

In 1934, our School of Public Affairs was created to meet the educational needs of the public service... It has since become one of the most highly respected schools of its kind in the world, educating students at every level of degree and stage in career, and producing distinguished scholarship for their fields of study and for the practice of governance.

Neil Kerwin, SPA/BA'71
Inauguration as 14th President of American University
February 8, 2008

SPA ALUMNI NOTABLES

Andrews Kurth Partner and Chief Diversity Officer, **Elizabeth A. Campbell**, SPA/BA'75 has been named to the Executive Women's Partnership Committee of the Greater Houston Partnership. The committee works with the organization's executive team to craft the strategies and policies that shape Houston's future.

Robert Cerasoli, SPA/BA'69, former inspector general of Massachusetts and cofounder of the 11-year-old Association of Inspectors General, was named as New Orleans' first inspector general. As inspector general, Cerasoli will be charged with investigating waste, fraud and corruption in city government and among those receiving money from the city; proposing ways to make the government more efficient; and educating city officials about their ethical responsibilities.

BearingPoint, Inc., one of the world's largest management and technology consulting firms, announced the appointment of **Rick Martino**, SPA/BA'80 as its new executive vice president of Global Human Resources. Martino came to BearingPoint from the March of Dimes Foundation where he led all aspects of human resources, payroll, and purchasing.

The National Association of Manufacturers announced the promotion of **Rosario Palmieri**, SPA/BA'98 to vice president of infrastructure, legal and regulatory policy. Palmieri first joined the NAM in 2007 as director of energy and resources policy. He had previously served on the House Committee on Government Reform and the House Committee on Small Business.

George Schaefer, SPA/BA'72 has been appointed as the new chief financial officer for the Mascoma Corporation in Boston. Mascoma specializes in advanced low-carbon energy biotechnology. Prior to his new appointment, Schaefer served as chief financial officer of ASAlliances Biofuels LLC of Dallas.



And the 2007-2008 Clarke Scholars are... **Aubrey Gainfort**, SPA/BA'08; **Jennifer DeSimone**, Government MA candidate; **JoAnna Smith**, SPA/BA'08; Amy "Aminah" Teachout, SPA/BA'08; **Susan Aschoff**, MPA candidate; and **Laura Kohlmann**, MPA candidate. The Paul A., Paul H., and Isabella A. Clarke Scholarship is a bequest that provides for an endowed scholarship in the School of Public Affairs to benefit undergraduate and graduate students who demonstrate a dedication to public service, academic merit, and financial need.



Jesse Itzler, SPA/BA'91, shared colorful stories and lessons learned with SPA Leadership Program students from his career as a rapper, recording executive, and cofounder of Maquis Jet. He also discussed his completion of the National 100 Mile Run Championship in 2006 and his parallel fund-raising drive to raise \$1.5 million for 10 national charities (www.the100mileman.com). SPA's Leadership Program provides opportunities for leadership development through discussions, seminars, team activities, hands-on social activism, and internships. The program, which admits only 30 applicants a year, encourages students to think creatively, act honestly, and make constructive community-oriented decisions. ★

AU is on the Peace Corp's Top List

AU has moved up to number seven on the Peace Corps' list of medium-sized colleges and universities with the most Peace Corps volunteers in the country.

In the last two years, AU ranked eighth and twelfth respectively among medium-sized schools in these annual rankings.

In keeping with the university's commitment to "putting ideas into action, action into service," 45 AU alumni are serving as Peace Corps volunteers around the world. Since the inception of the Peace Corps, 718 AU alumni have served as volunteers.

Schools are ranked according to the size of the student body. Small schools are those with fewer than 5,000 undergraduates; medium-sized schools have between 5,001 to 15,000 undergraduates; and large schools have more than 15,000 undergraduates. ★

WINTER 2008

update

Published three times a year by the
American University's School of Public Affairs

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Editor: Jacqueline Corbett. Some material has been adapted from the *American Today*.

On the cover: Photos courtesy of Glenn Luther, MA/SOC '08 (Obama), Hilary Schwab, Jeff Watts/American University, GETTY



SCHOOL *of* PUBLIC AFFAIRS

AMERICAN UNIVERSITY ★ WASHINGTON, D.C.

