



# Spotlight

## Former educator at ease with administrative role

By Michael Kulaga  
Of the Emerald

What is a former director of Harvard's Center for Moral Education, author of six books on education, and Olympic rowing coach doing coordinating academic-research activities at the University of Oregon?

At first glance, Dick Hersh, University vice president for research, seems out of place directing a university's research efforts. His education is in the liberal arts.

With a bachelor's degree in political science and history and a master's degree in social science and education from Syracuse University, and a doctorate in curriculum and instruction from Boston University, he seems a long way from home both geographically and academically.

But as Hersh explains, his experience as an educator and a department administrator has prepared him well for University administration.

Hersh's area of expertise is education. Specifically "it is concerned with how people learn a sense of morality," he says. "The research I've done in that area and the writing I've done on that is really an attempt to explain how schools impact moral development."

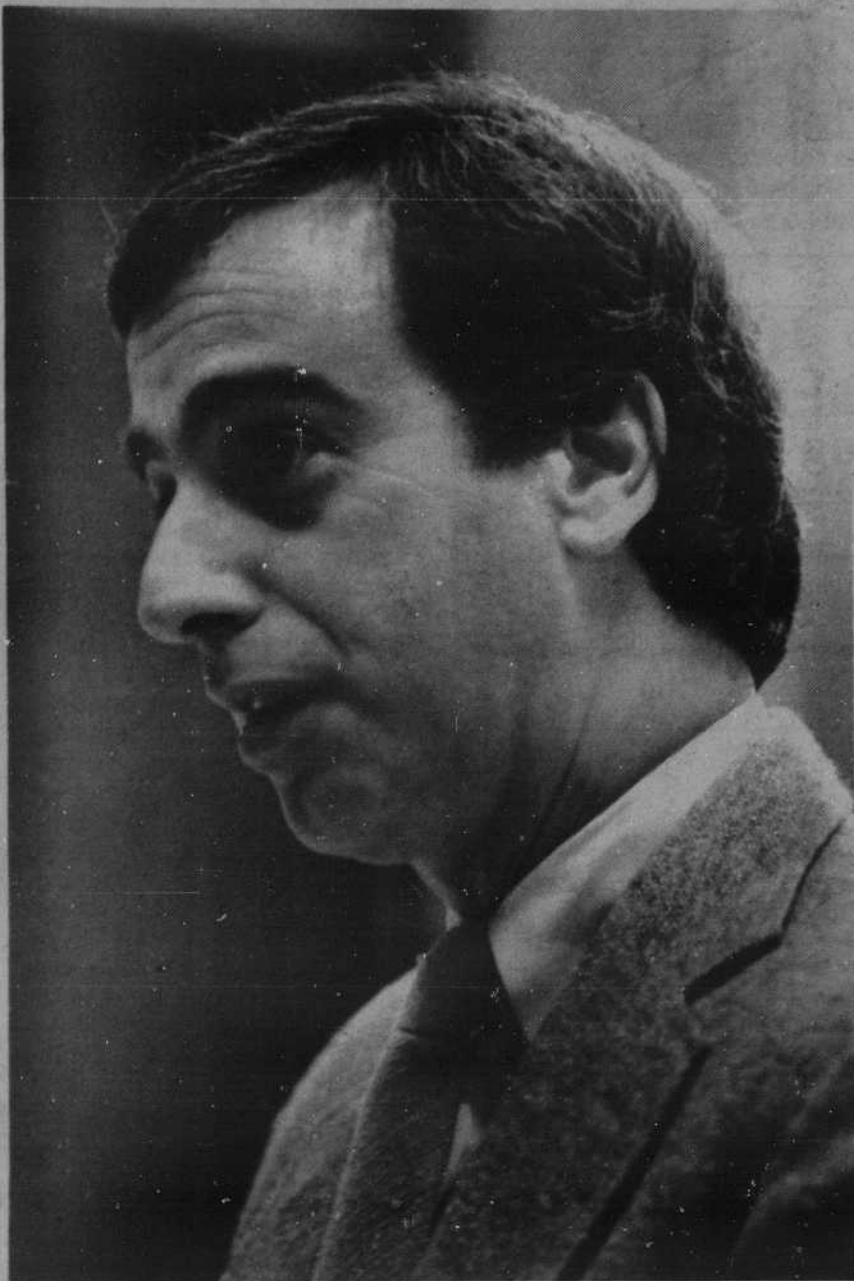
In his more recent work he has explored why some schools are more effective than others in teaching students. "So all the way through, my whole scholarship has been the concern for improving schools and improving teaching and learning," he says.

His transition from educator to administrator was not as abrupt as it may appear. From 1968 until 1974 Hersh served first as a professor in, and later as chairman of, secondary education at the University of Toledo. "That is where I really grew up in terms of going from an assistant to a full professor, going from a faculty member to an administrator," he says.

In 1974, after spending a sabbatical doing research at Harvard University, he was hired to direct the Center for Moral Education.

Hersh spent 1975 shuttling between Cambridge and Toronto, where he directed the University of Toronto's Moral Education Project, "directing two staffs, having two apartments, having two programs, and teaching in both places."

He moved to Eugene in 1976 where he assumed the position of associate dean of teacher



Dick Hersh

education at the University. And in 1980 he was appointed dean of the Graduate School and associate provost for research. The latter title was upgraded to vice president and made a separate position in February.

Hersh, 42, says his present job is different only in degree from the other positions he has held over the last 15 years. "As an associate dean for teacher education I was concerned with: How do you develop a better program? How do you develop excellence? How do you help faculty to do things they ought to be doing? How do you make sure students are being offered a much more rigorous and engaging program?"

"All those questions are questions that can get answered at the micro level or the macro level. The difference is one of degree not kind," he says.

As vice president for research, Hersh is responsible for overseeing faculty and graduate student research pro-

posals, grants and contracts. He also encourages faculty to pursue new areas of research at the University and acts as a liaison between the University and government, industry and professional organizations.

In the last year, he has concentrated on such projects as the Advanced Science and Technology Institute, a cooperative effort with Oregon State University and industry to promote research and economic development in Eugene and Corvallis; the riverside park proposal that would turn vacant land along the Willamette River into a high-tech industrial park; and increased funding for, and participation in, the humanities.

These projects are consistent with his belief that a university should blend the arts and humanities with the sciences and professions to promote the opportunity for a well-rounded education. They also underlie his belief that a University must

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