Also in this issue:

Maxwell launches the Tenth Decade Project

The #ToMeCitizenship campaign invites you to reflect and share

Sean O’Keefe named Phanstiel Chair and University Professor

Yingyi Ma researches international students in America
As you can easily see from the stories and pictures in this issue of Maxwell Perspective, it’s been a remarkable semester at the Maxwell School, as we pay tribute to the past, share the excitement of the present, and look forward to a bright future. These events have helped focus attention on what has made Maxwell both unique and consequential and has renewed our collective commitment to sustained leadership in teaching, research, and public service in its 10th decade. It’s been a great opportunity to connect with so many of our alumni, friends, and supporters.

Our faculty, staff, and students have also been deeply involved in working with their colleagues throughout Syracuse University in charting the path forward for the University as a whole. Under the leadership of Chancellor Kent Syverud and Interim Vice Chancellor Elizabeth “Liz” Liddy, seven working groups are debating best practices and opportunities in everything from undergraduate excellence to strategically focused research. This spring the University’s Academic Strategic Plan Steering Committee is preparing to present the trustees a draft blueprint for our future.

At Maxwell, we are particularly proud of the strong connections we have with all of the components of the University, ranging from our many joint degree programs, to joint research centers such as the Aging Studies Institute (with the Falk College of Sport and Human Dynamics) and the Institute for National Security and Counterterrorism (with SU’s College of Law), to our special ties with colleagues in the College of Arts and Sciences (through SU’s SU Humanities Center, for example, and interdisciplinary undergraduate programs such as Middle Eastern Studies, to name a few).

I’ve had the pleasure of serving on the Strategic Plan working group about “enhancing internationalization” (ably led by our own Mehrzad Boroujerdi, chair of political science and recently appointed Provost’s Faculty Fellow, and by Associate Provost Margaret Hinley). It’s an issue that is both close to my own passions and vital to our long-term success. This process has helped both to bring the University closer together and to offer us at Maxwell an opportunity to enhance our contribution to the University and benefit from new partnerships. Like all efforts of this kind, it has required real work and commitment from all involved, but it offers the prospect of great future returns.

Connecting to the Future

Even as our own history prompts us to look forward, we have joined with larger Syracuse University planning initiatives.

Kruzell Award Given To Dean Steinberg

Dean James Steinberg has won the prestigious Joseph J. Kruzell Memori­al Award for Public Service from the American Political Science As­sociation. It is given to a scholar with a distinguished career in na­tional security affairs, both as an ac­ademic and a public servant. Stein­berg’s long public career includes a term as deputy secretary of state. The award memorializes Joseph Kruzell, a security studies scholar and policy official killed in Bosnia in 1995 while serving as chief no­tification for the Department of Defense.

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Ideas for Tomorrow

The Tenth Decade Project will support programs to prepare Maxwell for the challenges of its second century, with citizenship (broadly understood) at its core. As the Maxwell School’s 90th anniversary celebration in Washington last November drew toward its close, Dean James Steinberg shifted the focus of this event from the past nine decades to the decades ahead.

He described the Tenth Decade Project — a set of initiatives intended to strengthen Maxwell’s teaching and research (particularly in citizenship and public service) as the School approaches its 2024 centennial. “Drawing on our multidisciplinary strengths in anthropology, economics, geography, history, international relations, political science, public affairs, and sociology,” Steinberg said, “we hope to explore such fundamental issues as the rights and responsibilities of citizens to each other and to their communities, the implications of different concepts of citizenship in different cultures, societies and eras; how to improve the responsiveness and effectiveness of public and private institutions to citizens; and how concepts of citizenship can be harnessed to expand opportunity, promote inclusion, and respect diversity.” Innovative and forward-looking attention to citizenship, he said, has broad applicability, on topics such as aging, economic opportunity, public health, and environmental sustainability.

“This work will build on the already vigorous focus we have today on citizenship…” he said. “It will draw on our research centers and institutes which are already doing innovative work on many of these issues.”

Some guests at the Washington event had already lent support to the Tenth Decade Project by sponsoring tables. This was on top of a kick-off gift by Gerry Cramer, an alumnus of Syracuse’s management school and a long-time Maxwell supporter, and his wife Daphna. Cramer previously has funded professorships in international affairs and aging studies, an SU-Israeli student exchange, and programs in SU’s Institute for National Security and Counterterrorism (support, in that last case, exceeding $2 million.) Now he has made a $500,000 gift to help launch the Tenth Decade Project. That gift, combined with funds raised at the Washington event, totals nearly $1,500,000.

Join Us! If you are interested in supporting Maxwell’s Tenth Decade Project, visit maxwell.syr.edu/tenthdecade; or contact Linda Birnbaum at 315-443-1053 or lbirnbaum@maxwell.syr.edu.
A new social media campaign invites everyone to opine (briefly) on the essence of citizenship.

**What Do You Think?**

at the Maxwell School’s 90th birthday party last October, there was a little sideshow. While revelers celebrated in the Joseph A. Strasser Commons — as described on pages 12-13 — something was going on nearby, in the hallway outside Career Development. There were bright lights. People were writing on large placards. Their pictures were being taken.

