

**LAFAYETTE**

# Policy Studies Program

## Annual Report 2008

### A Distinctive Experience

Lafayette is uniquely positioned in its standing among America's leading liberal arts colleges for its strictly undergraduate focus that offers the best in liberal arts programs AND engineering.

Lafayette's approach to teaching and learning goes well beyond traditional classroom methods. Through active-learning experiences in small-group seminars, student-centered team projects, independent study, student-faculty research, study abroad, and internships, students have the opportunity to cross academic boundaries in the arts, sciences, and engineering.

A combination of programs and characteristics make Lafayette truly distinctive and unique.

These include:

- Strictly undergraduate focused
- The very best in liberal arts courses AND engineering
- Growing its exceptional faculty by nearly 20%
- Unparalleled opportunities for undergraduate research with faculty
- Exceptional academic opportunities and alumni connections afforded by proximity to New York City
- The ideal size
- Division I programs in 23 varsity sports
- A transforming experience, where great minds wind up

**LAFAYETTE**

### POLICY STUDIES PROGRAM

307 Ramer History House  
718 Sullivan Road  
Lafayette College  
Easton, PA 18042

610.330.5921

Fax: 610.330.5176

Email: [crainm@lafayette.edu](mailto:crainm@lafayette.edu)







**ON THE COVER:** Scenes from *Lafayette Electoral College*. The two-hour, student-produced Election Night Broadcast aired live from Farinon College Center Nov. 4, reaching a potential audience of more than 500,000 people in the Lehigh Valley and suburban Philadelphia and on campus. It was viewed worldwide on the Internet.

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Before the Election Night Broadcast, hundreds of students gathered in Farinon Center for a "Political Party." A capella groups and dance teams performed, and WJRH, the student radio station, played music to create an atmosphere of excitement as many students participated in their first presidential election.

## **THANK YOU!**



The Policy Studies Program would like to thank **Christopher G. Caine '78**, vice president for governmental programs at IBM Corp., for establishing the Caine Scholars Award. We are grateful for his enthusiasm and continuous support of the program.



**Peter G. Jacoby '81**, vice president of federal relations at AT&T, donated tickets to President Barack Obama's inauguration and inaugural ball for the winner of the Election Forecasting Contest. We thank Peter for this generous gift.



A gift from Lafayette Trustee **Bruce Maggin '65**, principal of the H.A.M. Media Group, LLC provided the support necessary for the 2008 Election Night Broadcast. We offer him our sincere thanks.



The Policy Studies Program is grateful to **J. Peter Simon '75**, co-chairman, W.E. Simon & Sons, for his generous financial contribution in 2008. His good counsel comes at critical times; we are fortunate to have such a friend.

## **LAFAYETTE**

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rule (then delete the yellow rule)



## FROM THE CHAIR

Faced with a recession and the worst financial market conditions in 75 years, the U.S. electorate rendered a decisive message in 2008: Do something! This message came from millions of Americans who lost their savings, homes, health care, and jobs. The “something” we can expect Washington to do is a panoply of policies that move us away from a market-driven economy to a politically-driven economy. The massive scale of government spending and the extraordinary political directives now underway reflect the prevailing dogma that markets failed to function adequately, requiring government corrective action in a host of sectors: financial services, housing, carmakers, energy, education, telecommunications, and healthcare, to name notable examples.

This realignment of resources and responsibilities from the private sector to the public sector deserves intensive scrutiny. Is it justified? Will it work? What are the alternatives? Does history provide lessons? What are the long-run implications? Who wins? Who loses?

The Policy Studies Program is designed to address critical questions such as these, ones that cut across the boundaries between politics, policy, business, science, engineering, economics, and history. Our program continues to foster an intellectual climate for informed and reasoned discussion among students, faculty, business leaders, think-tank experts, and policy makers about the critical issues confronting global societies. A unique and important contribution of our academic enterprise is to provide an open-minded venue for such conversations.

### 2008 Highlights:

**Erik Peterson**, senior vice president of the Center for Strategic and International Studies, presented “The Seven Revolutions,” identifying the most important drivers of change.

