

LAFAYETTE

POLICY STUDIES PROGRAM

ANNUAL REPORT 2012

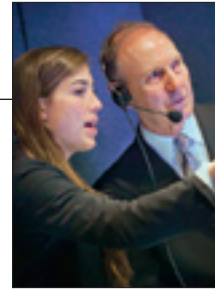




David Kafafian '13 moderates the “Bullpen” panelists during the 2012 election night broadcast.

FROM THE CHAIR

THE MARKET FOR GANGNAM STYLE



“There’s one bias that we’re up against all the time: Markets are hard to appreciate.”

—Gary S. Becker, 1992 Nobel Laureate in Economics

What does it say that the most popular video in YouTube history—with 1.3 billion views—mocks and skewers a nation’s prosperity? YouTube, the Google-owned poster child for digital-age entrepreneurship, provided a billion consumers the opportunity to watch K-POP star Psy sing about the ridiculousness of wealth creation. (Yes, I’ve watched Psy bounce and smirk.)

The irony doesn’t surprise me; markets *are* hard to appreciate, including the market for silly music videos. The market process that brought Psy to your smartphone is the same market process that doubled South Korean living standards in a mere two decades. Even more ironic is the simple comparison to conditions 50 miles north of Seoul’s Gangnam District. Living standards in North Korea are stagnated at pre-1990 levels. Neither Psy nor YouTube nor free markets are operative in Pyongyang.

As colleges wrestle with relevance, an opportunity stares us in the face: future global leaders should understand the virtues of free markets. A lack of appreciation for markets presents a risk to societies peopled by free, responsible, and prosperous citizens. From health care to financial services to energy, politicians and the voters they represent seem to be losing faith in the power of the market process to create value and find innovative solutions to human needs. A recent *Wall Street Journal* editorial stated this risk forcefully: “The idea that multiplying rules and statutes can protect consumers and investors is surely one of the great intellectual failures of the 20th century.”

As this Report highlights, Policy Studies students and faculty are engaged in understanding the cultural, ethical, and political foundations of an innovative society based on operative market arrangements. **Professor Nicole Crain’s** course “Industry, Strategy, and Policy” featured 11 Lafayette alumni with distinguished careers across the major sectors of the global economy. The course emphasizes case studies and practical applications of strategic decision-making in highly-competitive global markets. Policy Studies organized a campus-wide symposium on hydraulic fracturing, arguably the most important innovation in the energy industry in 50 years. We produced a live two-hour student broadcast of the 2012 national elections, in partnership with PBS WLVT and New Century Productions.

Through these and other activities the Policy Studies program is developing the professional capabilities of our majors blended with the liberal learning tradition. My thanks to **Professor Steve Mylon** for his leadership as interim chair of Policy Studies during the 2011-12 academic year. I am grateful to **Peter Simon ’75** for a major gift in 2012 and for his continuous encouragement. I always appreciate feedback from alumni and friends of Policy Studies, so please let me hear from you.

Sincerely,

Mark Crain

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.

PROGRAM OBJECTIVES

The Policy Studies program offers a creative and constructive collaboration among the humanities, social sciences, natural sciences, and engineering. The program of study bridges the intellectual breadth and rigor of the liberal learning tradition with practical concerns of industry and policy decision-making. In this, it prepares students to address complex problems, including those involving human deprivation and well-being, ecological health, and environmental sustainability.

The curriculum examines organizational structure and performance in the private, public, non-government, and not-for-profit sectors; the movement towards entrepreneurial management models; the pivotal role of technology transformations; and economic globalization. The program provides students with a foundation for lifelong learning and prepares them for productive careers in diverse fields.

The Policy Studies program embraces the spirit of mentoring and experiential learning to enhance critical thinking and decision-making skills. It stresses applications of the tools and insights from multiple disciplines to analyze a range of contemporary challenges, including the short and long-term drivers shaping global events such as demography, technology, economic integration, and strategic resources.

