

LAFAYETTE

POLICY STUDIES PROGRAM

ANNUAL REPORT 2010





Andy Panko '11 on the set of
The Vibe student news show.



FROM THE CHAIR

“GREEN ROOM TO THE REAL WORLD”

“Green room” evokes the image of a performer preparing to enter the set, isolated from distractions, getting into the mental zone. It provides a time and place to anticipate, plan, and rehearse the sequence of events about to unfold.

A green room to the real world is a fitting metaphor for the policy studies program: a time and place for students to practice and hone the skills necessary for good decision-making as they prepare to launch their lives after Lafayette.

Our green room strategy is working. Policy studies majors are succeeding in a highly competitive global marketplace. **Max Kalman '11**, who in May will launch his career in investment banking at Bank of America Merrill Lynch, puts it this way: “the curriculum stresses creativity and innovation in the global marketplace . . . many courses require students to take leadership positions in teams, which forces us to consider alternative solutions to real-world problems.” **Jayne Miller '10**, who was selected as a Leadership Fellow at the Pew Charitable Trusts, writes: “My job is tailored to my policy studies major in every way.” **Kimberly Moogalian '10**, who in May will receive her M.A. in accounting at Virginia Tech and start her career with Deloitte in Washington, D.C., states: “. . . the market has truly come to love students like me with a policy background.”

Max, Jayne, and Kimberly are joined by a host of impressive policy studies graduates whose talent, skill, and ability to add value is being recognized by major global organizations. Their large investment in a Lafayette education is facilitating their desire to accomplish great things in a satisfying career. They are prepared to assume responsibility for the future.

2010 Highlights:

In 2010, policy studies hosted visits from four world-renowned scholars including two Nobel laureates in economics, Elinor Ostrom and John F. Nash Jr. We brought 11 distinguished Lafayette alumni “back-to-school” to share their expertise and insights about global business and policy. Through active learning experiences in and outside the classroom, we advanced our mission to inspire and enable the next generation of global leaders.

The Policy Studies Faculty Advisory Committee devoted considerable time and attention to curriculum review, and proposed several modifications that further integrate policy and business studies in a global context. A new course entitled Multinational Business and Corporate Social Responsibility was added to the curriculum. The faculty advisory committee is united in the view that relatively minor curricular changes will yield large benefits with regard to the tools graduates need to rise quickly in their chosen professions.

I am grateful to the members of our alumni steering committee for their steadfast commitment to academic excellence. Please visit our web site for continuous updates on the policy studies program, and I welcome your feedback and suggestions.

W. Mark Crain

Chair, Policy Studies and William E. Simon Professor of Political Economy

OUR MISSION



The policy studies major offers a multidisciplinary course of study enabling graduates to engage and provide leadership in the creation of value in a dynamic domestic and global environment. This new environment demands of its citizens integrated and collaborative skills, creativity, entrepreneurship, and the practice of ethics and fairness that is, inter alia, transitive across ethnic, cultural, gender, religious, and geographical divides. It provides a foundation for understanding the essential interactions among government, non-government, private, and social sectors in rapidly changing domestic and global contexts; only by coordinating work within these sectors can we hope to solve the world's great problems.

STEERING COMMITTEE



Fred Benson '59, Chair
Benson Capitol Commentary

Christopher G. Caine '78
President and CEO, Mercator XXI

Pamela Gaary Holran '88
Attorney and Alumni Counsel President

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 (retired),
and President Emeritus, Lafayette College

Riley Temple '71
Partner, Halprin and Temple, and
Lafayette College Board of Trustees, Emeritus

FACULTY ADVISORY COMMITTEE

W. Mark Crain, Program Chair
William E. Simon Professor of Political Economy

Rexford A. Ahene
Professor of Economics and
Chair of Africana Studies



Nicole Crain
Visiting Professor of Economics

Michelle C. Geoffrion-Vinci
Associate Professor and Assistant Head of
Foreign Languages and Literatures

D.C. Jackson
Professor of History

Steven E. Mylon
Assistant Professor of Chemistry

David A. Veshosky
Associate Professor of Civil and
Environmental Engineering

Andrew J. Vinchur
Associate Professor and
Department Head of Psychology

SECRETARY OF TREASURY WILLIAM E. SIMON MEDAL



William E. Simon '52 served as Secretary of the Treasury from 1973 to 1977. During a portion of that time, **Fred Benson '59** was working as a White House Fellow in the Office of the White House Chief of Staff. Secretary Simon and several other cabinet members were advising the president on the Arab oil embargo that had triggered severe gasoline shortages and long lines at service stations. Benson was assigned the task of preparing a weekly memo for the chief of staff to use in briefing the president on the oil supply situation and the effect it was having on American citizens.