It was the grand public launch of the #ToMeCitizenship campaign. Everyone happening through, from students, staff, and faculty to Advisory Board members, alumni on campus for Orange Central, and even the Chancellor — all were invited to complete the following sentence: “To me, citizenship…” They wrote their response in the provided “thought bubble” and were photographed displaying it. Those photos then were posted on the RebelMouse page where the School is collecting dozens, soon hundreds, perhaps thousands of different notions of the definition and significance of citizenship.

Thus far, submissions to #ToMeCitizenship have been made primarily at events such as the 90th birthday celebration. Similar photo booths will be set up at future citizenship-focused events. But it’s time for #ToMeCitizenship to get out of the photo booth. The idea, as with any hashtag campaign, is to go viral, opening it to the broadest possible community, both within Maxwell and beyond. As we began to prepare for our 90th anniversary and the reassertion of Maxwell’s unique emphasis on citizenship,” says Dean James Steinberg, “we realized social media gives us an opportunity to involve a larger community. A diverse collection of ideas on citizenship helps us all remember how broadly we define the concept and how profound and pervasive it is in our daily lives.” Everyone, he said, has a stake in the School’s “underlying ethos” and so everyone should weigh in on #ToMeCitizenship.

**Everyone means you.** It’s your turn to make a contribution to the #ToMeCitizenship campaign. And you don’t need a photo booth to get it done. Visit the introductory page at www.maxwell.syr.edu/ToMeCitizenship, which will lead you through the chief options for sending your response:

- Download the “thought bubble” placard, fill it out, snap your picture, and post it on Facebook, Twitter, or Instagram using #ToMeCitizenship. It will appear on the RebelMouse page.
- Or just post to social media using the hashtag #ToMeCitizenship.

**Join In!**

To make your contribution to the “citizenship thought bubble” campaign visit m a x w e l l . s y r . e d u / T o _ M e _ C i t i z e n s h i p

Or just post to social media using the hashtag #ToMeCitizenship

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**Tenth Decade Project: Kick-Off Donors**

Alicia Guter
Alan and Betty Cohen
Gerry and Daphne Mazzotta
Cathy Daicoff ‘79
William Eggars and Deborah McLean
Stephen Hagerty ‘91 and Lisa Abbe枫er ‘95
Shelton and Sheila Horvitz
Adela Infay
Lawrence Mazotta
Walter Montgomery ‘57 and Marian Tompkin
Ron ’80 and Karen O’Hanley
Sean ’78 and Laura O’Keefe
John and Stephanie Palmer
Tory ’79 and Prudence Stierman
Arnold and Jan Punser
H. Lewis Rapoport ’59
Carolyn Rupping ’62 and David Henneman
RLM Finklinry LLC
Danna Slovis ’70
Jeanne Strickland and Shere O’Keefe
Wendy and Terri ’75 and Margaret Graw
Richard Graw ’68

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**People have always been eager to support citizenship education here.**

Linda Bimbash, assistant dean for advancement

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$900,000 already committed.

“The support that you’ve provided tonight,” Steinberg said, “will go to the Tenth Decade fund to help our faculty, staff, and students undertake projects ranging from path-breaking research to new approaches to teaching to public engagement. I thank you again for your support and hope that we can all come back together in 10 years to appreciate the fruits of the work we launch tonight.”

A committee of faculty members from across Maxwell’s disciplines — chaired by Tina Nabatchi of Public Administration and International Affairs, and History’s Andrew Cohen — is working to formulate specific Tenth Decade plans. Through the fall, they developed principles for the project that reflect the School’s perspective. Throughout this year, they will work with other faculty members and the Dean’s Office to propose specific initiatives.

According to Linda Bimbash, assistant dean for advancement, the upper particulars of the Tenth Decade Project will increase already strong donor support for its emphases.

Those familiar with the School understand that its approach to citizenship and public service is especially applicable to the complexity of world challenges today,” she says. “People have always been eager to support citizenship education here. This Tenth Decade Project represents an opportunity to pursue diverse opportunities for support for citizenship-centered programs at Maxwell.”

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**“Social media affords us an opportunity to involve everyone.”**

Dean James Steinberg

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The symposium was held in October at the Center for Strategic and Interna-
tional Studies in Washington, D.C. It was sponsored by Maxwell’s Moynihan Insti-
tute of Global Affairs and the Norwegian Institute of International Affairs.

Data Gets NSF Funding. The Max-
well-based Qualitative Data Repository (QDR) was awarded $456,133 from the National Science Foundation. QDR, co-directed by Colin Elman, associate professor of political science, is the first U.S. repository for qualitative social science data. The funding will enhance QDR’s capacity to share data. QDR will develop standards and practices for managing, archiving, sharing, re-
using, and citing qualitative data.

The center also earned $177,000 in NSF funding for its summer “food camp” on research methods.

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Maxwell Co-Sponsors Berlin Wall Observance. The Department of International Relations and Moynihan Institute’s European Research Centers were among co-sponsors of Syracuse University’s three-month commemor-
ation of the fall of the Berlin Wall.