**Charles Hugel ’51**, retired chairman of RJR Nabisco, led a discussion of *Barbarians at the Gate*, the best-selling book about the legendary battle for control of RJR Nabisco.

**Benjamin Ajak**, a survivor of the Darfur genocide; professors Nicole Crain and David Stifel; and librarian Marilyn Kann led a workshop on Darfur that attracted nearly 100 educators.

**Stuart Taylor Jr.**, author, *Newsweek* contributing editor, and *National Journal* columnist, reviewed the case of the Duke lacrosse players who were wrongfully indicted for rape in 2006.

**Chris Caine ’78** endowed the Caine Scholars Award to encourage the next generation of global U.S. leaders by providing an annual \$5,000 internship stipend to a Policy Studies major.

**Industry, Strategy, and Policy**, a core course for Policy Studies majors, hosted 12 distinguished guest commentators who brought professional perspectives on the global economy.

**Lafayette Electoral College**, the student-run, live election-night broadcast, was available to 500,000 viewers on cable television and around the world on the Internet.

These and other achievements were made possible by gifts from four extraordinary Lafayette alumni, J. Peter Simon ’75, Bruce Maggin ’65, Chris Caine ’78, and Peter G. Jacoby ’81. The faith they show in our enterprise is moving. The members of the Policy Studies Alumni Steering Committee, chaired by Fred Benson ’59, continue to offer their time and talents, which enriches every aspect of the program.

W. Mark Crain



## STEERING COMMITTEE

### Fred Benson '59, Chair

Benson Capitol Commentary

### Chris Caine '78

Vice President, Governmental Programs,  
IBM Corporation

### Pamela Gaary Holran '88

Attorney and Member, Lafayette College  
Board of Trustees

### Peter Holran '87

Vice President for Public Relations and Government  
Affairs, TASER International, Inc.

### William Kirby '59

Former Executive Director, Search for Common  
Ground in the Middle East, and Former President,  
American Foreign Service Association

### Bruce Maggin '65

Principal, The H.A.M. Media Group, LLC, and  
Member, Lafayette College Board of Trustees

### Arthur Rothkopf '55

Senior Vice President and Counselor to the  
President, U.S. Chamber of Commerce, and  
President Emeritus, Lafayette College

### Riley Temple '71

Principal, Temple Strategies, and Member Emeritus,  
Lafayette College Board of Trustees



*"Investigating blue sky laws and financial market regulations as part of a student-faculty research team at Lafayette provided valuable experience that I now use in determining a firm's exposure to bankrupt companies."*

ANTHONY SEPE '08  
CONSULTANT, REGULATORY &  
CAPITAL MARKETS  
DELOITTE & TOUCHE LLP

## FACULTY ADVISORY COMMITTEE

*The responsibilities of the Policy Studies Faculty Advisory Committee are to advise the chair of the program on courses that make up the program, on requirements for majors, and on other issues relating to the administration of the program.*



Nicole Crain



Mary Toulouse

### W. Mark Crain, Program Chair

William E. Simon Professor of Political Economy

### Susan L. Averett

Charles A. Dana Professor and Department Head,  
Economics and Business

### Paul D. Barclay

Associate Professor of History

### Rose Marie L. Bukics

Thomas Roy and Lura Forrest Jones Professor of  
Economics and Business

### Nicole V. Crain

Visiting Professor of Economics and Business

### Dru Germanoski

Dr. Ervin VanArtsdalen '35 Professor of Geology  
and Department Head, Geology and Environmental  
Geosciences

### D.C. Jackson

Professor of History

### Sharon A. Jones

Professor of Civil and Environmental Engineering  
and Director, Engineering Division

### William Jemison

Associate Professor of Electrical and  
Computer Engineering

### David H.P. Shulman

Associate Professor of Anthropology and Sociology

### Helena Silverstein

Professor and Department Head,  
Government and Law

### Mary Toulouse

Director, Foreign Languages and Literatures  
Resource Center

## PROGRAMS AND ACTIVITIES



### **"The Seven Revolutions," a workshop by Erik Peterson** February 2008

Erik Peterson, senior vice president of the Center for Strategic & International Studies, Washington, D.C., presented a workshop for Policy Studies majors that focused on the long-term implications of global trends facing the world. The Seven Revolutions Initiative maps key trends that will effect change out to the year 2025.



