



In 1934, FDR at the announcement of the organization of the School of Public Affairs.



SCHOOL of PUBLIC AFFAIRS
AMERICAN UNIVERSITY ★ WASHINGTON, D.C.

75
Years
1934-2009

SPRING 2009

update



3 The Dean Team: SPA Celebrates 75 Years!



4 AU 2.0!

A new AU



MESSAGE FROM THE DEAN

Dear Friends:

It was a privilege to welcome more than 200 alumni, faculty, and students to SPA's 75th anniversary conference on March 26 and 27. The theme, *What Do We Expect from Our Government?* reflects SPA's special character—our commitment both to advance knowledge through scholarship and to help solve the great public policy problems of the day. Seventy-five years ago, President Franklin D. Roosevelt captured that idea perfectly when he applauded our newly founded school for its mission of “practical idealism.”

Our approach to the 75th anniversary conference was a hallmark of SPA: leading scholars presented their research on some of the nation's most pressing issues, and practitioners who grapple with those issues daily commented on that research. This cross-fertilization of scholarly knowledge and practical wisdom proved, as always, to be a deeply powerful combination.

In asking, “what should we expect from our government?” we did not intend the obverse of President Kennedy's inaugural address, “Ask not what your country can do for you...” Our students, alumni, and faculty have long distinguished themselves by their contributions to the public good. They have never stopped asking what they can do for their country.

The conference, however, explored a crucial and controversial question about government that has new significance in the midst of our current economic problems: what is the proper role of government in addressing urgent social and economic problems?

Seventy-five years ago, we began SPA with a handful of graduate students—federal employees staffing the expanding government during the New Deal. Today we have some 2,000 students and more than 15,000 living alumni. The individuals who founded our school are no longer with us, but as stewards of SPA, we are part of a community that extends through time—back to our founding and forward to the future achievements of all who will follow us.

To all participants in the 75th anniversary conference, thank you for contributing to this invaluable exploration of the role of government. For those not able to join us, please visit spa.american.edu/spa to access audio and video archives, as well as other conference resources.

Best wishes,

William M. LeoGrande

William M. LeoGrande

Connie Morella Shares Lessons of Public Service Women & Politics Institute's Ambassador-in-Residence

Students in the course Women, Politics and Public Policy never miss a class these days. The reason is their instructor—**Connie Morella**, CAS/MA '67. The former congresswoman-turned-ambassador injects passion and experience into the classroom.

Currently the Ambassador-in-Residence at AU's School of Public Affairs' Women & Politics Institute, Morella shares her spotlight with guest speakers women who play key roles in Washington's political arena. The class, a core requirement of the renowned WPI certificate program, is fully-subscribed. Morella exclaims “I'm amazed at the interest!”

Morella's career is a lesson to her students, many of whom aspire to public service. She found herself caught up in the equal rights struggles happening in her back yard. In 1971, Morella became a founding member of the Montgomery County Commission for Women, where she worked to end inequities in education, housing, employment, and access to credit.

“The Women's Movement put the movement into me,” she says of her political awakening.

After serving in the Maryland House of Delegates, Morella was elected to the U.S. House of Representatives. During her 16 years in Congress, she was a leader in promoting economic growth through science and technology and free trade.

The next step: “... from Parris Glendening (then-Governor of Maryland) to Paris, France” says Morella, describing her 2003-2007 appointment as ambassador to the Organization for Economic Cooperation and Development, where she oversaw the work of five American government agencies.

Back on campus these days, Morella enjoys many AU connections. In addition to earning her graduate degree in English from AU, she is married to Anthony Morella (professor emeritus at the Washington College of Law), two of her nine children are AU alumni, and another now teaches at WCL.

In spite of her professional accomplishments, which include 12 honorary degrees and numerous awards, Morella's passion is focused on learning these days. “Teaching is where you are always learning.”

“We are thrilled to have Ambassador Morella join SPA and the Women and Politics Institute,” said WPI Founder **Karen O'Connor**. “In Congress, she helped make tremendous strides for women and families, and our students are thrilled to learn about this legislation directly from one of the congressional leaders who wrote it.” ★

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The School of Public Affairs

Seventy-five years to the day from FDR's speech at the organization of SPA, the school celebrated its birthday. Students, alumni, faculty, and other members of the AU community turned out in force to mark the event and the SPA's many achievements over the years.

Founded to help the government meet the challenges of the Depression, SPA's strength has only grown through the years.

"The accumulated weight and impact of the scholarship it has produced is extraordinarily impressive," said President **Neil Kerwin**, SPA/BA '71 and former dean of the top-ranked school, at the March 3 event. The scholarship and mission of the school were also celebrated later in the month with a conference, "What Do We Expect from Our Government?" The timeline below celebrates SPA's history along with major events of the past 75 years.

All agreed: SPA's greatest impact has come from the tens of thousands of students who have passed through its doors, many of whom have gone on to become leaders in Washington, across the nation, and around the world. Today 2,000 students in 13 undergraduate, executive and graduate programs continue strive to uphold SPA's tradition of excellence and service.

