Academic Perspective on the State of Entomology in Academia and What It Takes to Excel Today and Survive in the Future

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Full Disclosure: Background

• Genetics & Entomology at UCD and UCB
• Texas A&M, Mississippi State
• Cornell University
• University of Adelaide, including Director of National Weed Mgt Centre
• Director, UC IPM (2003-2006)
• Dean, University of Melbourne
Key Int’l Trends in Academia

- Funding harder to earn (T&R)
- Depts getting merged and larger
- Philanthropic support critical
- Metrics for research funding, citations, teaching (student surveys), University rankings
- On-line education may change tertiary education dramatically
Every Academic Needs To Be A Triple Threat

• Strong Researcher
• Highly Effective and Engaging Teacher (beyond entomology, biology or ag)
• Engaged in Knowledge Partnerships/Transfer:
  - Must sell science generally and one’s own science in particular
  - Media training essential !!
Lessons from University of Melbourne and School of Land and Environment (MSLE)

• Importance of University Rankings and Strategies
• Advancement/Development
• Land grant model
• Online education
Financial stability of your University

Increased Funding for Research and Education

Recruit International Students

Times Higher Education World University Rankings

QS World University Rankings
Rankings: THE and SJTU?

- Times Higher Education
  Teaching 30%, Research (volume, income, reputation) 30%, citation 30%.

- QS World: 50-60% reputational

- Shanghai Jiao Tong (SJTU) Academic Ranking of World Universities (ARWU)
Land Grant Model

- Does not exist overseas
- Living without Land Grant Universities reminds one of their enduring value
- Reinforces the importance of applied research informing basic & *vice versa*
On-line Education

• Massive Open Online Courses (MOOCs): 300,000 for 7 courses!
• Coursera (Daphne Koller/Andre Ng)
• Entomology won’t have the massive draw of business, law, engineering
• Blended learning model on campus and off
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