrs campus
  Scott Campbell, Writing Program Coordinator, Hartford campus
  Ellen Carillo, Writing Program Coordinator, Waterbury campus
  Jason Courtmanche, Director, Connecticut Writing Project
  Tom Deans, Director, University Writing Center
  Hannah Dostal, Neag School of Education, Deaf literacy
  Sean Forbes, Director, Creative Writing Program
  Serkan Gorkemli, Writing Program Coordinator, Stamford campus
  Blair T. Johnson, Psychology
  Douglas Kaufman, Neag School of Education
  Kathy Knapp, English Department
  Bob Hasenfratz, English Department (Head)
  Melanie Hepburn, Business Manager, English Department
  Thomas Long, School of Nursing
  Charles Mahoney, English Department, Director of Graduate Studies
  Aaron Proudfoot, English PhD student
  Kathryn Warrender, English PhD student

Events and activities focused on writing that are sponsored by the Aetna endowment touch a wide range of departments across UConn, and some extend well beyond campus to enrich the teaching of writing across the State of Connecticut. The annual report that follows is divided into two major sections:

1. New Initiatives and Events begun in the 2017-2018 annual academic year
2. 2017-2018 Reports to the Aetna Chair
NEW INITIATIVES AND EVENTS BEGUN IN 2017-2018

Eight (8) key new initiatives, events, or programming took place in 2017-2018.

1. New board members joined the Aetna Advisory Board
Three new board members joined the Advisory Board and attended both of the two meetings held this year (Dec. 12, 2017 and May 2, 2018): Prof. Hannah Dostal (Neag School of Education, Deaf literacy); Aaron Proudfoot (English Department PhD student, Renaissance); Kathryn Warrender (English Department PhD student, Rhetoric and Composition). Prof. Thomas Long resigned from the advisory board after eight years of service (in April 2018). For 2018-2019 two new UConn faculty members will also join the board: Prof. Anke Finger (German/LCL and Digital Media and Design) and Dean Anne Langely (UConn Libraries).

2. Rhetoric and Composition (Writing Studies) graduate students PhD exam library request
There are currently seven (7) graduate students pursuing a PhD in English with a concentration in Rhetoric and Composition (Writing Studies); together they requested $650 for the purchase of approximately fifteen (15) books that regularly appear on their PhD exam reading lists but that the UConn Libraries does not own (nor are they willing to order because the books are edited collections and considered "textbooks"). These books will join some fifty (50) other books already housed by the First-Year Writing program office that regularly appear on PhD exam reading lists; all of these popular exam-list books will be shelved together and coded for checkout. This book funding thus strongly supports graduate students whose PhD work is in Rhetoric, Composition, Writing Studies in a valuable and sustainable way. Foundational work in the field — such as the definitive text, *The Rhetorical Tradition: Readings from Classical Times to the Present* — which is quite expensive for individual ownership and not available for checkout in the UConn Libraries — will now be more readily available to new scholars in the field here at UConn.

3. Additional funds for UConn’s graduate students conducting writing-focused research and teaching
This year (2017-2018) the amount of funding for UConn graduate students carrying out research (or needing to travel to present research) on writing was increased to $3,000 (previously, $2,000) with 6 awards of $500 each: three of these awards were given in Fall 2017 and three were awarded in Spring 2018. The increase in funding for such awards is especially intended to encourage research in writing for the next generation of scholars. The six graduate students who applied for (with a brief proposal, budget, and resume), and received, $500 funding were: Ruth Book, Kerry Carnahan, Gabriel Morrison, Erick Piller, Eleanor Reeds, Anna Ziering. Each graduate student wrote a brief proposal, presented a brief budget, and attached their current cv for each application; they also complete post-project reports and return them to the Aetna Chair.

