

October 20, 2015

To: Alison Butler, AVC
Academic Personnel

Via: Melvin L. Oliver, Dean
Division of Social Sciences
College of Letters and Science

From: Maria Charles, Chair
Department of Sociology

Re: Merit Review of Professor John Baldwin

John Baldwin advanced to Professor VI in July 2010. At the time of his last review in 2012-13, the Department recommended, and Professor Baldwin received, an increase in off-scale supplement equivalent to one-half step with no change in step. The current review comes at the regularly scheduled time. Based on extraordinary records of teaching, pedagogical development, and campus and community service, the Sociology Department unanimously recommends an increase in off-scale supplement equivalent to one full step, with no change in rank or step.

This case was discussed at a meeting on October 14. Sociology faculty expressed great respect for Professor Baldwin's extraordinary commitment to teaching undergraduate students and appreciation for his many other contributions to the campus and the larger youth community. While the research record does not justify advancement in step, members of the faculty conveyed strong support for the equivalent (one-step) increase in off-scale salary. The vote for the proposed action, which would bring Professor Baldwin's total annual salary to \$146,700 (including \$23,900 off-scale), was 18 yes, 0 no, 0 abstentions, and 12 faculty not voting, 6 of whom are on leave. The number not voting is typical and not a reflection on this case: the Department has 3 jointly appointed faculty members whose primary service is in another department.

RESEARCH

John Baldwin is an internationally respected scholar of human sexuality, social psychology, and philosophical pragmatism who has devoted most of his time and attention in recent years to teaching and to the production of cutting-edge pedagogical materials related to human sexuality. Since his last review, he has published the third edition of a coauthored textbook (114), contributed to an instructional video (113), and redesigned his informational website on human sexuality (115).

The third, substantially expanded edition of *Discovering Human Sexuality* (114) was published in February 2015. Like the first two editions, this textbook was coauthored with neurobiologist Simon LeVay and senior lecturer Janice Baldwin. It provides an

interdisciplinary synthesis of the many dimensions of human sexuality and is designed to be accessible to students from diverse backgrounds. The Baldwins' contribution to the originally more biologically-focused product is evident in the book's coverage of the sociological and psychological dimensions of human sexuality. *Discovering Human Sexuality* is the assigned text for John and Janice Baldwin's tremendously successful undergraduate lecture course.

"Kissing: A short documentary" (113) is a student-produced instructional video exploring why humans kiss. Professor Baldwin appears in the video and provided some of the unifying ideas. The website, SexInfoOnline.com (115), was launched by John and Janice Baldwin in 2001 (97) and has been redesigned to offer accurate, up-to-date, and accessible information on human sexuality to over 300,000 users per month in over 200 countries. The content is updated continuously by advanced undergraduate students working under the Baldwins' supervision.

TEACHING

The standard annual teaching load in Sociology is four courses. During this three-year review period, Professor Baldwin again voluntarily exceeded this standard. Each quarter he continued to co-teach with Janice Baldwin three undergraduate courses on human sexuality (Sociology 152A, 152B and 152C), receiving .5 credit each for Soc152A and Soc152B and no credit for Soc152C. In addition, he taught undergraduate lecture courses on either pragmatism (Soc185P) or socialization (Soc142, Soc142A) nearly every quarter during the review period, with one new course preparation (Soc142A, Advanced Studies in Socialization) in Spring 2013. This surplus teaching reflects Professor Baldwin's deep commitment to undergraduate education. Despite very large enrollments, he is a generous and accessible instructor, holding four to eight office hours per week, and meeting individually with hundreds of students each quarter.