FACULTY ADVISORY COMMITTEE



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



D.C. Jackson
Professor of History



Rexford A. Ahene
Professor of Economics



Steven E. Mylon
Associate Professor
of Chemistry and
Chair of Environmental
Studies/Acting Program Chair
Academic Year 2011-12



Nicole Crain
Visiting Professor of
Economics



David A. Veshosky
Associate Professor of Civil and
Environmental Engineering



Michelle C. Geoffrion-Vinci
Associate Professor
and Assistant Head
of Foreign Languages
and Literature
(On Leave 2012-13)



Andrew J. Vincchur
Associate Professor and
Department Head of
Psychology

LEARNING OUTCOMES

The Policy Studies major emphasizes four areas. These areas and the learning outcomes associated with each are summarized below.



Enabling Leadership

Policy Studies majors will develop high standards, teamwork skills, and the ability to motivate people.



Global Awareness

Policy Studies students will learn tools for effective management across cultural, political, geographic, and economic divides.



Entrepreneurship

Policy Studies students will examine and appreciate the role of ownership, property rights, and a mindset orientated towards innovation.



Social Accountability

Policy Studies students will comprehend and value the responsibility to manage organizations in light of their wide-ranging impact on their communities.

JESSE RYAN '13 RECEIVES CAINE SCHOLARS AWARD

Jesse Ryan '13 was the 2012 recipient of the Caine Scholars Award for Global Leadership, Business, and Policy. Specifically created for the Policy Studies major, the award provides a \$5,000 stipend for a summer internship experience.

The award was established by **Christopher G. Caine '78**, President and CEO of Mercator XXI, LLC in honor of his father, **Anthony Caine '38**. The purpose of the award is to encourage the next generation of global U.S. leaders to appreciate public policy and business in a global environment. Chris Caine has been a major intellectual and financial supporter of the Policy Studies Program since its inception.



Jesse Ryan '13 in a rural village near Toubacouta, Senegal

Ryan used the award to support her internship at Compass DC, a pro-bono consulting firm that works to improve the performance and efficiency of nonprofit organizations in the Washington, D.C. area. Its innovative volunteerism model has delivered over \$7 million of management consulting services to nonprofit leaders for free. Ryan's experience at Compass gave her valuable insights into the management side of nonprofit organizations and the fundamentals of successful business models. According to Ryan, one of the benefits of working in a smaller office was that she was involved in the day-to-day operations and gained exposure to the larger strategic demands facing the organization.

Recipients of the Caine Scholars Award in Global Leadership, Business, and Policy:

- 2008 Christopher Haight '09
- 2009 Daniel Stephan '10
- 2009 Megan Jones '11
- 2011 Luke Calvano '12
- 2012 Jessica Ryan '13

DISTINGUISHED ALUMNI BRING REAL-WORLD EXPERIENCE TO THE CLASSROOM

Professor **Nicole Crain** taught “Industry, Strategy, and Policy,” a core course organized around the major sectors of the global economy. She hosted distinguished alumni and industry leaders who brought practical applications and real world experiences into the classroom.



Bluni

“Intellectual Property Rights and Technology”

Scott Bluni '89 is a partner at the Boston law firm of Bingham McCutchen LLP. His practice involves all aspects of intellectual property law, including portfolio management, licensing, product clearance, litigation, and due diligence, with particular emphasis in medical devices and life science plant matters. Prior to joining Bingham, he was vice president and cardiovascular chief patent counsel at a major global device company.



Morel

“Healthcare, Pharmaceuticals, and Medical Devices”

Donald Morel '79 joined West Pharmaceutical Services in 1992 as Director of Research and Development. He was elected to the Board of Directors in 2002, named CEO in April 2002, and elected Chairman of the Board in March 2003. West is a global technology company that specializes in the development and manufacturing of packaging and delivery systems for the world's leading pharmaceutical, diagnostic, and biotechnology research companies.



Holran

“The Aerospace/Defense Products and Services Industry”

Peter Holran '87 joined TASER International as Vice President Government & Public Affairs in November 2007 after serving as a consultant to the company for the previous five years. He heads the TASER International Washington, D.C., area office and is responsible for expanding the company's visibility and influence with federal, state, and local governments; creating and implementing public affairs strategies to support corporate initiatives for growth in existing and new markets; and mitigating company risk by addressing adverse governmental and third-party action.