After meeting with the graduate representatives of the Aetna Advisory Board (Aaron Proudfoot and Kathryn Warrender), further increased funding was recommended to the Aetna Advisory Board at the end-of-year May 2, 2018 meeting, comprised of the following:
- An increase in the graduate research and travel award to $5,000 annually (up from $3,000):
  - Further dividing available funds into two applications terms with deadlines on Nov. 30th and April 30th;
  - Offering up to $1,000 award for any one qualified application (an increase from previous maximum of $500);
  - Engaging outreach and encouragement for graduate students outside of just the English Department to apply for, and receive, such funding.
- The annual Graduate Critical Writing award/s of $500 would be divided as follows:
  - $250 for an award to an English Department graduate student
  - $250 for an award for graduate Writing in the Disciplines (WID)
The annual Graduating Teaching of Writing award of $500 would be divided as follows:
  - $250 for the teaching of a First-Year Writing course
  - $250 for the teaching of a “W” course (in English or in any department) or a Creative Writing course

The change in the structure and amounts of all three of these Aetna Graduate awards carries out two integrated intentions: to further encourage research, writing, and teaching about writing for all graduate students on the UConn campus; and to offer greater support to the next generation of researchers and teachers of writing. All changes articulated here were approved unanimously by the Aetna Advisory Board at its annual end-of-year meeting on May 2, 2018.

4. An undergraduate writing intern
During Spring 2018, the Aetna Chair of Writing worked with an undergraduate (Senior) writing intern, Dylan Laviana. This student carried out internship duties for 3 academic credit hours and contributed significantly to the Aetna Chair’s work and “presence” during Spring 2018. Specifically, Dylan Laviana contributed in the following ways:
  - Greatly enhanced the new Aetna Chair of Writing’s website: [https://writing.uconn.edu/](https://writing.uconn.edu/)
  - Created a 2:30 minute PSA video about the work and reach of the Aetna Chair of Writing: [https://www.youtube.com/watch?v=xEMxnLYE0xk](https://www.youtube.com/watch?v=xEMxnLYE0xk)  This is also linked to the Aetna Chair’s website.
  - Created a 1:45 minute PSA video about the new Celebration of Student Writing and Poster Fair, held on April 5, 2018: [https://www.youtube.com/watch?v=bY3J7st_DUs](https://www.youtube.com/watch?v=bY3J7st_DUs)
  - Created a series of some 8 different posters announcing the new Celebration of Student Writing and Poster Fair.
  - Interviewed eight (8) of the Aetna Advisory Board members; video and audio footage of these interviews were archived.
  - Created an area for the Aetna Advisory Board on the Aetna Chair’s website and uploaded brief bios and photos there.

5. New Aetna Chair of Writing website
[https://writing.uconn.edu/](https://writing.uconn.edu/)  No website for the Aetna Chair of Writing had previously existed before I arrived at UConn, August 2016. Going forward in the 2018-2019 year, I plan to write a biweekly blogpost for the website.

6. First annual Celebration of Student Writing and Poster Fair
In an effort to create an annual showcase event around UConn student writing, the first annual Celebration of Student Writing and Poster Fair (sponsored by the Aetna Chair of Writing) was held in the Wilbur Cross North Reading Room on Thursday, April 5, 2018.

For the poster fair, 57 submissions were received. Those submissions, and participants came from a diverse range of writing-based classes at UConn: 3 groups of ECE-English high school students were present; some students from ENGL 1003-1004 (the second-language writing based courses in First-Year Writing) participated; students from ENGL 1010, UConn’s foundational first-year writing course, also developed and presented posters; finally, some posters came from upper-classmen in several UConn “W” (writing-intensive) courses.

The room was bustling with energy and interactions while ten (10) judges (UConn faculty, staff, grad students comprised the judging panel) circled the room for 75 minutes to engage students over their posters. Judges included:

1. Tom Deans: Dept. of English; Director, University Writing Center; Aetna Advisory Board
2. Tom Long: Dept. of Nursing, Aetna Advisory Board
3. Hannah Dostal: Neag School of Education, Deaf Literacy; Aetna Advisory Board
4. Bob Hasenfratz: Dept of English, Head; Aetna Advisory Board
5. Maryann Markowski: CLAS office, Diversity program
6. Lisa Blansett: Dept. of English, Associate Director of First-Year Writing; Aetna Advisory Board
Ten (10) poster prizes ($50 each) were given in the following categories:

MOST CREATIVE, ORIGINAL: Caltha Benetix  
UCONN 1010 ECE-English  
INSTRUCTOR: Jennifer Sarja  
#FreeTheInnocent is a sample advocacy campaign about freeing the wrongly accused that were sentenced to the death penalty.

