

policynotes



truth and evidence

GSPP in Journalism and Media

SPRING 2017

GSPP Faculty and the Media

A Student
Reporter's Perspective

Teaching Journalism in
the Era of Fake News

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Dean's Message



Dean Henry E. Brady

ON MONDAY MARCH 13, 2017, THE CONGRESSIONAL BUDGET OFFICE PROJECTED that 24 million people will lose health care coverage by 2016 under the Republicans' health care bill. In this era of "fake news" and doubts cast on climate change data, unemployment statistics, and many other types of information, it has been heartening that this projection has (so far as of March 16) managed to survive Republican attempts to discredit it. There is also some irony in the fact that the head of the CBO is a handpicked Republican, chosen by the Republican Congressional leadership who elicited this endorsement from House Budget Committee Chairman Tom Price (now head of the Department of Health and Human Services) when he was appointed in February 2015:

"Keith Hall will bring an impressive level of economic expertise and experience to the Congressional Budget Office. Throughout his career, he has served in both the public and private sector, under presidents of both parties, and in roles that make him well-suited to lead the CBO." (Press release from Price's office on February 27, 2015 with headline "Price Applauds Appointment of Keith Hall as Director of CBO").

HHS Secretary Price is not now so certain about Dr. Hall's expertise, but the fact that CBO has once again undermined the pet plans of those in power by simply "running the numbers" is comforting. CBO did this at one point during the debate over the Affordable Care Act and the Democrats had to redesign the program to meet a budget target, and it has done it time and again for other pieces of legislation. There still seems to be some authority in carefully wrought projections from the CBO. But the number of credible institutions seems to be dwindling as people question the veracity of government officials, the news media, and scientists. This trend is not good for democracy, which relies upon thoughtful analysis to inform the public and their leaders.

The English philosopher Thomas Hobbes worried about nations dissolving into anarchy when the lack of authority led to a war of "all against all" that would make life "nasty, brutish, and short." Hobbes' fear of anarchy led him to favor absolute monarchy, but modern political theorists believe that authority and stability can reside in democracy — if we have a free press, competitive elections, and a rule of law.

A free press supposedly works through the "marketplace of ideas" but that venerable notion breaks down when people are not willing to trust the facts put forth by news outlets. It is as if everyone worried that all the products in the stores are defective and useless so that there is no reason to buy any of them. The situation is probably even worse when people trust just one news outlet (such as Breitbart, Fox News or MSNBC) and they allow it to have a monopoly over their thinking. It matters that people think that most products are worth what they sell for and it matters that people think that most news reports are truthful and honest. If the battle for facts becomes a war of "all against all," then we have no firm starting place for a discussion of values and preferences.

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Editor's Note

AFTER THE 2016 PRESIDENTIAL ELECTION (and after picking myself up from the floor where I had fallen in shock), I did the following things: 1) deepened my involvement with issues close to my heart. 2) tried to be open to voices from other parts of the political spectrum and 3) started paying for a newspaper subscription. I had let my subscriptions lapse, feeling too-glutted with information. Now I was reminded of just how important a free press is to our democracy — and just how important it is to *me*.

Enjoy this issue of *Policy Notes*. The GSPPers working in media and journalism are few-but-mighty — a smart, passionate, resilient group of women and men. They inspired me — I know they will inspire you as well.

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Bora Reed
Editor

Truth and Evidence

IN 2016, THE ASSOCIATED PRESS WAS AWARDED its 52nd Pulitzer Prize for a riveting investigative report about slavery in the Thai fishing industry. The story — the work of an international group of AP reporters, photographers, and editors — drew worldwide attention and eventually led to the release of 2,000 enslaved men.



“That story was the ‘Emancipation Proclamation’ for those men,” says AP CEO Gary Pruitt (MPP ’81/JD ’82). “I happened to be in Bangkok when those articles were published,” he recalls. “The Prime Minister of Thailand said that the people who had reported this news should be executed. [We] ignored him.”

Since becoming CEO of AP in 2012, Gary has overseen the establishment of a bureau in Pyongyang, North Korea, testified to protect reporters’ sources from US Justice Department subpoenas, and helped steer the 170-year old organization through a journalism landscape that is changing at a breathtaking pace.

The key in all this, says Gary, is for AP to stay true to its core mission.

“AP strives to be objective and its focus is fact-based journalism,” he says. “News is our truth north.”

Gary became CEO of the Associated Press in 2012. Prior to that, he was the head of the McClatchy Company, which operates 29 newspapers across the country. He traces his interest in journalism to his time in policy and law school where he focused on constitutional — especially first amendment — law.

Each day, the AP produces approximately 2000 text stories, 3000–4000 photos, 150 news videos and three live feeds of news from around the world.

“AP reaches over half the world’s population each day,” he says, “mostly through other media [which licenses content]. It’s the most comprehensive news report in the world and that’s every day, 365 days a year.”



One such story reported in the spring of 2016 was about American school districts that were blocking the enrollment of young migrants who had come to the US to flee the violence of their Central American homes. (<http://apne.ws/2mndc4s>). The reporter behind that story was Garance Burke (JS ’04/MPP ’05).

“It took over 400 days to turn up the documents that shed light on what was happening to those kids,” she recalls.

Garance has been with AP since graduating from the Goldman School and part of AP’s national investigative team since 2014. Her reporting has ranged from water rights and air pollution to immigration and presidential campaigns.

Garance’s reporting sometimes demands extensive and often-lengthy investigation, like the migrant youth story or the story she reported about Donald Trump’s behavior on the set of *The Apprentice* that subsequently led to the discovery of the *Access Hollywood* “hot mic” tapes. Other stories turn around much more quickly — a matter of a background check, as in the story about Donald Trump’s expert on voter fraud being registered to vote in three states — or are sent to her, as in the case of a leaked draft proposal showing that the Department of Homeland Security once considered mobilizing the National Guard to round up unauthorized immigrants.

In a time when many local outlets have lost the resource to do investigative reporting, Garance notes that the AP has added to its investigative “fire power” in recent years.

“I’ve certainly felt fortunate to be able to do this on a national stage and the global stage,” says Garance.

Challenges and Opportunities

Increased financial pressures and political polarization have created both challenges and opportunities for media organizations like the AP.

“The business model that supports news is changing,” says Gary. “Our customers are under pressure and we get the ripple effect of that, but we are diversifying. It helps that we’re global and that 40% of our revenue is outside the United States.”

Financial pressures have also affected the capacity of many, especially local, news organizations to invest in investigative reporting.

“AP strives to be objective and fact-based, but still in this climate we are often attacked,” says Gary. “Our values remain clear and that is objective journalism. We’re continuing to do our job without being intimidated but also without being provoked.”

Fact-Checking “Fake News”

In this provocative and polarized environment, AP is one of several news organizations that have teamed up with Facebook to fact-check “fake news” stories (see sidebar).

“Facebook was very concerned about the fake news issue, especially coming out of the 2016 election. At the same time they didn’t want to become editors or become involved in editorial decisions,” says Gary. “So they approached a handful of companies, including the AP, to assist.”

AP has access to a Facebook dashboard where it is able to view and fact-check stories that are both popular and have been tagged by users as potentially false. Once debunked, the fake news story is linked to the fact-checked article. If shared, the fact-checked story will accompany it.

“This is an important thing to do and at the same time we don’t want to spend all our time debunking stories,” says Gary. “We

GSPP at the Associated Press

have to gather news independently of this ... [but AP’s been] fact-checking for decades, so it’s within our sweet spot.”

GSPP Training

Though their roles at AP are quite different, both Garance and Gary draw upon their Goldman School training.

“Being able to harness statistical research tools and well as other forms of quantitative analysis in the pursuit of truth has been invaluable to me,” says Garance. “Talking with Steve Raphael and Jack Glaser while I was at the School was really helpful in thinking critically about qualitative research, as well as being willing to consider the counterfactual.”

“John Ellwood was also an anchor in shaping my understanding of various different federal agencies ... and their internal processes and logic. His level of expertise about the motivation of the different agencies ... and their own processes for formulating policy was illuminating for me.”

She notes the importance of understanding the policy levers at play in any given issue, whether policing, community development or the regulation of the electricity markets. “The debates that I had with colleagues and professors at GSPP helped me form the questions that now guide my reporting.”

Gary similarly draws on GSPP’s signature analytical rigor.

“Statistical analysis and microeconomic analysis, together with law, were particularly helpful,” he says. “David Kirp helped me know how to tease apart issues, objectively hone argumentation, and write clearly but with a sense of style.”

Despite the challenges facing the field, both Garance and Gary remain passionate about their work and hopeful about the future of journalism.

“There’s been such a debate about the role of media in recent days and where the industry is heading, but I really do see that the simple tracking of the record, policies, and character of our politicians, business people, and institutions has a major impact on our world,” says Garance. “People want accurate news they can depend on; our democracy really relies on the freedom of information and ... fact-based debate to reach consensus. The more we can provide that the better off we all are.”

“The level of interest seems to be growing,” agrees Gary. “While business models may be in flux, there is a feeling that fact-based journalism can make a difference and ... may be more important than ever.”

