THE BRAVE NEW WORLD OF PHILANTHROPY

With social media revolutionizing communication possibilities, SPEA researchers confront a changing landscape for nonprofits and fundraisers – for better or worse.
In Bloomington: In Indianapolis:

In keeping with this issue’s “social media” theme, don’t forget to follow us!

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The Brave New World of Philanthropy

With social media and innovative communication possibilities, SPEA researchers confront a changing landscape for nonprofits and fundraisers – for better or worse.

The flip side of social media

Evil may lurk in 140 characters... but so may art.

Jumping out of airplanes... and into SPEA

A portrait of SPEA Dean’s Council member Dana Mead.

Meeting emerging needs in public affairs

SPEA IUPUI campus responds to societal shifts with innovative new programs.

Class Notes

This year has been a banner one for SPEA. We celebrate the exciting news that our graduate public affairs program is now ranked second out of 266 in the nation! According to the recently released and influential rankings from U.S. News & World Report (USNEWS), SPEA is now alone in the second position, an improvement from the previous rankings completed in 2008 that showed the School tied for second with Harvard University. The new rankings show SPEA closing the gap with Syracuse University for the top spot and ahead of Harvard, Princeton University, and the University of Georgia.

This is the highest ranking in SPEA’s history and comes as the School prepares to celebrate its 40th anniversary in September. This is an appropriate time to thank the pioneers of SPEA who had the vision to create a School that is now repeatedly honored as among the finest in the nation.

Clearly, this can also be credited to the SPEA faculty, students, advisors, and alumni, and we’re grateful for their dedication and loyalty. SPEA is recognized for excellence by its peers because we are not standing still. We are building on the research excellence of Nobel Laureate Elinor Ostrom, investing in a new generation of faculty, and buttressing our strengths in environment, finance, and management. SPEA continues to be Indiana University’s top-ranked graduate school and is first among all state university public affairs programs.

Updating news of our SPEA colleague, “Lin” Ostrom, Time magazine has named her to its “2012 TIME 100,” the magazine’s annual list of the 100 most influential people in the world: The list, now in its ninth year, recognizes the activism, innovation, and achievement of the world’s most influential individuals. Time managing editor Richard Stengel has said of them, “They’re scientists, they’re thinkers, they’re philosophers, they’re leaders, they’re icons, they’re artists, they’re visionaries – people who are using their ideas, their visions, their actions to transform the world and have an effect on a multitude of people.” Lin certainly continues to lead by example, and sets the bar high for our faculty. Another example of stellar faculty accomplishment is Phil Stevens’ recent appointment by IU’s Board of Trustees as the Rudy Professor of Public and Environmental Affairs, a distinguished rank professorship, aimed at rewarding and retaining outstanding faculty members. Phil has earned national acclaim for his work on the chemistry of the atmosphere and its effect on global climate change and regional air quality.

This year’s addition of 13 new faculty members to the Bloomington and Indianapolis campuses – with others on the way to make another exciting SPEA component.

Along with these new faculty comes a variety of new programs and concentrations. You can read about several of them in this issue: the undergraduate program in Media and Public Affairs, leading to a B.S in Public Affairs, is believed to be the first of its kind in the country; and the Master of Science in Criminal Justice and Public Safety (MSCJPS) program, is the first program in Indiana to offer a graduate degree in public safety. In addition, at Bloomington, the International Development concentration in the Master of Public Affairs is designed to provide students with a policy-focused understanding of international development and will introduce students to topics such as economic programming and planning, political economy, and sustainable development. Also approved is the new Master of Public Affairs/Master of Arts in Arts Administration. This dual degree involves classes in public finance and affairs as well as performing arts management, museum management and fundraising. And the pioneering student-driven Advancing Community, Collaboration, and Training (ACCT) International course in Kenya provides a significant culurally immersive development opportunity.

SPEA welcomed back Public Administration Review, the premier journal of public administration research, theory, and practice, published for more than 70 years for the American Society for Public Administration (ASPA). SPEA Distinguished Professor James Perry serves as editor-in-chief of the journal, and Professor Michael McGuire serves as managing editor. Editing the journal provides Perry and McGuire a unique opportunity to influence scholarship in public administration, as well as a chance to contribute to the field and make use of their experience and research. Public Administration Review joins several other prestigious journals being edited at SPEA, including the Journal of Policy Analysis and Management, Public Budgeting and Finance, and Small Business Economics.

Finally, several significant research initiatives have been undertaken, including one at the behest of SPEA alum, author, and broadcaster Tavis Smiley, as a factual foundation for his Poverty Tour (www.thepovertytour.smileyandwest.com) across the United States. The resulting White Paper, “At Risk: America’s Poor During and After the Great Recession,” can be read in its entirety at www.indiana.edu/~spea/pubs/white_paper_at_risk.pdf.

From Dean John D. Graham
It’s been called “the most viral video of all time.” On March 5, 2012, the nonprofit organization Invisible Children posted a 30-minute film on YouTube depicting the atrocities of central African rebel army leader Joseph Kony. Within its first five days online, the video reached more than 70 million views. Donations came pouring in to help the organization reach its goal of halting Kony’s abduction of children and restoring areas affected by his Lord’s Resistance Army. Just 16 days after the film was posted, 33 U.S. Senators introduced a bipartisan resolution condemning Kony, a warlord who had been operating for 26 years without attracting much American attention.

“This is about someone who, without the Internet and YouTube, their dastardly deeds would not resonate with politicians,” Senator Lindsey Graham (R-S.C.) told Politico. “When you get 100 million Americans looking at something, you will get our attention.”

Leslie Lenkowsky, clinical professor of public affairs and philanthropic studies at SPEA, says the “Kony 2012” phenomenon illustrates how profoundly social media have changed the communication landscape for nonprofits, particularly with respect to fundraising campaigns.

“We talk a lot about the marginal cost of fundraising,” he says. “With a viral video like the one by Invisible Children, once you have video produced, you have zero additional cost. Each click costs you nothing. In this case, you now have 100 million people or more who are aware of Mr. Kony, and they may be hearing about it from their tween-agers who saw the video online.”

The flip side of this exposure, however, is that it’s difficult to control where it ends. As the Kony 2012 video sped across the Internet, so too did highly publicized critiques of Invisible Children, from questions of its financial structure to accusations of its Lord’s Resistance Army. Just 16 days after the film was posted, 33 U.S. Senators introduced a bipartisan resolution condemning Kony, a warlord who had been operating for 26 years without attracting much American attention.

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Two weeks after the video went viral, its filmmaker, Jason Russell, was detained by the San Diego Police after a public meltdown in which he allegedly appeared on a street corner in a state of undress, screaming incoherently and disrupting traffic. The episode was brought on, his wife said in a statement, by the “sudden transition from relative anonymity to worldwide attention” resulting from the video’s success.

If social media has created a “Brave New World” for philanthropy and fundraising, then, it is not without its dystopian elements. Unlocking the potential of new technologies and trends – while acknowledging and addressing their dangers – is the complex task before the scholars of philanthropy at SPEA.

Preparing for the public eye
“’(The bottom line, of course, is that using social media can get you unprecedented levels of attention, but it doesn’t necessarily mean you are prepared for it,” says Lenkowsky. “The reality is that we live in a culture in which doing good invites criticism. In this example, I don’t think the organization was quite ready.”