Events included lectures, screenings, and the building and tearing down of a replica of the wall. Students also partici-
pated in a digital story contest, submit-
ting video and photo essays detailing their perspectives on the Berlin Wall.

The collaboration was funded by a grant from the Embassy of the Federal Republic of Germany. More information can be found at berlinwall25.syr.edu.
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Sean O’Keefe, former chairman of the board and chief executive officer of General Electric Co. and one-time vice president of Airbus Group Inc., is an accomplished alumnus and one-time faculty member who returns to Maxwell as the Phanstiel Chair.

O’Keefe is a former chairman of the board and chief executive officer of General Electric Co. and a former vice president of Airbus Group Inc. He has also been appointed by Syracuse University as a University Professor.

For O’Keefe, this is a return to the Maxwell faculty, where, between 1996 and 2001, he was the Bantle Professor of Business and Government Policy and director of National Security Studies.

The chair he now occupies was established in 2006 by Howard G. and S. Louise Phanstiel, who were motivated by a desire to provide enhanced training for future government leaders who are ethical, strategic, and innovative thinkers.

“I am honored to be invited to rejoin the Syracuse University community,” O’Keefe said at the time of the appointment, “and, once again, to have the opportunity to pursue my passion for teaching, working with students, and collaborating with so many great colleagues on a range of projects.”

O’Keefe is the former chairman of the board and chief executive officer of General Electric Co. and a former vice president of Airbus Group Inc. Previously, he held several top leadership positions in the U.S. government and in higher education, most recently as chancellor of Louisiana State University.

On four separate occasions, O’Keefe served as a presidential appointee, including the stint at NASA. Earlier, he was deputy assistant to the president and deputy director of the Office of Management and Budget at the White House. He also served as secretary of the Navy, following service as comptroller and CFO of the Defense Department.

At that time, he has maintained a close association with Maxwell — serving recently as chair of the School’s Advisory Board.

While serving as the Phanstiel Chair, O’Keefe will play a leadership role in building Maxwell’s partnerships with the Center for Strategic and International Studies (CSIS), including expanding programming and executive education. The bipartisan, non-profit CSIS, based in Washington, D.C., is an international policy institution that conducts research and analysis on a range of issues related to defense and security, regional stability and transnational challenges — and develops policy initiatives that look to the future.

Friends and Supporters

Amazing Lives

A fully renovated and upgraded Eggers Hall public events room now honors the parents of alumnus Joseph Strasser.

In many respects, the story of Joseph Strasser ’51 BA (Hist)/’58 MPA and his parents befits the Maxwell School. It represents triumph over political, religious, and cultural aggression. It rewards courage, compassion, and social vision. It celebrates people and systems that provide a full life to those who deserve one.

And so, in making his latest large gift in support of the School, Strasser asked to memorialize his family’s journey. The public events room in Eggers Hall — fully renovated and upgraded — was rededicated on October 24 as the Dr. Paul and Natalie Strasser Legacy Room.

The Strassers lived in Austria in the run-up to World War II. When Hitler invaded, the family fled to France (where, tragically, mother Natalie became ill and died). In 1940, Paul was able to arrange for young Joseph and his brother, Alex, to board a kindertransport rescue ship. They ultimately arrived in America, where they were joined by their father in 1941, following a cross-Pyrenees escape from France.

At the rededication ceremony, Syracuse Chancellor Kent Syverud spoke of connections between the Paul and Natalie Strasser story and the Maxwell School’s mission. “It’s so fitting that those two, who sacrificed so much in one of the darkest points during human history, will hold a permanent place of honor at a school dedicated to preparing students for engaged citizenship and wise leadership to produce the brightest points,” Syverud said.

Joseph Strasser then described his family’s difficult immigration to America and its lessons. “It’s an amazing thing that we’re here,” he said. “What this drove into me, all along, was to give back, because we wouldn’t have been here if people hadn’t done for us.”

Strasser is now among the top five donors to Maxwell. Listing projects Strasser has funded, Dean James Steinberg said this might be most significant: “This wonderful new room,” he said, “will offer us an opportunity to showcase the exciting work that takes place throughout Maxwell and Syracuse University.”

“My family’s story is about the determination of immigrants who deserve one. They provide a full life to those who need one.”

Joseph Strasser speaks at the dedication of the Dr. Paul and Natalie Strasser Legacy Room. Four right: Members of the Strasser family, including brother Alex (center).

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Students Abroad

Yingyi Ma studies the historic influx of international students — especially Asian — to American colleges.

When Yingyi Ma, associate professor of sociology, arrived at Maxwell in 2006 to teach, she noticed a few international students from China among the undergraduates. Since then, at Syracuse — as at many other universities — a change has been occurring.

“Many universities, especially public universities, are recruiting more international students from Asia,” Ma says.

That trend drove Ma later research. She has two books in the works, one on Chinese undergraduate international students and the other an edited book on international students from Asia (the latter contracted for publication later this year).

“We’re trying to look at both country-specific and more general issues of Asian international students, who constitute 70 percent of all international students in American universities,” Ma says. She’s trying to take the topic beyond the usual framework of “adjustment, adaptation, and acculturation” for those students alone.