Do you have a story idea or tip for Garance? You can reach her at gburke@ap.org or on Twitter at [@GaranceBurke](https://twitter.com/GaranceBurke)

For more about Garance Burke’s experience as an investigative reporter for the AP, check out the Public Policy Channel’s *In the Arena*.



<http://www.uctv.tv/public-policy>

The Associated Press teamed up with Facebook to fact-check and tag some of the most popular false news stories on the platform.



GSPP Faculty and the Media



LAST WEEK TONIGHT MIGHT NOT BE THE FIRST PLACE you'd expect to hear the name of a Goldman School faculty member, but during his Oct 30, 2016 show, comedian John Oliver cited and summarized Professor Rucker Johnson's research on school segregation, explaining that "not only did [Black students] exposed to more years of desegregation fare better, but their kids did, too." (<http://bit.ly/JohnOliver-RuckerJohnson>).



"Even though our main focus is research and teaching," says Professor Johnson, "we at GSPP embrace the importance of disseminating the research and policy implications to a much broader constituency, including policy makers and the people most directly affected by the policy."

Renowned for their rigor in research and writing, Goldman School faculty are increasingly exploring the influence their work can have on broader policy conversations. From interviews and op-eds to articles and social media, GSPP faculty are extending the reach of their research.

Perhaps the best example of this is Chancellor's Professor Robert B. Reich, former Secretary of Labor and public intellectual who writes, speaks, blogs (<http://RobertReich.org>) and tweets to his 405K followers. He is the author of fourteen books and co-created the documentary, *Inequality for All*. His next movie, *Saving Capitalism*, is due to be released through Netflix in late summer 2017.

"I like the challenge of turning ideas into stories and visual images that help people understand what's occurred," says Professor Reich. "Our documentary *Inequality for All* won several awards, and has become part of the curriculum in many high school and college courses dealing with inequality. We're hoping for a similar success in this film. This time, though, instead of starting in theaters, we're going straight to Netflix, in the hope that more people can see it sooner."

"The goal is to show the relationship between the increasing economic stresses on most Americans — stagnant or declin-

ing wages coupled with decreasing job security, and the sense that the political economy is rigged in favor of those with great wealth and power," he continues. "And also show how this has translated into a rejection of politics as usual by much of the electorate — resulting in Bernie Sanders's progressive populism and Donald Trump's authoritarian populism. Finally, we want to give a sense of the road ahead. All in 90 minutes."

Professor Johnson notes that academia often does not incentivize this type of outreach, but that it's important.

"Journalists recognize the attention span of a typical reader is short and that the language of econometrics, economics, or statistics creates a significant barrier to entry," he says. "If we don't embrace the role of trying to translate what it means in non-technical terms, we lose some of the footprint that our work can have in the world."

"I'm as interested as ever in writing the papers that get into the top journals," says Professor Hilary Hoynes, "but my desire to engage the media has grown."

In 2013, economics Nobel Laureate and *New York Times* columnist Paul Krugman wrote about Professor Hoynes' research on the Supplemental Nutritional Assistance Program (SNAP). In doing so, he not only catapulted her research into prominence but also helped people understand this important takeaway: during the Great Recession, food stamps helped keep millions of American out of poverty.

Professor Hoynes notes that when she was a young academic, she felt more reluc-

tant about putting herself forward as an expert in her field.

"Over time I've gained the confidence to realize that I have something to say about what's happening in the world," she says. "Now I'm much more inclined to engage with media requests when they come my way."

Professor Hoynes has also developed strong relationships with policy advocacy organizations like the Center on Budget and Policy Priorities and the Washington Center for Equitable Growth, who amplify her research findings via their communications platforms and their advocacy on the Hill.

Similarly, for the past fifteen years, Professor and Associate Dean Jack Glaser has reached out to work directly with policing professionals to address the problem of implicit bias in law enforcement. In recent years, as awareness of police shootings of unarmed Black men has increased, media attention on Professor Glaser's research has also increased.

Professor Glaser has also written magazine and newspaper articles and op-eds. Though time intensive, they play a vital role in helping the public understand the critical issues — and solutions — around implicit bias in policing.

"I write articles and op-eds when the expertise I have rises to the level where I know I can contribute and help people make better judgments," he says. "I want to help improve the quality of knowledge about subjects that have real societal implications." **G**



Hilary Hoynes spent the Fall of 2016 on sabbatical and in residence at the Russell Sage Foundation in New York. She also served on the External Review Committee of Harvard University's Department of Economics. After six years of service, she stepped down as Co-Editor at the *American Economic Review* this January. Hoynes released the policy brief titled "The Earned Income Tax Credit: A Key Policy to Support Families Facing Wage Stagnation" through UC Berkeley's Institute for Research on Labor and Employment (IRLE). Lastly, two of her papers were accepted for publication: "Effective Policy for Reducing Inequality? The Earned Income Tax Credit and the Distribution of Income," forthcoming in *Journal of Human Resources* and "The Great Recession and Child Poverty," forthcoming in *Journal of Policy Analysis and Management*.

Rucker Johnson was one of three keynote speakers to close the annual national education conference held by the Society for Research on Educational Effectiveness (SREE) in Washington, DC. **Avi Feller** also presented his research, *Principal Stratification: Introduction and Tools for Analysis*, at the conference. The Spring 2017 conference focused on recent innovations that expand the methodological array utilized in education research.

Daniel M. Kammen released *Beyond Coal: Scaling Up Clean Energy to Fight Global Poverty* (<http://bit.ly/2eCxGF1>), a report he authored with a number of European NGO groups, which evaluates the entire Chinese energy sector. This group is the first international team to model the entire power sector. They are currently working with a number of Chinese ministries to examine the potential impact of clean energy projects on Chinese air quality and are looking at the deployment of large numbers of electric vehicles in China. Kammen's recent op-eds and editorials include: "Why the Democrats and Republicans are Both Right on Climate" in *Scientific American* (<http://bit.ly/2lXt9xZ>); "(私の視点) トランプ氏の環境政策 ドル箱の再生エネ逃すな ダニエル・カメン" [Renewable energy and the Trump Presidency] in *Asahi Shimbun* (<http://bit.ly/2lUfk4X>); and "Coal Makes Global Poverty Worse" on *The Hill* (<http://bit.ly/2mknyzL>). Kammen spoke about "The Search for the Super Battery" on PBS's *NOVA* (<http://to.pbs.org/2iNPq15>) and how "Coal Does Not Benefit the World's Poor" on *Carbon Brief* (<http://bit.ly/2eEwQoF>). Kammen

also appeared on CBS, ABC, *Democracy Now!* and various outlets to discuss the UN's Climate Change Conference in Marrakech, the US presidential election and the progress of clean energy.

Michael O'Hare co-authored "Fuel Carbon Intensity Standards May Not Mitigate Climate Change" in *Energy Policy* (Vol. 105). This article unpacks the theory and practice of fuel "carbon intensity" (CI) standards and examines claims regarding climate-change mitigation. O'Hare et. al., find that CI standards are inevitably subjective and unverifiable, and conclude that regulating or taxing observable emissions would more reliably achieve emission reduction goals.

Robert Reich gave the Lind Lecture at the University of British Columbia titled "Where Has the Anti-Establishment Wave Come From?" on March 1st.


Jesse Rothstein established a new center, the California Policy Lab, whose mission is to build research partnerships with local policy-makers to help solve our most urgent social problems, including homelessness, poverty, crime, and education inequality. The center obtained substantial seed funding from an external foundation and hired GSPP alum Evan White (MPP/JD '12) as its inaugural Executive Director.

Janelle Scott was named on *Education Week's* "2017 RHSU Edu-Scholar Public Influence Scholar List," which recognizes the top 200 public interest education professors who are contributing most substantially to public debates about education. Scott also published the following articles: "Urban Regimes, Intermediary Organization Networks, and Research Use: Patterns Across Three School Districts" in *Peabody Journal of Education* (2017); "The Political Economy of Market-Based Educational Policies: Race and Reform in Urban School Districts, 1915 to 2016," in the Centennial Issue of the *Review of Research in Education* (2017); and "Reframing Teach For America: A Conceptual Framework for the Next Generation of Scholarship" in *Education Policy Analysis Archives* (2016). Scott also appeared on KQED twice — once to speak about segregation in Oakland Public Schools with Michael Krasny and again to discuss education policy under President Trump with Linda Darling Hammond.

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It is fundamentally important to have multiple sources that are considered trustworthy, thoughtful, and truthful. Right now the CBO seems to be one of those sources, and it is a matter of some pride that many Goldman School graduates work there, providing reliable analysis that "speaks truth to power." In my recent interview with GSPP graduate Holly Harvey of the CBO (go to <http://bit.ly/uctv-holly-harvey>) you can see for yourself the prudence, thoughtfulness, and commitment to honesty that underlies the CBO's work.

In this *Policy Notes*, we consider the larger issue of the future of the news media and the role that GSPP and other institutions play

in making sure that the news media remain a trusted part of American democracy. 