PRINT + VISUAL CONNECTION: Crystal Dangerfield  
FREN 3270W French Literature and Civilization in English  
INSTRUCTOR: Sarah Wood  
My poster has a fable on it, inspired by Jean de la Fontaine. I titled the fable "No Limits" because the message of the story is that someone else's limitations cannot exist in your world.

MULTIMODAL PROJECT: Yuerong Li, Chenwei Liu, Jinhan Wang  
ENGL 1010.10  
INSTRUCTOR: Shawna Lesseur  
Our group presented about "how much time you spend on social media." We got the inspiration from our daily life. We will had a small activity that helped people get to know how much time they waste on social media that could have saved for something real.

HANDS-ON, INTERACTIVE: Jason Sebastian  
ENGL4101W-Advanced Study: British Literature: Disability + Deformity  
INSTRUCTOR: Brenda Brueggemann  
The poster is a board game based on the play The Elephant Man by Bernard Pomerance. It highlights the struggles of disability as well as interactions and thoughts between the disabled characters and those who aren't.

INTERDISCIPLINARY: James Grindley  
ENGL 4101W: Disability and Deformity in British Literature 1600-present  
Instructor: Brenda Brueggemann  
This poster covers the literary occurrences of Epilepsy and how the condition is treated sociologically in a more positive light than other conditions covered in disability studies. Some of the reason for this could be because the major symptoms of Epilepsy could be "treated" through fasting, which is a scientific fact proved by modern physiological studies, but in Antiquity seems to have been the result of coincidence driven by Religious doctrine.

DIVERSITY/IDENTITY: Katherine Griffin  
ENGL 4101W: Disability & Deformity in British Literature  
INSTRUCTOR: Brenda Brueggemann  
This poster is an abecedary adaptation of Bernard Pomerance's play The Elephant Man. I focus particularly on the disability aspect, making it applicable to children, as a lot of children's literature does not do a good job of highlighting disability.

LOCAL COMMUNITY (HOME OR UNIVERSITY): Anna Neupert  
Writing Center tutor  
"Organization BEFORE the Outline" is a poster presentation on ways to organize thoughts, approach a writing prompt, and discover main points for a paper before constructing a typical outline.
NATIONAL ISSUES/CONNECTIONS: Ying (Fionna) Hao
ENGL 1004 INSTRUCTOR: Lisa Blansett
An analysis of Kowloon City as a "Contact Zone" in which different "cultures meet, clash, and grapple with each other, often in contexts of highly asymmetrical relations of power, such as colonialism, slavery, or their aftermaths as they are lived out in many parts of the world today" (Pratt 319).

BEST CONNECTION TO A CLASS THEME: Jami Zolotor
ENGL 4101W: Disability & Deformity in British Literature
INSTRUCTOR: Brenda Brueggemann
This poster focused on the idea of disability-related "inspiration porn" and how most texts and pop culture references reproduce it.

MOST INSIGHTFUL, IMPACTFUL: Xuan Ren
Course: ENGL 1010 INSTRUCTOR: Gabriel Morrison
This poster project demonstrates a black and white comic about my literacy narrative. The comic shows how I learned Chinese reading and writing by myself in my childhood.

In addition to the poster prizes, many of the other Aetna writing prizes were also recognized at the award ceremony. (see attached program book for the event.) Just over 150 people attended this event and for a first-time effort, it was quite successful. Plans are underway for an even bigger and better event next year on either April 9 or 11, 2019.

