

Friends of IGS

From the Director

Welcome to the second issue of the **Friends of IGS Newsletter**. Our purpose in this annual communication is to report on current activities, past accomplishments, and exciting new developments occurring around the Institute.



IGS had another banner year, as the activities, developments, and events described here will attest. Our primary challenge is building a financial base that will allow us to attract and retain the best graduate students and to assure the continued excellence of our programs. I want to thank everyone who has helped us meet that challenge by making a donation and joining the *Friends of IGS* this past year. With your help, we raised nearly \$17,000 to support graduate students, like John Sides who is profiled inside. Your support not only helps IGS, it enables Berkeley to fulfill its threefold mission of teaching, research, and public service.

I am especially pleased to announce the opening of our new *Center on Politics, Leadership, and Public Service*. Working with respected political leaders like former State Senator Patrick Johnston and experienced political consultants Dan Schnur and Darry Sragow, the center will provide a vital new intellectual focus for students, faculty, and alumni. Center programs will encourage undergraduates to be more politically active by allowing them to meet personally with public officials, to attend lectures and seminars led by leading political figures, and to serve as interns in political institutions.

Please help us with this important new initiative to enhance the student experience by giving what you can to the *Friends of IGS*. Remember all gifts to the University are tax-deductible. Your support will help us to prepare the next generation of leaders.

Cordially,

Bruce E. Cain,
IGS Director & Robson Professor of Political Science

*A newsletter
from the
Institute of
Governmental
Studies
at the
University of
California,
Berkeley*

IGS PROFILES



John M. Sides is completing his fifth year as a doctoral candidate in political science at UC Berkeley. Like numerous graduate students affiliated with IGS, John relies on the Institute for support while pursuing his doctorate. Last year, the *Friends of IGS* made it possible for us to help John advance the dissertation phase of his research with a grant of \$2,000 to purchase very sophisticated data on political campaign advertising.

John's dissertation, "Mass Opinion and Elite Action in Political Campaigns," seeks to understand how campaigns shape public opinion. A given issue does not become salient in a campaign by accident. Typically, it does so because one or more candidates decide to emphasize it. After these decisions are made, candidates will expend considerable time and money talking about "their" issues. This shapes the information environment around voters, who respond accordingly.

John's dissertation has implications for how we think about campaign effects as both scholars and citizens. Because campaigns educate voters this appears to improve the quality of democracy.

John graduated Phi Beta Kappa from the University of North Carolina at Chapel Hill. Since his arrival at Cal, John has received the Outstanding Graduate Student Instructor Award (2000), the Peter H. Odegard Award (1999), and a UC Regents Fellowship (1996-98).

John is an example of how the *Friends of IGS* can help to attract and retain the most promising next generation of scholars to Berkeley.

The new UC Berkeley Center on Politics, Leadership, and Public Service based at the Institute of Governmental Studies

UC Berkeley has a long and hallowed history of political activism and civic engagement. From the Free Speech Movement to the Peace Corps, on campus and around the world, Berkeley students have a proud tradition of personal commitment to public service. Unfortunately, their ardor cools when it comes to practical politics. They tutor the young and help the homeless, but they do not volunteer to work for political candidates. Far too often, campus political activists who want to change public policy take to the streets, not to the voting booth.

Their lack of political involvement reflects a generational malaise. Less than 20 percent of young Americans voted in 1998. And while 53 percent performed public service, only 16 percent worked in political campaigns. Politics and government, according to recent studies, are largely irrelevant to students. Asked for adjectives to describe politics, the first words that come to most young minds are "dirty, corrupt, compromising, and slow." Berkeley students are no exception.

As a great public university, Berkeley has an obligation not only to train the next generation of leaders, but to help the current generation address a bewildering range of policy issues in a world that grows more culturally diverse and technologically complex each day. Finally, the university has an obligation, to its alumni in particular and to the public in general, to mobilize its vast intellectual assets to create a more informed electorate.

Since its inception in 1919, the Institute of Governmental Studies (IGS) has been a vital link between the campus and the world of politics and government. Through its seminars and conferences, its guest speakers, public events and policy forums, its publishing activities and its library, IGS blends the gritty world of practical politics and the detached environment of academic research. At IGS, politicians, policymakers, pollsters, and journalists who deal in real life, real-time politics meet scholars and students who study and think more deeply about public policy and democratic institutions.