Simon had a strong interest in the subject, and Benson was a frequent visitor at the treasury to meet with senior staff and coordinate Simon's comments and recommendations for the memo. At the end of his fellowship, Benson was presented the Simon medal as a token of the secretary's appreciation for his contribution to coordinating cabinet involvement in this troublesome issue.

Benson presented the medal to Lafayette and requested that it be displayed in the office of the professor holding the Simon Chair in Political Economy. When doing so he said, "I think it appropriate that this medal reside with the person occupying the Simon Chair. Bill Simon's commitment to bringing government and business together was his trademark in government service, and is a lesson of lasting value to the students who participate in the policy studies program at Lafayette. Bill would readily agree with the program's assertion that only by enhancing the essential interaction among all elements of the public and private sectors can we hope to solve the world's great problems." The medal currently resides in the office of **W. Mark Crain**, Simon Professor of Political Economy and chair of the policy studies program.

PROGRAMS AND ACTIVITIES



Professor Zelizer's lecture to over 125 students & faculty.

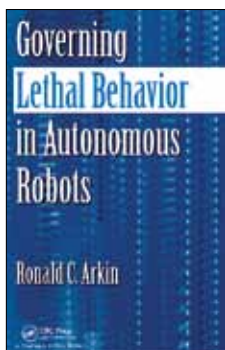
Arsenal of Democracy

In February, policy studies and the history department co-sponsored Julian E. Zelizer, professor of history and public affairs at Princeton University. Zelizer received his B.A. at Brandeis University and his Ph.D. at The Johns Hopkins University. He is one of the leading figures in the field of American political history and a well-known public intellectual. Zelizer is the author and editor of numerous books that examine U.S. political leaders, policies, and institutions since the New Deal. His lecture focused on his most recent book *Arsenal of Democracy: The Politics of National Security—From World War II to the War on Terrorism* (Basic Books, 2010). Over 125 students and faculty attended his lecture.



Caine Scholars Award Luncheon

Policy studies majors attended an information luncheon Feb. 18 with **Christopher G. Caine '78** to discuss the Caine Scholars Award in Global Leadership, Business, and Policy. Recipients of this award receive a \$5,000 scholarship to support an internship meeting the award's criteria. 2009 Caine Scholars, **Daniel Stefan '10** and **Megan Jones '10** attended the luncheon to share their internship experiences. Stefan interned with the Global Data Group at Bloomberg LP in their Princeton, N.J., office, and Jones interned with the International Trade Policy Group at the U.S. Chamber of Commerce in Washington, D.C. The Caine Scholars Award was established in 2008 by Caine, president and CEO of Mercator XXI LLC. He is a key adviser to the policy studies program and a founding member of its alumni steering committee.



Ethical Robots in Warfare

In March, policy studies hosted Ronald C. Arkin, Regents' Professor and director of the Mobile Robot Laboratory and associate dean for research in the College of Computing, Georgia Institute of Technology. Policy studies majors and members of the Lafayette Robotics Club attended an informal luncheon discussion with Arkin. His evening lecture was attended by over 150 students and faculty.

Arkin's research interests include behavior-based reactive control and action-oriented perception for mobile robots and unmanned aerial vehicles, hybrid deliberative/reactive software architectures, robot survivability, multi-agent robotic systems, biorobotics, human-robot interaction, robot ethics, and learning in autonomous systems. He has over 170 technical publications in these areas. Arkin's lecture focused on "Ethical Robots in Warfare" as well as his book, *Behavior-Based Robotics*.

PROGRAMS AND ACTIVITIES



Professor Elinor Ostrom receives the Nobel Prize in Economic Sciences from King Carl XVI Gustaf of Sweden during the Nobel Prize awards ceremony in 2009.