Henry E. Brady
Dean, Goldman School of Public Policy
Class of 1941 Monroe Deutsch Professor
of Political Science and Public Policy

students A Student Reporter's Perspective

By Pamela Larson (MPP/IAS Candidate '18)

IN MY FIRST YEAR AT GOLDMAN, I picked up a pen, notebook, laptop and tablet and began writing for UC Berkeley's *Daily Californian*. As a former urban planner, I was sent to meetings on accessory dwelling units (aka "in-law units" or "granny flats"), asked to write pieces on city infrastructure, and cover homelessness and housing. Though I had background knowledge on these topics, being a reporter was like taking a separate academic course for each article I wrote. For example, by speaking with council members, commissioners and citizens, I learned the intricacies of Berkeley's barriers to increasing accessory dwelling units and the complexities involved in passing infrastructure bonds.


My interest in journalism began six years ago when I moved to Texas to better understand immigration policy at the US-Mexico border. As an undergraduate, I had been interested in immigration and felt that Texas would impart a different understanding of immigration than my home state of Illinois. I also knew that by knowing more individuals' stories I would remain committed to this policy area. Whenever I returned to the Midwest, I relayed the personal stories of immigrants' lives. I discovered just how unfamiliar my listeners were with the immigrant detention process. Some did not believe that immigration detention was even an issue until I carefully explained factors such as the difficulty accessing legal representation, a facility's difficulty retaining qualified staff, or the financial cost of detention — a figure that tops \$2 billion each year, or \$159 per detainee per day.

As policymakers, we may first learn of adverse impacts of local policy from media, or discover new programs in a peer city on the morning listserv. During my years as an urban planner, I sought out articles on what other cities were doing to encourage

affordability and active transportation. It was both research and inspiration for my own work.

With press moving online and to social networks, communication has the possibility to reach beyond geographic divides, enabling a wide range of perspectives to be shared. Though online news recently has been criticized for the spawning of fake news sites, the affordability of online writing means writers can exceed the number of words allowed in a printed article and elaborate on policy details. Readers have more choice about which publications they read.

Online and in person, we need to be highly aware of echo chambers, yet as a journalist in the urban Bay Area, I acknowledge my reporting reflects the region's liberal perspectives. While covering the January protests at the San Francisco International Airport, I attempted to find travelers who were upset by the protesters' presence in the airport. Instead of criticism, I heard statements of respect from passengers whose flights were delayed, indifference from those waiting in paused TSA lines, and that several passengers were interested in joining the protests themselves. It took dozens of questions to finally find one woman — who was transferring at SFO from Hawaii — who thought protesters should stay outside the airport.

Whether my future work is in policy analysis or journalism, the knowledge I've gained as a reporter has been pivotal, not just to my understanding of local, state and national policies, but to the people whose lives they affect. 

Pamela Larson is a concurrent MPP and Master of International and Area Studies student. You can follow her on Twitter at @PamReporting.

Career Coach Misty Loetterle



Misty Loetterle is a career coach with the Goldman School's Master of Public Affairs degree program. Below, she discusses what ignited her interest in career coaching and what are great questions for mid-career folks to be asking.

What got you interested in career coaching in the first place? What opportunity did you see for this type of role?

My entire career has been focused on recruitment and talent development, but it wasn't until I was a manager that I realized how much I enjoyed coaching. I had been doing it informally all along, I suppose, but then discovered it was a profession; I knew that was exactly how I wanted to support people.

You are working with Goldman's Master of Public Affairs program, which draws mid-career professionals from all types of backgrounds. What kinds of goals and questions are drawing folks to the MPA?

The MPAs are unique students. Many of them have families. They've experienced great success in their careers and are now looking for more meaning from their work. They've tried jobs on for size and have played diverse roles. Now they are poised to align their careers with their passion, values, and lifestyle. Many of the MPAs are making a transition from one sector or industry

to another and want to be able to leverage all of the great experience and integrate their MPA education, so they can continue in an upward trajectory.

How do you help MPAs explore their career options?

I practice Positive Psychology Coaching, which means I work with students from a strengths perspective. This type of coaching encourages creativity, curiosity, and looking at the circumstances in which each of them will have the greatest chance of happiness and success. Together, we identify what they do best, what motivates and energizes them, the kind of work environment they thrive in, their leadership style, and how they want to contribute in their work. We also explore the fear and uncertainty that accompanies navigating a career transition. Students experience increased confidence and a strengthened belief that they can integrate their prior work experience with their current career goals to continue on an upward spiral. Once they have clarity on these things, we work together to frame how they'll communicate their passion and strengths to employers and networking contacts, so they make a memorable impression.

What are three things people in a similar career stage could/should be thinking about as they look ahead?

1. Make it a point to check-in with yourself periodically to assess how you are feeling about your work. Good questions to ask:

What percentage of time am I working on projects and tasks that motivate me and give me energy?

What percentage of time am I working on projects or tasks that drain my energy or give me stress?

Does my work bring me joy? Most of us have moments of being unhappy at work and that is normal, but if you wake up in the morning dreading going to work day after day, that is a sign that you are likely not using your strengths on a regular basis and/or the organization you work for doesn't align with your values.

2. Remember that it's never too late and fear is normal — fear is our way of telling ourselves, "This is really important to me." In my private practice, I work with leaders and I'm always surprised that they have the fear of taking the leap and pursuing what makes them happy. It's truly never too late!

3. Give yourself the permission and space to explore what other possibilities may be out there for you. You can do this with a coach, a trusted friend or family, and/or through self-work.

When you are not at GSPP, how do you like to spend your time?

When I'm not at GSPP, I'm traveling around the Bay Area working with organizational clients on how to bring their best selves to work. On my off days, you'll find me hiking, in a dance class, reading, or spending time with my friends and family. **G**

Berkeley Public Policy Journal

By Manasa Gummi and Anna Radoff *Editors-in-Chief*
A GOLDMAN FAVORITE, *PolicyMatters Journal* has recently undergone a name change. We're carrying forward the sixteen-year tradition of excellence, now as the *Berkeley Public Policy Journal* (BPPJ). We are continuing the tradition of publishing an excellent student-run journal, while exploring new opportunities to showcase the talents and knowledge of students, alumni and friends of the Goldman network.

The board voted to change the name as it examined the Journal's values, mission and vision. We felt it was important to attach the name "Berkeley" to our publication as a nod to the institution that the Journal is an integral part of and that has supported the development of our publication over the years. Moreover, in an effort to elevate the image of the Journal within the academic spectrum (and thereby attract talent from across the policy community), a rebranding of the Journal felt necessary and opportune. Upon careful deliberation within the team, discussion with faculty and administrators, and a dialogue with the University, we received final approval for the name change and implemented it in January 2017.

In addition to publishing a bi-annual academic journal, *Berkeley Public Policy Journal* publishes a weekly blog that features student and alumni perspectives on current events (<http://berkeleypublicpolicyjournal.org>). In an age when evidence-based analysis often is overlooked, the Journal is committed to providing an online platform for student and policy professionals to explore contemporary policy areas, apply academic knowledge to pertinent issues, and present their analyses. As the new *Berkeley Public Policy Journal*, we are working towards opening up our platform to the larger Berkeley community of writers and an even broader readership.



The BPPJ Editorial Board
Top row: Jennifer Shultz, Courtney Colburn, Sean Newlin, Wesley Saver, Richard Zarrella, Manasa Gummi
Bottom row: Nora Martin, Elizabeth Leuin, Steven Mathias Gibson, Celeste Middleton, Anna Radoff, Jerry Chiang

BPPJ also seeks to engage first and second years in a collaborative process. Every Wednesday night the class meets over dinner to critique and discuss content and process. Throughout the year we partake in editing workshops, writing exercises, outreach, vision setting, and conducting interviews, all while getting to know each other better. We really look forward to meeting newly-admitted students, growing our BPPJ cohort, and discussing how the journal is an integral part of our Goldman experience. We look forward to a bright future and the vibrant tradition of the *Berkeley Public Policy Journal*. **G**



Berkeley MPA

The Goldman School of Public Policy offers a one-year Master of Public Affairs (MPA) degree designed for mid-career professionals in the public, private, and non-profit sectors. MPA students, each accomplished managers, and executives in their fields, add to the dynamic classroom environment with their diverse and deep work experience.

The MPA curriculum focuses on economic analysis, research methods, strategic thinking, ethical leadership, and negotiations. Students also undertake individual and group assignments that emphasize both short turnaround analyses and in-depth studies of policy issues.

For more information about the MPA, please visit <http://gspp.berkeley.edu/mpa>

from the desk of **Martha Chavez**
Outstanding New Student Cohorts!



Martha Chavez is
Senior Assistant
Dean for Academic
Programs and Dean
of Students

THE GOLDMAN SCHOOL of Public Policy’s student community continues to be as vibrant as ever with new and amazing student cohorts for the Master of Public Pol-

icy (MPP), Master of Public Affairs (MPA) and PhD Program. This past year, we matriculated over 90 MPP students, 25 MPA students, and 3 PhD students, all of whom have outstanding backgrounds and experiences representing over 75 universities throughout the US and world. Students hailed from countries such as India, Japan, México, Pakistan, the People’s Republic of China, Republic of Philippines, Russia and Singapore — 36% were diverse students from underrepresented commu-

nities. The Goldman School also has students in eleven concurrent degree programs with the Energy and Resources Group, Public Health, Law, International and Area Studies, Social Welfare, Engineering Programs (Chemical, Civil and Environmental, Electrical and Computer Sciences, Materials Science, Industrial Engineering and Operations Research, and Nuclear Engineering), and an Undergraduate Minor in Public Policy with over 300 active students each year.

