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

POLICY STUDIES PROGRAM
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Easton, PA 18042

610.330.5921
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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 500,000 people in the Lehigh Valley and suburban Philadelphia and on campus. It was viewed worldwide on the Internet.

Before the Election Night Broadcast, hundreds of students gathered in Farinon Center for a “Political Party.” A cappella 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.

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 him 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.

Peter G. Jacoby ’81
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.


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
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
Visiting Professor of Economics and Business

Dru Germanoski
Dr. Ervin VanArtsdalen ‘35 Professor of Geology and Department Head, Geology and Environmental Geosciences

Mary Toulouse
Director, Foreign Languages and Literatures Resource Center

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

Anthony Sepe ’08
Consultant, Regulatory & Capital Markets
Deloitte & Touche LLP

“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.”

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
“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.

“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.

Charles Taylor, Jr. on “The Duke Lacrosse Case”
March 2008

Charles 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.

“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.

“Darfur: Tragic Lessons and How to Convey Them,” a workshop for educators
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“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

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.

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
Vaxinmate Corporation
Biotechnology

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

Fred S. Benson ’59
Benson Capital Commentary
National Defense and Homeland Security

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

Harold N. Kamine ’78
Chairman
Kamine Development Corporation
Energy

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

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

Leon M. Wagner ’75
Chairman
Goldentree Asset Management
Financial Services

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

KELLY SENDELSKY ’10

“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.”

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KELLY SENDELSKY ’10
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.

“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

Logo designed by Amanda Smith ’10 and Amanda Leone ’10
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.

To 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

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

ELECTION BROADCAST REFLECTION LUNCHEON

To reflect on the election-night telecast, Policy Studies hosted a luncheon forum December 2 for students, faculty, and staff who took part in the telecast. Jim Gardner, the dean of Philadelphia television news anchors, led a discussion on broadcast journalism, national politics, and other topics. For 31 years Gardner has been the 6 p.m. and 11 p.m. anchor for Action News on Channel 6, the ABC affiliate in the nation’s fourth-largest TV market. He praised the students’ work 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.