Governing for Sustainable Water in Complex Environments

On March 4, the policy studies program together with the Meyner Center and the environmental studies initiative hosted Elinor Ostrom, Arthur F. Bentley Professor of Political Science, and co-director of the Workshop in Political Theory and Policy Analysis at Indiana University. Ostrom was awarded the 2009 Nobel Prize in Economic Sciences. She is the first woman to win the Nobel Prize in Economic Sciences, which has been awarded to 62 men since its launch in 1969. Ostrom's visit included a luncheon with students, a dinner with faculty, and a lecture on issues related to water resources to over 400 students, faculty, and staff from Lafayette and local area high schools, colleges, and universities. Ostrom is the leading scholar on problems related to "common pool" resources.



John Nash, Jr. addresses the Lafayette community.

Ideal Money and Asymptotically Ideal Money

On Oct. 18, Nobel Laureate and senior research mathematician at Princeton University John F. Nash Jr., spoke to an audience of over 400 faculty, staff, students, and members of the Lehigh Valley community. Professor Nash was awarded the 1994 Nobel Memorial Prize in Economic Sciences for his landmark work on the mathematics of game theory. At the age of 22, Nash completed his doctorate at Princeton University, publishing his influential thesis "Non-cooperative Games" in the journal *Annals of Mathematics*. It helped establish the mathematical principles of game theory, a branch of mathematics that examines the rivalries among competitors with mixed interests. Known as the Nash solution or the Nash equilibrium, his theory attempted to explain the dynamics of threat and action among competitors. Nash is also well-known for being the subject of *A Beautiful Mind*, the award-winning film that depicts his life and work.

The Nobel Laureate's lecture on "Ideal Money and Asymptotically Ideal Money" took place in Williams Center for the Arts. His speech was sponsored by policy studies, hosted by the First-Year Seminar "In the Media," and in cooperation with the economics and mathematics departments.

"Over fall break I was watching A Beautiful Mind with my friends and I could say, 'I've seen him live. That is really the way he thinks, and he really is that smart.'"

—Ray Van Cleve '11

POLICY STUDIES MAJORS LEARN FROM DISTINGUISHED INDUSTRY LEADERS

One of the greatest assets of Lafayette College is its deep bench of distinguished alumni. Their commitment to help new generations of Lafayette students has shaped and advanced the mission of the policy studies program. In spring 2010, 11 Lafayette alumni came “back to school.” These alumni, plus two other prominent professionals, participated in the Industry, Strategy, and Policy course, a core requirement for policy studies majors. The involvement of these industry leaders solves two daunting challenges that confront almost every student: how to connect theory with practice, and how to find a gratifying career path. In the words of one student:

“The guest lecturers contributed to making this class one of my favorite educational experiences in my four years at Lafayette. They all provided unique insights on their respective industries, and effectively conveyed the magnitude and complexity of the modern global economy.”

—James Murphy '10

The industry experts and topics that were covered in the spring are listed below.



Christopher G. Caine '78
President and CEO,
Mercator XXI LLC
Professional and Technical Services



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



Patrick Donnelly '84
Executive VP and General
Counsel, Sirius XM Radio
Broadcasting



Bruce Maggin '65
Principal, H.A.M.
Media Group, LLC



Martha Heinze '86
Executive Director,
Treasury & Security Services,
JP Morgan Chase
Financial Services



Marcela Manubens
Senior Vice President,
Phillips-Van Heusen
Corporate Social Responsibility

POLICY STUDIES MAJORS LEARN FROM DISTINGUISHED INDUSTRY LEADERS



Donald E. Morel Jr. '79
Chairman and CEO,
West Pharmaceutical Services
Manufacturing



George Rubin '64
Vice Chairman, Pennsylvania Real
Estate Investment Trust
Real Estate



Roger Newton '72
President and CEO,
Esperion Therapeutics
Biotechnology



J. Peter Simon '75
Co-Chairman,
William E. Simon & Sons
*Philanthropic and Nonprofit
Organizations*



Stephen D. Pryor '71
President, Exxon Mobil Chemical
Energy



Sandra J. Weiss, Esq.
Partner, Tallman, Hudders,
& Sorrentino
Healthcare

LAFAYETTE PROGRAMS REPORTING THE HIGHEST MEAN STARTING SALARIES IN 2010 WERE:

Electrical & Computer Engineering (\$64,979), Chemical Engineering (\$63,714),
AB Engineering (\$53,167), Computer Science (\$53,167), **Policy Studies (\$52,400)**,
Mechanical Engineering (\$51,600) and Biochemistry (\$50,508).