“We’re trying to promote a two-way street of adaptation, trying to encourage and emphasize how American universities can do more to look at the new reality of globalizing campus,” says Ma, recently named an O’Hanley Scholar at Maxwell.

The number of international students at U.S. universities in 2012-13, according to the Open Doors Report on International Educational Exchange, was 189,644 students (a record high). Over 10 years, the number of international students increased 40 percent.

Ma says more research is needed on how colleges and universities can adapt along with the international understanding of how they might need to change certain aspects of their teaching,” she says.

Ma has seen some universities begin to recruit academic advisors who speak other languages, such as Mandarin. “Programs especially tailored to their own needs and staff — who understand their cultures are very important,” she says.

There is also a need to convey all the other university supports available to international students. “International students are vastly underutilizing services they are entitled to,” says Ma, who has conducted interviews with Chinese international students from 20 institutions and collected data online for her research.

Ma’s study of international students grows out of her previous book on international higher education research — in particular, the intersection of higher education and inequality. “You see very little talk about the inequality among recent college graduates,” she says.

Earlier this year, she and Gokhan Savas, a sociologist at Luther College, looked at the impact choice of major has on a woman’s eventual pay, compared with the impact that college selection has. They drew on data from the National Educational Longitudinal Study and found the pay gap between men and women is attributable more to the choice of major than to college selection. Their findings appear in the Review of Higher Education.

They discovered that, for women, studying in a lucrative major such as science or business had a larger pay benefit than attending an elite institution — and that the correlation is strongest for women from a working class background.

Ma also suspects that networking may also play a bigger role in the gender gap. Men may be better able to secure a less lucrative field through networking and career mentoring. Institutions can do a better job of helping women network, Ma says.

“At American institutions, international students are vastly underutilizing services they are entitled to.”

Yingyi Ma
When an institution as venerable as the Maxwell School reaches a signpost as significant as 90 years, it’s obviously worth noting... and worth celebrating. It is a time to take stock of the accomplishments and respect built over nine decades. And it is a time to prepare for the sort of future that the past profoundly suggests.

At Maxwell, the 90th anniversary serves a variety of goals, mixing the past with the future. It is a time to:

Marvel at the achievements of so many years. Though history lessons have been only one part of the anniversary year, history is at the core. The Passport to Our Past activity (described on pp. 12-13), special historical displays mounted through the Maxwell/Eggers complex, and similar displays on hand for the November 20 Washington dinner all allowed the Maxwell community to marvel at the depth and breadth of Maxwell’s history, and how different was the world into which the Maxwell School was born.

Find what is unchanged. And, though the world was different in 1924, certain values championed then remain today — in fact, they help define Maxwell still. They include the School’s emphasis on citizenship education and its interdisciplinary approach to research and education. Recognizing those values in the School’s founding helps reassert those values in the School’s culture today (even though other values now round out the picture).

Celebrate the diversity of today’s Maxwell. Events held throughout the year and sponsored by the academic departments, centers, and institutes — lectures, panels, poster sessions, etc. — served to honor the contributions of those units while also suggesting the great breadth and diversity of Maxwell as a whole. (Unit events are described on pp. 10-11.)

Build toward the future. As the School entered its 90th anniversary year, Dean James Steinberg announced that this would be an occasion also to prepare for Maxwell’s centennial, and to assure that Maxwell approaches 2024 with programs “every bit as meaningful as those that have defined its excellence to this point.” This exploration of future needs is titled the Tenth Decade Project (see page 1). It was officially introduced at the anniversary celebration in Washington, D.C., which doubled as a fund-raising event for the campaign that will support Tenth Decade initiatives.

This and many other anniversary events are described in the following pages. To learn about additional events upcoming this spring, visit maxwell90th.syr.edu.
Managing Nonprofits

Operating under the auspices of both the 90th anniversary and Syracuse University’s Coming Back Together minority reunion, a September 15 panel addressed the challenges of managing nonprofit organizations and charter schools. Panelists included Maxwell alumni Marco Bailey ’89 MPA, ’91 MA (Geog), ’96 PhD (PA) (left), founding board member of the Elise White Stokes Public Charter School, Washington, D.C.; and Tamara Lumpkin ’90 MPA (center), CEO and president of TLC Consulting and former deputy executive director for the D.C. Public Charter School Board. Also taking part was Fanny Villame, executive director of the YWCA of Syracuse and Onondaga County.

Anniversary Celebrations

Teach for America

The Departments of Public Administration and International Affairs and undergraduate Public Affairs co-sponsored an October 10 panel on Teach for America, with alumni who later joined TFA and TFA veterans who then pursued MPAs at Maxwell. TFA alumni on the panel were (from left) Cara True-Frost ’11 JD/MPA, an IL law professor; Dana Teyman ’01 BA (PSB), school transformation facilitator at Johns Hopkins University; Robert Maglione ’08 BA (Econ/PSB/IR), co-founder of a high school in downtown Manhattan; Alex Payne ’12 MPA, then a legislative assistant for a U.S. Congressman; and Patricia Leon-Guerre (right), co-founder of a high school in downtown Manhattan. For information, visit maxwell90th.syr.edu.