How to Be Successful in Media
(Hint: it’s the 48-hour project — now the 32-hour project)



By Sarah Baughn (MPP '00)
I WAS DREADING the 48-hour project. Supposedly it was one of the most terrible rites of passage for first year GSPP students. The idea of picking a topic from a hat and then throwing myself into the process of ferreting out literature, experts, sources, and then writing a coherent recommendation seemed utterly unworkable to me. Policy papers needed to be shepherded over days! Writing took multiple drafts and needed feedback and burnishing, at least by reading it to the cat, if not another human. So

really, no, I was not OK with it. But somehow I managed to get through — with valuable assistance from smarter second year students — and ended up on the other side with a newly validated ability to research and write a paper with substantive and useful information in what felt like not nearly enough time.

Fast forward some years into the future and you find me contemplating another short turnaround. But this time it’s a daily “2-hour project” — creating from scratch the in-depth interview portion of the local evening news broadcast on KQED Radio. This project comes from a virtual hat — find-

ing the day’s news “peg” for the topic, cold-calling experts (and the people who I thought might be experts but aren’t the right experts) for background information, finding a guest who can call or come in, working with the host and editor to review the questions, heading into the studio to tape, and then turning on a dime to edit 20 minutes of conversation into a 4 minute and 19 second interview. Oh, and the 4 minutes and 19 seconds must include an introduction to the issue or topic, or a brief description of the problem, so that our listeners can understand why we are devoting valuable airtime to this story on this day. So it’s two or three questions and answers, substantive and engaging enough to get the point across, illuminate a problem or raise awareness of a pressing issue that may affect some or all of our 545,000 evening news listeners.

Without the GSPP experience, without the trial of the 48-hour project, I would have been far less successful at handling the deluge of information one faces in a single news cycle. The ability to synthesize information quickly and accurately, spot the misleading statistic or the poorly sourced statement, definitely benefited my work as a media professional. **G**

Sarah Baughn worked as a producer and director from 2003–2014 on the shows *Pacific Time*, *The California Report*, and *KQED Local News*. She is back at her alma mater as Executive Assistant to Dean Henry E. Brady.

Over the last few months, GSPP graduate students have been busy leading one or more of our 30 student policy clubs. In fall 2016, the student policy journal leaders officially changed the name of the *Policy-Matters Journal* to the *Berkeley Public Policy Journal* (BPPJ) to align the journal with other highly competitive research institutions that publish annual academic journals (see article about BPPJ on page 11). To view the BPPJ’s latest publications, visit <https://berkeleypublicpolicyjournal.org/>.

Students also hosted exciting forums and policy discussions including a panel on “Lesbian Gay Bisexual and Transgender (LGBT) MPP Alumni in Elected Office” as well as a “Know Your Ballot” informal debate on some of the most controversial fall 2016 California ballot measures. This spring, students are planning exciting events such as the 7th Annual Race and Policy Symposium sponsored by the Students of Color in Public Policy group and an annual alumni dinner for

the Environmental Policy Group. In May, the students will host the first joint Advanced Policy Analysis (APA) and Capstone Analytic Project (CAP) Symposium where both MPP and MPA students will share their final culminating projects with the GSPP community. For more information about these client projects, visit: <https://gspp.berkeley.edu/career-services/client-based-projects>. **G**

alumni board **Seeking Candidates**



By Shelly Gehshan (MPP '85)
AS IT TURNS OUT, serving GSPP alumni — meaning you of course — is fun. The Alumni Board ventured into new territory this year, with efforts to connect international alumni, increase diversity and research ways to expand GSPP’s social media presence. But we also focused on essentials, including:

- recruiting coordinators in regions across the country to host events
- helping classes plan reunions on important anniversaries, and
- coordinating alumni calls to newly admitted students.

The GSPP community is rich in talented alumni. Newly elected to the board in March are Julia Nagle (MPP '11), whom many know as the planner of the popular Bay Area picnics, and Corey Matthews (MPP '15), who served as class representative for the class of 2015. They were elected to fill the terms of Sarah Martin Anderson (MPP '08, PhD '13) and Swati Pande (MPP '14) who stepped down from the Board in March — thanks to both of them for their service to the Board and the School.

Elections for 5 board members will be held this summer. We’re particularly looking for expertise in communications, fundraising, and working in the private sector. Nominations will open in late April — more information can be found at <http://bit.ly/gspp-alumni-association>. **G**

2016–17 Alumni Board

- Victoria Brown (MPP '11)
- Brittaney Carter (MPP '15)
- James Chadam (MPP '95)
- Ginny Fang (MPP '08)
- Mary June Flores (MPP/MPH '15)
- Maureen Friar (MPP '90)
- Shelly Gehshan (MPP '85)
- Jay Liao (MPP '11)
- Corey Matthews (MPP '15)
- Julia Nagle (MPP '11)
- Enrique Ruacho (MPP '12)
- Armando Salcedo Cisneros (MPP '10)
- Jonathan Stein (MPP/JD '13)
- Lauren Vargas (MPP '14)
- Evan White (MPP/JD '12)



By Daniel Borenstein (MPP '85, MJ '85)
IN THE FALL OF 1978, AS I STARTED my graduate work at GSPP, Berkeley voters were considering a rent control measure.

As we examined it in class, the lesson quickly became clear: policy should be driven by good analysis before politics. Otherwise, we devolve into a world of unintended consequences.

It's up to the policy analyst to deliver a neutral review of costs, effectiveness and alternatives, even if doesn't meet the preconceived notions of decision-makers.

As we learned, the job of the analyst is not to provide what politicians wanted to hear, but rather what they need to know. Unfortunately, far too often today at the local, state and national level, that lesson is lost.

I didn't go to work for government; I went to work covering it. I'm a journalist.

What I see today, from the outside looking in, is quite disturbing. Decisions are driven by agendas rather than solid analysis. This nation cannot even agree on the underlying facts. We now have "alternative" versions.

While the current presidential administration injected a new phrase into our lexicon, it's certainly not the first to ignore the facts in quest of an agenda.

And while the political left currently slams the right for its use of "alternative facts," neither side has clean hands. Worse, the policy analysts too often enable this fact-free decision-making by bending their work to fit the politics.

To be sure, many analysts, despite the politics swirling above, have the courage to tell it like it is.

In California, the Legislative Analyst's Office has held itself to a high standard. In Oakland, the current administration, unlike those of the past, provides solid financial analysis even when the news is ugly.

Sadly, the same thing cannot be said in Richmond, where politics trumps all; at BART, where a culture of political deception permeates the administration from the top down; or at CalPERS, the nation's largest pension system, where solid staff analysis is superseded by political spin from another arm of the agency.

Meanwhile, at the national level, the president demonized the highly regarded Congressional Budget Office before it had even unveiled its costing of the GOP health care proposal.

We should be outraged by such ill-informed legislating, whether it's in Washington or at City Hall.

We can do better; we must do better. The stakes are too high not to.

That means you, the policy analysts inside government. That means me, and my profession, the journalists who are supposed to serve as watchdogs. Unfortunately, neither of our professions is doing a very good job.

If we were, California state and local governments would not have racked up at least \$374 billion of pension debt, for which installment payments will squeeze out the ability to deliver critical public services.

If we were, local governments would not have promised retiree health benefits to their workers and then failed to set aside funds to pay for them. Who was minding the store? What were they thinking? Why do many of them continue this irresponsible behavior?

And when it comes time to turn to voters for more money, the tax consequences of bond issues, for example, are usually conveniently omitted from the ballot language. Or the true purpose for the new money is kept hidden until after the election.

This happens because government staffers allow themselves to be politically co-opted. And too often, my profession has failed to call them out on it.

Unfortunately, it's likely to get worse. With journalism resources dwindling, it's more important than ever that policy analysts step up and police themselves.

Gone are the days when local newspapers sent reporters to council meetings in every small municipality. Even when they could afford it, the coverage often missed the financial implications.

That's because too many reporters don't know how to read, much less analyze, a budget. Too many are simply math phobic.

If ever there was a time for the two professions to better understand each other, it is now. Good news coverage of government incorporates the same sort of analytical tools we were taught at GSPP.

And good government analysts understand that in an informed democracy, the public should understand the decisions its government leaders are making. That requires transparent communication between our two professions.

As the first graduate of both the journalism and public policy master's programs at Cal, I've always hoped the two schools would develop an ongoing academic relationship.

For me, the analytical tools learned at the then-Graduate School of Public Policy shaped my understanding of government and my approach to journalism. Good journalism should be driven by solid analysis.

A journalist's role is not to please sources, but to tell it like it is, to give readers what they need to know. Sound familiar?