GET THE VIBE: STUDENTS PRODUCE WEEKLY NEWS SHOW • by Kathleen Parrish



It's 9:30 a.m. on a Thursday, and students in Professor **Mark Crain's** Economics of Elections course are scurrying around the set of *The Vibe* to tape this week's news show.

Kurumi Fukushima '12 (Glen Ridge, N.J.) is making last-minute changes to the script on the teleprompter, **Melissa Appelstein '12** (Needham, Mass.) fiddles with the lights so they don't cast shadows, and studio manager **Jen Brady '11** (Freehold, N.J.) calls for a sound check on anchor **Jake Greenberg's** microphone.

"I'll be talking like this," Greenberg '11 (Somers Point, N.J.) says in a deep voice from the paneled anchor desk.

Producer **Steve Macurdy '11** (Lumberton, N.J.), a lanky economics and business major with curly brown hair and wire-rimmed glasses, is summoned to the production booth where he gets some bad news.

Camera 2 isn't transmitting live images to the computer.

"The cable's broken," explains **Andy Pianko '11** (Indianapolis, Ind.), sitting in front of the screen in the small room.

"Then we'll just have to tape and edit in Final Cut Pro," says a frustrated Macurdy as he heads back out to the studio anticipating a long night of post-production. "It's always something."

Such is life at *The Vibe*, a weekly news program produced entirely by Crain's students, many of whom have never had broadcast experience or taken a journalism class. The show, which airs on the web, tackles political and campus issues, upcoming events, silly parodies, and interviews with accomplished alumni. Students even interviewed Pennsylvania Gov. Ed Rendell and Lafayette President Daniel H. Weiss.

"We're not sitting in a lecture or reading a book," says **Sarah Dally '12** (Nazareth, Pa.), a policy studies major. "We're making a product, and we want it to be the best it can."

The course, an elective within the film and media studies major, is taught by Crain, Simon Professor of Political Economy and chair of policy studies. The two previous times the course was taught, during the 2006 midterm elections and in 2008 for the presidential election, he brought in outside production help for the broadcasts. This class is the first one for which students are handling all aspects

GET THE VIBE

of production, says Crain, who dedicated funds from his chair's endowment to purchase a teleprompter, a high-tech camera, audio and video monitors, and production software.

"The students are learning from each other," says Crain, clearly relishing the chaos and collaborative energy of the class as much as the students. "When someone doesn't show up or deliver what they're supposed to, everyone pays a price."

Deciding what stories to cover and whom to interview is also left up to the students. Each week, Crain assigns three students as leaders, and other students pitch them ideas. The leaders then select the best three or four stories and assign teams to produce them. The other students rotate jobs such as camera operator, script writer, and stage manager, an arrangement that gives everyone an opportunity to learn a new skill or hone an existing one.

"We all bring our own creativity, uniqueness, and critical lens to the project," says **Luke Calvano '12** (Mount Holly, N.J.), an economics and policy studies double major. "When you allow people to play on their strengths, you get some fantastic results."

Darlene Cerullo '11, (Drexel Hill, Pa.), a policy studies and Spanish double major, who served as stage manager for the show's first segment, says coordinating all the details for a broadcast is a lot of work. "This class has definitely made me a more organized

person," she says. "In some classes you'll be given deadlines, but in this one you actually have to meet them. You can't skip out. You also have to work with each other and that can be a challenge. Some people are more responsible and ambitious than others."

And then there's the issue of authority. As co-producers of a previous show, **Gabrielle Vogel '11** (Weston, Conn.) and Dally found themselves in the uncomfortable position of having to reject a segment because it didn't match their vision. "It was really difficult to deliver the hard news, but when it came down to it there was mutual respect," says Vogel.

Brady says the diversity of student majors makes the show more interesting.

"Starting off it may have made things more difficult, but I think we're getting such a broader range of topics because people are coming from different backgrounds," she says.

Back on the set, the show wraps up with a live performance from **Ashley Juavinett '11** (Blackwood, N.J.), a neuroscience major, who plays her guitar and sings "Breakfast at Tiffany's."