CCE and PAF Posters

During the University’s Orange Central weekend, October 5-11, various Maxwell departments mounted poster displays describing their programs. At right, visitors inspect posters prepared by the Citizenship and Civic Engagement program. Others who displayed posters were Public Affairs and Public Administration and International Relations.

Lectures, Panels, Symposia

A part of the Maxwell School’s 90th anniversary year, the academic departments and centers and institutes of the Maxwell School mounted events or other observances. Though some of these events had historical themes, most were intended to highlight the intellectual and programmatic contributions made by the individual units, adding up to the diverse whole that is the Maxwell School.

Many departments used the anniversary as an opportunity to host special lectures. Beyond those described at left were two of particular note. Maxwell’s Center for Technology and Information Policy hosted Michael Crow ’85 PhD (right) for a day-long series of presentations, including a public lecture on science and higher education policy. Crow is the president of Arizona State University and a scholar of science and technology policy.

And Syracuse University’s Institute for National Security and Counterterrorism, on October 31, welcomed Gen. Martin Dempsey, the chairman of the U.S. Joint Chiefs of Staff. Dempsey commented on some of the political and security challenges of the day, such as North Korea and the development of nuclear capabilities in Iran. But he also spoke to the event’s emphasis on public service, saying ours is an era when service matters greatly.

“In public service still matters,” Dempsey said. “When else would you want to serve? Would you want to serve when everything is kind of simple and deliberate and not much hang in the balance? Or would you want to really serve when it makes a difference?” Anniversary events based in the departments, centers, and institutes continue through the spring. For information, visit maxwell90th.syr.edu.

Anthro/Geography Careers

On November 14, the Departments of Anthropology and Geography held a series of panels, featuring their alumni and exploring careers dedicated to the public good. Panelists discussed careers in urban nonprofits, international careers, and careers in environmental policy and outreach.

Iran Conference

The Moynihan Institute’s contribution to the anniversary observances was a major two-day symposium titled “Assessing Iranian Nuclear Negotiation Strategy,” held October 23-24 at the Center for Strategic and International Studies in D.C. The symposium, co-organized by the Norwegian Institute of International Affairs, included leading experts from Iran to discuss the European Union-coordinated P5+1 nuclear negotiations with that nation. The symposium’s keynote speaker was Wendy R. Sherman (right), U.S. under secretary of state for political affairs.

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On November 14, the Departments of Anthropology and Geography held a series of panels, featuring their alumni and exploring careers dedicated to the public good. Panelists discussed careers in urban nonprofits, international careers, and careers in environmental policy and outreach.

Iran Conference

The Moynihan Institute’s contribution to the anniversary observances was a major two-day symposium titled “Assessing Iranian Nuclear Negotiation Strategy,” held October 23-24 at the Center for Strategic and International Studies in D.C. The symposium, co-organized by the Norwegian Institute of International Affairs, included leading experts from Iran to discuss the European Union-coordinated P5+1 nuclear negotiations with that nation. The symposium’s keynote speaker was Wendy R. Sherman (right), U.S. under secretary of state for political affairs.
O
t of the highlights of Maxwell’s 90th anniversary celebrations this year was a School-wide party on October 9, scheduled to coincide with Syracuse University’s Orange Central reunion weekend. That scheduling allowed not only faculty, staff, and students to participate, but also many visiting alumni and dignitaries.

While most of the observances throughout the year have tended toward the serious and substantive, the main event on October 9 was a large birthday party, held in the Strasser Commons (left, top). It featured 1920s-themed decorations and food, to reflect the School’s founding year, 1924. Faux champagne and other non-alcoholic bubbly lent the event a Jazz Age ambience, as did period music and a striking Art Deco cake (left). Chiefly, this was a moment to mark a chronological milestone — a fact punctuated by Syracuse University Chancellor Kent Syverud, who led all assembled in singing the “Happy Birthday” song.

But it was also a day to take stock. The Passport to Our Past activity invited people to carry a small, informative mock passport to stations at departments, centers, and institutes around the School, thus reminding those “travelers” of all the individual enterprises that make up Maxwell.

And at a makeshift photo booth just off the Strasser Commons, party-goers were encouraged to contribute their notions to the #ToMeCitizenship social media “thought bubble” campaign. For more on that, see page 3.

A Newsman’s View of the Oath

Sean Kirst, columnist for the Syracuse Post-Standard, spent October 9 on campus. He interviewed people visiting the Athenian Oath inscription in Maxwell Hall, asking them to comment on the meaning of those words:

To [alumnus George Schaefer], they represent the essence of Maxwell, an ideal powerful enough to bring him here from Texas for the school’s 90th anniversary party. “What higher calling is there?” Schaefer asked . . . . For years, Schaefer said, he kept a framed copy in his study . . . .

James Willie (below), another graduate, also stopped to see the wall . . . . “It played a role in why I chose [Maxwell], to have citizenship etched into the wall, the idea of transforming things and leaving a mark,” Willie said. To him, it strikes a central point in the American experiment: There is a higher calling to citizenship than simply being hungry to make a lot of money . . . .