In his “Communications for Nonprofit and Public Affairs” course, Lenkowsky helps students anticipate these negative media portrayals and consider how to prevent them. One important step is recognizing that even invalid criticisms have the potential to become widespread. He offers the example of disaster relief efforts such as those of the American Red Cross following the recent tornadoes that tore through Indiana. As a forward-looking agency, the Red Cross recognizes that donations are likely to peak immediately following the event and to dwindle after, so it stewards its resources for a long-term recovery effort rather than spending all the donations up front.

“At some point, we will probably see an investigative news story pointing out that six months later the Red Cross still hasn’t spent 50 percent of what was donated,” Lenkowsky predicts. “It’s plausible that such a strategy would be in the best interests of area residents, but that...
Love for mankind

If all of this strategizing sounds a bit clinical, the work of SPEA Assistant Professor Jen Shang shows that the newest branch of philanthropic study is entirely heartfelt. As the world’s first and only philanthropic psychologist, she supports nonprofits in choosing celebrities by focusing her research on increasing donors’ well-being.

“When you look at the word ‘philanthropy,’ what it means is ‘love for mankind,’” she points out. “Donors give because they want to be more kind and caring. Doing so makes them feel happy. At the end of the day, this is our highest calling as human beings: We can derive happiness from righteous means and social morality. If we help donors access these deep human values we can offer life-changing experiences through giving.”

Shang works closely with her research partner and husband Adrian Sargeant, the Robert F. Hartsook Professor of Fundraising at the Center on Philanthropy at IUPUI and a professor at SPEA in Indianapolis. Together, they created a textbook and a website (studyfundraising.info) dedicated to training fundraisers in this character-centered approach to philanthropy. The trick when working with fundraisers, she says, is demonstrating empirical and quantifiable methods for helping donors feel righteous and moral.

“We provide this free website because we are passionate about increasing education for fundraisers and providing them with research that translates into action,” Shang says. “If all we do is tell fundraisers, ‘You need to understand your donors and make them feel better,’ their response is, ‘We already do that.’ But if you can show them research that demonstrates practical steps for increasing their revenues – ‘Use these two adjectives in this setting and you’ll increase giving by ten percent in this population’ – they start to develop a new perspective.”

Shang recently conducted this type of research with a radio station, using ‘moral priming’ to increase donations during a pledge drive. The experimental conditions involved telephone operators inserting descriptors of positive moral identity into their preexisting pledge scripts, resulting in statements like, “Thank you for being a compassionate and helpful [station name] member.” In comparison with the control group that was thanked without the adjectives, women who received the moral prompts increased their pledge amounts by an average of 21 percent. A concurrent study showed that women’s self-ratings of moral identity attainment – how closely they felt they had come to achieving their moral ideals – were positively correlated with an increase in the dollar amount of giving, suggesting that increased donations were a win-win for donors and organizations.

“The concept is relatively straightforward, but it is very difficult for nonprofits to identify these strategies on their own as this whole field of research is very new,” Shang says. “Funding hasn’t always been recognized as the professional field that it is – Adrian is actually the world’s only chaired professor of fundraising. I think between his expertise and my training as an experimental psychologist, we are offering a new trans-disciplinary approach. We hope it will help fundraisers lead proud professional lives dedicated not just to raising money but to raising Man.”

Proliferation of product donations

As new dimensions of individual giving have been examined at SPEA, so too have trends in corporate philanthropy. An area of particular interest to SPEA Associate Professor Beth Gazley and SPEA Assistant Professor Justin Ross is corporate in-kind giving.

While product donations have long been a part of the philanthropic landscape, the advent of online distribution tools has made it much easier for manufacturers to link to nonprofits that can utilize their goods. The Web-based broker Good360, for example, began nearly 30 years ago under the name Gifts in Kind as a distribution center for donated office equipment. It now partners with nearly 3,000 donors and more than 25,000 charities to facilitate the equivalent of more than $350 million in product donations around the world.

Despite the increasing proportion of corporate giving devoted to product donation, little research has investigated the impact of these types of programs, Gazley says. She recently partnered with Good360 to assess the outcomes of the Framing Hope program, which links Home Depot stores with charities in their areas. Gazley and SPEA doctoral student Gordon Abner conducted surveys of current and former Framing Hope participants to measure
a range of outcomes including the number of people served, charities' satisfaction levels, and the extent of performance measurement.

“The best news from our study is that these charities are happy clients,” Gazley says. She reports that 90 percent of those surveyed reported a “good” or better relationship with Home Depot, and 92 percent rated their relationship with Good360 as “good” or better. With respect to the total value of donations and the number of households served, the results indicate that Framing Hope donations have amounted to over $46 million in product contributions and reached some 450,000 households. Surprisingly, though, few charities had attempted to measure the program’s impact on clients.

“I think in-kind donations are being undervalued,” Gazley says. “The charities don’t seem to be investing nearly as much effort as they could in looking at these bigger questions of impact. The program should be helping charities address the capacity challenges associated with receiving and using in-kind gifts, including processing the gifts but also measuring performance.”

While the question of long-term outcomes for charities remains open, Ross offers a useful perspective on how these contributions affect corporations’ bottom line. In a study released earlier this year, “The Business Case for Surplus Products,” Ross and Gazley’s analysis suggests that while the business case for product philanthropy is strong, corporate donors should be working more closely with charities to maximize its potential. As Gazley observes, “Attention must be paid to ensuring that the donated items meet real needs.”

In his report, Ross offers a step-by-step analysis with which corporations can determine whether in-kind donation is the best option for their surplus inventory. Online marketplaces like Good360, which allow charities to “shop” for products, play a crucial role in making that option more practical. “The Internet has made it very easy for corporations to find organizations that need their products . . . I just don’t think this type of matching was possible before everything went online.”

Intelligent rating tools

The online clearinghouse concept has provided another vital service to both corporate and individual donors: quality assurance. Where once the Internet was regarded as a free-for-all in which veracity and authenticity were uncertain, it has now given rise to repositories devoted to rating and reporting on nonprofits.

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~ Beth Gazley

Succeeding the tried-and-true way . . .

While the likes of Twitter and YouTube are catalyzing some fundraising efforts, others are succeeding the tried-and-true way. “Through 20 years of good work and good relationships,” says John Krauss, director of the Indiana University Public Policy Institute (PPI), which is housed within SPEA.

This year, the institute received a $6.6 million grant from Lilly Endowment. Krauss explains that the Endowment’s grant is a vote of confidence in PPI’s longstanding commitment to providing policy-makers with nonpartisan, non-ideological research. “We’re here to help the citizens of Indiana understand the issues before them,” he says. “I told my staff this grant is just the latest endorsement of the good work they’ve done.”

The Lilly Endowment provided PPI’s seed money when it supported the formation of the Center on Urban Policy and the Environment in 1992. The Endowment continued to contribute critical operating support year after year through successive three-year funding cycles. In 2008, the Center for Criminal Justice Research was formed, and PPI was established as the umbrella organization over both centers. PPI’s work has focused on government and community policy – such as land use, economic development, and gaming – as well as criminal justice, public safety, and environmental issues.

“PPI and Lilly Endowment have enjoyed a great relationship for all these years,” says Krauss. “But then, last year the pattern shifted. Clay Robbins, Lilly Endowment’s president, said he had a change in how he wanted to approach the institute. Instead of three years, he gave us 10 years of funding up front. Clay said, ‘It’s up to you to use it how you wish.’