WINTER 2008

update



3 AU Trustee Gina Adams and FedEx Support SPA



4 President Kerwin: Former SPA Dean Inaugurated

A new AU



MESSAGE FROM THE DEAN

AU has a remarkable tradition of political activism. Historically the campus has attracted presidents—including Franklin Roosevelt in 1934—as well as presidential contenders. Late last month, Democratic hopeful Barack Obama filled Bender Arena with students, supporters, and media. Wherever you may stand on the spectrum this was an exciting day for AU and SPA. This issue captures just a taste of what many of our students and alumni know: SPA is a national training ground for aspiring political stars.

At AU, inauguration is this year. President **Neil Kerwin** (SPA/BA'71) now leads our university and his alma mater. His installation was a happy, hopeful occasion. President Kerwin's desire to use this occasion to shine a light on AU's fundamental strengths—scholarship, service, and you, the alumni—will continue throughout the year.

While we welcome one SPA alumni to AU's helm, we also mark the contributions of **Anita Alpern**, distinguished adjunct in residence in public administration and policy, who died last year. Professor Alpern had a profound impact on many SPA students, who in turn have applied her teachings in making their mark on government and public service. We invite the hundreds of MPA and Key alumni that participated in Anita's classes to share memories of Anita as both a teacher and mentor. A special tribute Web site will be launched in February in her honor. Please join me in sharing your reflections on Professor Alpern as we continue to honor this extraordinary educator and public servant.

Finally, SPA has yet one more cause to celebrate: the 75th anniversary of the school's founding in 1934. As we begin to plan for this celebration in 2009, we hope you all will become involved. This will be an opportunity for everyone to learn about SPA's history and help shape its future.

Best wishes,

William M. LeoGrande

William M. LeoGrande

AU School of Public Affairs is Campaign Central

Students Learn the Political Ropes at Campaign Management Institute

In a classroom filled with the aroma of Subway sandwiches and the tapping of keyboards, **Mike Minnick** hunched over his laptop. It was lunchtime at the SPA Campaign Management Institute, and teams of students were using the break between expert speakers to figure out how to get their candidates elected.

On Minnick's screen was a color-coded map of Virginia radio markets. He and his team had been handed a stiff challenge: Prepare a 150- to 200-page campaign plan to bring underdog Republican Jim Gilmore to the U.S. Senate.

Minnick's teammate, fellow SPA sophomore **Jason Oliver**, leaned over and pointed at the screen like a television commentator. "Our main voters are from these more conservative areas," Oliver said, moving his finger in an arc around southern and central Virginia and landing in Norfolk. "We're looking to increase our amount of voters in these areas, while taking back the military voters."

Students like Minnick and Oliver have discovered that SPA is Campaign University. Aspiring politicians come from all over the country to acquire the necessary tools to become a winner in the world of campaigns and elections. Through SPA's Women and Politics Institute's certificate in Women, Policy, and Political Leadership, students burnish their skills to lead in the worlds of politics and government, as well as the nonprofit sector. In SPA's government classrooms, graduates and undergraduates learn from top scholars in the field of political science.

continued on page 3



All eyes on AU: Bender Arena filled to capacity last month for the visit of Democratic presidential candidate **Barack Obama** as he accepted the endorsements of Sen. **Ted Kennedy**, **Caroline Kennedy**, and Congressman **Patrick Kennedy**. AU was also the site of a speech by President John F. Kennedy in 1963.



Participants in the January 2008 CMI class defending their campaign plan as part of their final course grade. Offered by SPA's Center for Congressional and Presidential Studies, CMI has produced over 3,000 graduates. These alumni—students from AU and universities across the country, as well as working professionals—become leaders in politics and government at every level.