W. Lynn Tanner . . . sees the words as transcending generations, as a daily appeal to the conscience of every Maxwell student . . . a constant challenge for young people to “take on the fight,” to spend a lifetime attempting to lift up the world around them.

Maria Laura Veramendi, a graduate student from Peru, said the words on the wall are an intimate reminder of why she journeyed so far to study in Syracuse — and what she hopes to accomplish once she’s home.

“If you’re a student, or in the private sector, or an artist, or a mother, this holds true,” she said. “Whatever you do, you do it for the person who comes after you.”
The Maxwell School’s second big birthday party last fall — held at the Center for Strategic and International Studies in Washington, D.C. — was many events combined. It was a moment to mark history. Five large banners stationed around the pre-dinner reception area — and a testimonial video shown during dinner — reminded attendees how far the School has come in 90 years, in citizenship studies, interdisciplinary education, global reach, and facilities. And the communal joy about nine completed decades energized the entire evening.

But the November 20 event was also about legacies. Maxwell presented the inaugural Daniel Patrick Moynihan Spirit of Public Service Award, to recognize creative and passionate commitment to public service — values shared by the School and the late, longtime U.S. senator. The award builds upon Maxwell’s former public service award by focusing on the innovative conversion of ideas into action. And, with its first recipient, the Moynihan Award highlights an up-and-coming generation of public servants. The inaugural recipient was Lauren Bush Lauren who founded FEED Projects to direct funds to anti-hunger programs. (See page 17 for more on Lauren.)

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This event was also a time for the Maxwell 90th anniversary celebration in Washington took place at the new facilities of the Center for Strategic and International Studies (above), where Maxwell now has its D.C. headquarters. On display were five large banners telling Maxwell’s story, including this banner devoted to citizenship studies (right).

In November, Maxwell held a second anniversary party — at the School’s home in D.C., the Center for Strategic and International Studies. Among highlights was the awarding of the new Moynihan Spirit of Public Service Award.

By Dana Cooke
Event photography by David Scavone

The 90th anniversary celebration in Washington took place at the new facilities of the Center for Strategic and International Studies, where Maxwell now has its D.C. headquarters. On display were five large banners telling Maxwell’s story, including this banner devoted to citizenship studies (right).
Carrying Forward the Spirit of the Senator

Social entrepreneur Lauren Bush Lauren is the first recipient of the Maxwell School’s new Moynihan Spirit of Public Service Award.

To celebrate its anniversary and extend its legacy of public service, the Maxwell School last fall created the Moynihan Spirit of Public Service Award. Inaugural honoree Lauren Bush Lauren, founder and CEO of FEED Projects, received the award at Maxwell’s 90th anniversary event on November 20.

The award honors those whose life and work reflect a creative and passionate commitment to public service, to understanding complex issues, and to translating ideas into action—qualities that characterize the career of longtime U.S. Senator (and former Maxwell faculty member) Daniel Patrick Moynihan.

Lauren has dedicated herself to developing innovative ways to engage the public in the fight to end world hunger. In 2004, after traveling in Asia, Latin America, and Africa as an honorary student spokesperson for the United Nations’ World Food Programme (WFP), Lauren conceptualized the idea for FEED Projects, which develops products such as burlap tote bags, handbags, apparel, jewelry, and dishware, the sale of which benefits anti-poverty initiatives.

Thanks to partnerships with companies like Target, Disney, Pottery Barn, Whole Foods, and Gap—as well as sales through the FEED website—the social business has donated more than $10.4 million and provided nearly 84 million school meals globally through the WFP and Feeding America. FEED has also supported nutrition programs around the world, providing vitamin supplements to more than 3.5 million children through UNICEF.

Forbes magazine calls FEED “a for-profit venture with a social conscience.”

Dean James Steinberg applauded Lauren’s emphasis on widening public awareness and innovative mechanisms of financial support. “It’s the kind of pragmatic yet effective strategy,” Steinberg said, “that was so characteristic of Senator Moynihan’s approach to public policy and public service.”
Classnotes

1950s
Arnold F. Elefant ’58 BA (PS) is elected Montclair- sey (N.J.) village justice. He has previously served as a justice in Spring Valley, N.Y., and Ramapo, N.Y.

1960s
Norman Pomerleau ’63 MA is diploma in residence at Bridgewater State University.
Jane Keyser Wilhelm ’65 BA is the executive manager of Radio Free Asia, a nonprofit broadcaster of free, reliable news.
Ila E. Harrison ’67 PhD (SS) is elected president of the Georgia Poetry Society.

1970s
Linda Hugginsve Smith ’70 MA is elected director of the Angel Capital Association, a trade association of accredited investors.
Judith Allen Wilson ’70 MPA is the director of development for the Pasadena Community Foundation.
Thomas Bozuto ’71 MA is named a top-10 multi-family housing developer by National Real Estate Investor.
Sami el-Arabi ’71 MA is the chairman of Tunisia’s anti-corruption authority.
John Malan ’72 MA is the president of JMC Marketing Communication & PR.
Mohammad M. Khan ’74 MA worked over 44 years as a professor at the University of Maryland. He continues to serve on Bangladesh’s university grants commission.