### **Stuart Taylor, Jr. on "The Duke Lacrosse Case"** March 2008

Stuart Taylor, Jr., author, *Newsweek* contributing editor, and *National Journal* columnist, lectured on "The Duke Lacrosse Case: A Window into the Shameful Bias and Dishonesty of Many Professors and Journalists." He reviewed the facts of the case, in which Duke University lacrosse players were wrongfully indicted for rape in 2006.



### **"Darfur: Tragic Lessons and How to Convey Them," a workshop for educators** March 2008

Policy Studies' workshop "Darfur: Tragic Lessons and How to Convey Them" attracted nearly 100 educators. Benjamin Ajak, a survivor of the genocide in Darfur and author of *They Poured Fire on Us From the Sky*, was the keynote speaker.

Lafayette professors Nicole Crain and David Stifel, research librarian Marilyn Kann, and other invited experts mapped out the history, consequences, and possible solutions to the genocide and placed it in the context of other instances of genocide in world history. Attendance qualified educators for continuing professional education credits. Participants were provided instructional materials created by eminent scholars at the Watson Institute for International Studies at Brown University.



Nicole Crain



David Stifel



Marilyn Kann

"Yesterday on the subway a man was reading *Barbarians at the Gate*. I told him that I read the book for one of my classes at Lafayette, and that Charles Hugel came to speak to us about the Nabisco story. The man was amazed and impressed at how far the Lafayette professors go to get the students involved in their studies."

— SUZANNE LYNCH '08  
JHCOHN ACCOUNTING, AUDIT STAFF



### **Charles Hugel '51 on "Barbarians at the Gate: Reflections on the Fight for RJR Nabisco"** March 2008

Charles Hugel '51, retired chairman of RJR Nabisco and chief executive of Combustion Engineering, discussed the legendary battle for control of RJR Nabisco – which stood for nearly a decade as the biggest leveraged buyout of all time – as documented in *Barbarians at the Gate: The Fall of RJR Nabisco*, the *New York Times* best-seller by

Bryan Burrough and John Helyar. A podcast of his remarks may be downloaded from the Policy Studies website.



### **"The Inside Scoop: The Financial Implosion of Freddie Mac (and What it Means for the U.S. Economy)"** October 2008

Ed Golding, vice president of Freddie Mac and father of Lafayette student Joseph Golding '10, addressed the financial implosion of Freddie Mac. The talk was co-sponsored by the Department of Economics and Business and the Policy Studies Program.



### **Seminar on Career Opportunities in State and Local Government** November 2008

With the co-sponsorship of the Policy Studies Program and the Department of Government and Law, the Meyner Center for the Study of State and Local Government hosted a seminar for students on career opportunities in state and local government. Among the presenters were Robert Freedberg '66, Pennsylvania Superior Court judge; Robin Wiessmann '75, treasurer of the Commonwealth of Pennsylvania; and Robert Lieber, the City of New York's deputy mayor

## FEATURED COURSE: INDUSTRY, STRATEGY, AND POLICY

### Policy Studies 300, Industry, Strategy, and Policy (Spring 2008)

This core requirement for Policy Studies majors is designed to provide students with a unique opportunity to learn about the major sectors of the global economy. Student teams research these sectors and prepare a report and a class presentation. Guest commentators, mostly Lafayette alumni, provide comments and feedback to students and offer their perspectives on the sectors. Students also prepare a short video to highlight their assigned sector. A student-anchored compilation of these videos, created with the assistance of Toby Maynard in the Office of Public Information, is available on the Policy Studies website.