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SPA HAPPENINGS

MAR
3**SPA's 75th Anniversary Kick-Off**

6-8 p.m. Kreeger Lobby, Katzen Arts Center
Contact: Heather Buckner at
hbuckner@american.edu or 202.885.2661

MAR
15**AU/NTL Segal-Seashore Fellowship Fund Conference and Reception**

Join AU/NTL alumni, students, and colleagues for this half-day conference with **Marvin Weisbord**, **Sandra Janoff**, **Jane Watkins**, MSOD/SPA'83 and **Fred and Judith Miller**. Reception follows.
Noon-7 p.m. Butler Board Room
Contact: Heather Buckner at
hbuckner@american.edu or 202.885.2661

MAR
19**SHAPE Carmen Group's Policy Forum: Health Policy and the 2008 Presidential Campaign**

7-8:30 p.m. Butler Board Room
Contact: Heather Buckner at
hbuckner@american.edu or 202.885.2661

MAR
25**Key Alumni Event: Agony and Angst on the 2008 Presidential Campaign Trail**

Join Key alumni, students, faculty for a presentation by Distinguished Professor **James Thurber**.
5:30-7 p.m. Choate Rooms, Carnegie Conference Center
1779 Massachusetts Ave. NW, Washington, DC
Reception follows.
Contact: Heather Buckner at
hbuckner@american.edu or 202.885.2661

APR
2**CCPS Conference on Conventions James Thurber** of the Center for Congressional and Presidential Studies, **Mike Berman** of the Duberstein Group, **Ron Elving** of NPR, **Tad Devine** and others discuss upcoming party conventions for the presidential nominations. Contact Andrew Maletz at 202.885.3491 or maletz@american.edu.

FOR MORE INFORMATION

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By the Numbers: Lynn Addington on Crime, Schools, and Stats

Beyond the issue of whodunit are a number of other questions about crime, the answers to which can often be found in numbers. Just ask Assistant Professor in SPA's Department of Justice, Law and Society **Lynn Addington**, one of the nation's foremost experts in crime measurement. Her expertise applies to the nature of violent crime, its impact on victims, the fear of victimization, and the timely topic of school violence. She is the coeditor of a volume of original research, *Understanding Crime Statistics: Revisiting the Divergence of the NCVS and UCR* (Cambridge University Press, 2007) and a recipient of numerous grants. Her research has also been funded by The Susan Spagna SPA Faculty Research Award and other AU awards. Before her life of scholarship, Lynn Addington practiced law both as a clerk for a federal district court judge and as a civil litigator. Finally, the veteran of many marathons embraced her true calling by focusing on what crimes—as numbers—mean and how they affect policy and ultimately people.

It seems that violence in schools and on campuses is suddenly a part of our lives. Why in recent years are schools and campuses so charged?

Actually school crime and violence are not recent trends. Similar concerns about an “epidemic” of school violence and juvenile delinquency in the 1970s prompted the first comprehensive national study of school violence in the United States. Our current perceptions of school violence are strongly influenced by media coverage of isolated incidents of extreme school violence such as occurred at Columbine High School in 1999 or Virginia Tech in 2007. Access to round-the-clock news through cable television and the Internet exacerbates this distortion of the situation. If anything, studies show that school crime in general (both violent and property crime) has been decreasing since the early 1990s. Moreover, while violence against children is rare overall, children are at greater danger for violence, especially lethal violence, away from school than at school.

What lessons can individuals, especially parents, glean from your work?

Parents should understand what is going on at their schools and with their children and not be swayed by media generalizations. Because of this misconception that school violence is on the rise, one response has been to demand greater security at school. Some schools might warrant such a response, but most do not. Increased security comes with some costs, and these costs should be weighed in making decisions about school security. One cost is financial to pay for personnel (such as security guards) and technology (such as security cameras and metal detectors). Adding security means removing something else or increasing the budget. A second cost comes to students in a loss of their civil liberties and privacy for policies such as removal of backpacks and lockers or requiring clear bookbags. Such policies teach students that their civil liberties can be readily traded for perceived security, and I would argue that is not a lesson we want to teach the future leaders of our country. A final cost is increased fear among students. Students are pretty good judges of the security and safety at their schools. In my study of students'

reactions to Columbine, I found that very few students were more fearful at school after the incident as compared to before the shootings occurred. That being said, overzealous use of security does lead students to be more fearful. They view increased security as an indicator that their school is not safe and that they should be concerned.

If parents are focused on what is occurring at their local schools, they also will be able to advocate for targeting resources at the problems at issue there. Problems that are more common than school violence are property crimes (like thefts) and bullying or peer harassment. These problems cannot be addressed by merely increasing security measures.