The $6.6 million award will “allow us to have more control over our destiny,” Krauss says. PPI is now developing a forward-looking business plan that will use the grant as a “springboard” to invest in more visible projects, which will in turn attract more clients and funders to help grow the institute.

Most exciting for Krauss is the opportunity to take on more large-scale initiatives like the “Policy Choices for Indiana’s Future” project that was released in February of this year. This 18-month research and analysis effort was led by PPI advisory board co-chairs Randall Shepard, the former chief justice of the Indiana Supreme Court, and Mark Miles, President and CEO of the Central Indiana Corporate Partnership. Designed to improve the state’s economic health by engaging leaders and policy makers in a continuing nonpartisan discussion, the research portion of the project involved representatives from the private, public, nonprofit, and higher education sectors. The end product is a comprehensive overview of the challenges the state faces along with policy briefs on encouraging “An Educated Workforce,” “An Environmentally Sound Energy Policy,” and “A Balanced Tax Policy.”

PPI rolled out the project’s findings with an innovative gathering of what the popular Howey Politics Indiana blog described as “100 movers and shakers from around the state.” Rather than merely presenting their reports, the group divided the attendees into roundtables, then invited each table to share highlights from their discussion of each topic area.

“This way, we all got a sense of what the whole room was thinking, which is important, because everyone wants to be heard and listened to,” says Krauss. “This is all about relationship-building. Respectful, mutually beneficial relationships have sustained PPI for 20 years, and will enable us to continue our good work in the decades to come.”
These systems are becoming ever more sophisticated, Lenkowsky says, transitioning from simple questions of financial distribution to considerations of transparency such as the presence of an autonomous board and independent audits. The largest of the independent rating services, Charity Navigator, is now working with SPEA students in Lenkowsky’s capstone class to develop a third iteration of its rubric.

“We are working with them on Charity Navigator 3.0,” Lenkowsky says. “We now want to ask what kind of impact the charity is having. This is a very difficult question to answer, because a lot of outcomes are long-term or intangible, and Charity Navigator works on such a large database of about 6,000 charities that you can’t expect them to have raters with Ph.D.s reading all the evaluation reports. Even if we can’t at this stage assess the true impact, though, we can create some criteria to see how seriously the charity is taking its own evaluation process.”

The students are designing a logic model to determine in which people are controlled not with force but with a recreational drug, soma. The journalist Evgeny Morozov suggests that YouTube might be the electronic version of soma, because it entertains us and distracts us from what’s happening in our immediate area. Both concepts, he points out, may be called to mind by Invisible Children’s sudden ubiquity.

Neither author could anticipate the social media landscape that now confronts donors and nonprofits, but with these cautionary tales in mind, SPEA researchers are working to make philanthropy more transparent, deliberate, and verifiably beneficial for everyone involved.

The journalist Evgeny Morozov suggests that YouTube might be the electronic version of Huxley’s “soma,” because it entertains us and distracts us from what’s happening in our immediate area.

~ Les Lenkowsky

Matt Auer is a professor at SPEA, dean of the Hutton Honors College and author of a thought-provoking and sometimes chilling article about social media in PSJ, Policy Studies Journal. Auer contends that those of us who Facebook and Tweet have more to worry about than manipulative marketing and the sale of our personal information. He says governments that don’t share their political values or goals can use the tools of social media to silence protests, track dissidents, and bend public policy. “You don’t have to go into the post-apocalyptic world of The Hunger Games to see this,” Auer says. “Dictatorship regimes are using these tools right now. This isn’t paranoid, it’s something we need to think about.”

Auer illustrates the potential for anti-social behavior with two apparently benign examples, Alec Ross is Secretary of State Hillary Clinton’s senior advisor for innovation and a Twitter aficionado. Nearly 400,000 people follow his Tweets (micro-blogs limited to 140 characters). On a routine Tuesday, his Tweets range from personal invitations to official State Department business:

@AlecRoss @gnarlykitty - email me if you want suggestions of places to go and things to do in DC. Enjoy and thanks for your work at the embassy!

@AlecRoss @gnarlykitty 350 organizations from 45 countries trained through @StateDept TechCamps. We’re in Thailand today. -> http://www.state.gov/r/pa/prs/ps/2012/03/186075.htm #gov20 #netfreedom

Ross is especially adept at using the sometimes mystifying mechanics of social media, the hashtags and “likes” and links, to broaden his own influence and extend the reach of his communications on behalf of the State Department. Ross and his young colleagues are bringing

You post birthday party pictures on Facebook, follow the IU basketball team on Twitter, and admire your cousin’s wedding dress on Pinterest. Harmless as that all sounds, there is a dark side to those happy places. “Social media is increasingly anti-social,” warns Matt Auer.

To read more about SPEA faculty members quoted in this article, see: http://www.indiana.edu/~spea/faculty/index.shtml

ON THE WEB

The flip side of social media

BY JIM HANCHETT

Matt Auer is a professor at SPEA, dean of the Hutton Honors College and author of a thought-provoking and sometimes chilling article about social media in PSJ, Policy Studies Journal. Auer contends that those of us who Facebook and Tweet have more to worry about than manipulative marketing and the sale of our personal information. He says governments that don’t share their political values or goals can use the tools of social media to silence protests, track dissidents, and bend public policy. “You don’t have to go into the post-apocalyptic world of The Hunger Games to see this,” Auer says. “Dictatorship regimes are using these tools right now. This isn’t paranoid, it’s something we need to think about.”

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American diplomacy into the digital age at warp speed. A department that just a few years ago had only a handful of high-level officials fashioning communications, cables, and news releases now has an iPhone army of communicators. They’re able to instantly reach broad or niche audiences using an array of social media considered open, accessible, democratic, and immune to manipulation. Not so, warns Auer.

“Social media’s essence is that it’s a spontaneous, casual way to communicate, but for political actors, it has a very formal purpose,” Auer says. “Behind the emotive elements, the Tweets about coffee and local movies, you’re being seduced.” The State Department’s Ross, Auer notes, will mix a message that appeals to your impulses — like tasting notes from a coffee he just bought — with observations and gentle persuasion about a deadly serious policy meeting he attended while sipping that savory drink. “These are Mad Men for the 21st century. In a friendly, mostly civil society like ours, there may not be much to worry about as long as you keep your eyes open. But go to any number of not fully free countries, use social media, and recognize that you just gave your IP address to the state — that’s more than a little worrisome.

“You don’t have to be an ‘enemy of the state’ to be of potential interest to the state,” Auer contends. “Surveillance is an old standby for insecure regimes, and social media platforms. ‘We can’t always know who has joined us on our newsletter, from the Alec Rosses of the social media world, Auer believes in the continuing value of the traditional ‘message controllers,’ the gatekeepers of the old fashioned ‘message controllers,’” the gatekeepers of the mainstream media: ‘Pay attention to the ‘Fourth Estate’ as you switch over to the Fifth Estate.’ You know where the New York Times and the Wall Street Journal and the television networks are coming from if you don’t agree with their reporting or editorials. They’re corporate and political biases are well-known. Take some comfort in that. In contrast, some bloggers and so-called e-journalists are operating by, at best, an emerging and unstable set of norms. There are no barriers to entry for the new media and you might be tempted to forsake Facebook and Twitter for the more traditional social media and you might be tempted to forsake Facebook and Twitter for the more traditional social media and YouTube, knowledge is power and Auer believes it’s up to us to be smart about what we’re doing. ‘Widespread mastery of the technologies themselves is necessary to ensure that social media remain squarely in the overarching endeavor of promoting human dignity for all,’ he writes in Policy Studies Journal. ‘Perhaps there is hope in that so many citizens of the planet are already skillful users of social media.’