Kevin Longenbach ’74 BA (PS) is the senior fellow for Albina, a design and engineering company.
George Schaefer ’74 MA is named and monitoring entrepreneur in the Pasadena Texas. Schaefer and his wife, Lois, celebrated their 40th anniversary in 2014.
Gray Goodman ’75 MA has retired from state government and is a generalist surveyor for the Texas Department of Aging and Disability.
Eric Vaughn ’75 MA is the executive director of the National Structural Settlements Trade Association.
Philip Cortese ’75 MA is a judge in the Montgomery County, (N.Y.) Family Court.
Charles Guy ’79 MA is a district director for the Internal Revenue Service.
Judith LaManna Rivette ’76 MA wrote the novel Saint Carmella’s Grotto, a tale of witches, cursets, and immigrants set in a small upstate New York village in the early 20th century.
Jeffrey Noss ’76 MA is managing director and head of investments for the New York City Family Office of BNY Mellon Wealth Management.

M. Angela Badr ’77 MA (PA) is chairman of the board of the Western Interna tional Trade Association Inc., a natural gas engineering firm.
Cyril Hromnic ’70 MA (PSc)/’76 MA (PB/PR/Public Relations) is an independent researcher of Indo-African history based in South Africa.

Milton Matthews ’77 MA is the president of the CEO of the Columbia Association, a nonprofit that manages public facilities and programs in Columbia, Mo.
Brian Krumm ’77 MA is a private tutor by profession.

Dominic Mazza ’75 MA is a principal for Bonsai Group, an accounting firm.
John Norway ’75 MA is the chairman and supervisory branch manager for Farmers and Merchants Bank.
Marie R. Shemekye ’78 MA (PS) is the director of community planning and development at the U.S. Department of Housing and Urban Development’s Boston Regional Office.

1980s
Sally Farrell Partner ’80 MA is the vice president for community services at Catholic Family Center of Rochester, N.Y.
Valerie Williams ’80 MA is the vice president for the University of Oklahoma’s science center and is also the board of directors for the Association of American Medical Colleges.
Jonathan Mathis ’81 MA is a deputy director of the Office of Strategic Planning for President Clinton.

M. Angela Badr ’77 MA (PA) is chairman of the board of the Western Interna tional Trade Association Inc., a natural gas engineering firm.
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Deborah Goldman Rosenbloom ’82 JD/MA is the vice president of the University of Maryland’s school of public policy.

Kevin Longenbach ’74 BA (PS) is the senior fellow for Albina, a design and engineering company.
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To view or add to the campaign visit www.maxwell.syr.edu/ToMeCitizenship

Maxwell Inspirations

When students try to imagine their life af ter Maxwell, they consider the accomplish ments of alumni. This is even more true of pro spective students, who, before they apply to Maxwell, assess the outcomes of those who graduated before.
That’s why we like to share your stories. Maxwell Perspective is one way, but we can share even more stories via the Alumni Pro file series online at www.maxwell.syr.edu/alumni.
We are seek ing alumni willing to share their career accomplishments with an online audience. Please e-mail us at alumni@maxwell.syr.edu.

Norma Shannon Alumni Relations 315-443-5581

Citizenship Is a Verb

Our social media campaign on citizenship is testing notions of what the word means.

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Key to Degrees. Alumni are designated by year of graduation, degree level, and (in parentheses) discipline — for example: Joan Smith ’77 MA (Soc). A few of the degree abbreviations indicate both level and discipline, such as MA and MSIS.
Alumni with more than two degrees from Maxwell are listed under the year of the last such degree.

AmSt American Studies
Anth Anthropology
EMIR Executive Master of Public Administration
DFH Documentary Film and History
Econ Economics
Geo Geography
Hist History
IR International Relations
JD Law
MAIR Master of Arts, International Relations
MPA Master of Public Administration
MPA/IR Joint MPA and MAIR
MPH Master of Public Health
MPhil Master of Philosophy
MPA MA in Regional Planning
MSSc Master of Social Science
NGC Nonviolent Conflict and Transformation
PPH Political Philosophy
PS Policy Studies
PSc Political Science
RusSt Russian Studies
Sec Sociology
SPSy Social Psychology
Stc Science
UrSt Urban Studies

Get Connected Thru SectorConnect

No matter what career sector interests you, there’s a place where Maxwell grads and others seek, and where you are invited to get involved.
SectorConnect is a LinkedIn-based networking space facilitating connections among alumni, professors, and students who work (or aspire to work) in the same professional sector. It is devoted to specific fields in which our alumni lead and our professors have expertise which our students seek for career possibilities.
Join to share jobs and other info with colleagues in our community.
www.maxwell.syr.edu/sectorconnect
Second-in-Command
New lieutenant governor of New York is the second straight who is a Maxwell grad.