What direction is your research on school violence going now?

Currently I'm expanding my work to examine school violence and issues of school security in a comparative context. I'm working with colleagues in Israel to compare the experiences of U.S. students with students who attend Israeli-Jewish and Israeli-Arab schools. Israel runs separate school systems for its Jewish and Arab citizens. Both Israel and the United States have compulsory education for children, and both countries have had to deal with concerns about school security, both externally and internally.

Your other area of expertise is crime data. Statistics can help answer really critical questions and shape policy. What should the lay person be wary of in the crime statistics that make headlines?

I don't think people should be wary, but they should know the sources of the data being reported and appreciate the limits of those data. For example, the two main sources of crime data for the United States are the Uniform Crime Reports (or UCR), which come from the police, and the National Crime Victimization Survey (or NCVS), which comes from interviews of victims and non-victims of crime. If victims are reluctant to report date rape, for example, the UCR might undercount this crime because it only includes those crimes reported to the police.

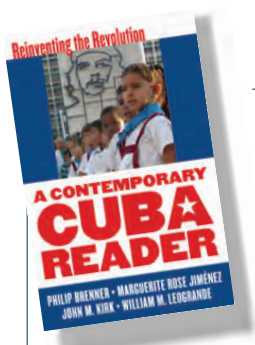
People should also be critical consumers of the news. The crime stories reported typically

concern “rare” crimes. Because they are unusual, they are newsworthy. Unfortunately, this coverage creates a distorted perception of the amount of crime that is occurring. Studies find that adults in the United States frequently overestimate the number of murders that occur because these crimes get reported the most often (as well as being overrepresented by the entertainment media). For example in 2006, about 17,000 murders occurred as compared to 860,000 aggravated assaults and more than 6 million thefts. People tend to focus more on fairly rare crimes such as murder or stranger rape and less on the crimes for which they are at comparatively higher risk (but still a low risk overall), such as property offenses or crimes committed by someone they know.

Your work is a diversion from the earlier part of your career as a litigator. What drew you and keeps you in this area?

I loved law school and studying the law, but I found the practice of law to be rather dull and tedious. A former colleague of mine left the law to study criminal justice, and one day over lunch we spoke about the classes he was taking and the research he was conducting. These criminal law and criminal justice issues were the ones that I enjoyed studying as a law student and judicial law clerk. Soon after that conversation, I left my law practice and started graduate school. Studying criminal justice is very exciting because it is a relatively new academic field; there are so many unanswered questions, and the answers to these questions have practical and policy implications. I find it rewarding to work with colleagues in the U.S. Department of Education and U.S. Department of Justice and to know that my work will help further our understanding of school violence or obtain more accurate measures of crime.

I also enjoy working at AU where I am able to continue to utilize my training as a lawyer. My favorite class to teach is Justice, Law, and the Constitution where students read Supreme Court cases to gain an understanding about issues pertaining to civil liberties and civil rights. I feel that I still engage those topics that initially drew me to the law. It's the best of both worlds – law and social science research.★



Edited by SPA Dean **William M. LeoGrande**, **Philip Brenner**, **Marguerite Rose Jiménez**, and **John M. Kirk**, *A Contemporary Cuba Reader*:

Reinventing the Revolution (Rowman & Littlefield, 2007) brings together the best recent scholarship and writing on Cuban politics, economics, foreign relations, society, and culture in the post-Soviet era, which Cubans call the “Special Period.” Both for students and general readers seeking to understand contemporary Cuba, the anthology includes a substantive introduction setting the historical context.

Political Ropes

continued from page 1

SPA's Campaign Management Institute, now in its 25th year of preparing students for the world of politics, teaches the techniques and tactics of political campaigns: developing a strategy, framing the message, raising funds, working with volunteers, attracting the media, and much more.

Students are assigned the job of crafting campaign plans for each Senate candidate in three key races: Virginia, New Mexico, and New Hampshire. It's a lot like a real campaign, except much more compressed and, in some ways, more intense, said SPA's **Candice Nelson**, academic director of the institute. Students in the institute spend all day learning from the experts and devote long hours on evenings and weekends putting together their plans.