Michelle Boone (MPA’98) is by any definition a skillful user of social media. She is the newly appointed Cultural Affairs and Special Events Commissioner for the City of Chicago and earned her master’s in nonprofit management at SPEA. She regularly presides over more than 10 million social media users and the television networks are coming from even if you turn around and earned her master’s in nonprofit management at SPEA. She regularly presides over more than 10 million social media users and the television networks are coming from even if you turn around and earned her master’s in nonprofit management at SPEA.

To read more about Michelle Boone: http://www.cityofchicago.org/city/en/depts/dca/autogenerated/dca_leadership.html

To read more about Matt Auer: http://www.indiana.edu/~spea/faculty/auer-matthew.shtml
Jumping out of airplanes... and into SPEA

There were many reasons Dana Mead jumped out of 60 perfectly good airplanes. He was training to fight for his country. He wanted to demonstrate leadership to the men of the 82nd Airborne. But there was another, more private reason that over and over he packed his own parachute, went up in a small plane or a helicopter, waited for the command, and then plummeted out of the skies over Fort Bragg, North Carolina.

Before we get to that though, you should know about all of the leaps of faith in Mead’s remarkable life.

The Mead résumé: West Point grad, Army jumpmaster and then combat commander, college professor, football coach, White House policy maker, corporate titan, nonprofit director, and now member of SPEA’s Dean’s Council. He is one of the group of 22 charged with advising SPEA on how to best train the nation’s next generation of leaders. “No one wakes up in the morning and says ‘I’m a leader,’” Mead says. “It’s a tough process to get there.”

The process that made Dana Mead a leader began in Wood River, Illinois. He played high school football, basketball and baseball, played football so well he was recruited to West Point by legendary coach Red Blaik.

After graduating, he led a tank company and was aide-de-camp to two assistant division commanders under Creighton Abrams, the stalwart general who directed military operations in Vietnam from 1968-1972. The list of soldiers in Mead’s combat command included a private named Elvis Presley. Mead rose in the ranks as the war accelerated. As a 32-year-old colonel commanding Army units on the DMZ and in Quang Tri Province, he was

SPEA Dean’s Council member Dana Mead of Vero Beach, Florida, pulls out his 1939 Plymouth Super Deluxe Convertible to show off to a visitor. He shares that it’s the first stock car manufactured in the United States that had a shifting lever on the steering column as well as the first car with a power top. “I’ve got an engineering degree from MIT, I’m interested in technology and there’s a lot of engineering and technology in these old cars,” says Mead, 76. “And I’m interested in history,” continues Mead, with a smile.
responsible for sending men into the nastiest and bloodiest corners of the conflict and then getting them back out. “We lost some people,” he says and even now some 40 years later, you hear the regret in his voice. “When you’re making life-and-death decisions, you learn how to make a decision. You have to be predictable to inspire trust. You have to be accountable. That’s all part of leadership.”

Interwoven with his years in the military were years on college campuses. Mead earned his PhD from MIT and twice returned to West Point to teach the social sciences, help coach the 150 lb. Cadet football team and run the Cadet ski instruction program. During his second tour at West Point, he was the deputy head and tenured professor in the department of social sciences. He was twice detailed to the Pentagon, first to help write four volumes of the Pentagon Papers and later to part of the team writing General William Westmoreland’s report of his years leading American troops in Vietnam before Abrams took command. Mead put that knowledge learned in the classroom and combat zone to the test on another battlefield, the one at 1600 Pennsylvania Avenue. As a White House Fellow and then as domestic policy advisor to President Richard Nixon, Mead played a key role in the Pentagon, the one at 1600 Pennsylvania Avenue. As a White House Fellow and then as domestic policy advisor to President Richard Nixon, Mead played a key role in the construction of the Washington Metro. Pretty much a career, huh? The boy from Wood River was just 16 during the invasion at Normandy and he would play an integral role in the development of that same country. According to Mead, West Pointers wear the学校 on the other stating the creed of duty, honor, and country. According to Mead, West Pointers wear the school crest side facing their heart, but only after graduation. He wears his next to his wedding band.

His next opportunity would come in the private sector. At International Paper, Mead rose to the position of executive vice president and was named a member of the board of directors. Then it was on to Tenneco, a conglomerate bleeding money as it tried to sell everything from tractors and submarines to shock absorbers and zipper sandwich bags. In 1992, he was recruited there as president and CEO by a friend, Mike Walsh, who would die of a brain tumor 18 months later. With Walsh’s death, Mead became chair and CEO of the company, restructuring it into a profitable and admired business.

Throughout his Tenneco years, Mead says he led without sacrificing the core values he learned at West Point and in his other professions. One example: Tenneco’s J.I. Case farm tractor division faced an ethical challenge. Farmers figured out how to jumpstart the tractors without climbing up in the cab. It was more convenient that way and the farmers liked it, but it could also prove fatal to them if the machine lurched forward. Mead says the Case marketing and sales executives warned him that a costly modification of the starting apparatus would hurt sales at the dealership. It was more convenient that way and the farmers liked it, but it could also prove fatal to them if the machine lurched forward. Mead says the Case marketing and sales executives warned him that a costly modification of the starting apparatus would hurt sales at the dealership. “I did it anyway,” Mead says. “You’ve got to do it. It affects customers and the morale of an organization if there’s an undercurrent of cutting corners and a lack of integrity. No business decision can justify an illegal, unethical, or immoral decision. That was my order to everyone who worked at Tenneco. If you make a decision like that, you’re fired. And I fired some people.”

Mead tells the story of the turnaround in a 1999 book, High Standards, Hard Choices: A CEO’s Journey of Courage, Risk and Change. Tom Hayes, a former New York Times business writer, was Mead’s co-author and is still an admirer. “Dana had zero tolerance for any injuries on factory floors, or anywhere in the organization,” Hayes says. “He also was way ahead of his time in identifying sustainability as an important element of not only corporate responsibility but corporate performance.”

By the time Mead left Tenneco it had repeatedly been named by Industry Week as one of the best-managed companies in the world. OSHA noted the focus on the safety of customers and employees. Seventeen of OSHA’s 31 “Star” facilities flew the Tenneco flag. “At Tenneco, Dana was dedicated to identifying, developing, and promoting strong leaders,” Hayes says. “This was at least partially an expression of his enduring West Point imprint.”

Mead is now retired, in name only, tending to a family that includes his wife Nancy, two sons, and seven grandchildren, and shepherding diverse interests. He serves on the Board of Governors of the Boys and Girls Clubs of America and is helping a community center on a tiny island off the coast of Maine get back on its financial feet. He also sits on the Pardee RAND Graduate School Board of Governors, is a member of West Point’s Campaign Cabinet, an advisory member of the Marshall Foundation, and serves as chairman emeritus of the board that runs the Center for Risk Analysis at nearby Harvard. The two worked together again when Graham was named dean at Pardee RAND. Now the team is at SPEA. Mead says the decision to join the Dean’s Council was no leap of faith.