Then anchor Greenberg thanks viewers for watching. "Keep Vbin'," he says. Someone turns the lights on, and Macurdy walks back to the production booth.

"I think it went pretty well," he says. "I'm a little upset about some things that didn't go right, but you know, there's always next week."



GET THE VIBE

The Vibe : A Hands-on Broadcasting Experience

Kurumi Fukushima '12

Picking classes can be both exciting and stressful for any Lafayette student. You have to pick them based on several things including the requirements for your major, the professor teaching the course, class time (no 8 a.m.'s!), and whether or not the topic interests you. Last semester, the one class I knew I wanted to take this fall was Economics of Elections. I remember walking into lower Farinon my freshman year with friends and seeing students getting ready for the live election-night broadcast. You could feel the excitement. There were cameras, lights, and student reporters scattered around the room decorated in red, white, and blue. That was enough to convince me I needed to be a part of Lafayette's most unique class.

It's been one month since my first day of class, and I can honestly say that this course is nothing like I expected. Instead of an election-night television broadcast show, we are working on a weekly webcast using the brand new Lafayette Media Studio in the basement of the Conway House. It'll give us a better chance to showcase more talent throughout the semester, and provide engaging and informative segments with a wide range of topics relevant to the student body.

The news studio is pretty impressive; the first time I saw it, it made me smile. The room is equipped with a news desk, green screen, Skype technology, five different sets, a teleprompter, high-quality cameras, microphones, and lighting. Professor Crain has been doing a fantastic job running our class. He has stressed the importance of a professional product from day one, and everything we've been doing so far reflects that intention. We've also had a lot of help from Toby Maynard, video media manager in communications. He helps run



the newly created Lafayette Video & Media Team, which I am also involved in. It's another great step toward giving students an opportunity to learn the effective and valuable life skill of communications. I already feel like Lafayette has taken great strides to giving students like me who are interested in broadcasting an outlet and a chance to learn.

Every class we usually meet in the studio, sit in a circle, and talk through our stories and rundown just like a real editorial meeting. I am excited to be a part of something that is in the midst of development. It's been a great opportunity so far to bring the skills I've learned this summer into the classroom and be able to apply them. We are taking turns working in different positions, so that we all learn as much as possible. For this first webcast, I am writing the scripts for the rundown! I definitely have high hopes for the future of Lafayette's broadcasting program, starting with this class.

The Vibe's broadcasts can be viewed on YouTube (<http://www.youtube.com/thelafayettevibe>).

GET THE VIBE

"I learned so much from working on The Vibe. It helped me to realize how much I loved the producing and creative side of television. It also helped me secure an internship with the PBS Nightly Business Report Washington, D.C., bureau. They were impressed to hear about my work in making The Vibe come together."

—Emily Kimmelman '12

"... This class provided us a very unique opportunity. We were able to learn about every aspect of production from the brainstorming stages to the final editing process in an environment that was driven by the desire to learn new things..."

—Gaby Vogel '11

"I learned that the most effective way of communicating the political messages in our broadcast was to write a script and provide visuals that made serious issues entertaining and relatable for our audience."

—Natalie Stone '12



GET THE VIBE

“Creating an effective visual story requires detailed planning, creativity, and most importantly, teamwork—producing a successful segment occurs when a team utilizes each person’s individual skills and talents.”

—Darlene Cerullo '11

“The opportunity to interview alumni engaged in Washington politics via Skype provided me an interactive learning experience that cannot be duplicated by simply reading a textbook. Knowledge of the subject area, personality, ability to think on your feet, and confidence proved key factors in a successful interview.”

—Peter Ferrara '12

“Being a part of The Vibe, I gained a wealth of knowledge and experience on how to conduct engaging interviews with influential figures...”

—Melissa Appelstein '12

“This past semester, I was honored to interview Mr. John Nash Jr., a world-renowned individual, when he visited the College in October. Speaking with him on a much more personal level helped me to better understand his background and struggles through life, in addition to how he aspired to be so successful.”

—Sarah Dally '11



ALUMNUS AND POLICY STUDIES ADVISER HONORED FOR LEADERSHIP



Chris Caine '78, the 2010 Institute for Education Leadership Award Honoree (center), pictured with Judge William Webster (left) and General Brent Scowcroft (right).