For the past decade, I've worked on the editorial page, where I can inject opinion into my writing. But, still, the opinion starts with the analysis, not the other way around. **G**

Daniel Borenstein is a columnist and editorial writer for the Bay Area News Group. He has been a journalist for 37 years, with previous assignments as political editor, Sacramento bureau editor, projects editor, and assistant metro editor.



DONNA LEFF (MPP '78/PHD '82) is a professor of journalism at the Medill School of Journalism at Northwestern University and a faculty affiliate of the University's Institute for Policy Research. She spoke with Policy Notes about the impact her GSPP education had on her work as a journalist and educator, and why there's nothing particularly new about "fake news."

You started as a journalist in the late sixties, then went to policy school.

Why did you decide to come to (what was then) the Graduate School of Public Policy?

Honestly, I barely knew what a policy school was when I applied in 1976. I had been working as a journalist for 8 years and I knew that I wanted more education and I wanted a career teaching. Someone in the Journalism School at Berkeley thought I'd be a good fit so I applied.

How has your public policy degree (and outlook) shaped your work as a journalist? Have you seen ways that good journalism has contributed to good public policy?

GSPP changed my life and it rewired my brain. I took the required econ course first term with Lee Friedman and I was blown away by the analysis we learned. I had been writing about President Nixon's wage and price controls for the past few years, without ever having had a single course in economics.

Once I understood policy analysis — law, economics and political science — I approached journalism differently. I had been a general assignment and investigative reporter and most of my stories were about urban issues, which is what I went on to teach. All of a sudden, I knew how to think about policy, about what works and doesn't work and why.

Very early in my time at Northwestern, as a researcher at what is now the Institute for Policy Research, I was working on a proposal for a world's fair in Chicago, which was to be held on the 100th anniversary of the Columbian Exposition of 1893. I was reading a feasibility study that had a transportation section showing how people would get to the proposed lakefront site for the fair and I followed an asterisk to the solution, which was to be a people mover across Chicago's lakefront highway. The asterisk read, "technology not yet invented." Our task force (and many others) showed the fair organizers that maybe its implementation plan wasn't such a good idea and of course the fair never happened.

You participated in several discussions in 2004 around the Jayson Blair plagiarism incident. And now, fewer than fifteen years later, we are in the era of "fake news." How do you help your students grapple with the importance of journalistic integrity and fact-based reporting? Do students seem receptive to this?

Fake news did not begin with Jayson Blair and I think that's the wrong lens to understand today's media landscape. I have a very fat hoax file in my office, dating back years before the internet. Several of the pieces involve Janet Cooke, who in 1991 won a Pulitzer for feature writing for the Washington Post for a story about "Jimmy," an 8-year-old heroin addict in Washington DC who lived for a fix. In another context, I cited the story as part of my dissertation proposal and Professor Percy Tannenbaum, a GSPP social psychologist who died in 2009, made the margin note, "How do you know?" when I described her fabricated story as an "aberration." I can only imagine what he'd say now.

I don't really like the term "fake news" and I don't use it much in my teaching because I don't think false stories are some kind of new journalism genre or the result of some broad conspiracy.

One inevitable result of anyone being able to blog or tweet or post content to a website is a blurring of professionals and amateurs. Some of the "better" fabrications are fairly hard to recognize as unreliable — and my experience teaching science writing is helpful here. Scholarship purporting to prove intelligent design or the fallacy of human-caused climate change can appear on an institute website to look like authentic academic work.

That makes it much harder to detect than posts on overtly partisan or advocacy websites.

The false stories have been around for a long time but their dissemination now can be more efficient and more targeted. Anyone can choose to pass on false information using hospitable social media feeds. And just as scientific falsehoods are difficult to extinguish once they are in the ecosphere (for example, the patently false link between autism and childhood vaccinations), so lies to promote a political cause are similarly intractable once given enough air time (e.g., Hillary Clinton and the Washington pizzeria that supposedly housed a sex-ring that included the candidate and some of her campaign officials).

Journalists need to respond by killing their critics with facts. And that's what I teach my students.

You've had an extensive and influential journalism career and are now teaching. What would you most like to pass on to the next generation of journalists?

I'd like to think that my students know how to think clearly, to write well, to find the information they are seeking and to tell their stories with integrity. In some respects, I'd like the next generation of journalists to share the values of all the generations that preceded them, being fearless in speaking truth to power. **G**

event highlights **Alumni Dinner**



A TRADITION SINCE 1999, the 2016 Alumni Dinner gathered Goldman School alumni from across the country and the world. US Ambassador to Uzbekistan Pamela Spratlen (MPP '81, pictured above with Dean Henry E. Brady) was honored as the Alumna of the Year and Joy Bonaguro (MPP '11, pictured below with Professor Sarah Anzia) received the 2016 Innovation Award for her work as the Chief Data Officer for the City and County of San Francisco.



Friends and Classmates of Pamela Spratlen: Marilyn Katz MPP '81, Lesley Cummings, Sam Rada, Phil Kipper, Peter Goldstein MPP '81, Paula Mishima, Jocelyn Burton. **Standing:** Greg Tong MPP '81, Sally Kipper, Don Falk MPP '81



Karen Huynh MPP '17, Adile Quennarouch MPP '16, Joon Hun Seong MPP '18



Christine Fry MPP '07, David Jacobowitz MPP '07, Martha Chavez, Greg Kato MPP '06, Gan Bai MPP '06, Ben Lum MPP '06, Betsy Block MPP '06, Amanda Johnson MPP '07, Michael Colvin MPP '07



Zafar Ibrohimov, Panha Chheng MPP '03, Professor Steve Raphael, Felicity Rose MPP '11



Class of '95: Jenny Wodinsky MPP '95, Marty Johnson, Julia Veghte MPP '95, John Hunter, Debbie Leland MPP '95, Jaimy Chadam MPP '95, Espe Greenwood, Alex Greenwood MPP '93, Andrew Wiedlea MPP '95/PhD '01, Professor Alex Gelber



Mathias Gibson MPP '18, Zineb Bouzoubaa MPP '18, Daniel Blaustein-Rejto MPP '17, Christina Baumgardner MPP '16, Ahmad Sultan MPP '18, Carrie Rosenzweig MPP '16, Adile Quennarouch MPP '16, Sonja Petek MPP '16, Cybele Kotonias MPP '18



Pamela Spratlen MPP '81 and Family: Linda Strack, Dr. Thaddeus Spratlen, Mount Allen Sr., Pamela Spratlen MPP '81, Patricia Etem, Mount Allen



Class of 2011 and Friends. 1st Row: Bobby Rullo, Jessie Oettinger MPP '11, Jay Liao MPP '11, Danielle Love MPP '11, Joy Bonaguro MPP '11, Noor Dawood MPP '11, Julia Nagle MPP '11, Deirdre Parsons MPP/MPH '11, Justin Ellstrot. **2nd Row:** Sarah Swanbeck MPP '11, Peter Masiak MPP '11, Jonathan Stein MPP/JD '11, Jacob Dumez MPP '11, John Minot MPP '11



Larry Hill, Elisabeth Kersten MPP '71, Carolyn Lane, Ron Hunt '76, Sheila Landsverk, Barry Murphy '76, Professor Michael Nacht, Liz Hill '75, Professor Bob Reich

alumni **Corey Ponder**



COREY PONDER (MPP '09) is a privacy program manager at Facebook. Policy Notes spoke to him about what the transition from DC to Silicon Valley and which parts of the GSPP toolkit have been most useful for his tech job.

After graduation, you went to DC to work in national security. What brought you back to California and into the tech sector?

I came to Goldman very interested in security policy, taking advantage of special seminars and the expertise of Professor Michael Nacht to hone that policy expertise. After spending five years working in national security as

a targeting analyst, I realized that the aspects of my job I enjoyed most were entrepreneurial in spirit — creative problem solving, developing new analytic methods, advocating for solutions with cross-functional stakeholders — and running analytic and operational programs. The tech sector had a culture and reputation of cultivating this creativity as the default mode for its employees, which was certainly alluring to me. Tech companies were also confronting interesting and complex policy challenges on a global scale due to the popularity and expansion of these brands.

What do you do at Facebook?

I work with cross-functional teams to ensure privacy protection for Facebook users when we introduce new features and products related to Facebook Groups and Messenger. I spend most of my days communicating with teams across Facebook — lawyers, policy experts, designers, product marketers, engineers, managers, and communications professionals — to drive the company toward a product direction that works for every stakeholder and prioritizes the interests of people on Facebook.

How does your GSPP training impact your work?

The two biggest influences that GSPP has had on my current work and my time in DC can be sourced to the Eightfold Path and ... quant. The Eightfold Path is my holy grail for structuring my analysis or even my approach to general problem solving. I have used this countless times to help teams I am on identify potential pieces of the puzzle they may be missing during a conversation and also for effectively drafting communication and recommendations. I spend a great deal of time multitasking and managing many different projects at various points of progress and with their own sets of challenges. The Eightfold Path helps me quickly identify next steps by identifying where I am in that process and what I need to move forward.

Quant was one of the areas of the curriculum that I thought would be least useful to me as I moved forward professionally after graduation; however, having this unique skillset actually was a key factor in helping me land my first role out of Goldman as an analytic methodologist. Over time, I found this skill to be useful for opening new doors and opportunities. Currently, being able to communicate in terms of data analysis, measurable outcomes, and querying language helps me relate to my technical stakeholders as I advocate for changes and product improvements.

