

Policy Studies Program Annual Report 2020-2021



LAFAYETTE COLLEGE

Policy Studies@15

“Every great enterprise begins with faith,” the late historian William Manchester surmised. In 2006, after a vigorous debate, the Lafayette faculty took a leap of faith when it approved the proposed interdisciplinary program and major in Policy Studies. It would be the height of hubris to hint that our academic enterprise has achieved the status of greatness. Yet, fifteen years on, Policy Studies has emerged as a vibrant contributor to the mission of the college and to the positive transformation of the institution. Our unique curriculum integrates the study of business, policy, and technology to explore global issues of cooperation and conflict. Students confront real-world challenges through collaborations across campus and with external partners to shape cutting-edge solutions for a dynamic world.

In 2020-21, economics professor Gladstone “Fluney” Hutchinson formally received a joint appointment with Policy Studies, which further facilitates his curricular and co-curricular commitments to the program. Professor Hutchinson, who also serves as Director of Lafayette’s Whitman Fund, continued his innovative, market-based public scholarship by assembling a multidisciplinary team of students dedicated to expand his multi-year project on the economic and cultural redevelopment of West Baltimore.

A signature feature of the Policy Studies program is the partnership with Lehigh Valley Public Media to produce content for PBS-affiliate WLVT, which reaches 12 million potential viewers. The student-centered productions include *Lafayette Lens on PBS39*, a news magazine that facilitates public scholarship and the capacity for students to communicate effectively through the visual media. In the 2020-21 academic year, students produced two editions; one on the 2020 US national elections, and another on the mental health crisis in America.

The mission of Policy Studies to examine real-world challenges at the intersection of business, policy, and technology is accomplished in part by the active participation of distinguished Lafayette alumni in courses. In the spring 2021 “Industry, Strategy, and Policy” course, eleven alumni representing the major sectors of the global economy brought real-world issues and cases into the classroom.

A key performance indicator for the program is the success of Policy Studies majors after graduation. Graduates in the Class of 2021 did quite well by this metric, with students entering positions at Citi, Amazon, Reggora, Daversa Partners, and the Pennsylvania Housing Finance Authority. Graduates from past years continue to flourish in a wide variety of fields as a few examples illustrate:

- Katrina Ruggiero ‘20
Completed her MS in Accounting at Lehigh University and commenced her professional career at Deloitte
- M.E. Shelton ‘19

Consultant at Slalom

- Andrew White '18
Analyst, Investment Research Group at Brown Brothers Harriman
- Katherine Stevens '17
Oncology Brand Manager at Merck Group
- Edward O'Brien '16
Senior Pricing/Proposal Analyst at Mathematica Policy Research
- Abigail Williams '15
Entered the MBA program at the Duke University Fuqua School of Business after six years at Suvoda
- Daniel Valladares '14
Principal in the Client and Partner Group at KKR & Co. Inc.
- Zoe Nemerever '13
Assistant Professor, Political Science at Texas Tech University after receiving her Ph.D. in Political Science at UC San Diego
- Merideth McCann '12
Change Management Program Lead at Google and completed her MA in Organizational Psychology and Change Leadership at Columbia University

Faculty and Staff



W. Mark Crain
William E. Simon
Professor of Political
Economy
Chair of Policy Studies



D.C. Jackson
Cornelia F. Hugel
Professor of History



Rexford Ahene
Professor of Economics



Qin Lu
Associate Professor of
Mathematics



Eric Ho
Associate Professor of
Biology



Andrew Vinchur
Professor of
Psychology



**Gladstone
Hutchinson**
Associate Professor of
Economics



Alison Williams
Administrative
Coordinator

Major Events and Projects

“2020 US National Election Coverage,” Fall 2020 Edition of *Lafayette Lens* on PBS39

Students from two classes, a first year seminar course and the Policy Studies senior seminar, worked with Lehigh Valley Public Media staffers to produce stories and coverage of the 2020 national elections. Much of the two-part series was produced remotely because of the pandemic, with students and experts spread out across the country.