*"This class gave me an inside look at the different strategies behind successful companies in various industries ranging from healthcare to information technology. It was exciting to hear first-hand about the risks various companies took, how innovation shaped their business, and the challenges that lie ahead in the future."*

KELLY SENDELSKY '10

#### GUEST COMMENTATORS



**Ann H. Barnett '74**  
Director of Business  
Operations  
IBM Global Service Delivery  
*Information Technology and  
Computer Services*



**Samuel R. Chapin '79**  
Vice Chairman  
Merrill Lynch & Co.  
*The Credit Crisis and its  
Fallout*



**Robert S. Becker**  
Vice President,  
Business Development  
VaxInnate Corporation  
*Biotechnology*



**Susan Fox '88**  
Vice President, Government  
Relations  
The Walt Disney Co.  
*Broadcasting*



**Fred S. Benson '59**  
Benson Capitol Commentary  
*National Defense and  
Homeland Security*



**Peter G. Jacoby '81**  
Vice President – Director,  
Congressional Affairs  
AT&T  
*Telecommunications*

#### GUEST COMMENTATORS



**Harold N. Kamine '78**  
Chairman  
Kamine Development  
Corporation  
*Energy*



**Leon M. Wagner '75**  
Chairman  
GoldenTree Asset  
Management  
*Financial Services*



**Paul M. Needham**  
Professor  
Industrial College of the  
Armed Forces  
National Defense University  
*Transportation*



**Sandra J. Weiss, Esq.**  
Partner  
Tallman, Hudders, &  
Sorrentino  
*Healthcare: Provider  
Strategies in Historical  
Perspective*



**Marc L. Preminger '71**  
Retired Senior Vice President  
and Chief Financial Officer  
Cigna Healthcare  
*Healthcare: Financing  
and Insurance*



**Robert L. Yohe '58**  
Retired Vice Chairman and  
Director  
Olin Corporation  
*Manufacturing*



# LAFAYETTE ELECTORAL COLLEGE

Election Night Broadcast '08



**"The ultimate goal for the election broadcast was to provide a broad-based learning experience,"** said Mark Crain, Simon Professor of Political Economy and chair of Policy Studies.

**ABOVE:** Political analysts Jeffrey Robinson '80, partner in the Washington law firm of Baach, Robinson & Lewis (L-R), and Christopher Haight '09 and results anchor Jayne Miller '10.

**RIGHT:** Cassandra Bradley '09, Blog Watch moderator



*"The 2008 U.S. election cycle provided our students with a unique opportunity to confront the critical issues shaping the future. We wanted to use the broadcast to channel energy and engage as many people as possible in the political process."*  
— MARK CRAIN





## LAFAYETTE ELECTORAL COLLEGE



Originating from Farinon College Center, Lafayette's second live, student-produced election-night broadcast aired from 9-11 p.m. November 4, reaching a potential audience of more than 500,000 people in the Lehigh Valley and Delaware Valley (suburban Philadelphia) on RCN and reaching the College audience on the campus cable system. It could be viewed worldwide on the Internet.

A trio of student news anchors and a team of correspondents provided updated returns, interviews, analyses, and commentaries covering the results

from the Presidential and Congressional races. The telecast offered viewers coverage "with a more youthful and edgy feel" than that of the major networks, said Mark Crain, Simon Professor of Political Economy and chair of Policy Studies.

Crain said the ultimate goal was for the election broadcast to go beyond an extracurricular activity and provide a broad-based learning experience. More than 300 students worked on aspects of this year's show, researching the issues and candidates, and creating pre-recorded segments. Dozens of faculty and staff members also took part.

"The 2008 U.S. election cycle provided our students with a unique opportunity to confront the critical issues shaping the future. We wanted to use the broadcast to channel energy and engage as many people as possible in the political process," Crain said. "Ten classes were officially involved, and it is interesting to note that Lafayette, a liberal arts and engineering college with only 2,400 students, does not have a broadcasting or journalism major."

Before the telecast, hundreds of students gathered in Farinon Center for a "Political Party." A capella groups and dance teams performed, and WJRH, the student radio station, played music to create an atmosphere of excitement as many students participated in their first presidential election.

## 2008 ELECTION NIGHT BROADCAST EVENTS

### Political Bracketology

On Oct. 31, Policy in Action hosted "Bracketology: Political Style" to help students from all departments learn more about the races, issues, and major trends of the 2008 election. Student political experts covered everything from House races to the very top of each ticket. The object was to help students increase their odds of winning the Election Forecasting Contest, which involved predicting the winners of selected U.S. Senate and House races and forecasting the outcome of the Electoral College vote in selected states. Student hosts included Courtney Bryan '10, Nick Graham '09, Christopher Haight '09, Amanda Leone '10, and Rob Lynch '09.