What are some of the most relevant policy questions you engage with your work?

At a high level, privacy policy often includes conversations on the storage, update, and collection of data, and how people can control and access the information they share online. These conversations — industry norms and expectations, regulations and laws, and people's perception and trust — are ever-evolving. The changing nature of the discussion means that I can always look forward to a new challenge.

What advice and perspective would you offer to GSPP students interested in working in tech?

My first piece of advice is to think about the difference between skills versus experiences, then sell the skill. When I first began applying to roles in the tech space, I highlighted several professional experiences that I thought most closely aligned with the job description or job title — for example, highlighting project manager experiences because the company asked for a project manager. Over time, I focused less on shaping my narrative around prior experiences and began shaping it around learned skills. This helped me communicate more clearly about the actual skills needed to do the job well — problem solving, execution, prioritization, communication, and relationship building. It also helped me parse out common themes across my experiences and tell a better story about how I could benefit the company.

My second piece of advice may be obvious: leverage technology and social media to get your foot in the door. I learned pretty quickly that I needed to be thinking about my digital presence as I began applying for roles at these companies. For instance, I hadn't updated my LinkedIn profile in years, and I soon realized, not only do these companies use these for reference, but recruiters are often actively looking for talent there. Beyond just marketing yourself well, it helps build industry knowledge and projects a curiosity that I believe most of these companies look for. In addition to LinkedIn, I invested more time and energy into a community blog I manage, developed a "personal brand" page, and increased my usage of social media platforms, apps, and emerging technologies. **G**

alumni **Andrew Lomeli**



ANDREW LOMELI (MPP '13) is a policy associate with the National Hispanic Media Coalition (NHMC) in Washington, DC. He spoke with Policy Notes about net neutrality, media policy and the importance of empowering diverse stories.

What is your role at the NHMC and what is its mission?

NHMC is a media advocacy and civil rights non-profit working for the advancement of Latinos and ensuring a media environment that is fair and inclusive of Latinos. We are based in Los Angeles and work closely with networks and production companies to ensure that Latinos are represented both behind and in front of cameras. We hold several events each year that honor outstanding contribution to the portrayal of Latinos in the media. Just last week, we hosted our 20th annual Impact Awards Gala in Beverly Hills, where we honored actress Karla Souza (*How to Get Away With Murder*), the animated series *Elena of Avalor*, the Netflix series *One Day at a Time*, and writer/producer Roberto Orci, among others.

As a Policy Associate at NHMC, I help conduct research and draft comments on media and telecommunications policy. I also help manage strategic partnerships with ally organizations as well as elected officials and their staff in Washington, DC.

The NHMC also combats hate speech in the media and works to ensure that media outlets understand exactly what hate speech is and how it can create negative perceptions of certain communities and even incite violence. Part of ensuring that Latinos are empowered to tell their stories means that Latinos must have access to telecommunications services — the internet has provided a great platform for Latino content creators to reach new audiences, especially after a history of traditional media outlets mostly stereotyping our community.

A fervent defender of Net Neutrality, NHMC is devoted to ensuring the internet remains democratic and open, maintaining a relatively low barrier to entry for content creation. Likewise, we constantly work to ensure that low-income communities can afford internet access, as the cost of monthly service is the most highly-cited reason non-adopters give for not subscribing to a home broadband connection.

How did you go from GSPP to your policy role at NHMC? Did you have an interest in media issues while you were at GSPP?

I've always been interested in media policy. Growing up, I didn't see very many brown faces on TV or in movies, and when I did, they were mostly cast in a negative light, such as being gang



Left: Andrew addresses the Congressional Hispanic Caucus Institute



Right: Andrew with Univision anchor Jorge Ramos

members or criminals. It's important that children see positive portrayals of people who look like them so that they are empowered to truly chase their dreams with the knowledge that their skin color or upbringing doesn't automatically assign them to certain roles in society. Just as important, in many areas throughout the US, the only exposure some communities have to people of color is through the media, and negative portrayals of specific groups in these cases play a significant role in shaping attitudes and perspectives. Throughout the past few years, we helped put together several studies demonstrating that subjection to specific portrayals of Latinos in the media will influence whether viewers perceive the Latino community positively or negatively.

As you consider the media landscape, what are some of the most critical policy issues that need to be addressed?

I am very much concerned with the way the media continues to portray people of color as well as how it processes hate speech. We hope to keep the media accountable for calling out hate speech when they see it and not referring to it by other, more palatable, terms.

How has GSPP been particularly helpful to you?

Well the biggest thing I got from GSPP was my future employer, as NHMC was actually my APA client! **G**

CLASS NOTES

Nanci Anderson (MPP '87) moved to Seattle last year, where her husband Mark currently works for Microsoft. Both of her kids are still in California — Beth is a junior at USC and Theo is a freshman at Berkeley (studying political economy — future MPP?). In addition to being a freelance editor, Nanci is also a mentor and tutor for immigrant and homeless families.

Michelle Chang (MPP '10) and her husband both currently work for Google in Singapore — she's on the policy team and her husband is in product management. Michelle helps ensure that Google's new and existing products are built with user trust and safety in mind, and constantly grapples with internet policy issues ranging from ads monetization, free speech and child safety, to violent extremism. Michelle is the head of policy development for the new products that Google is introducing to emerging countries across Asia and beyond. In addition to the abundantly rich travel adventures in the region, she and her husband welcomed their first daughter, Liva, in November 2016.

Garrette Clark (MPP '84) currently leads UN Environment's Sustainable Lifestyle work. She notes, "For the lucky few, these decisions vary wildly. What to eat? Where to live? How to get around? No matter how we make these choices, the lifestyles we live meet our needs, determine our quality of life and have a profound impact on the planet and the people around us." Her work covers research, awareness raising and campaign development and piloting in urban environments around the world. In 2017 Bogotá and Marrakesh will be the focal cities. She is still blissfully married to the same person and both of her daughters attend American colleges.

Kristin Homme (MPP '94/MPH '96), in collaboration with other independent mercury researchers, has published another scientific article linking vaccine mercury with adverse effects in children. (PubMed 28102704). Beginning in the 1940s, mercury was routinely used as a vaccine preservative, and during the 1990s such vaccines were administered earlier and more frequently, yielding a variety of adverse effects in this birth cohort. The issue remains controversial because several large studies, which lacked adequate refinement to detect this link, are nonetheless cited as evidence of safety. As of today, mercury has been removed from many children's vaccines, but continues to be used in children's vaccines destined for overseas use as well as in many US flu vaccines. Mercury is also used in dental amalgam, the restorative mate-

rial that is generally given to the military, Medicaid, and Indian populations, despite its slow release of mercury vapor and the emergence of new science supporting the notion of genetic susceptibilities to mercury exposure at levels commonly encountered via dental amalgams or dietary fish. Kristin continues to work for a ban on the use of mercury in medicine and dentistry and welcomes support on this issue from others.

Amanda Hong (MPP '14) was reassigned from San Francisco to Denver, Colorado, where she will continue to work for the US Environmental Protection Agency's Sustainable Materials Management program. Her main focus was working with businesses and institutions to reduce food waste. She will now primarily assist the region with reducing packaging and building material waste.

Clare Nolan (MPP '03) launched Engage R+D, a new consulting firm, with a long-time colleague this past March. Her firm specializes in evaluation, strategy, and capacity-building for foundations, nonprofits and government agencies. Prior to establishing Engage R+D, Clare worked as Vice President of Harder+Company, where she successfully spearheaded the expansion of the firm's San Francisco office and its national philanthropy work. More recently, she oversaw the Harder+Company's strategy, business development, and marketing functions in her role as Chief Strategy Officer. Clare looks forward to continuing to support social sector organizations to achieve their greatest possible impact through her new company, Engage R+D.

Marialena Rivera's (MPP '11) dissertation, *Inequity and Privatization in School District Facilities Financing: A Mixed Methods Study*, was awarded the AERA Division L Outstanding Dissertation Award and the Politics of Education Association's Outstanding Dissertation Award.

Stephen Rosenbaum (MPP '79/JD '80) spoke at a conference last November on "Lawyers Apprenticeship: Current Situation and Reform Prospects" at Hebron University in West Bank, Palestine, reviewing the North American experience with apprenticeships, professional skills



Leslie Hall (MPP '07), **Shelly Gehshan** (MPP '85), **Ashley Bliss Lima** (MPP '14), and **Suling Homsy** (MPP '08) at a recent meet up in Austin, TX. Photo courtesy of Shelly Gehshan.

classes, clinical education, externships and continuing legal education for law school graduates and lawyers. In January, he helped settle a lawsuit filed by California Rural Legal Assistance and Morrison Foerster against the City of Manteca for their use of the police force to dislodge homeless individuals and confiscate their possessions. Stephen further launched an effort to expand the scope of the San Joaquin County Homeless Court with assistance from **Alison Silveira** (MPP '17). In February, Steve co-convoked a symposium on "Civil Commitment, Disability Rights and Mass Incarceration," sponsored by the UCB Center for the Study of Law, Human Rights Center and Haas Institute for a Fair & Inclusive Society (Disability Cluster). He is presently co-authoring an article with clinical law faculty and students on the role of "accompaniment" in a poverty law practice.