Rubin

“Real Estate”

George Rubin '64 is Vice Chairman and Trustee of Pennsylvania Real Estate Trust (PREIT). PREIT was founded in 1960 as one of the first equity PREITs in the United States. Its primary investment focus is on retail shopping malls and power centers. PREIT is headquartered in Philadelphia and is publicly traded on the NYSE under the symbol PEI.



Heinze

“Financial Services”

Martha Heinze '86 manages Network Service Management in the Treasury and Securities Services division of JPMorgan Chase Bank. She is currently responsible for the selection and purchasing of cash foreign currency services and securities services for the firm, including support for Treasury & Securities Services, the Investment Bank, and other lines of business as needed. She also manages global programs associated with the correspondent banking network used by the firm, including strategic analysis and planning, as well as risk management initiatives. Network Management provides a global focus in order to leverage buying power worldwide, develop outsourcing initiatives, and manage the associated risks. Recently, she's been actively engaged in the firm's integration of Bear Stearns and WaMu (Washington Mutual)—where she employed previous experience gained in her roles of the mergers with Bank One and Chase (having started at Chemical Bank).



Simon

“Experiences in the Non-Profit Sector”

J. Peter Simon '75 co-founded William E. Simon and Sons (WES&S), along with his late father, former Treasury Secretary William E. Simon '52, and his brother, Bill Simon Jr., in 1988. He currently serves as Co-Chairman of the Firm and its Investment Group and leads the New Jersey office.



Caine

“Cyber Security”

Christopher G. Caine '78 formed Mercator XXI, LLC, a professional services firm helping clients engage the global economy on April 1, 2009. Drawing on over 30 years of experience in government and public affairs and travel to over 40 countries, Mercator XXI provides marketplace insight and support to execute initiatives in all four hemispheres.



Maggin

“Corporate Social Responsibility”

Bruce Maggin '65 is Founder and Managing Partner of the H.A.M. Media Group, an international investment and advisory firm specializing in the media, entertainment and communications industries. Through its portfolio companies, H.A.M. Media has broad geographic and segment involvement ranging from television broadcast operations in Central and Eastern Europe and motion picture film funding based in the United Kingdom to notification management services headquartered in New York City. H.A.M. Media also owns a library of television programs that it distributes worldwide.



Kamine

“New Jersey's Renewable Energy Policy”

Hal Kamine '78 is the CEO and Owner of Kamine Development Corp. (KDC) as well as Chairman and CEO of KDC Solar LLC. His successful background in the power business (KDC) coupled with a strong entrepreneurial spirit helped bridge his vision both in the independent power industry and the telecommunications industry. This created a telecom company (KMC Telecom) that brought state-of-the-art fiber optic communication technology to underserved markets and cities in the United States. He now has new visions in the renewable energy arena with an emphasis on solar energy.



Fox

“Broadcasting and Entertainment Industry”

Susan Fox '88 serves as Vice President, Government Relations, of The Walt Disney Company. She represents all of Disney's operating divisions before the federal government, with a particular focus on the policy issues that affect Disney's media interests, including the Disney Interactive Media Group, Disney Channel, the Disney ABC Cable Networks, ABC, and ESPN.



Jacoby

“World's Leading Communications Services Company”

Peter Jacoby '81 is Vice President and Director of Federal Relations for AT&T, the world's leading communications services company. He has direct responsibility for AT&T's advocacy before the U.S. Congress. He has been recognized by the *The Hill* newspaper in 2008 through 2012 as one of Washington's top corporate lobbyists.

FIFTY STATES OF GREY: STUDENTS PRODUCE 2012 ELECTION NIGHT BROADCAST

Originating from Farnion College Center, this year's election night broadcast, entitled *Fifty States of Grey*, marked the third national election covered by Lafayette students. Dozens of students from a variety of majors researched the issues and candidates, wrote scripts, created pre-recorded and live segments, and trained behind and in front of the camera. And, for the first time, the College teamed with WLVT Channel 39, the PBS affiliate in the Lehigh Valley, to produce the two-hour broadcast, which was available to millions of viewers through Channel 39 and by live stream on the College's website.