“I’ve always been involved in public affairs and so I was well aware of SPEA’s reputation,” he says. “There aren’t many schools that really drill down on public policy and public affairs, and SPEA is one of the better ones.”

As for what were inarguably leaps of faith, the jumps out of those airplanes, you should know that Mead has a lifelong love of cars and machinery. There’s evidence of that today in his driveway with a gleaming 1939 Plymouth convertible and a pristine 1947 Super Deluxe Woody. There was evidence of that back at Fort Bragg, too: “As an armor officer, I wanted primarily to join the 82nd because of its history and its elite status. It turned out to have a practical benefit, also. I was paid $222 a month for salary. I had just gotten married and just bought a car. I got an extra $105 a month for jump pay, which was exactly the amount of my car payment. Jumping out of airplanes helped me pay for my car.”

It’s a story Dana Mead tells with candor and humor, notable because it reveals a rare moment of self-concern in a lifetime of public service. Honesty, too, is the essence of leadership.
Emerging Needs in Public Affairs

Media and Public Affairs

Believed to be the first of its kind in the U.S., this new undergraduate program combines SPEA studies with courses in journalism, informatics, and political science to give public affairs students the tools to communicate in the digital age. The program began this academic year and leads to a Bachelor of Science in Public Affairs. Sheila Suess Kennedy, director of public affairs programs at IUPUI, says the Media and Public Affairs degree gives students the theoretical and practical grounding to operate in a rapidly evolving communications landscape.

“We are asking questions that aren’t just geared toward one particular technology,” she explains. “We want students to understand the ways in which people get their information and the consequences of this incredible morphing of media for public management. It’s not just about teaching students how to use Twitter; it’s about giving them a very broad interdisciplinary understanding of the basic landscape of media, so they know where to look for the skills they need as the platforms keep evolving.”

The program started as a single “Media and Public Affairs” class about ten years ago, Kennedy says. At that time, she and former Journalism Dean Jim Brown were concerned about public affairs students and journalism students failing to comprehend the connections between their respective fields. “The point was to get journalism students to understand that what they decide to report on has an effect on public policy, and to help public affairs students understand what journalists think is news and how reporters make those decisions,” she says.

In the 40 years that IU SPEA has been in existence, many aspects of public affairs have been transformed, from the communications technology to the theories and methods behind security efforts at the local, state, and federal levels. SPEA’s IUPUI campus is responding to these societal shifts with innovative programs that equip today’s graduates with the skills for 21st-century leadership.

By Elisabeth Andrews

Master of Science in Criminal Justice and Public Safety

Now in its second full year, the Master of Science in Criminal Justice and Public Safety (MSCJPS) offers a graduate-level integration of prevention, correction, and rehabilitation management geared toward front-line careers. “This program deals with the substance of criminal justice and public safety while retaining SPEA’s focus on management,” says Tom Stucky, the program’s director. The MSCJPS is the first program in Indiana to offer a graduate degree in public safety. While the school has long offered a Criminal Justice concentration for its Master of Public Affairs degree, tailored to high-level management, the MSCJPS is instead concerned with the procedures and policies affecting day-to-day operations.

“We were seeing a lot of mid-career people that were looking to move up, but didn’t necessarily need courses in budgeting and finance,” Stucky says. “The MSCJPS offers them a 36-hour program, rather than the 48 hours required for the MPA, and focuses on the information that’s relevant to mid-level management.”

MSCJPS students complete coursework in planning, management, law, research, and data analysis, along with an experiential component that can be achieved through an internship or existing employment in the field. Although the program offers separate tracks for Criminal Justice and Public Safety, many classes are combined to offer a broader perspective on security issues.

“A lot of times what you’ll have with practitioners is a very focused approach to their immediate demands – putting out fires, if you will,” Stucky says. “We hope to help them take a step back and look at what’s happening not just within their organization but across organizations and the criminal justice and public safety fields. That way they are not just stuck in their silos, and they can be exposed to people outside their own area who are dealing with some of the same questions in a different way.”

To accommodate working professionals, courses are offered online and in intensive formats that take place during a single week or in a series of weekend workshops. Stucky has also found, however, that many students are enrolling directly after completing undergraduate studies. “The program’s close ties with Indianapolis and Marion County public services are particularly beneficial for these students, who can take advantage of internship opportunities.”

Nathan Zaugg is one such student who came directly to the program after completing his bachelor’s degree. Because he transferred from the MBA program, Zaugg became the first MSCJPS graduate last May. A former Marine, he started college at the age of 27, majoring in criminal justice at IUPUI. The MSCJPS was a perfect fit, he says, because he was equally interested in law enforcement and re-entry.

“Having a master’s that covers both criminal justice and public safety was great for me,” he says. “The synthesis of all the different components really helped shape my career aspirations, and the critical thinking skills are enabling me to fulfill them.” Zaugg is now a program manager for Public Advocates in Community re-Entry (PACE) in Marion County, currently administering a Second Chance Act grant that assists people transitioning out of correctional supervision. Though he emphasizes his excellent preparation through the MSCJPS, he also points out that his professors have continued to support him beyond graduation.

“After I put together the materials for the program, I asked my professors Roger Jarjoura and Crystal Garcia to look them over,” he says. “I think it’s pretty incredible that they didn’t just help me in school but are now helping me use what I learned.”

By the time Brown retired in 2010, however, “We didn’t even know what media was anymore,” Kennedy says. “We realized at SPEA that we needed something more than our original concept of helping public affairs students and journalism students understand each other. It used to be that the press was the vehicle through which public managers communicated – if you had something to announce, you called a press conference. But at this point, people are getting their information any number of ways, and students going into public policy need to know how to communicate in an environment that is dramatically different from everything that came before.”

The program includes courses like “Digital Paradigm Shift: Effects on International Culture and Society,” offered through the School of Informatics; the School of Journalism’s “Media as Social Institutions”; political science coursework including “Voting, Elections, and Public Opinion”; and SPEA classes in government, law, and civic engagement. Kennedy explains that the program gives students a firm grounding in democratic processes before examining how information delivery affects the operation of public affairs.

Sarah Coomer, a sophomore, transferred from IU’s Columbus campus in order to pursue the Media and Public Affairs degree. She plans to pursue a position as a media director for a nonprofit, but says the degree will give her a lot of flexibility as her career evolves. “I’m glad SPEA offers this program because it is so versatile,” she says. “There are many different career choices that can come about with this degree and I’m not going to be held down into one path after I graduate.”

Kennedy concurs, pointing out that many types of employers are looking for people with the skills the new degree provides. “There are a lot of jobs available for people who understand the interaction between public affairs and new media,” she says. “This is something you can’t outsource.”

Meeting Emerging Needs in Public Affairs
Armed with laptops and smart phones, the students in Prof. Beth Cate’s classes know how to search. They can find information in an instant to help with their studies and in their free time they can find entertainment just as speedily. “Young people grow up getting everything they need with a few easy clicks,” Cate says. That’s the root of the problem that bedevils Congress, Hollywood, and data regulation experts like Cate. Her specialty at SPEA is the jumbled intersection of law and technology. Her mission is getting students to think about right and wrong when it comes to those quick clicks — in particular, what online material they should pay for, what should be free, and what the law and technology should allow in terms of blocking access to material or tracking and punishing copyright violations.