Jeff Scott (MPP '84) continues to enjoy serving as the Director of the Land Division for US EPA's Pacific Southwest region. He leads EPA's chemicals and waste management programs as well as the region's tribal, US/Mexico Border and Pacific Island programs. This year he is particularly proud to have his daughter, Makena Schwinn, join the Berkeley family as a Freshman undeclared science major. He looks forward to visiting the campus more often and spending time with his friends at the Goldman School.

Martha Ture (MPP '85) returned to journalism for Garnetnews.com and nature photography. Last year, her photography won "Best in Show" at the Marin County Fair. You can find her work here: <http://smu.gs/2n1PjAs>

Dave Weimer (MPP '75/PhD '78), Edwin E. Witte Professor of Political Economy at UW-Madison, was named the 2016-17 recipient of the Hilldale Award in the Social Studies for his work on health report cards, organ transplantation governance and policy craft.

Continued on the back page

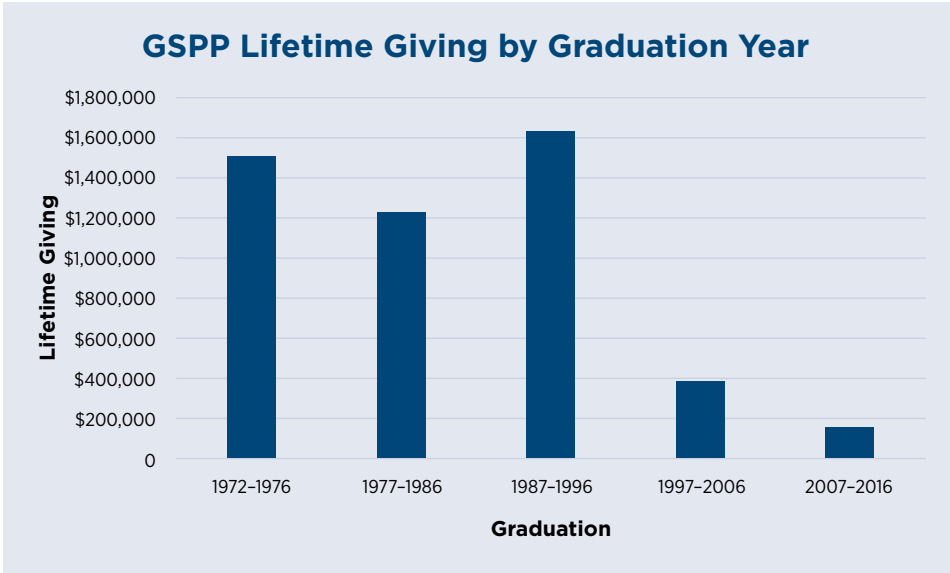
from the desk of **Annette Doornbos**
Giving Back: GSPP's Alumni Set the Standard



Annette Doornbos is the Assistant Dean for External Relations and Development

NUMBERS CAN TELL SOME OF THE BEST STORIES and the data for Goldman School alumni giving offers a very good one. The numbers detailing GSPP alumni gifts tell a story of commitment to the increasingly important principle of alumni giving back. Over the long term, our alumni give back what they can, when they can, to the Goldman School. Compared to peer professional schools at UC Berkeley, our alumni are overwhelmingly willing to invest in today's students and in GSPP's future.

Both historically and over the last five years, our alumni take the lead in participation rates. And with gifts from ten dollars to over a million, it is heartening to see so many giving what they can to provide for those areas that are the foundation of the Goldman School — student fellowships, overseas internships, special academic programs and the social events and networking opportunities critical to professional school students and alumni alike.



Our early class cohorts are a mainstay of our alumni giving. They are far enough along in their careers to have fully experienced the value of their GSPP training and to have realized the financial benefit of a professional career. The inaugural classes of GSPP are among our biggest and most whole-hearted donors, with \$1.5 million in gifts and a 78% participation rate — so far.

Those early alumni that make today's GSPP experience possible inspire our recent alumni. They also inspire our generous donors who didn't attend GSPP (and

some not even UC Berkeley) including UC Berkeley's undergraduate Class of '68 (whose support established the Center for Civility and Democratic Engagement) and the growing cohort of undergraduate alumni who minored in public policy and now give to GSPP. As our more recent alumni advance towards their reunion benchmarks, trends indicate that they will acknowledge the benefits made possible by earlier classes with their own standard-setting gifts and by doing so, support the school on its path of increasing influence and impact. **G**

	GSPP	Law	Social Welfare	Haas School of Business	Journalism	Public Health
% of Alumni Who Have Ever Given	67%	66%	25%	60%	30%	48%
Median Alumni Gift Size	\$220	\$600	\$100	\$650	\$105	\$120
% Who Gave in the Last Year	16%	19%	6%	18%	4%	9%
% Who Gave in the Last 5 Years	36%	31%	10%	32%	13%	20%

Center on Civility & Democratic Engagement



Mission

Public dialogue lacks civility and the current heightened political divisions threaten both meaningful democratic engagement and broad participation in efforts to address social problems.

The Center on Civility & Democratic Engagement (CCDE), focuses on preparing current and future leaders to successfully engage people of diverse backgrounds and viewpoints in the resolution of public policy issues by supporting:

- Research into understanding the political, ideological and cultural factors that generate conflict
- Teaching based on the research that equips students with skills in collaborative leadership and consensus building
- Fellowships and Internships for Goldman School graduate students' and Berkeley undergraduates interning in Washington DC
- Public Events featuring topical speakers



Leadership

Faculty Director: Dan Lindheim, Professor of Practice
Program Director: Larry Rosenthal, Senior Lecturer of Public Policy

Center for Studies in Higher Education



Mission

The Center for Studies in Higher Education (CSHE) is devoted to the study of systems, institutions, and processes of higher education. The Center's mission is to produce and support multi-disciplinary scholarly perspectives on strategic issues in higher education, to conduct relevant policy research, to promote the development of a community of scholars and policymakers engaged in policy-oriented discussion, and to serve the public as a resource on higher education. CSHE brings to this discussion several distinct perspectives:

- A national and international and comparative focus
- A focus on higher education policy issues unique to California and its different tiers of education
- A focus on the specific strategic issues important to the University of California



Leadership

Interim Director: Michael Nacht, Thomas and Alison Schneider
Professor of Public Policy
Carol Christ, Chancellor-Designate
John Aubrey Douglass, Senior Research Fellow
James A. Hyatt, Associate Director

Berkeley Institute for the Future of Young Americans



Mission

The Berkeley Institute for the Future of Young Americans seeks to make national, state, and local policy sustainable and fair across generations. The Institute's mission is to promote high-quality, non-partisan research with the aim of advancing the following broader goals:

- Generate a fact-based, nonpartisan discussion at a national level regarding current budget issues facing our country and how best to invest in future generations.
- Develop sensible, research-driven policy proposals to equip stakeholders with the solutions needed to address these challenges.
- Promote bold leadership among Millennials in order to encourage civic engagement and ensure their generation's long-term security and success.



Leadership

Executive Director: Sarah Swanbeck

Center for Environmental Public Policy



Mission

The Center for Environmental Public Policy (CEPP) takes an integrated approach to solving environmental problems. By synthesizing scientific, economic, technical, social, financial and political understanding, CEPP collaborates to support the creation and implementation of public policies based on exacting analytical standards that carefully define problems and match them with the most impactful solutions. CEPP's primary focus is on climate change, the key environmental challenge of our time.



Leadership

Executive Director: Ned Helme
Faculty Director: Solomon Hsiang, Chancellor's Associate Professor of Public Policy
Faculty Director: Daniel Kammen, Class of 1935 Distinguished Professor of Energy in the Energy and Resources Group, the Goldman School of Public Policy, and the department of Nuclear Engineering; Director of the Renewable and Appropriate Energy Lab (RAEL)

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Center for Studies in Higher Education

The Center for Studies in Higher Education (CSHE) provides a scholarly forum for policy analysis in higher education and is engaged in a growing program of research on higher education policy development and implementation. Founded sixty years ago and reporting to the Executive Vice Chancellor and Provost, it was incorporated as a Goldman School research center on July 1, 2016. Professor Michael Nacht, former Goldman School dean, currently serves as the Center’s Interim Director.

The Center has a distinguished history. It was founded with a major grant from the Carnegie Corporation and its charter was developed by UC Berkeley Chancellor Clark Kerr, Carnegie President John Gardner, and Professor T.E. McKinnon (former Chancellor of the University of Buffalo), the Center’s first director.

The CSHE had five initial purposes:

- Be constituted as a University-wide, rather than a Department of Education, organization.
- Develop a research program involving a multi-disciplinary staff.
- Provide for progressively widening inclusion of faculty members in the continuing research.
- Conduct special conferences under the auspices of an all-University agency.
- Support research fellows of various levels of seniority and from a variety of fields.