Last week, Republican pollster **Jim Burton** and Democratic strategist **Scott Simpson** came to discuss one of the hot-button issues of 2008: illegal immigration. Burton is from Public Opinion Strategies, whose founder, leading Republican pollster **Glen Bolger**, was an AU student in one of the first Campaign Management Institutes.

Students like Minnick and Oliver listened carefully. They needed to know how this issue might affect their candidate and how to get it to work in his favor.

Illegal immigration won't be as key to voters' decisions as the Iraq war, the economy, or health care, the panel said. But it's one of the issues that can turn the tide for a candidate in the primaries and could influence the general election by increasing voter turnout among Republicans.

"The people most fired up [by illegal immigration] tend to be Republican base voters," Simpson said.

Democrats, on the other hand, have good reasons not to bring up the topic. "There's no way, if you're a Democrat, that this is an issue you can win on," Simpson said. "When someone asks about immigration, it's not like they're handing you a present. Your voters aren't fired up about it, and you're not talking about the fact that [your opponent] voted for the war."

So Democratic strategists are likely to advise candidates to answer briefly and change the subject, while Republican campaigns are liable to bring up the issue repeatedly in the hope that it will energize their base.

During the two weeks of the campaign institute, teams of five or six students work jointly on their assigned plans, which they must research, present, and defend at the end of the session to a panel that includes Nelson; program coordinator **Carol Whitney** of Whitney and Associates; and **Liz Chadderdon**, president of the Chadderdon Group.

The students aren't always assigned to work for a candidate they'd choose themselves, and their job isn't to argue pro or con. They just have to come up with a good strategy for winning.

Minnick and Oliver, pushing for an under-dog Republican with low poll ratings, were planning to stress traditional "Virginia values," "Virginia families," and something tried and true: "We'll do the Bush vs. Kerry flip-flop tack. [Warner] said he wouldn't raise taxes, and he's a liar," Minnick said of the team's approach to defeating Democratic senate candidate and former governor Mark Warner.

Speakers over the years at the campaign institute have included former Clinton strategist **Dick Morris**, now a Fox commentator; **Charlie Cook** and **Jennifer Duffy** of the Cook Political Report; and **Stuart Rothenberg** of the *Rothenberg Political Report*. ★



The morning after: CMI alumnus and pollster **Glen Bolger**, SPA/BA'85, CCPS Director **James Thurber**, and SPA Professor of Government **Candice Nelson** analyze Super Tuesday election results.

Return to SPA for Advocacy, Politics, and Campaign Management

- ★ Bryce Harlow Workshop on Ethics and Lobbying—Feb. 23, March 1
- ★ Party Conventions Conference—April 2
- ★ Public Affairs and Advocacy Institute—May 12-24
- ★ Campaign Management Institute—May 12-25
- ★ European Public Affairs and Advocacy Institute—June 22-28

For more information visit spa.american.edu/ccps



FedEx delivers: The FedEx Corporation has donated \$50,000 to support both the School of Public Affairs and Multicultural Affairs at AU. Half of the FedEx gift will go directly to support scholarships in two institutes facilitated by the Center for Congressional and Presidential Studies: the Public Affairs and Advocacy Institute (PAAI) and the European Public Affairs and Advocacy Institute, held in Brussels. Each institute introduces students to the art and craft of lobbying with the PAAI focusing on the United States and the Brussels Institute on the European Union.

"Interest in both institutes continues to grow, as do the costs of attending," says Professor **James Thurber**, CCPS Director. "This generous gift from FedEx will create even greater access to the institutes, as well as help us recruit students that represent a diverse range of backgrounds, interests, and experiences."

Gina Adams, SPA/BA'80, senior vice president of government relations at FedEx, helped facilitate the company's support of the CCPS institutes. Adams, a member of both the American University Board of Trustees and the School of Public Affairs Advisory Council, is pictured above with AU President **Neil Kerwin** (left) and Dean **William M. LeoGrande** (right).

"We are deeply grateful to Gina for her leadership in forging this partnership between AU and FedEx," says Dean William LeoGrande. "We also look forward to working with her closely as we advance both AU and SPA through her work on our Advisory Council and with the Board of Trustees." ★