The name of the broadcast was a play on words from E.L. James' novel *Fifty Shades of Grey*. "In politics, there's no black or white," says producer **Austin Denesuk '14**. "There are so many problems in politics right now, so many shades of grey."

"The whole point of it was to try and find a way to make politics interesting to kids our age," says **Alison Dally '13**, another producer. "It's something that everyone understands—it's a pop culture phenomenon."

The broadcast was divided into political and entertainment segments and featured live, up-to-the-minute election results. The night included a preshow, featuring music by various campus groups, as the Farinon Atrium was turned into an on-campus set, complete with the professional help of News Century Productions and PBS 39.

Months of preparation went into the project as students created pre-taped segments during the semester, including interviews of politicians, on a variety of topics ranging from fracking to dressing for electoral success.



Graphic logo designed for the election broadcast.

"This is proof of what can happen when you get dedicated, high-level students together."

—Cameron Roche '13



Nancy Werteen coaches Gina Morrone '14, co-host of the social media desk.

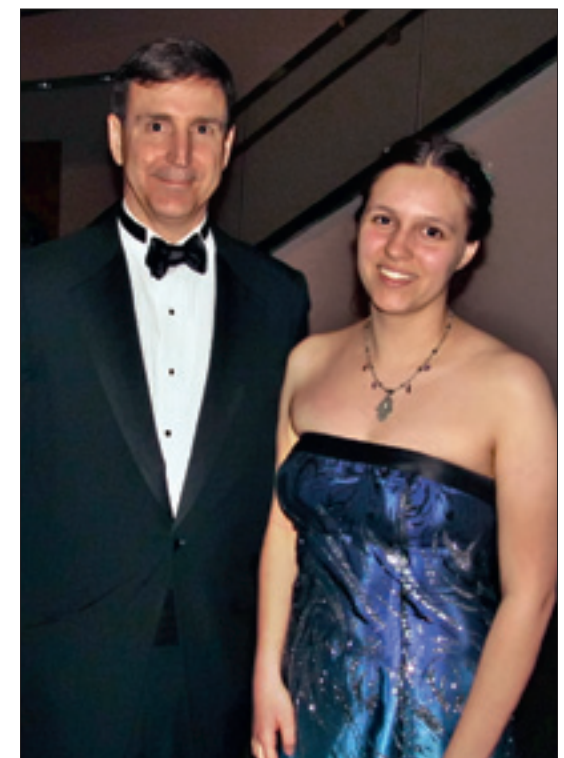


Alison Dally '13, Austin Denesuk '14, Amy Burkett PBS CH39, Maddie Laskoski '13, Jesse Ryan '13.

Election Forecasting Contest

To promote student interest in the 2012 elections, the Policy Studies program sponsored an Election Forecasting Competition. More than 200 student entrants predicted the outcomes of Senate and House races and the presidential vote in selected states.

Helen Hutchens '15, a mechanical engineering major, won tickets to the Inauguration of President Barack Obama and official Inaugural Ball, plus a prize of \$1,000. The tickets were donated by alumnus **Peter Jacoby '81**.



FIFTY STATES OF GREY: STUDENTS PRODUCE 2012 ELECTION NIGHT BROADCAST

"To walk in and see five separate on-air sets, student bloggers, student map-makers, and student production crew members taking charge, it was just amazing. And to get Judge Craig Dally '78 there to be interviewed while his daughter [Alison Dally '13] was one of the set producers—to my way of thinking that is a perfect example of what makes Lafayette special. Seeing these students do this election show truly makes me know our future is in great hands."

—Chuck Zovko



Professor James Lennertz with Representative Robert Freeman and Judge Craig Dally '78.

The class worked with PBS 39 Executive Producer Amy Burkett to ensure that the broadcast would meet the quality standards for PBS programming. "This was the first time the station has given live air time to college students," **Cameron Roche '13** says. "She put a lot of faith in us."