### Interviews



An interview with the broadcast's co-host Stephanie Kramer '09 aired during the Lafayette Sports Network's telecast of the Lafayette football game at Fordham Oct. 25. Stephanie auditioned for the role of a co-host in Spring 2008. "The broadcast has been an ongoing process, and students from several different majors are involved," she said. "It has been a great advertisement for the whole student body. They went out of their comfort zones to take on independent roles to be part of the broadcast."



An interview with Lafayette Trustee Bruce Maggin '65, the 2008 Election Night Broadcast's financial supporter, aired during the Lafayette Sports Network's telecast of the Lafayette football game at Columbia Oct. 11. "With limited resources, Dr. Crain has rallied a team of over 300 students to plan another election night broadcast," he said. "This is going to be a terrific experience for the school. Mark has assembled faculty from virtually every department to become a part of history as the issues in this election touch on every discipline."



An interview with broadcast's results anchor, Jayne Miller '10, aired on the *TEMPO PublicSquare* program on PBS 39, the PBS-TV affiliate in the Lehigh Valley. Using words like "student unity, energy, and excitement," she noted that this presidential election was the first for many young voters and that many student organizations – including the College Republicans, College Democrats, speech and debate team, and student newspaper – came together to discuss the issues leading up to the election.



## Bringing All the Parts Together

There are no “typical” Lafayette students.

By Amada Leone '10  
October 2008



Contrary to popular belief, Lafayette’s arch rival is not a Mountain Hawk from Bethlehem. As a college community, we face a tougher and greater challenge. Although we can be proud of the College’s academic strength, small class sizes, and exceptional faculty, the challenge of diversity has long been Lafayette’s kryptonite. Too often, Lafayette students are stereotyped as belonging to a certain demographic, and too often, people from the outside view us as being “the same.”

To refute these statements, however, you need look no further than the students hauling video cameras and tripods across the Quad. Over the past few weeks, Lafayette has been sparked with political activism as students of different interests, opinions, and experiences have dedicated their time and talents to the 2008 Election Night Broadcast. Whether the role is anchor, analyst, or podcast producer, we will all come together to make the broadcast a success.

The broadcast highlights the diverse talents of the Lafayette community. Majoring in anything from economics and business to geology, or international affairs to art, students from a broad range of departments and academic backgrounds demonstrate the strength of Lafayette’s diversity.

I, too, have had the opportunity to demonstrate the diverse aspects of my double major in art and government & law. In the past, I have been lost for words when asked how these majors relate. Through the broadcast, however, I have been able to contribute my experience in both fields. As political director, I will be relaying House, Senate, and Presidential race results and visuals to our anchors and political analysts on air. I also have had the opportunity to contribute to the production artistically, helping to create a logo and identity for the broadcast and acting as liaison between Professor Lew Minter’s art students and Professor Mark Crain’s elections class.

So, is diversity really a weakness at Lafayette? Are we really all the same? The truth is there are no “typical” Lafayette students. We come from different backgrounds, have different ideas, and certainly have our unique strengths. Still need convincing? Tune in to the Election Night Broadcast. The diverse talents and interests – political, economic, social, geographical, and journalistic – of Lafayette students will resonate as clearly as the broadcast itself.

*Leone, of Easton, Pa., also is a varsity basketball player.*

## Back in the Anchor’s Chair

I know what I’m talking about now, and it’s wonderful!

By Jayne Miller '10  
October 2008



Sitting in the anchor’s chair for the first election broadcast in 2006 was completely terrifying, completely thrilling, and completely addicting. As a first-year student, I had no idea it would set the tone for my three years to follow, including finding my way into the policy studies program and getting another chance to sit in the anchor’s chair. But here I am again, terrified, thrilled, and itching to go live.

After I read my job description for the 2008 broadcast, I decided to hit the books harder this time. I received notice that I would be the returns anchor, playing the role of Vanna White with a Smart Board – complete with maps to chronicle the election results – offering commentary and analysis alongside two peers. I’d be standing, pointing, talking, interviewing, and delivering results all at once. And most of it would be unscripted!