Support our students and faculty by making a gift today to SPA's 75th Anniversary Leadership Fund. Please give online at american.edu/aneauw, or by mail using the envelope included in your SPA Update. Thank you!



NATIONAL & INTERNATIONAL EVENTS

1934
President Franklin D. Roosevelt's New Deal programs emerge (1933).

1941
Pearl Harbor (December 7, 1941). World War II (1941-1945).

1945
D-Day (June 6, 1944).

1946
World Bank and International Monetary Fund (1946).

1948
U.S. drops atomic bomb on Japan (August 9, 1945).

1950
Korean War (1950-1953).

1953
President Dwight D. Eisenhower becomes president (1953).

1954
Supreme Court decision in *Brown v. Board of Education* (1954).

1958
Department of Health, Education, and Welfare created (1958).

1960
President John F. Kennedy takes office (1960).

1961
Cuban Missile Crisis (1961).

1963
President Kennedy assassinated (November 22, 1963).

1964
Civil Rights Act (1964).

1965
March on Washington (August 28, 1963).

1968
U.S. sends first combat troops to Vietnam (1965).

1968
Freedom of Information Act (1968).

1970
National Advisory Commission on Civil Disorders (1967).

1971
U.S. Supreme Court decision in *Miranda v. Arizona* (1966).

1972
Law Enforcement Assistance Administration (LEAA) established (1970).

1975
Termination of U.S. involvement in Vietnam (1975).

SPA EVENTS

1934
School of Public Affairs (SPA) established (1934).

1935
SPA's first student (1935).

1936
SPA's first faculty (1936).

1937
SPA's first building (1937).

1938
SPA's first program (1938).

1939
SPA's first conference (1939).

1940
SPA's first journal (1940).

1941
SPA's first book (1941).

1942
SPA's first award (1942).

1943
SPA's first election (1943).

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SPA's first meeting (1944).

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2021
SPA's first graduation (2021).

2022
SPA's first conference (2022).

2023
SPA's first election (2023).

2024
SPA's first meeting (2024).

2025
SPA's first graduation (2025).

SPA's Legacy

"The sole purpose of the institution is to provide the nation with a laboratory for the social sciences, available to students of government everywhere and conducted under the best possible auspices." (Washington Post 1934)

FACULTY CONTRIBUTIONS

1960

1. John Boyer, SPA/PhD '89, **Chip Griffin**, SPA/BA '94, and AU President **Neil Kerwin**, SPA/BA '71. **2.** SPA faculty member **Robert Durant**. **3.** SPA Dean's Advisory Council chair **Pam Deese**, SPA/BS '80, WCL/JD' 83, **Stephen Daoust** SPA/BA '85, and CCPS director **James Thurber**. **4.** **Neil Kerwin**, **Ted Carter** SPA/MPA '99, and **Steven Nesmith**, SPA/BA '85. **5.** SPA faculty member **Laura Langbein** and SPA doctoral student **Linda Patterson**. **6.** SPA faculty member **Stephen Taylor**. **7.** **Nichole Nason**, SPA/BA '92, **Ed Faberman**, SPA/BA '67, SPA assistant director of development **Torrey Androski**, SPA/MPA'06, and **Betsy Fischer** SPA/BA '92, SOC/MA '96. **8.** **Neil Kerwin**. **9.** NTL Institute executive director **Fred Nader** and **John McCall**, SPA/MSOD '92. **10.** SPA professor emeritus **Bernard Rosen**. **11.** **Michael Segal** and **Ann Kerwin**, CAS/BA '71. **12.** **Gary Nordlinger**, SPA/BA '73 and **Robert Engel**, SPA/BS '73. **13.** Director of SPA's Key Executive Leadership Program **Robert Tobias**, **Tom Wolf**, SPA/MPA '78 and SPA dean **William M. LeoGrande**. **14.** The Dean Team: SPA deans—past and present—were joined by **James, Roosevelt, Jr.**, grandson of FDR at SPA's 75th anniversary conference. Former dean **Walter Broadnax**, SPA dean **William M. LeoGrande**, AU president **Neil Kerwin**, **James Roosevelt Jr.**, former dean **A. Lee Fritschler**, and former dean **Robert Cleary**, seated.



SPA's Announces New FedEx Scholarship Program



SPA has announced the establishment of the FedEx Scholarship, a new program providing six \$5,000 scholarships to graduate and undergraduate SPA students in the 2009-2010 academic year. FedEx Scholars will be selected based on their academic achievements, commitment to public service, and financial need.

"The FedEx Scholarship embodies the company's commitment to advance access to higher education, and we are grateful for their continued, generous support of our students," said Dean William M. LeoGrande. "We especially appreciate Gina Adams for her leadership in developing this partnership between FedEx and SPA."

Gina Adams, SPA/BA '80, pictured left, is senior vice president of government relations at FedEx Corporation. She is a member of both the AU Board of Trustees and the Dean's Advisory Council for SPA. ★

Leadership Forums Explore Public Policy Issues

SPA's Institute for the Study of Public Policy Implementation (ISPPI) continues to host its acclaimed Leadership Forums, bringing members of Congress, political appointees, career federal executives, consultants, and academics together to focus on addressing difficult public policy implementation issues.