"It sharpened my problem-solving skills," says Co-Director **Jesse Ryan '13**. "The unique thing was that we actually delivered a product, a Lafayette product."

In a November 13 article, *USA Today* wrote that the "the unique diversity, synergy, and progress toward the eventual goal of the production might as well be a metaphor for the democratic process itself."

The students involved are quick to give credit to Professor Crain, their advisers, and their fellow students for the success of the night. "It was a bunch of people who have different niches coming together, and a select group who managed that and brought that creative vision into line," **Roche** says.



The 50 States of Grey broadcast team on the set in Farinon College Center.

Ed O'Brien '16 Vlogged Daily from the Democratic National Convention

Policy Studies major **Ed O'Brien '16** served as an elected delegate from New Jersey to the 2012 Democratic National Convention in Charlotte. He reported his observations from the convention floor in a daily vlog on the Lafayette website and hosted a weekly show, *60 Minutes of Grey*, about the 2012 elections on campus radio station WJRH-FM 104.9.

"I consider the broadcast to be the dominating headliner of my short time here at Lafayette. I was able to take leadership on some aspects of a large project, and work with students, staff, and consultants who were as passionate about political communication and discourse as I am. Working the broadcast allowed me to meet some truly special individuals, and I know I will be talking about that great semester long after I leave Lafayette."

—Ed O'Brien '16



FIFTY STATES OF GREY: STUDENTS PRODUCE 2012 ELECTION NIGHT BROADCAST

The Experience of a Lifetime

By Maddie Laskoski '13

It's funny how sometimes the best experiences in life are not those that we plan, but those that we fall into. The election-night broadcast was one of those experiences for me.

When I registered to take Professor **Mark Crain's** Elections course, I had no idea what I was getting myself into. On the first day of class, Dr. Crain said, "If you're not in 100 percent, then get out!" There was a lot on the line: Two hours of air space on PBS39, professional production with NEP Broadcasting, and a tremendous amount of alumni funding. I'll never forget the moment when I realized that all of these resources were directly invested in 30 students. Little did I know that that classroom of strangers would soon become my family as we embarked on a two-month journey toward November 6.

To pull it off, we needed to delegate and set up working groups. Each student had a responsibility, such as marketing, social media, production, political research, event planning, GIS mapping, and on-air. We recruited volunteers to join the effort, and, by the end, over 100 students across all disciplines had participated in the broadcast.

A few weeks in, Dr. Crain let our producers, **Austin Denesuk** and **Alison Dally**, run the class, which became production meetings. There were certainly times when it looked like we would not be ready by election night. All Dr. Crain could do was nervously pull at his shirt collar; everything rested on the students, and that is exactly what made this experience so incredible.

The broadcast taught me skills that cannot be learned in a traditional classroom setting. We gained real-world experience working with a team and a deadline. Class may have ended, but there was still work to be done. We learned budgeting and management skills as well as the technical skills that go along with a television broadcast.



As a co-host, I received professional on-camera training from Nancy Werteen of WFMZ Channel 69. PBS 39's Amy Burkett also trained me in television script-writing. My co-host, **Alex Charchalis**, and I were responsible for scripting the two-hour broadcast and ensuring that each segment fluidly transitioned and complemented the others. This was no easy feat, as it required constant coordination with the producers and the ever-changing rundown.

With one week to go, tension was high. Hurricane Sandy left us with no electricity to edit our segments or rehearse. Challenges like these brought our class together.

On the night of the election, cameras and lights were spread across Farinon College Center, which had been transformed into our five-set studio for the evening. The excitement and anticipation was overwhelming. All of our hard work would culminate in these two hours. At 8:59, the room fell silent. The opening music began to play, and my voice echoed throughout the entire student center as we opened the show.

