

Why University Professors Need University Studies

Objective	Theme	Why
1.	Information Literacy	Uncovering scoop on department chair in order to get plum assignments and avoid dreaded committee work
2.	Critical Thinking	Figuring out how to get paid for summer employment without actually teaching in the summer
3.	Communication Skills	Padding record of service without anyone being able to tell
4.	Lessons of the Past	Knowing why the previous professor in your "slot" did not get tenure in order to avoid that person's mistakes
5.	Other Cultures	Displaying diversity by taking two-hour lunches at the Indian restaurant buffet instead of Chinese; telling racist jokes about any number of ethnic groups
6.	Integration of Breadth & Depth of Knowledge	Using all knowledge, not just subject specialty area, to confuse, obfuscate, and bewilder
7.	Values	Holding all students and colleagues in equal disdain; lying consistently and accurately
8.	Aesthetics	Making sure flip-flops match before going to class
9.	Responsibility	Looking out for own interests first and foremost

Why University Deans and Provosts Need University Studies

Objective	Theme	Why
1.	Information Literacy	Uncovering scoop on at least two deans to ensure compliance in budget matters and complicity in personnel conflicts
2.	Critical Thinking	Parsing tasks and chores in order to best delegate the most onerous tasks to the most recalcitrant dean and/or chair as warranted
3.	Communication Skills	Eschewing lucidity for obfuscation at every opportunity, whether in person or in print; never answering a question directly, employing the "studies have shown" technique whenever pressed by media or colleagues
4.	Lessons of the Past	Knowing why predecessors were fired summarily
5.	Other Cultures	Travelling at university expense to exotic and expensive locations on fact-finding missions and/or study-abroad opportunity investigations
6.	Integration of Breadth & Depth of Knowledge	Demonstrating leadership by appointing hard-working and eager junior faculty to analyze, research, investigate, study, and/or plan.
7.	Values	Holding all students and colleagues in equal disdain; lying consistently and accurately
8.	Aesthetics	Furnishing and decorating office space with only the newest and finest furniture, accessories, ambient music, and technological gadgets of all kinds, whether or not you ever use them
9.	Responsibility	Assigning culpability for failures to the least able to fight back