Link to video of the Part 1: <https://www.pbs.org/video/lafayette-lens-part-1-srqhf8/>

Link to video of the Part 2: <https://video.wlvt.org/video/lafayette-lens-part-2-blerr9/>

“Trying Times: Containing America’s Mental Health Epidemic” Spring 2021 Edition of *Lafayette Lens* on PBS39

According to Johns Hopkins School of Medicine, more than 1 in four adults in the US had a diagnosable mental disorder in 2019, which exploded by 40 percent during the 2020 pandemic. This edition of Lafayette Lens looked deeply into various types of mental disorders, explored the causes, and heard from experts on promising treatments and remedies. The program reflects on the gaps exposed in access to mental health care as Americans confronted dual epidemics intensified by coronavirus lockdowns, isolation and disruptions in daily life. What treatment options and support systems are missing? What groups are disproportionately affected by mental health disorders? What lessons have we learned to guide a path forward?

Link to video of the broadcast: <https://video.wlvt.org/video/lafayette-lens-2021-ukfpxr/>

Market-Based Solutions and the Economic and Cultural Redevelopment of West Baltimore

At the invitation of Maryland’s Lieutenant Governor, Professor Gladstone Hutchinson commenced a multi-year partnership with the Arch Social Club Network in support of its goal of strengthening its contributions as an anchor institution in the economic and cultural redevelopment of West Baltimore. Led by Professor Hutchinson, the Lafayette team consists of Professor Ute Schumacher and three students: Ednetta Fullmore '23 (theatre and communications); Shaan Shuster '23 (econ/ PS and data science) and Khalid Almotae '23 (computer science and data science). The Lafayette team is collaborating with stakeholders in the West Baltimore community, including the Offices of the Mayor, City Council and the Governor, to develop the ecosystem that would facilitate the development of their Black Arts and Entertainment District.

The West Baltimore initiative provides a new and substantial opportunity to inject market-based solutions into a community that faces enormous challenges. A foundational goal of the approach is to rebuild faith and trust in free markets as a culture and vehicle for pursuing prosperity. Professor Hutchinson, Director of the Economic Empowerment and Global Learning Project, has repeatedly demonstrated that empowered and strengthened capacity of Black America to exercise agency in free market capitalism is the fastest and

most robust path to their building of economic and social wealth and achieving an economic and community development that they value.

Learning Experiences that Engaged Distinguished Alumni

The Policy Studies program aspires to bridge theory and practice, and to examine challenges at the intersection of business, policy, and technology. The Industry, Strategy, and Policy course in spring 2021 featured eleven guest commentators with distinguished careers representing the major sectors of the global economy. The guests and the topics explored are summarized below.

Robert E. Sell '84

Group Chief Executive, Communications, Media and Technology, Accenture (Retired)



The Career Journey: Success and Failure

Mr. Sell presented a host of examples and cases to illustrate how firms create value by solving problems. He offered insights and advice on how students can add value to organizations and cultivate a fulfilling career.

Donald E. Morel, Jr. '79

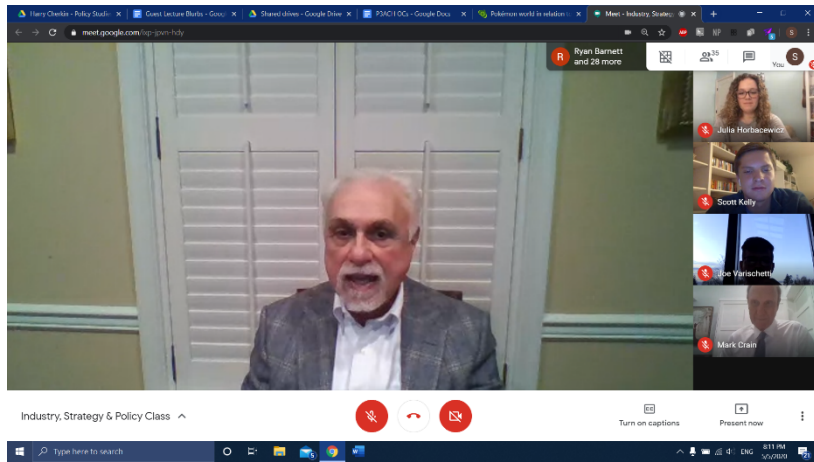
Chairman and Chief Executive Officer, West Pharmaceutical Services (Retired)



Leadership

Dr. Morel provided a sweeping survey of the types of leadership, such as political leaders, business leaders, military leaders, and leaders of conscience. He used riveting examples to illustrate what makes a leader, and common traits that great leaders share, such as a moral compass and emotional intelligence.