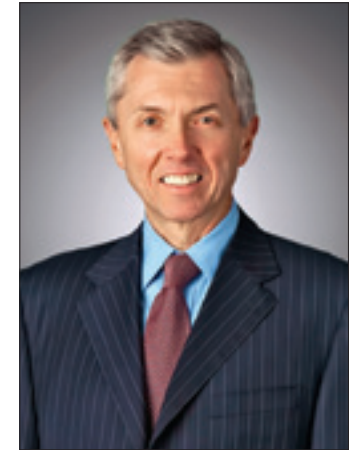
If I had to describe the feeling in one word, it would be proud. In that moment, I was proud of Lafayette as a school and proud to see the incredible things Lafayette students can do when they come together. This is the value of liberal arts.

HYDRAULIC FRACTURING SYMPOSIUM, OCTOBER 2012

Steve Pryor '71, president of ExxonMobil Chemical Company and vice chair of Lafayette College's Board of Trustees, attracted nearly 200 students and people from the local area as he spoke on campus this past fall about the benefits of natural gas in a lecture sponsored by the Policy Studies Program and the Gladstone T. Whitman '49 Fund.

Joining Pryor was Jack Neal, strategic technical advisor for ExxonMobil Upstream Research Co.

Pryor said that in recent years, a combination of horizontal drilling and hydraulic fracturing has enabled the energy industry to access and produce unconventional gas economically. According to Pryor, hydraulic fracturing has been used safely and effectively for more than 60 years in more than one million wells.



Steve Pryor '71

Development of natural gas from Marcellus Shale resources supports nearly 140,000 jobs in Pennsylvania and accounted for almost all of the growth in Pennsylvania's economy in 2010, he said.

According to Pryor, the shale gas industry supported a million direct and indirect jobs in the United States in 2010, and oil and gas production created almost one in every 10 new jobs last year. He said that jobs associated with shale development are expected to more than double by 2035.



Lafayette President Weiss and other participants in the Fracking Symposium.

Pryor also said that lower natural gas prices from increased supply are fueling a manufacturing renaissance in the United States. For example, ExxonMobil Chemical is developing plans for a major expansion of its Gulf Coast manufacturing facilities "to produce leading-edge products from natural gas feedstocks."

ExxonMobil senior scientist Jack Neal, who has spent years analyzing hydrocarbon source rocks around the world and looking at operations to produce it, also discussed the details of shale gas production operations and key issues around them.

WHAT POLICY STUDIES 2012 GRADUATES AND ALUMNI ARE DOING



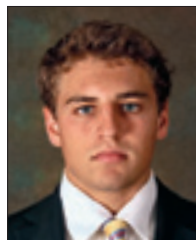
Calvano

Luke Calvano '12, winner of the 2011 Caine Scholars Award, is a Consultant at FactSet Research Systems New York, New York.

Peter Ferrara '12 is a Private Banking Analyst at JP Morgan Chase

"The Policy Studies major provides tangible real-world knowledge of both the private and public sector which cannot be duplicated by simply reading a textbook. Thanks to the Policy Studies program, I was fortunate enough to not only intern for Chairman of the House Budget Committee and 2012 Vice President Nominee Paul Ryan, but also able to secure full-time employment as a Private Banking Analyst in JP Morgan's global headquarters."

—Peter Ferrara '12



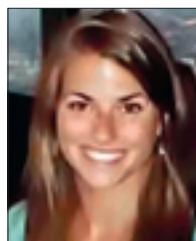
Ferrara

Morgan Reibman '12 is completing the JD Program at Villanova University

Natalie Stone '12 is an analyst at Citi Cards

"The Policy Studies major helped prepare me for life after college with classes that provided focus on a wide array of industries, including financial services."

—Natalie Stone '12



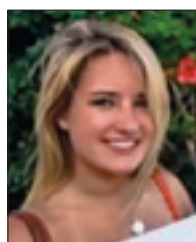
Stone

Victoria Walkoff '12 is working for Teach for America. She is part of the Cleveland charter corps and will be teaching kindergarten.

Christina Zipf '12 works as a public relations associate for a communications firm in Philadelphia as well as an analyst for Jacobson Strategic Communications.