The issue of how best to combat online theft without crashing the internet and halting valuable information sharing most recently surfaced with the breach over now-familiar acronym, the Stop Online Piracy Act (SOPA) and Protect IP Act (PIPA) aimed to stop rogue websites around the world that offer unauthorized content. They were quashed by opponents after a coordinated campaign of Internet black-outs and boycotts. They argued SOPA and PIPA were sleight of hand that would restrict free speech and innovation and “break the Internet.” They urged Congress to develop a scalpel instead.

Now there’s a new acronym, OPEN. The Online Protection and Enforcement of Digital Trade Act sets up the International Trade Commission (ITC) as the enforcer against copyright infringement. Creators who see their material lifted by foreign websites could ask the ITC to take action. As that bill winds through Congress, other developments there and in court may dramatically shape rules about how we access books, music and movies. “This is an area of policy our students and alumni should really engage with,” Cate says. “If we care about continued availability of great content, we should pursue policies that help to promote smarter and fairer markets.” Few are as engaged or as knowledgeable as Cate.

With a Harvard law degree, Cate has years of experience around the courtroom and classroom. Now an associate professor at SPEA, she came to IU in 1998 representing the University in legal battles as associate general counsel. She traveled her way to the top defense lawyer when the music industry first sued file sharing. Her ineligibility blocked downloading by students, and then sent the University dozens of subpoenas seeking student records when the industry shifted its litigation sights to the students themselves. She spent countless hours on the phone with students, parents, and industry lawyers. The industry’s approach in those earlier controversies is instructive in the current dispute over online infringement, Cate says.

The industry solution to protect online content should be a mix of big carrot and some stick. Inexpensive entertainment is the carrot, and is part of an ongoing “informal conversation,” Cate says, between entertainment producers and customers. “What’s the price point at which you’ll no longer steal stuff?” iTunes, Hulu, and others offer quality content conveniently while still enabling payment to creators. Reports suggest this is decreasing illegal downloading. At the same time, certain sites continue to permit and promote unrestricted sharing of copyrighted works so the industry is pushing for more stick. Proposed laws like OPEN, despite their flaws, could help.

There’s another side to this, though, and here Cate transitions from lawyer to teacher. She speaks on- and off-campus about when it’s right to use copyrighted material without owner okay — such as for many scholarly uses — and when it isn’t. “People often don’t stop and think, does it matter to the artist if I take this without paying for it,” Cate says. “They think they’re just keeping money from a big record label or movie studio that’s getting fat at the expense of artists, but it’s more complex than that. This is how artists make their living.” At the same time, the industry needs to hit a more balanced note in their approach. With that information, policymakers will be able to make informed decisions about legislative or policy changes that might be implemented to ensure public safety and help to reduce the prison population in Indiana.

Drew Klacki (IUPUI) $75,000 from the YMCA of Greater Indianapolis to develop a concept paper that weighed expansion opportunities in Indianapolis. The concept paper addressed new facilities’ potential impact on the quality of life in the surrounding neighborhoods. Specifically, the study looked at the fiscal value of those selected YMCA programs after school program, summer camp, and diabetes prevention initiatives. In addition, the research studied the economic impact of development and construction and the economic contributions of operating the new facilities.

Melissa Clark (IUPUI) $319,000 (2012-2016) from the Indiana Department of Environmental Management (IDEM) to conduct the Indiana Clean Lakes Program, an assessment of Indiana lake management. The project will focus on use, water quality and water trends in lake eutrophication, train and support a corps of volunteer lake monitors, and conduct education and outreach to the public on lake and watershed nonpoint source pollution issues. Continued assessment of lake nutrient levels and effects, began in the early 1970s, shows the state and the U.S. EPA to ascertain and track any trends in lake eutrophication via water quality reports and listings of impaired waterbodies, and to compare levels from year to year.

Roger Jarjoura and Thomas D. Stucky (IUPUI) $71,136 from the Indiana Criminal Justice Institute to provide data to the Data Analysis Working Group (DAWG) of Indiana’s Criminal Code Evaluation Commission (CCEC) to conduct a census to collect information on all Class D felony offenders that entered the Indiana Department of Correction (IDOC) from June 2 to August 31, 2011. Collection of this information will permit a fuller understanding of why offenders are going to the DOC. With this information, policymakers will be able to make informed decisions about legislative or policy changes that might be implemented to ensure public safety and help to reduce the prison population in Indiana.

Joe Shaw (IUB) $318,924 from the National Science Foundation. The award is part of the largest collaboration in the field, The genomic basis of dramatic, rapid, convergent evolution in the killifish Fundulus heteroclitus, that Dr. Shaw will be working on with researchers from Louisiana State University, the Woods Hole Oceanographic Institution, University of Miami, and University of Washington. The grant will facilitate supporting the full-time dedication of Dr. Shaw’s lab to Fundulus, a species of fish that live in urban estuaries and have rapidly and repeatedly evolved dramatic extreme to pollution stress. The project will also include re-sequencing of genomes from sensitive and tolerant populations, potentially enabling the discovery of the genetic changes that facilitated this extreme tolerance, and address whether the genetic variants that confer tolerance or sensitivity to pollution in one population are the same as in other populations.

Phil Stevens (IUB) $446,119 from the National Science Foundation to study the chemistry of the hydroxyl (OH) radical in the atmosphere. The OH radical plays a central role in the chemistry of the atmosphere, as it is the primary example of a very reactive species that can oxidize volatile organic compounds in the atmosphere that lead to the production of ozone and secondary organic aerosols, the primary components of photochemical smog. This study will focus on measurements in different forest environments to help to improve our understanding of the chemistry of biomass burning emissions, their impact on ozone and aerosol formation, and how this chemistry will change with future climate change.
Wondering what your classmates and former professors are up to? Check Out Class Notes.

1960s

In February, former U.S. Treasury Secretary Paul H. O'Neill, MBA'66, announced his intention to donate $100,000 to IU. The gift is designated for the Lynott Keith Caldwell Professorship in International Environmental Studies through the School of Public and Environmental Affairs. O'Neill was a student of Caldwell during his time at IU and cites Caldwell as a pivotal influence on his career. Since graduating from IU, O'Neill has worked in government agencies and the not-for-profit and private sectors. He rose to become CEO of Afisco, the world's third-largest producer of aluminum, and served for two years as the chief executive officer of Hallmark Health Group.

1970s

Perry M. Adair, BS'71, MBA'74, writes, “In 2008 after a 34-year career with the U.S. government, including 10 years with the General Accounting Office and 24 years with the Department of State, I have continued to work intermittently under contract with the State Department Office of Inspector General, performing management reviews of overseas embassies. My wife of 41 years, Nancy (Hermetet), BA'72, MAT'76, has also worked with women who keep their babies with them during their time in prison. Many of these women are serving time due to violent relationships. Bullock has been featured in a documented video called “Babes Behind Bars.” She also developed Ten Questions to Ask Before You Fall in Love, a relationship guide developed “Babies Behind Bars.” She also developed Ten Questions to Ask Before You Fall in Love, a relationship guide written “Babies Behind Bars.” She also developed Ten Questions to Ask Before You Fall in Love, a relationship guide developed. She also developed Ten Questions to Ask Before You Fall in Love, a relationship guide written.[1] She also developed Ten Questions to Ask Before You Fall in Love, a relationship guide written.