Harry S. Cherkin, Jr. '71 Partner, Faegre Drinker LLP



Consumer Discretionary

Using his experience on the Urban Outfitters board, Mr. Cherkin explained the unprecedented challenges facing retailers, many of which pre-dated the COVID-19 pandemic. He led a discussion about possible strategic and tactical steps that would allow retailers to succeed in the next five years.

Thomas M. Moriarty '85 EVP, Chief Policy and External Affairs Officer, and General Counsel CVS Health



Healthcare

Mr. Moriarty's position provides a near-perfect example of a career that lies at the intersection of business, policy, and technology. At CVS Health, he has been at the forefront of its strategic planning that cannot ignore the complex web of federal, state, and local laws and regulations that pertain to healthcare. As case studies, he focused on the expansion of CVS Health into the urgent care business and the health insurance business through its massive merger with Aetna.

Peter D. Holran '87
Vice President-Federal Relations & Director of Legislative Strategy
AT&T Services



Energy

Mr. Holran delved into a major Enbridge project to replace the existing Line 5 dual pipeline at the Straits of Mackinac with a pipeline secured in a larger underground tunnel as a case study in the importance of corporate social responsibility and community engagement. He also offered insights about the effect of climate change on practices in the energy sector.

Pamela S. Passman '83
Senior Associate, Center for Strategic and International Studies



NGOs/Not-for-Profits

Using her unique background in both the for-profit and not-for-profit sectors, Ms. Passman explained the current environment for not-for-profit organizations in the U.S. She illuminated differences between the for-profit and not-for-profit sectors, ways they can collaborate productively, and pointed out major challenges.

Peter G. Jacoby '81
Vice President-Federal Relations & Director of Legislative Strategy, AT&T Services



Communications Services

Mr. Jacoby provided a roadmap explaining the current state of the communications sector, along with predictions about where the industry is headed, especially as it relates to the COVID-19 pandemic. He provided critical context to massive changes in the sector by walking the students through the evolution of the telecommunications sector.

Sebastian J. Crapanzano '97
Managing Director, Morgan Stanley

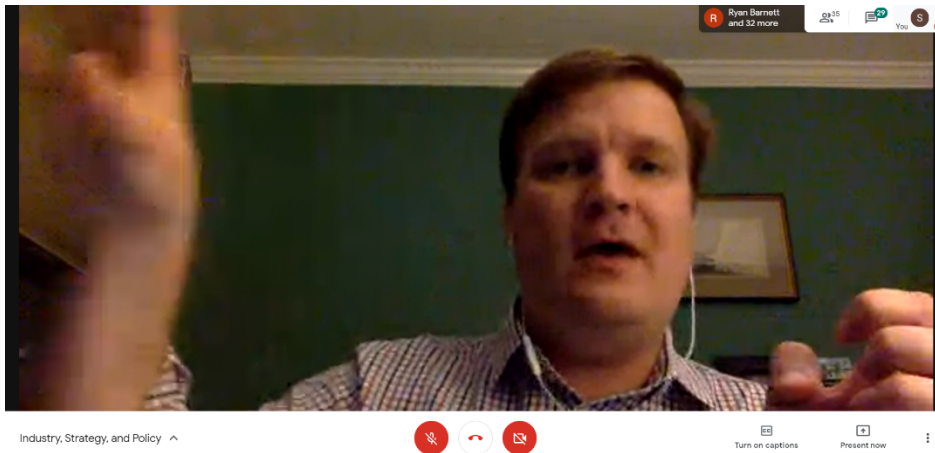


Financial Services

Mr. Crapanzano illuminated the various sub-sectors of the wide-ranging financial services industry, and how important policy is to the operations and performance of the industry. He illustrated this with his first-hand experiences going through the great recession in 2008, a watershed period in the modern history of financial services.