On May 13, the Institute for Education honored **Christopher Caine '78** with its 2010 Leadership Award. Egyptian Ambassador Sameh Shoukry and Mrs. Shoukry hosted the evening at the Embassy of the Republic of Egypt to recognize the IFE announcement of “LearnServe Egypt”—a program to be launched in Egypt that will enable students in the U.S. to travel to Egypt, partner with Egyptian students,

and help build the next generation of social and cultural entrepreneurs.

Over 150 people attended the awards dinner. Judge William Webster, General Brent Scowcroft, and Diane Rehm were honorary chairs for the evening. IBM Chairman and CEO Samuel Palmisano and Belgian Ambassador Jan Matthysen also played key roles in the evening.

WHAT POLICY STUDIES ALUMNI AND 2011 GRADUATES ARE DOING



Courtney Bryan '10 is currently volunteering at the Rift Valley Children's Village in Karatu, Tanzania. (www.tanzanianchildrensfund.org) She is also the assistant physical education teacher at Gyetighi Primary School.

Garofalo

Jeff Cumming '10 is an equity trader at Lynx Capital Partners.



Marie Garofalo '10 is an Internal Communications Coordinator for The Walt Disney Company Consumer Products in Glendale, Calif.

Haight

Christopher Haight '09 is completing the MBA program at the Simon School of Business, University of Rochester.

Megan Jones '10 is pursuing graduate study and the French Embassy's Teaching Assistant program, which would enable her to live in France for a year and hone her language skills.



Jones

Max Kalman '11 accepted a position as an investment banking analyst with Bank of America Merrill Lynch.

"The policy studies major is useful as preparation for employment in finance because of the comprehensive curriculum that stresses creativity and innovation in the global environment. Furthermore, many courses require students to take leadership positions in teams, which forces them to consider alternative solutions to real-world problems."

—Max Kalman '11



Kamine

Justin Kamine '11 Justin plans to utilize his environmental business background to help promote and sell innovative sustainable solutions to the world, making our generation and generations to come greener and consciously aware of our environment.

Jayne Miller '10 is a media and communications fellow in the Leadership Fellows Program with the Pew Health Group.

"I cannot explain how much my job is tailored to my policy major in every way. I work with the press and do a lot of writing, editing, and discussing of policy. I get flashbacks to the assignment Professor Crain gave where we picked a bill and forecasted whether or not it would pass. That's the sort of thing I talk about every day here."

—Jayne Miller '10



Miller

WHAT POLICY STUDIES ALUMNI AND 2011 GRADUATES ARE DOING



Mooligan

Kimberly Moogalian '10 will complete the M.A. degree in Accounting at Virginia Tech in May 2011 and then join the Washington, DC office of Deloitte. Kimberly will be working in the Forensics & Disputes Services group, which is a branch of Deloitte's Financial Advisory Services.



Pozo

Maximiliano Pozo '10 is employed by Traveler's in its Bond & Financial Products Construction Services business unit.

Estefania Sanchez '10 is the social responsibility coordinator for DIGITEL, a telecommunications company in Venezuela. Estefania works closely with the NGO Venezuela Sin Limites to strengthen agents of change through innovative and sustainable actions, strategic alliances, technology, and communication.

Kelly Sendelsky '10 is a procurement specialist with Brighton Cromwell, a leading small-business supply chain integrator that serves the U.S. Department of Defense as well as other industries.



Stanley

Ryan Stanley '11 has accepted a position at J.P. Morgan Chase as a commercial bank analyst.

"My time as a policy studies major has provided me with the analytical tools to understand how public policy will affect the financial services industry."

—Ryan Stanley '11



Stefan

Dan Stefan '10 is working as an analyst in the North American Equities Group at Bloomberg L.P.

Lindsay Weir '11 will complete her honors thesis that analyzes the factors contributing to water systems' long-term operational status in the rural areas of developing nations. After graduation, Lindsay intends to pursue a graduate degree, with a particular research focus on the molecular epidemiology of water-related diseases.



Weir

Brad Weiss '10 is employed at Steel Fitness and consulting with a sports performance psychologist to rebrand a company and to develop a marketing campaign for Performance Packets.