7. Meeting with UConn Foundation team about future goals and funding
On March 22, 2017 the Aetna Chair, Brenda Brueggemann, met at the UConn Foundation with the following people: Louis Bach (Corporate-University Relations); Sarah Fonts (Assistant Director, CLAS Development); Frank Gifford (Associate Vice-President, Development) Ed Liedke (Director, Fund Administration & Disbursement); Rachel Marshall (Director, CLAS Development). Topics of discussion at this meeting included:

- The status of current Aetna funds
- The impact and engagement of current uses of Aetna funds
- New initiatives and foci from the new/current Aetna Chair that especially include:
  - The Writing across Technology (WAT) initiative for first-year writing courses on the UConn campuses
  - The possibility of a Writing across Technology summer institute for Connecticut teachers, UConn faculty and graduate students, and other New England/Northeast institutions (modeled on the 15-year success of the Digital Media and Composition Institute at The Ohio State University)
  - Disability and global health (disparities) and human rights—a project called "Writing Disability Rights"
- Approaches and possibilities for new donors and support for the Aetna Chair of Writing/endowment
- The possibility of a renewed conversation with Aetna, especially as it moves toward a merger with CVS

8. Meeting with Aetna COO, Melenie Magnotta.
On April 17, 2018, the Aetna Chair met for lunch in downtown Hartford with Aetna Chief Operating Officer, Melenie Magnotta; Louis Bach, in corporate-university relations, at the UConn Foundation joined us. The meeting was intended to renew conversations and relationships with Aetna and to discuss what focus points and initiatives were forthcoming for them in their new merged future with CVS.
2017-2018 REPORTS to the Aetna Chair

Programs receiving Aetna Chair support/funds in 2017-2018 include the following:
The Connecticut Writing Project
The Creative Writing Program
The First-Year Writing Program
Graduate Student Awards
UConn Regional Campus Writing Programs
   Avery Point campus
   Hartford campus
   Stamford campus
   Waterbury campus
University Writing Center
Writing Prizes

The following is a summary of major reports:

~ The Connecticut Writing Project (CWP) ~
The Aetna Chair of Writing met with Connecticut Writing Project Director, Prof. Jason Courtmanche, twice during the 2017-2018 year in order to discuss ways to make the significant amount of funding ($24,000) for the Connecticut Writing Project (CWP) and its annual Summer Institute (as well as other events) even more impactful and known. Director Courtmanche’s sustained efforts to find and engage other sources of funding were also discussed.

In the summer of 2017, the CWP used $24,000 in Aetna funds along with $5,000 from a grant for Teacher Leadership from the National Writing Project to award 10 Fellowships for teachers to attend the Summer Institute. The impact of these funds extends far beyond the direct benefit to the 10 participating teachers as it also impacts the many Connecticut students they teach and interact with. Those who received funding for the Summer 2017 CWP Institute include: Emily Orkins and Shannon Bollard (UConn’s Neag School of Education's Integrated Bachelor's/Master's Program); Katy Blake, Hall High School; Ted Richmond, Montville High; Alicia Robinson, Wamogo Regional High School; Emma Smith (diploma program in Curriculum and Instruction at the UConn Neag School of Education); Melissa Batulevitz, Mansfield Middle School; Nikki Milewski, Manchester High School; Emma Czapinski, Ellington Middle School; and Sara Skubal, Montville High School.

~ The Creative Writing Program (Department of English) ~
The Aetna Chair of Writing met with Creative Writing Program Director, Sean Forbes, and other members of the creative writing program faculty on two different occasions during the 2017-2018 year in order to discuss the following four elements: (1) a more deliberate balance of events across the two semesters; (2) a possible return to a longer author-in-residence period (for 3 days rather than just the 2 days currently being used); (3) how to begin making use of the new Twain funds for a writer-in-residence in 2018-2019 (and who we might first pursue and invite for that inaugural residence); and (4) paying more thematic attention to Aetna authors invited over the course of a year so that there might be more cohesion between authors and events that would also then be integrated with other initiatives and programs on campus. The Aetna Chair of Writing attended all Aetna sponsored creative writing events listed below..

The Creative Writing Program hosted two Aetna Writers-in-Residence in Fall 2017. The first was fiction writer and translator Jeff Parker who gave a reading at the UConn Bookstore in Storrs Center on the evening of Tuesday, October 17th. On Wednesday, October 18th, he held four one-on-one tutorials with undergraduates and he visited Peter Constantine’s translation class. The second was poet Tara Betts who gave a reading at the UConn Bookstore on Wed. Nov. 1st and then on Thur., November 2nd, she held six one-on-one writing tutorials with undergraduates.