The Indiana Youth Institute has named Donn Barry Spears, BS'79, MBA'81, as a board member. Spears is a realtor for Lingle-Faucher Associates in Richmond, Ind. Prior to joining the company, she worked in the fields of dentistry and public health. Spears is also a past chairwoman of the IU Alumni Association and has been involved in numerous professional and community organizations such as Boys and Girls Club, Girls Inc. of Wayne County (Ind.), the Richmond Art Museum and the Richmond Symphony Orchestra. She and her husband Alan, BA'79, MBA'81, JD'90, a senior vice president and trust officer at First Bank Richmond, live in Indianapolis.

Alfred F. Sherr Jr., BA'70, MPWR'94, is a retired laboratory purchasing coordinator for the IU School of Medicine’s Department of Pathology and Laboratory Medicine. He writes, “My main occupation is the care of my children, grandchildren, and great-grandchildren. I am very interested in trees and health matters and somewhat interested in politics, history, and geography.” Sherr lives in Indianapolis.

In December, Gregory E. Lindsay, BS'77, MBA'78, retired from NASA after 35 years of service as a financial/ budgetary analyst and contract manager. He worked on programs such as the Space Shuttle, the International Space Station, and the Space Vehicles Demonstration Program. Lindsay writes, “I look forward to playing more golf, traveling, and reconnecting with old friends and Delta Chi brothers.” He lives in Farifax, Va.

YEF, HE’S ONE OF OURS! SPEA alumni blogs about fashion world as ‘Grungy Gentleman’

By Bethany Nolan

SPEA alumnus Jake Lipstein (BSPA ’07) was working as a paralegal at a big-name Manhattan law firm when he popped into Barneys’ one afternoon, looking for a new shirt to wear to his birthday party. Browsing in the Rag & Bone collection, he struck up a conversation with a designer for the clothing line. Later, while sharing details of that encounter with friends, they pressured him to snap up the URL for a tagline he’d come up with to describe his own blog: “Grungy Gentleman.”

Lipstein did – and he launched his future in fashion just a few days later when he blogged about the opening of a Gant Rugger store in the West Village.

Since then, he’s designed a collection for Dickies, become the men’s fashion director for Singer22, and contributed to industry heavy-hitters GQ and Esquire, all while maintaining his own distinct presence online at grungygentleman.com. “As long as you have a voice – and you do, with a website – and show who you are, people will recognize it,” Lipstein told students during his recent visit to IU’s Bloomington campus. “Everyone is an individual, with their own unique qualities, and you need to portray that to your audience.”

A 2007 SPEA graduate who majored in management, Lipstein said his time in Bloomington gave him the tools he needed to launch his fashion career while widening his network. “I learned a lot about myself, people skills and communication, which is so essential,” he said. “You also learn a lot about people from different walks of life. There’s a real camaraderie, coming here. In fact, such cream-and-crimson solidarity led to an event Lipstein credits with drawing heavy traffic to his website: an interview with The Sartorialist photographer/blogg- er and fellow IU alumnus Scott Schuman, whose work has been featured in GQ and Vogue Italia as well as in the Tokyo Metropolitan Museum of Photography.”

“He’s brilliant at what he does, and he’s really selective about who he’s involved with,” Lipstein said of Schuman. “When I approached him, he knew I’d gone to Indiana, and he gave me an interview for the site. That went viral, and we broke our site’s traffic record.”

Recent posts on his website detail Lipstein’s adventures at New York Fashion Week; a link to his appearance on Ralph Lauren’s website; and his involvement in fashion style, including a navy and gold striped shirt, green trousers; and several men’s fashion posts for Robb Report, a magazine that tout itself as the “definitive authority on connoisseurship for ultra-affluent consumers,” while describing Lipstein as its “menswear mav.”

That’s just another day in the life of the Grungy Gentleman, who, as his website says, “erases the stereotype that all gentlemen have to be frumpy and grandpa-like.”
World Cycling Tour. The race — for appointed executive director of Allen Thomas C. Fox choice. "prettiest campus and made her IU majoring in SPEA. After visiting My oldest daughter is a freshman at planning class at IU 30 years ago. Thomas J. Chomyn flat-screen televisions, " writes Ind. and is married to his wife of 22, Steve W. Chafin a canoe, kayak, mountain bike, and restoration firm, is also the owner construction, and ecological environmental consulting, Parks and Reservoirs. career, she served as a Peace Corps for Chicago youth. Earlier in her arts-focused job-training program, BS'81, MPA'90, was named as the National superintendant of New Orleans Jazz McBee, BS'97, was named as the National Allums and Richardson presented the first annual report from the Distinguished Allums is associate general counsel of intellectual property at the Defense Information instrumenta leadership on SPEA’s Distinguished Alumni Council. Dean Graham. The inaugural meeting in June brought together SPEA alumni from across the country and globe, traveling from as far as Mongolia and South Korea. The council represents SPEA alumni’s diverse prospects after graduation, in careers with the public, private, and non-profit sectors. Vicki Allums (MPA'86 Comparative and Intellectual Affairs) and John F. (Jeff) Richardson (MPA'81 Management) have provided instrumental leadership on SPEA’s Distinguished Alumni Council. Allums is associate general counsel of intellectual property at the Defense Information Systems Agency, the Department of Defense. She has more than 15 years of legal and policy experience as a government and corporate attorney in domestic and international intellectual property matters, e-commerce, cyber law, international trade and information assurance. Richardson is vice president of the Abbott Fund, where he has worked since 2000. He oversees the Fund’s Global Health Access Program throughout the developing world, which includes programs in the areas of HIV/AIDS, maternal child health, nutrition, and neglected diseases. Allums and Richardson presented the first annual report from the Distinguished Alumni Council to students, faculty, and staff in the Indiana University Bloomington campus and November in 2011.
As a graduating senior, I feel very fortunate to give back to my alma mater in my current role in Alumni Relations and Development. My goal is to help alumni and friends stay connected to each other and the School of Public and Environmental Affairs.

I hope you enjoy reading edition of Class Notes. As SPEA alumni, you are a very active and diverse group, with connections across the nonprofit, public, and private sectors; disciplines ranging from public finance to environmental conservation; and experiences in our local and global communities. Many of you have had significant career experiences that have been shaped by SPEA programs, peers, and alumni. I challenge you to think about your talents, values, and how they might assist the next generation of SPEA students in pursuing their passions and career goals.

I’m looking forward to working together to create enriching experiences and volunteer opportunities that are meaningful to you and SPEA. Please keep in touch!

Best regards,

Jenna Morrison Civitella
MPA’09/SSES’10
Assistant Director
Alumni Relations and Development

P.S. Visit www.indiana.edu/pspeiask, to keep up to date on events, alumni profiles, and newsletter.

regulatory compliance and litigation expertise for clients of all sizes.

Howard S. Hirsch, BS’81, has been named the ambassador to the law firm of Baker, Donelson, Bearman, Caldwell, & Berkowitz in its Atlanta office. His practice focuses in the areas of real estate investment trusts, securities law, and commercial transactions. Hirsch has been named one of Georgia’s “legal elite” in business law by Georgia Trend magazine. Through its website, the site’s mailing list has swelled from 500 to 70 percent discount at one of its green products. The system operates similarly to Groupon — each week Live Green offers subscribers a 40 to 70 percent discount at one of its sponsored green businesses. Ma lives in Washington, D.C., and was featured on the cover of The Georgetowner magazine in April 2011.