POLICY STUDIES INTERNS AND THE GLOBAL ECONOMY

With over 35 majors, the policy studies program continues to attract talented and driven students seeking their niche within one of the program's five concentrations. Many of our majors take part in internships, gaining hands-on experience and observing firsthand some of the challenges of the global economy. A few of these students and their internships are highlighted below.



Kelsey Boyd '11 is a policy studies and geology double major with a concentration in Science Policy. This past summer, she interned at the EPA Region 4 office in Atlanta, Ga., in its Water Protection Division. The internship was part of an EPA Fellowship that Boyd was awarded last year. The grant provides funding for two years of research at Lafayette with **Steve Mylon**, assistant professor of chemistry. The purpose of her internship was to analyze the possible effects of best management practices being implemented in the region's watersheds. This was accomplished through direct stream sampling and geospatial analysis of previously collected data. Another component of her internship was third-party outreach to both educate communities on what actions can pollute streams and how to use testing equipment to monitor their local waterways. This experience provided Boyd with many opportunities, including hands-on fieldwork, GIS mapping, and travel to states within the region, including a trip to South Carolina to test for water-quality improvement in an underprivileged rural community.



Luke Calvano '12 will be spending this spring in Kingston, Jamaica, taking classes at the Mona Campus of the University of the West Indies. He will take courses in economics and management, focusing on the finance of development and Caribbean economic problems and policy. Calvano will intern with the Planning Institute of Jamaica under **Gladstone Hutchinson**, associate professor of economics. The institute is an office of the prime minister committed to leading the process of policy formulation on economic and social issues and external cooperation management to achieve sustainable development for the people of Jamaica.



Andrew Citron '11 is a policy studies major who worked as a studio production intern at ESPN in Bristol, Conn. He handled the logging of various games in an array of sports. There, he produced highlights and wrote the coinciding scripts that aired on Sports Center and occasionally on specialty shows such as Baseball Tonight. He has taken away a basic lesson: working for a large company is dynamic, and many departments and jobs interact and work off each other to create one enhanced product. Citron also learned and paid close attention to trade practices within television. For instance, he explored the complexity involving intellectual property, internet resources, and the rights of television networks to use and cite certain footage.



Darlene Cerullo '11 interned at The Achieving Independence Center in Philadelphia, an organization designed to help young people in foster care achieve self-sufficiency. As the employment team intern, Cerullo helped facilitate the center's participation in Philadelphia's annual "Work Ready" program, which provides 14 to 21-year-olds with the preparation they need to succeed in the workforce.



Sarah Dally '11 is a policy studies major with a concentration in national defense. Last summer, she interned for Cobham Corporate North America in the Washington, D.C., area. Cobham is an aerospace and defense company with its headquarters based in the U.K. Although her tasks extended across several divisions of Cobham, Dally mainly assisted the government relations division in various ways, including attending briefings and hearings on Capitol Hill, working with Cobham's Political Action Committee, conducting research and providing analyses, and accompanying co-workers to fundraisers. In addition to her internship, Dally also took classes at Georgetown University through the Funds for American Studies program. Throughout her experience in Washington, she gained valuable leadership and lobbying skills as well as a great understanding of the connection between business and government, and fostered new relationships with wonderful people.



Peter Ferrara '12 is a policy studies and economics double major with a concentration in the corporate and public finance sector. Last summer, Ferrara served as an intern for Congressman Paul Ryan of Wisconsin, giving him access to a number of unique opportunities and events. He has attended hearings throughout Washington on issues ranging from the oil spill, to national defense, to the future of the U.S. economy (a session hosted by the Chairman of the Federal Reserve Ben Bernanke). At one hearing Ferrara met Indiana Governor and presidential hopeful Mitch Daniels, whose statewide health savings account plan has worked fabulously. In addition, he has spoken with constituents, found data using the Congressional Research Service, provided written memos, and given tours of the Capital. Congressman Ryan is the ranking Republican member of the House Budget Committee, which provides Ferrara with the opportunity to learn firsthand what fiscal responsibility is all about and how entitlement reform could be used to fix the budget crisis. Frequent social gatherings have given him the chance to meet other students from all across the country.