This completely threw me at first, but I quickly learned I was not alone. With the help of WFMZ-TV news anchor Nancy Werteen, Professor Mark Crain, and fellow policy studies major Chris Haight '09, this role now seems completely doable. A slew of Tuesday morning training sessions, numerous *Wall Street Journal* articles, and lots of time with CNN and Fox News is making this happen. I know what I’m talking about now, and it’s wonderful! Want to talk swing states? Key voting demographics? Big Senate races? Bring it on.

One of the reasons we’ve seen success so soon is the formation of a class to accompany the broadcast. Every week, we all sit down and work together to make this project happen. I have more confidence because of this time together.

The class also has allowed me to stretch my broadcast journalism muscles by making a news package that will air Nov. 4. Haight, Jason Pang '10, and I interviewed Washington lobbyists about reform in the 2008 election. In one weekend, I interviewed the Chamber of Commerce vice president, learned how to use state-of-the-art video equipment, and was asked several times if I was with a professional news team – all in my favorite city. I can’t wait to see what our final project looks like. All of us are proud of the work we’ve done.

Until we go live, you can find me in our mock TV studio in Conway House, practicing with my team, or on campus, lugging video equipment (yes, I’m that girl). Am I still a little terrified? Yes, but I like to believe a little bit of nerves is a good thing.

*Miller, of Bethel, Pa., also is news editor of The Lafayette and director of the Marquis Players’ production of Disney’s High School Musical.*

## DRESS REHEARSAL



Mike Werteen, senior vice president and general manager, New Century Productions



Amanda Leone '10 (left), political director of *Lafayette Electoral College*, and Kaela Mahon '09, one of the producers



**ABOVE:** (L-R), Jeffrey Cumming '10, Daniel Stefan '10, Justin Kamine '11, and Jeffrey Katz '10



**LEFT:** WFMZ-TV news anchor Nancy Werteen

## ELECTION BROADCAST REFLECTION LUNCHEON



WPVI-TV Philadelphia Action News anchor Jim Gardner

on the telecast as a “once-in-a-lifetime academic opportunity,” adding, “What you did was astoundingly good.”

There also was a slideshow of pictures from the broadcast’s dress rehearsal and from election night in Farinon. A video documenting the effort put into the broadcast was shown as well as a video summarizing the broadcast and the people involved.

## ELECTION FORECASTING CONTEST



Darlene Cerullo '11 won the Election Forecasting Contest, in which students predicted the outcomes of Senate and House races and the Electoral College vote in selected states. She received \$1,000 plus tickets to the Jan. 20 Inauguration of President Barack Obama and tickets to an Inaugural Ball. The tickets were provided courtesy of Peter Jacoby '81, vice president and director of congressional affairs for AT&T.



## IN THE NEWS



### Caine Scholars Award

Chris Caine '78, vice president for governmental programs at IBM Corp., established the Caine Scholars Award in Global Leadership, Business, and Policy, which provides a \$5,000 summer internship stipend for a Policy Studies major. "I am honoring my father, Anthony Caine '38, and doing what I can to develop the next generation of global U.S. leaders who have an appreciation for public policy and business in a global environment. What better way to achieve these two goals than creating an award at Lafayette that benefits a student majoring in Policy Studies?" said Caine, pictured above at right with President Daniel H. Weiss (L-R) and Mark Crain. He was instrumental in the creation of the Policy Studies Program and has served on the Policy Studies Alumni Steering Committee since its inception.



### Christopher Haight '09, first recipient of the Caine Scholars Award

"My internship at the Center for Strategic and International Studies (CSIS) offered an unparalleled opportunity for me not only to work within a policy institution but also hear first-hand from leading policymakers, including foreign leaders and U.S. legislators and former cabinet members. I'm not sure one could achieve a more educational or valuable experience at such an early stage in a career."

### Policy in Action Student Club Established

Policy studies majors organized a new student group called Policy in Action to promote student and faculty involvement in policy endeavors, which is open to the Lafayette community. This is now an officially recognized campus organization and receives a small annual budget from Student Government. Fred Benson '59, chair of the Policy Studies Alumni Steering Committee, spoke to the club members in March.