In the early 1960s and 70s the Center grew into a major R&D Center for higher education survey research. Following the decline in federal funding for the work, however, the Center shifted to an international comparative perspective. Over the next several decades, under the directorships of Professors Martin Trow, Neil Smelser, and Sheldon Rothblatt, the Center supported a growing number of international visitors and delegations interested in US and California’s pioneering higher education system.


In the late 1990s and into the 21st century, under directors Michael Heyman, Karl Pister, Jud King and Carol Christ, CSHE has provided a forum for significant discussions on UC system-wide and campus policy, in part because of its close ties with Presidents Emeriti Clark Kerr, David Gardner, and Richard Atkinson. CSHE is a unique campus setting where faculty, administrators, research fellows and policymakers can openly discuss complex problems, long-range strategies and future visions outside the immediate sphere of current decision-making priorities.

Most recently, CSHE scholarly activity has focused on student engagement and institutional improvement: the Student Experience in the Research University (SERU), directed by Senior Research Scholar John Douglass; the future of funding public research universities; and comparative analysis regarding the societal and economic role of universities in a globalizing world.

The Center currently hosts several visiting scholars, most from abroad. It also sponsors the CSHE colloquia series about eight times each semester that has addressed topics ranging from distance learning to the need for a regional approach to Bay Area higher education. Goldman School faculty Henry Brady, Jesse Rothstein, Michael O’Hare and David Kirp have presented their research during the 2016–17 academic year.

The Center convenes the Gardner Seminar for PhD students writing dissertations in higher education, led by Interim Vice Chancellor and Provost Carol Christ. It also sponsors the Clark Kerr Distinguished lecture series that includes in 2017 Michael McPherson (President, the Spencer Foundation), Richard Levin (former President, Yale University) and Lawrence Bacow (former President, Tufts University).

Recent Center publications include John Aubrey Douglass, “The New Flagship University: Changing the Paradigm from Global Ranking to National Relevance” (London: Palsgrave Macmillan, 2016), and Simon Marginson, “The Dream Is Over: The Crisis of Clark Kerr’s California Idea of Higher Education” (Berkeley: University of California Press, 2016).

For a more extensive history of CSHE, including a list of publications past and present, and an extensive list of past affiliated faculty, research staff, and visiting scholars and policymakers, see the Center’s website: <http://cshe.berkeley.edu/> 



Michael Nacht is interim director of the Center for Studies in Higher Education



CSHE hosted a seminar on higher education and Silicon Valley with Stanford Professors Michael W. Kirst and W. Richard (Dick) Scott

Berkeley Global Programs



Spring Semester Fellows from the Government of India and Universiti Brunei Darussalam with Dean Henry E. Brady of the Goldman School and Dean Jeff Edleson of the School of Social Welfare.

Semester Fellows

It was another successful semester as Global & Executive Programs (GEP) graduated 14 outstanding fellows in Fall 2016: three civil servants from the Government of India, one student from New Zealand through our partnership with Tuaropaki Trust, and 10 fellows from the Hong Kong Civil Service. Two of our Government of India fellows left a permanent mark on public safety in Berkeley — after being hit by a car while crossing Oxford Street after class, Bharati and Deepu were not able to complete the semester. However, their courage and resilience paved the way for the City of Berkeley to install a pedestrian crossing with lighted signs and roadway markers, lighting the crosswalk for future students and pedestrians to decrease the risk of accidents. We are thankful for their smiling faces in spite of this accident, and glad to say that they have successfully recovered and are back at home with their families.

In January 2017, we welcomed nine new fellows to GSPP for the spring semester: five civil servants from the Government of India as well as four civil servants from the Universiti Brunei Darussalam. Our current five Government of India fellows come from a diverse array of postings, including the Federal Election Commission, Department of Sports, Ministry of Information and Broadcasting, and Central Vigilance Committee. The Brunei cohort of Concurrent Enrollment fellows

includes civil and military service officers posted in the Office of the Prime Minister, Ministry of Tourism, and the Defense Attache of Brunei to the United States. One Brunei fellow is jointly hosted by the School of Social Welfare, where he is



Executive Education program participants from the Nov. 2016 "Ethics and Governance" program on the steps of Cal Memorial Stadium. The officers are from India's Administrative Service.

studying social welfare programs and best nonprofit practices for implementation in Brunei and Cambodia.

The semester program provides our students with the opportunity to learn directly from young emerging leaders and build international partnerships. We are delighted to host them at GSPP this semester and further the mission of our global programs to develop *Thought Leaders for a Just Society*.

Executive Education Programs

GEP hosted two custom trainings in late fall: *Ethics & Governance* and *Negotiations for Public Leaders*. These two programs graduated a total of 40 top-tier Government of India civil servants, all whom serve under ministers, and have the tremendous power and resources to develop and implement new policies. Given the power and status of our program participants, GEP strives to build thought lead-



"Negotiations for Public Leaders: Power, Politics, and Influence" executive education program participants participating in a mock NAFTA Negotiations Seminar led by Professor Michael Nacht at the Goldman School's Stadium Classroom in January 2017.

ers for a just society, using cutting edge teaching methodologies, research pedagogies and experiential learning vis-a-vis site visits.

Our Executive Education Program continues its strong relationship with the Government of India. The November 2016 *Ethics & Governance* program was the third program of its kind and will continue for the next three years. India's senior civil servants spent two weeks examining issues of values and power, anti-corruption, effective leadership, and strategic public management through classroom modules and site visits to the Oakland Police Department.

Negotiations for Public Leaders was hosted for the third time at the Goldman

School and featured prominent site visits to the Port of Oakland and San Francisco, the Metropolitan Transportation Commission, and the Asian Art Museum's Rama Exhibit. Leading the cohort of fellows was the Secretary of India's Ministry of Culture. The program is designed to relay the essential skill of negotiation through international case studies, experiential learning modules, and applied theory, leaving fellows with a strong toolkit of tactics and techniques for use in their home country.

New MOU Initiative: Philippines

In December 2016, the Goldman School of Public Policy and the Development Academy of the Philippines signed a

Memorandum of Understanding to establish an academic partnership for collaboration on future exchange programs for faculty and students. Led by Dean Henry E. Brady and President Antonio Kalaw, Jr., this exciting new venture also includes the possibility of joint research initiatives and the exchange of publications. The Development Academy of the Philippines is a government-owned and controlled corporation under the Office of the President of the Philippines.

The Hague Domestic Violence Project

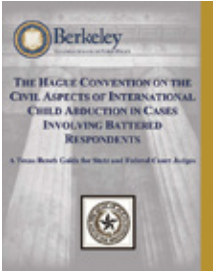
The Hague Domestic Violence Project is pleased to announce the release of its fifth Judicial Bench

Guide: *The Hague Convention on the Civil Aspects of International Child Abduction in Cases Involving Battered Respondents: A Texas Bench Guide for State and Federal Court Judges*.

This Bench Guide was developed by the Texas Hague Convention Domestic Violence Bench Guide Consulting Committee, which included two justices from the Supreme Court of Texas, a Texas federal district court judge, and practitioner's from both the private and public sector.

Assistant Dean Sudha Shetty has been invited to attend the Experts' Meeting on Issues of Domestic/Family Violence and the 1980 Hague Child Abduction Convention, June 2017 at The University of Westminster, London.

The Hague Domestic Violence Project has been asked to consult on the development of a Judicial Bench Guide for Judges in Singapore. **G**



Dean Henry E. Brady and President Antonio Kalaw, Jr. at the MOU signing between GSPP and the Development Academy of the Philippines

policy notes

SPRING 2017

Policy Notes is published twice a year by UC Berkeley's Goldman School of Public Policy. Send questions or comments to Bora Reed, (510) 642-7591, borareed@berkeley.edu

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Design and Layout: Matt Vanderzalm, Design Site

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Class Notes

Continued from page 20

Evan White (MPP/JD '12) left his job at the Consumer Financial Protection Bureau in January to be the first Executive Director for the California Policy Lab (CPL) at UC Berkeley. CPL was recently launched by a group of GSPP professors to create close working partnerships between researchers and government policymakers to help evaluate and improve public programs through rigorous scientific research and technical assistance. CPL aims to establish the infrastructure necessary to safely and securely merge large sets of administrative data. Evan cannot wait to catch up with GSPP folks in the Bay and is looking forward to the prospect of partnering with Goldman alums in state and local government in California.

Kitty Williamson (MPP '75) joined the Resistance and is currently active in two groups in the Sacramento area: Indivisible Arden Park and #Resist: Carmichael. Actions to date include keeping abreast on several issue areas, writing and calling Members of Congress, meeting with legislators and making financial contributions.

GET INVOLVED WITH GSPP

HIRE Students

Post jobs, internships, or policy projects on GSPPjobs, GSPP's on-line job posting system. <http://gsppjobs.net>

ENGAGE with GSPP Student Groups

Student groups range in substance including Students of Color, Environment, International, Women, LGBT, and Youth.

<http://gspp.berkeley.edu/student-life>

CONTRIBUTE to Berkeley Public Policy Journal

To achieve its full potential, BPPJ needs alumni input.

Visit <http://berkeleypublicpolicyjournal.org> for submission info.

UPDATE Contact Information

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