In his signature "Human Sexuality" (Soc152A), co-taught with Janice Baldwin since 1975, Professor Baldwin treats a broad range of culturally-fraught topics with sensitivity and openness. Serving approximately 600 students per session, it is one of the largest courses on campus and it is known internationally for its pedagogical quality and innovativeness. The Baldwins update lectures and visual materials continuously, including through their own surveys on the behavioral patterns of UCSB students. Sociology 152B is an honors seminar that draws approximately 18 of the top students from the lecture course. Sociology 152C is even more selective, drawing 20 of the top students from several previous honors seminars and giving them an opportunity to write and post content on the SexInfoOnline website. Taken together, this Soc152 sequence provides a unique approach to undergraduate pedagogy, moving from introductory training in a large lecture setting to the grooming of high-achieving students for participation in international knowledge dissemination.

Because teaching evaluations have been so consistently stellar over the years, ESCI scores are not collected in Soc152A for all quarters. The last evaluations, in Winter 2015, show

mean scores ranging from 1.0 to 1.3 for instructor and course; medians are 1.0 across the board. Evaluations for John Baldwin's sole-taught courses on socialization and pragmatism (Soc185P, Soc142, Soc142A) are likewise stellar, with approximately 80 percent of students rating his teaching and courses as excellent. This far exceeds scores for the department (which are themselves high). Students' written comments also reflect a high level of enthusiasm and appreciation, describing Professor Baldwin's courses as "amazing," "informative," and "great life lessons." Large numbers describe the course and instructor(s) as their "favorite" or "best" at UCSB.

Professor Baldwin directs his mentorship toward undergraduate students, to whom he offers a great deal of individual and small-group attention, frequently supervising undergraduate projects and research papers. Through his undergraduate seminars and support for graduate and professional school applications, he plays a key role in the training of many future teachers and professionals in the field of human sexuality. During the current review period, Professor Baldwin served on no MA or PhD committees; graduate students have rarely sought him out in recent years – perhaps because his approach to understanding human behavior does not align with their generally more cultural interests.

PROFESSIONAL ACTIVITIES

John Baldwin serves on the advisory board of the *Annual Editions* series on human sexuality, and he is a regular reviewer of manuscripts, especially for *The Journal of Sex Research*. Sociology 152A, continues to receive national and international recognition for its pioneering pedagogical style over four decades. Submitted with this case is an excerpt from a feature article on the course that was published in 2009 on the front page of the *Los Angeles Times* and reprinted in edited volumes on human sexuality in 2011 and 2013.

CAMPUS/UNIVERSITY, DEPARTMENTAL, AND COMMUNITY SERVICE

Professor Baldwin is a longstanding member of the Department's Undergraduate Program Committee, and he is an important resource in that capacity. His commitment to undergraduates, and youths more generally, can also be seen in the numerous educational talks and presentations on sexuality, health, and drugs that he delivered on campus and in the Isla Vista community during the current review period. These include presentations at Parents and Family Weekends, at campus residence halls, and at an event held at the 2015 All Gaucho Reunion to mark the 50th anniversary of the Sociology Department. In addition, Janice and John Baldwin delivered to overflowing crowds the Associated Student's "Last Lecture" – an honor normally reserved for retiring faculty. The informational website, SexInfoOnline, serves a vital educational service locally and globally, as do the Baldwins' surveys of UCSB students. The latter provide data that are useful for campus efforts to understand patterns of sexually transmitted infections and help students separate fact from fiction about sex and relationships at UCSB.

CHAIR'S SUMMARY

John Baldwin is an internationally respected scholar of human sexuality, social psychology, and philosophical pragmatism who has devoted most of his time and attention in recent years to teaching and to the production of educational materials related to human sexuality. Based on extraordinary records of pedagogical development, classroom teaching, and campus and community service, the Sociology Department unanimously recommends an increase in off-scale supplement equivalent to one full step, with no change in rank or step. The proposed action, which would bring Professor Baldwin's salary to \$146,700 (including \$23,900 in off-scale), was discussed at a faculty meeting on October 14. Sociology faculty expressed great respect for Professor Baldwin's extraordinary commitment to teaching and undergraduate students and appreciation for his many other contributions to the campus and the larger youth community. The vote was 18 yes, 0 no, 0 abstentions, and 12 faculty not voting, 6 of whom are on leave.