"I could not have gotten where I am today without help from Professor Crain. He recommended me for an internship at Senator Casey's Allentown office, and my boss there connected me to my current boss. I could not have imagined I'd be in the position I am today, working directly under two of the top women in PR and lobbying in Philadelphia. I have to thank Professor Crain for helping me get here."

—Christina Zipf '12



Zipf

RECENT INTERNSHIPS

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. Several of our majors interned in the summer 2012, 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.



Williams

Abby Williams '15, a Policy Studies and Neuroscience double major, returned home to Sacramento, Calif., and interned for Forward Observer Inc., a research and strategic advisory firm, and Miyamoto Global Disaster Relief, a non-profit seeking to rebuild schools in Haiti. At Forward Observer, she supported the CEO and analysts in a variety of projects, including developing the concept and structure of newly proposed database, researching and compiling a list of applicable awards and third-party recognitions for clients, and researching and creating fact sheets and visual presentations to aid the CEO in project proposals. At Miyamoto, she created and organized a database of the organization's sponsors and individual donors. She also collaborated with the Executive Director and website developers to update the website's layout. Finally, she researched and developed fundraising campaign initiatives using basic principles of behavioral economics and neuroeconomics.



Scharfenberg

Kyle Scharfenberg '13, an Economics and Policy Studies double major, worked intensively with the marketing teams in the Behavioral Health Business Unit (BHBU) at Shire Pharmaceuticals. He worked on a number of projects between the two major ADHD medications in the BHBU. These projects are primarily market-research driven and range from how healthcare is going to affect Shire's products, where there is strong opportunity to exploit recognized markets and how, to conducting primary market research to see if Shire's customers can benefit from a care-management tool that is separate from the products being produced. The care-management platform was not a tool for Shire to make profits, but rather a resource Shire is trying to endorse to help make the lives of ADHD families better for all involved. He is a varsity soccer player and recently joined LEAP.

"Marketing and Policy Studies are so deeply intertwined as I feel that much of my PSTD experience at Lafayette has prepared me for the transition to my current internship. This opportunity provided me with an interesting mix of policy studies, economics, marketing, and biology."



Puhala

Lauren Puhala '13, a Policy Studies major with a background in economics and social policy, interned in the Standards and Practices Department of Viacom Media Networks, a leading global entertainment content company. Applying skills that obtained from the Policy Studies program, she worked alongside S&P executives in reviewing content for all Comedy Central, Spike, and Logo original series, acquisitions, and consumer products from treatment to final delivery, in order to ensure that network standards were met in all cases. She used her knowledge of different policies and cultural/societal sensitivities to identify objectionable content that could potentially harm Viacom's brand and used problem-solving skills to help the Standards team come up with creative solutions that could be used to edit objectionable content. It is extremely important for the S&P department representatives to be aware of pop-culture news as well as worldwide news regarding social issues and information that could affect the response of the audience of the network in a negative way. With the S&P department deciding whether content is appropriate to be aired on Viacom's channels, Puhala's experience with various policies and industry made her a valuable asset.

POLICY IN ACTION CLUB

Policy in Action promotes student and faculty involvement in policy endeavors. Open to the entire Lafayette community, the officially recognized campus organization receives an annual budget from Student Government. The officers for the 2012-13 academic year are:

Kyle Scharfenberg '13, President

Reed Shapiro '14, Vice-president

Jesse Ryan '13, Treasurer

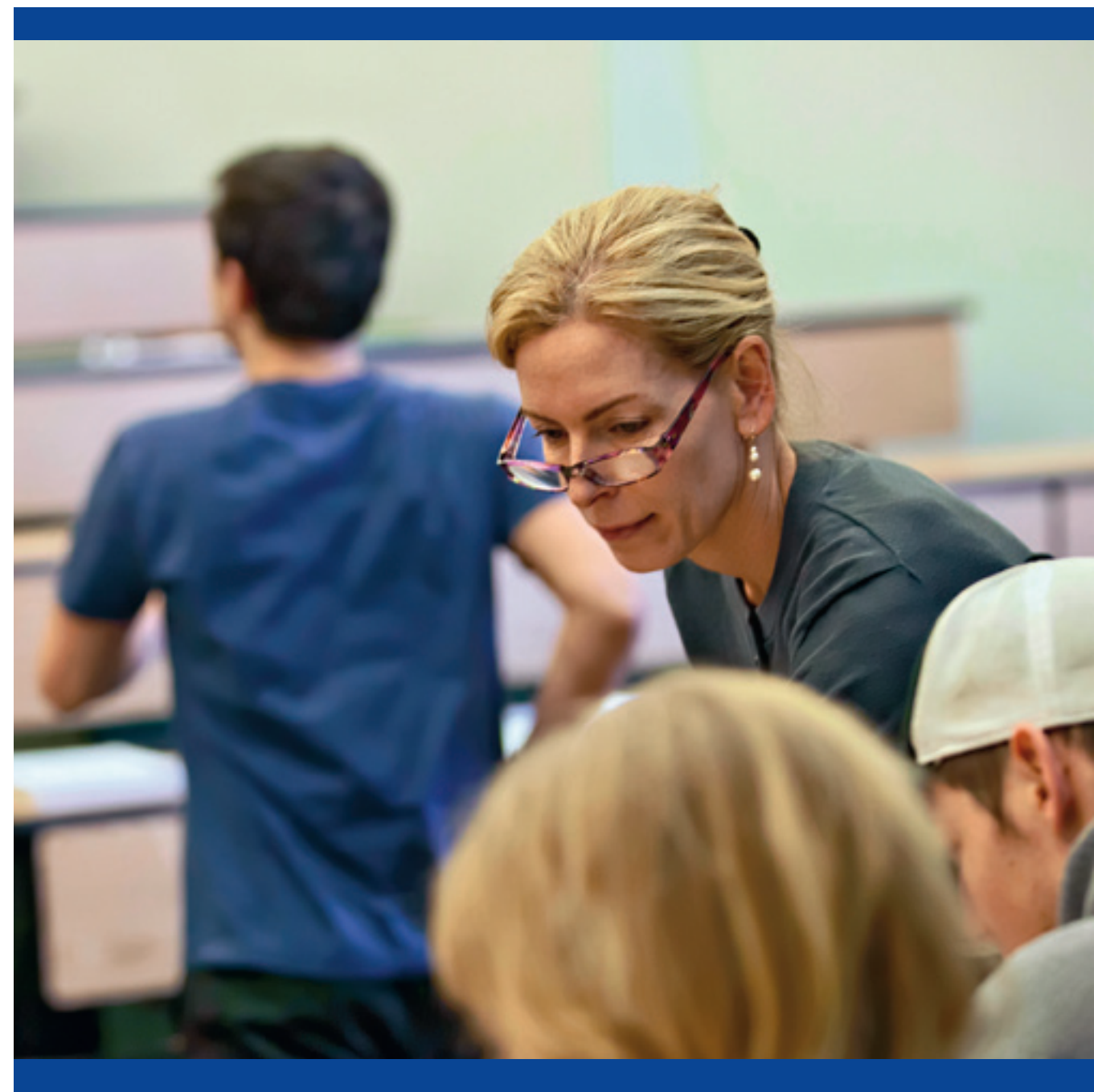
Susanna Kim '15, Secretary

Carolyn DeMeo '15 Marketing Director

Policy in Action encourages academic and pragmatic pursuits related to current policy issues and political processes in a wide variety of contexts and circumstances in the United States and internationally.



Students preview the 2012 election coverage for Lafayette Trustee spouses and guests.



Professor Nicole V. Crain, Policy Studies faculty affiliate, taught Industry, Strategy, and Policy and advised the 2012 election night broadcast.

FRONT COVER: Students prepare to go live for "50 States of Grey," the 2012 election night telecast on PBS/CH39.

LAFAYETTE

Policy Studies Program
116 Pardee Hall

Lafayette College
Easton, PA 18042

Phone: (610) 330-5921
Fax: (610) 330-5176
Email: crainm@lafayette.edu

PLACE FSC
LOGO HERE