"The forums are a place where individuals who usually talk to each other through press releases can discuss solutions to difficult problems," said **Robert Tobias**, director of ISPPI and the Key Executive Leadership Programs. "Participants are able to apply what they learn at the forums to the problems they face."

Past forums have been sponsored by companies like Watson Wyatt Worldwide, which has sponsored sessions for the past three years on topics such as best practices to effectively retain Gen X, Gen Y, and Millennial employees and the influence of performance management systems on employees' commitment to public service.

"Watson Wyatt Worldwide's generosity has made a real difference in our efforts to launch the Leadership Forums and make it an exemplary series for participants," said Tobias. Other forum partners include CBRE CB Richard Ellis and Bearing Point.

To learn more about the Leadership Forum Series and ISPPI, please visit spa.american.edu/isppi. ★

Spagna Faculty Research Award Named

Barbara Palmer, assistant professor of government, has been selected to receive the 2008-09 Spagna Faculty Research Award. The award will support her research on why so many women have historically run as third-party candidates for the U.S. Congress. Palmer is the coauthor of *Breaking the Political Glass Ceiling: Women and Congressional Elections* (Routledge, 2008).

The Spagna Faculty Research Award was established through a gift from **Susan Spagna**, SPA/BA '72, general counsel and vice president of human resources at David Yurman, an American jewelry company. Susan Spagna is also a member of the SPA Dean's Advisory Council. ★

APCO Honors Margery Kraus with Scholarship

AU announced the establishment of the Margery Kraus Scholarship for the Study of Global Communications and Public Affairs. The scholarship was established with a gift from APCO Worldwide in honor of **Margery Kraus**, BA/SPA '67, MA/SPA '07, upon the 25-year anniversary of her founding of the firm. The scholarship will support women students in SPA and the School of Communication who are studying in an AU semester abroad program and have career interests in communications and international public affairs.

Headquartered in Washington, D.C., APCO is a global consulting firm in major cities throughout the Americas, Europe, the Middle East, Africa, and Asia. Margery Kraus is president and CEO of APCO, as well as a member of the AU Board of Trustees. ★



SPA NOTABLES

Stephen M. Daoust, Esq., SPA/BA '85, was promoted to director of Public-Sector Contracting at PriceWaterhouseCoopers, LLP (PwC). Previously, he served as assistant general counsel for PwC. Stephen Daoust is a member of the SPA Advisory Council.

Thomas A. Carter, SPA/BA '97, documented a two-year trek through China in his recently released book, *China: Portrait of a People* (Haven, 2008). Photographing all 33 provinces and regions of the country, he captured some of China's most difficult terrain through the lens of a simple point-and-shoot digital camera.

Karen M. Cassidy, SPA/BA '81, has been named assignment judge for the Superior Court in Union County, New Jersey. Cassidy has served in both the Family and Civil Divisions of Union Vicinage since her appointment to the bench in April 2000.

Melanie R. Soles, SPA/BS '81, was named legislative liaison at the North Carolina Department of Cultural Resources. Soles will help lead the department's efforts to promote and protect North Carolina arts, history, and culture.

Mark J. Horoschak, SPA/BA '73, was selected as one of Business North Carolina's Legal Elite. Mr. Horoschak, of Womble Carlyle Sandridge & Rice PLLC, is nationally recognized as an expert in health care antitrust matters. He previously served as assistant director of the Bureau of Competition at the Federal Trade Commission.

Holly G. Green, SPA/MSOD '98, is the CEO of The Human Factor, Inc., a strategic planning and organizational development firm headquartered in San Diego. She recently published a book, *More Than a Minute: How To Be an Effective Leader and Manager in Today's Changing World* (Career Press, 2008).

Harold Reylea, PhD/SPA '71, has retired after a 37-year career in the Congressional Research Service. Dr. Relyea is best known for his research on national security, emergency powers, and government efforts to suppress information. He is the author of several books, notably including *Silencing Science* (Cato, 1994), which examined national security controls on scientific communication.

Julie Andreeff Jensen, SPA/BA '95; JD/WCL '02, has been named director of the Brunswick Group, a strategic communications consultancy. Ms. Jensen's work will focus on coalition and issue campaigns. Prior to joining the Brunswick Group, she served as Pennsylvania's Get-Out-the-Vote Director for President Obama.



Real Impact

Curtis Johnson SPA/MPA'09, in class and in their careers, SPA students demand the most of themselves.

[LEARN MORE](#)

AU Goes 2.0!

Launched last month, AU's new web site has earned high praise from students and technorati alike. See for yourself at www.american.edu/spa

SPRING 2009

update

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Resource savings:	
Wood Use	5 Fully-Grown Trees
Total Energy	3 Million BTUs not consumed
Greenhouse Gases	11,013 lbs CO2
Wastewater	1,187 Gallons
Solid Waste	301 lbs

Environmental savings data based on research by the Environmental Defense Fund.