Kathena Gogaladze, who earned a master’s degree in public affairs from SPEA and is owner and manager of Stevens Court, a real-estate investment trust, has been named one of Georgia’s “legal elite” in business law by Georgia Trend magazine. Hirsch lives in Atlanta.

Steve J. Ma, BS’94, is one of the “green executive office” — of DC Live Green, an online organization designed to make green living simple. Since its launch in 2008, the site’s mailing list has swelled from about 1,000 to 20,000 subscribers, and the organization has partnered with more than 75 green businesses throughout the Washington, D.C. area, from cleaning services to yoga studios. The organization was awarded the Environmental Excellence Award in 2009 by the city’s District Advisory Committee, a site for activities with a focus on affordable, quality services that are also eco-friendly. For $13 per year, members are entitled to discounts at many of the businesses the organization sponsors. DC Live Green is also recently launched its sister site, livegreenplus.org, for professional offices in Washington, D.C., and Chicago. Prior to founding Career Investments, McDonald Siegmund was vice president of professional placement for Personnel Management, Inc., a light industrial and professional placement company currently consisting of a 10-unit apartment complex in Evansville, Ind. He lives in Evansville.

Kathena Gogaladze, MBA, BS/BA’02, JD/MB’06, has served as an administrative law judge for the State of Oregon Office of Administrative Hearings and was the first black sports director and play-by-play announcer for radio station WWAC in Gay. He is a past member-at-large for the IL Alumni Association Board of Directors. Hughes also served as an officer for the IU Northwest Alumni Association Board of Directors and as board member for the IU School of Continuing Studies Alumni Association. He is currently a member of Hoosiers for Higher Education. In 2010, Hughes was one of two SPEA alumni who received the IU Alumni Association President’s Award, the highest honor the Alumni Association bestows on active alumni volunteers. Hughes and his wife, Danita, reside in Valparaiso, Ind., and have three daughters.

Ashley D. Hutcherson BS’05 , and husband Evans D. Thomas Jr., BS’00, have been married six years. The couple has two sons, Robert R. Daly, MPA’08, are all IU graduates. Spraker and Daly’s son, Robert R. Daly, is the director of group marketing at the Purdue University Press. The book discusses the ethics of consumer lifestyles, particularly in the developed world, from a Christian perspective. The book includes discussions of Christian practices such as fasting, generosity, almsgiving, and Sabbath-keeping, and the Eucharist. Using examples from the Christian tradition and practical examples from every day, the Christian life, Every Consumer offers a thoughtful and insightful exploration of consumerism. Hartman is assistant professor of religion at Augustana College in Rock Island, Ill., where she lives.

In June, Indiana law firm Baker, Donelson, Bearman, Caldwell, & Hirsch announced the retirement of James R. Hensley, BS’72, JD/MB’93, as of his practice. He has served as an advisor to the careers of professional athletes through contract negotiations, drafting/executing endorsements, and community relations. He was previously a partner in law and development and legal counsel at KPH Law. Prior to that, he was an elite athlete coordinator with USA Track & Field. He lives in Indianapolis.

Charles M. Hughes, BS/BA’05, has served as an administrative law judge for the State of Oregon Office of Administrative Hearings since 2000. Hughes was one of 2012’s Most Influential African American Business Leaders and was presented with the Award of Vision by The People’s Voice newspaper and the Sojourner Publishing Company. As executive director, Hughes is responsible for administrative and professional oversight in planning, directing, and coordinating the association’s varied and complex Housing and Community Development Programs while also ensuring complete compliance with all HUD requirements. Hughes is an expert in housing policy, supervising a small staff of 12 professionals, and was presented with the Award of Vision by The People’s Voice newspaper and the Sojourner Publishing Company. As executive director, Hughes is responsible for administrative and professional oversight in planning, directing, and coordinating the association’s varied and complex Housing and Community Development Programs while also ensuring complete compliance with all HUD requirements. Hughes is an expert in housing policy, supervising a small staff of 12 professionals, and was presented with the Award of Vision by The People’s Voice newspaper and the Sojourner Publishing Company.

The People’s Voice newspaper and the Sojourner Publishing Company.

In January, executive director of the Lake County (IL) Housing Authority, David A. Northcut Sr., CDE’22, MPA’23, was recognized as one of 2012’s Most Influential African American Business Leaders and was presented with the Award of Vision by The People’s Voice newspaper and the Sojourner Publishing Company. As executive director, Hughes is responsible for administrative and professional oversight in planning, directing, and coordinating the association’s varied and complex Housing and Community Development Programs while also ensuring complete compliance with all HUD requirements. Hughes is an expert in housing policy, supervising a small staff of 12 professionals, and was presented with the Award of Vision by The People’s Voice newspaper and the Sojourner Publishing Company.
Are you a dedicated alum who wants to step up as a leader for SPEA? If so, consider becoming involved with the SPEA Alumni Association Board. The Board’s mission is to inspire and cultivate dynamic interactions among alumni, SPEA faculty, and students for the betterment of the School and the professions it serves. We need alumni who want to serve as future board members and volunteers for programming, fundraising, and outreach committees. Learn more and nominate yourself at www.indiana.edu/~spea-alum.

BY ELISABETH ANDREWS

When a summer internship in Brazil wasn’t all Sarah Perfetti had hoped for, the SPEA Masters in Public Affairs student (MPA ’11) decided to build a better program.

The back row, from left to right: Sara Steeves, Dr. Ann Matthew Thomson, Sarah Perfetti, and Ruth Pollak. The front row, from left to right: Dr. Henry Wahlburg and Mr. Josphat Ngoyo, executive director of African Network for Animal Welfare.
“During my internship in Brazil, I realized the cultural differences were greater than I anticipated,” she says, “and because I only had a rough sketch of what I was going to be doing, I didn’t gain as much as I wanted to professionally. I thought it would be great if there were something at SPEA that would guide students who wanted to go abroad.”

What started as a business proposal in a 2009 social entrepreneurship class with SPEA Professor Leslie Lenkowsky soon gained momentum as Perfetti connected with Adjunct Assistant Professor Ann Marie Thomson. A native of the Democratic Republic of the Congo and the founder of the non-governmental organization (NGO) Giving Back to Africa, Thomson had also been dreaming about starting a service-related study abroad program.

“I have always wanted to create an international service-learning course at SPEA, but the timing was never quite right until Sarah Perfetti approached me,” she says. “My philosophy is rooted in participative learning, so I told her, ‘What you need to do is put together a student leadership team.’ I knew that students and faculty could work collaboratively to make this happen.”

In addition to Perfetti and Thomson, the team that assembled in 2010 included second-year MPA student Ruth Pollak, first-year MPA students Sara Reeves and Sarah Jane Hollis, and SPEA Senior Lecturer Henry Wakhungu. Over the span of more than a year, they designed a summer course that will take a group of students to Wakhungu’s native Kenya, where they will work closely with NGO partners. This period also allows students to engage with host families near their internship sites. The internships, which each involve a pair of students, will last six weeks, during which Wakhungu and Reeves will visit students and host a midterm reunion weekend at Mumias. Once the students return to Bloomington, the group will spend another two weeks debriefing.

For Perfetti, who has since graduated but continues to work collaboratively to make this happen.

“I really hope this idea spreads and becomes a model that’s formed ACCT into what she felt was lacking in her unstructured internship. “I really hope this idea spreads and becomes a model that’s built on IU alumni through the online alumni directory, and IU people and special events around the globe.

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