Kathy Courtney Hochul ’80 BA (PSc), a former U.S. congresswoman for New York’s 28th congressional district (Buffalo), has become the new lieutenant governor of New York State, elected in November.

Hochul served as the county clerk of Erie County, N.Y., from 2003 to 2011, when she was elected to Congress; she was defeated for reelection in 2013 following redistricting.

Previously, she was a deputy county clerk, a member of the Hamburg town board, a legal secretary, and a bank teller.

She succeeds Kathy Hochul ’80 BA (PSc), a former U.S. congresswoman for New York’s 26th congressional district, who is now the director of the Government Relations Committee.

She succeeds Hochul is the second straight Maxwell graduate to serve as lieutenant governor.

Hochul becomes the second straight who is a Maxwell graduate.

Hochul is the director of communications and outreach at the Harlem School of Seniors Community in West Harlem.

She succeeds Hochul was a deputy county clerk, a member of the Hamburg town board, a legal secretary, and a bank teller.

She succeeds Hochul succeeds Hochul was defeated for reelection in 2013 following redistricting.

It describes how her drama being told by Hochul helped shaped, and recaptures their historical significance. In doing so, Moni hopes, he says, “to convey the necessarily, even the nobility, of the work of those who serve in government.”

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New Take on a Familiar Subject

Jana Telfer ’00 MAIR

Telfer is an associate director of communication science with the Centers for Disease Control and Prevention, specializing in crisis and emergency risk communication. Since 2000, she has worked on, among many crises, the 2001 anthrax attacks, SARS, Hurricane Katrina, the Gulf oil spill, Fukushima, and now Ebola. Sometimes she helps local officials understand the crisis they face. “I explain complex science in ways that support officials working under intense time pressure and with inadequate information,” she says. Sometimes she helps government communicate with publics. With Fukushima, for example, she explained risk communication strategy to the Japanese cabinet.

In Liberia, she worked with a new joint committee on a plan to raise awareness of Ebola transmission. Sometimes she helps managers communicate with publics. With Fukushima, she explained risk communication strategy to the Japanese cabinet. In Liberia, she worked with a new joint committee on a plan to raise awareness of Ebola transmission.

In New York City last April, alumni and members of the New York public attended a panel discussion about future stewardship of the landscapes of the West. Previous books by Wyckoff focus on the landscapes of Montana, Colorado, and Yellowstone Park.

Helping Hands

New program in the District of Columbia School District pairs students who have disabilities with career mentors.

A lumnus is a transition specialist in the District of Columbia School District. Raymond Butchinson ’10 MPA founded and manages the Competitive Employment Opportunities (CEO) program, which matches disabled high school students with mentors in their career fields of interest. Mentors expose students to the world of competitive employment and help guide them through career exploration.

The program includes paid professional development classes, career-focused capstone projects, and paid summer internships at the mentor’s place of employment.

Hutchinson, a former classroom teacher, is assisted in his work by Sean Duling ’14 MPA, who previously worked for Teach for America in Jackson, Mississippi.

Alumni News

In December, Jana Telfer ’10 MAIR was in Liberia, working with the nation’s health and information ministries, helping explain to the Liberian public its own government’s and international partners’ role in breaking the chains of Ebola transmission.

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Todman's obituary text is not clearly visible or legible. It appears to be an obituary for Terence A. Todman, who passed away in 1972. The text includes references to various universities, colleges, and achievements, but the details are not legible enough to transcribe accurately.
Paying It Forward

After a life-altering class at Maxwell, Andrew Swab found a network of colleagues to help realize his new aspiration.

For Andrew Swab ’12 BA (IR), everything changed during a senior-year, seminar-style Honors class, America and the World, taught by Dean James Steinberg, the former deputy secretary of state. It served as a crash course in national security and diplomacy, and culminated with a visit by then-Secretary of State Hillary Clinton. “That class left a deep impression on me,” says Swab. He began then to think seriously about a career in public service.

Having worked briefly at PBS, Swab is today a program assistant in the State Department’s Bureau of Diplomatic Security, which works to counter threats to diplomatic posts abroad. He owes that job not just to the education he gained at Maxwell, but also to many people who have helped.

“Dean Steinberg, Professor Francine D’Amico, other professors, and alumni helped me every step of the way and have really paid it forward to me,” Swab says. “Without their help and recommendations, I would not be where I am today.” Although it took many interviews and applications, it was worth it in the end.

His boss, Division Chief Michael Scherger ’07 MPA, “wears his Maxwell lanyard with pride,” Swab says. To fill the job Swab now holds, Scherger tapped into the Maxwell network. He learned of Swab’s special exposure to the State Department and made the hire. “He has been a great mentor,” says Swab. “He is very committed to public service.”

Swab has learned it takes a network to get where you want to go — and you need to give as well as you get. So when he left his job at the PBS NewsHour, he recommended a recent Newhouse/Maxwell alumnus, Andrew Troast, who had e-mailed him looking for advice on the policy or broadcast business. Swab told the hiring manager at PBS Troast’s political background would make a good fit. “I’m glad to say he was hired,” Swab says. “It’s all about opening a door for others. So many people have done it for me, and all I hope is to do it for others.”