Aetna support was also provided for creative writing at UConn through:
• the printing and reception of the UConn Poetry Transportation project, Poetic Journeys;
• support for the printing and editorial production of The Long River Review, UConn’s award-winning art and literary journal in its 21st year now;
• the annual series of creative writing/art prizes: Aetna Graduate Creative Nonfiction Prize; Aetna Undergraduate Creative Nonfiction Prize; Aetna Translation Prize; Aetna Children’s Literature Prize; Long River Review Graduate Writing Award; Long River Review Art Award.

~ The First-Year Writing Program ~

The Aetna Chair of Writing works closely with the First-Year Writing (FYW) Program at UConn since she also currently serves as the Director of that program as well. While she meets weekly then in pre-established FYW staff meetings and other events the program carries out, she does not advise on the FYW budget request to the Aetna Chair. That request is discussed among the other FYW staff members and then formally submitted by Lisa Blansett, Associate Director, First-Year Writing Program. The report below is also submitted by Professor Lisa Blansett, Associate Director, FYW.

The Aetna Chair of Writing co-sponsored the thirteenth annual Conference on the Teaching of Writing on April 6, 2018. The theme of this year’s conference was “New Media, New Messages”—in keeping with the First-Year Writing Program’s new Writing across Technology (WAT) initiative. Each spring this conference brings a scholar of national prominence to campus, creates a regional forum for researchers in writing studies to deliver papers, and serves as a professional development opportunity for our own First-Year Writing instructors at Storrs and the regional campuses, as well as in the Early College Experience program. Our annual conference was a great success this year with just over 100 registrations and 16 sessions featuring 55 total presenters. Held Friday, April 6, at the Downtown Hartford campus, the conference featured a lunchtime keynote address, “One Hundred Years of New Media English Pedagogy,” delivered by Professors Jason Palmeri (Miami University of Ohio) and Ben McCorkle (Ohio State University, Marion).

~ Graduate Student Awards ~

Six (6) UConn graduate students received a $500 Aetna Travel and Research award in either Fall 2017 or Spring 2018. Winners of the 2018 Aetna Graduate Critical Writing Prize were: Anna Ziering, Dept. of English (American Literature, post-1900; gender, sexuality) for her essay: "The Novella as Virus: Masochistic Temporality and Utopian Possibility in Sacher-Masoch’s Venus in Furs"; and Meghan Burns (honorable mention), Dept. of English (American Literature, post 1900) for her essay: "Re-Performing the Sorrow Songs in The Souls of Black Folk." Winners of the 2018 Aetna Graduate Teaching Award in Writing were: Daniel Graham, Dept. of English (American Literature, 19th and 20th century) and Alex Gatten (honorable mention) Dept. of English (Romantic poetry, Queer theory)

~ Regional Campus Writing Programs ~

Because the current Aetna Chair of Writing is also the Director of UConn’s First-Year Writing Program overall, she has the opportunity to meet frequently with all of the regional campus writing program coordinators. The Aetna funds support various initiatives on several of the UConn regional campuses. For example, at Avery Point (under leadership by Dr. Pam Bedore) a monthly Friday Writing Retreat is hosted; 88 participants joined the six (6) different retreats in 2017-2018. At the Waterbury campus, with initiatives organized by Dr. Ellen Carillo), Aetna funds supported 3 key writing initiatives: (1) Academic Integrity Awareness Week (182 participants); (2) The Thank You Card Project (approximately 50 participants); and (3) the Digital Culture, Schooling, and the Class of 2032 Project: A Faculty/Staff Seminar with sixteen (16) faculty/staff participants. On the Hartford campus, under Dr. Scott Campbell’s leadership, an initiative for developing a place-based pedagogy for the First-Year Writing courses at the new Hartford Campus took place with 3 different “Writing Hartford” workshops:
Respectfully submitted,

[Signature]

Brenda Jo Brueggemann  
Professor, Department of English  
Aetna Endowed Chair of Writing  
Director, First-Year Writing Program

June 27, 2018