John Stephenson '05

Director, Global Policy Planning and Strategic Initiatives, Amazon Web Services



Technology and Business Services

Mr. Stephenson stressed the importance of focusing on customer needs as a key success factor, describing Amazon as “consumer obsessed.” He highlighted the growing importance of cloud computing and discussed the benefits of a global cloud infrastructure, including data security, availability, and performance. He provided examples to illustrate the types of policy issues he addresses for AWS at the state and local government levels.

Susan Fox '88

Senior Vice President, Government Relations, The Walt Disney Company



Media and Entertainment

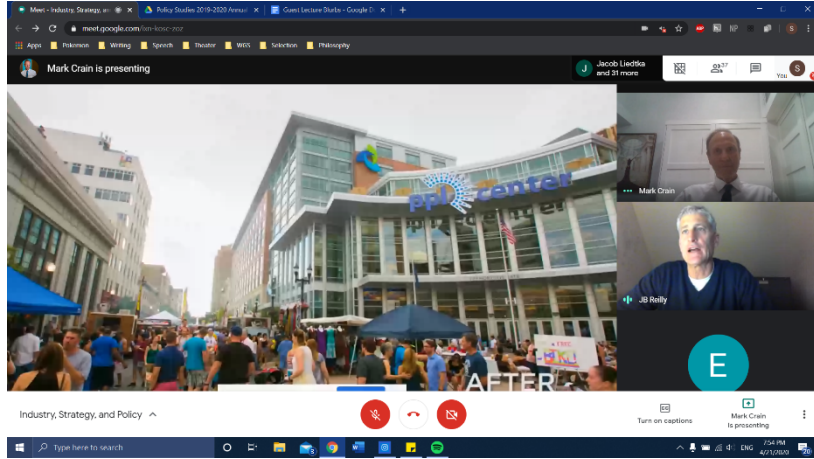
Ms. Fox discussed the rapid and massive changes in today’s entertainment industry, as well as the importance of staying current with the evolving needs of consumers. She emphasized the importance of integrating government affairs into a company’s strategic planning process, and highlighted some of the major public policy issues facing this sector.

J.B. Reilly '83

President, Landmark Communities and Center City Investment Corp.

Real Estate

Through his extensive experience in the real estate sector, Mr. Reilly explained how shifting demographics have shaped the real estate industry. He offered insights on the lasting effects that COVID-19 is likely to have on commercial and residential real estate, including the potential impact on the attractiveness of densely populated urban areas.



Congratulations to the 2021 Graduates of the Policy Studies Program

Policy Studies Class of 2021 Receiving Special Recognition

Honors Theses

Caroline Phillips, "Trying Times: Containing America's Mental Health Epidemic" (Prof. Crain, Chair)

Nicholas Davatzes, "Forecasting Legislative Outcomes in the Nigerian National Assembly" (Prof. Crain, Chair)

Special Awards

Caroline Phillips received the Benjamin F. Barge Oratorical Prize Honors Thesis Defense

Examples of Jobs and Advanced Degree Programs, 2021 Graduates

Markets & Securities Services Analyst, Citi

Business Development Representative, Reggora

Consultant, Daversa Partners

Special Assistant to the CEO on Finance and Policy, Pennsylvania Housing Finance Authority

Financial Analyst, Amazon

Corporate Banking Analyst, Citi

List of Attachments

Article by Bryan Hall on the fall 2020 broadcast:

<https://news.lafayette.edu/2020/11/01/undeterred-students-deliver-for-pbs-election-broadcast/>

Article by Bryan Hay on the spring 2021 broadcast:

<https://news.lafayette.edu/2021/06/17/student-produced-broadcast-explores-mental-health-issues/>