Paul Hadzewycz '12 has spent the last two years working for the Children of Chernobyl Relief and Development Fund at its U.S. office in Whippany, N.J. He manages the donor database and takes care of bank deposits. He is now working on the annual report, and anticipates working in their Ukrainian office.



Katherine Roberts '11 is a policy studies major with a concentration in political economics. Her summer internship with AMGEN, the world's largest biotechnology firm, was at its Global Government Affairs office located in Washington, D.C. Roberts' experience reveals the important relationships between business and government and the role of lobbyists in policy making. Working in the international department, she performed research on policy issues for emerging markets, namely Turkey, and contributed to the business case for market entry designed specifically for AMGEN. Roberts also had the responsibility of attending congressional briefings, think tank meetings, as well as various business council hearings in Washington as an AMGEN representative.



Matthew Piazza '12 was head intern in Senator Robert Casey's Lehigh Valley Regional Office. This internship provided him with invaluable knowledge and insight into the connections between the public and the private sector. Piazza had a firsthand experience on the day-to-day operations of our government that can't be matched in a classroom.

Luna Yue Yuan '12 is a double major in policy studies and mechanical engineering. During the summer of 2010, Yuan interned at the German Development Institute in Bonn. The institute is a leading think tank for development policy worldwide. While there, she co-authored a paper on global governance, which is currently awaiting publication.



Gabrielle Vogel '11 will be interning for Senator Robert Casey during the spring 2011 semester. She will be working in his Lehigh Valley Regional Office performing constituent services and press relations. Vogel will also be involved in various details of the legislative process in the areas of agriculture, energy, environment, health care, economics, and foreign relations.



Christina Zipf '12 interned at Senator Robert Casey's office in Allentown, Pa., during the fall of 2010. Even though it was not an election year for Senator Casey, she heard from a number of constituents regarding current political concerns on which their loyalty to Senator Casey depended. Zipf believes policy studies at Lafayette prepared her to think through politics and economics strategy in a well-rounded way.

POLICY IN ACTION

Policy in Action promotes student and faculty involvement in policy endeavors. Open to the entire Lafayette community, the campus organization receives a small annual budget from the student government. The officers for the 2010-2011 academic year are:

Justin Kamine '11, president

Luke Calvano '12, treasurer

Lindsay Weir '11, vice president

Meredith McCann '12, secretary

Darlene Cerullo '11, vice president

Natalie Stone '12, marketing director.

On Oct. 13, Policy in Action sponsored a talk by Jesse Salazar, field representative and special assistant to Senator Robert Casey Jr., of Pennsylvania. The topic of Salazar's lecture was "Legislation and the Latino Policy Agenda." The event took place in the spirit of Hispanic Heritage Month in cooperation with Heritage of Latin America.

POLICY STUDIES OFFICE MOVES TO PARDEE

During 2010, the policy studies program moved to its new centrally located office. The office is now located in Pardee Hall, room 116. The department looks forward to meeting all friends of the program in its new setting.

POLICY STUDIES WELCOMES KATIE SCHIMPF



In January 2011, **Katie Schimpf** became administrative assistant for the policy studies program. She comes to Lafayette from Phillips-Van Heusen Corporation (PVH), one of the world's largest apparel companies. At PVH, Schimpf was executive assistant to the V.P. of store operations and responsible for all monthly, quarterly, and annual fiscal reporting, as well as management of all sales meetings and special events. She was also a key member of the company's fundraising events for non-profit organizations, implemented and managed PVH's Enterprise Application Software (EAS) and acted as liaison between headquarters and individual stores throughout the U.S.

Prior to joining Phillips Van Heusen Corporation, Schimpf was the administrative and sales assistant at D.B. Becker Co., Inc., a specialty chemical distributor located in central New Jersey. Schimpf's education is in business administration and graphic design, and she is active in Lehigh Valley civic affairs. She lives in Forks Township with her husband and two daughters.

SAYING GOODBYE



After four years with the policy studies program, **Julie O'Brien** is moving with her family to Seattle, Wash. We want to wish her the best as she embarks on her next exciting adventure.



Julian E. Zelizer speaks with students following his lecture, which focused on his book *Arsenal of Democracy: The Politics of National Security—From World War II to the War on Terrorism*.

*FRONT COVER: Nobel Laureate
Elinor Ostrom discusses global
issues with Lafayette students.*

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