The Institute currently serves the campus in a variety of ways that promote interaction with government at all levels. Through the UC Berkeley/Sacramento Program, IGS collaborates with other campus units (e.g., Goldman School of Public Policy, the Institute of Urban and Regional Development, Boalt Hall Law School, and the Institute of Transportation Studies) to put

academic expertise to work for state policymakers.

To address these needs, under the leadership of IGS Director Bruce E. Cain, the Institute has created a new **Center on Politics, Leadership, and Public Service** that will provide a physical base and an intellectual focus for a broad range of campus activities. The center will officially open during Fall 2001 and will be located in 102 Moses Hall (510/642-9355). It will encourage a vibrant dialogue between the campus and government officials, policymakers, and politicians at all levels. It will extend the current reach of programs beyond faculty, students, and staff to include alumni, the broader campus community, and the general public.

The center will serve multiple constituencies:

- *Students*—The center will seek to increase student understanding of, and interest and engagement in, politics, leadership, and public service. Working with student organizations, it will facilitate their activities, provide space to meet, and help create programs that will generate student interest and encourage participation.
- *Politicians and Public Officials*—The center will be a gateway to the campus for politicians and public officials, a place where they can meet with faculty and students and tap into the latest research and the best thinking in their field.
- *Alumni*—The center will seek to engage Bay Area Berkeley alumni in programs that will help them to be better informed and more politically involved.
- *The Public*—Whenever possible, the center will involve the general public in its programs to enrich their understanding of politics and public policy as well as the public service role of the university.

With initial seed funding from Chancellor Robert Berdahl, the Koret Foundation, and the Institute, the new center will begin offering an array of programs and activities during the 2001-02 academic year. The new center will host visiting politicians and public officials, offer internship opportunities for undergraduates who wish to work in politics, and provide public programs, seminars, and conferences.

The new center will offer a naming opportunity and has a fundraising goal of \$2 million. To learn more about the center's development, please contact IGS Assistant Director Marc A. Levin, 510/643-6476; mlevin@library.berkeley.edu.

Program in Psychological Economics

UC Berkeley economist **Matthew Rabin**, who last year won a MacArthur "genius" fellowship for his work and this past April received the American Economics Association's John Bates Clark Medal given to the nation's leading economist under the age of 40, will be pursuing his research at the Institute of Governmental Studies. While Rabin completes his term as a visiting professor at the London School of Economics, work is underway on a new research center he will head at IGS to open this fall called the Program in Psychological Economics (PIPE).

Rabin, 37, received the John Bates Clark Medal for his pioneering work that integrates psychological research and economic models. His research is at the forefront of behavioral economics, a field that applies psychological concepts such as fairness, impulsiveness, biases, and risk aversion to economic theory.

The new center, will host visiting scholars, offer seminars and workshops, and arrange conferences that will bring together game theorists, political economists, behavioralists, and economic theorists. (510/642-7881)

E-Giving to IGS

Joining the *Friends of IGS* is just a point and click easier now with the release of the new Cal online giving website. Contributors can make gifts online to the Institute by using the secure e-giving website:

www.igs.berkeley.edu:8880/about_igs/friends.html

In addition, Berkeley alumni can make address changes online by visiting the UCB Alumni Records website:

addressupdate.berkeley.edu/urur

Berkeley Center for Globalization & Information Technology

The new Berkeley Center for Globalization & Information Technology (BCGIT), under the directorship of Professor **Michel Laguerre** (Anthropology & Afro-American Studies), is an interdisciplinary group of faculty and students that research the social ramifications of the globalization process and information technology. The center is involved in issues related to global governance; digital workers, telecommunication systems; and "internet studies," including cyberspace, virtual communities, e-commerce, and e-politics with a focus on Silicon Valley and the wired world.

This research cluster organizes regular seminars with leading figures from academia and Sili-

con Valley and provides an infrastructure for data collection, analysis, and dissemination. The center also serves as a training ground for undergraduate and graduate students who are interested in the intersection of globalization and information technology. For more information, please contact Michel Laguerre at 510/642-5992; bcgit@uclink.berkeley.edu.

bcgit.berkeley.edu

Berkeley Executive Seminar

The newly created Berkeley Executive Seminar on Strategic Management of Public Organizations (BES), a joint program of IGS and the Richard & Rhoda Goldman School of Public Policy (GSPP) Executive & International Programs, brings to the Berkeley campus senior-level local executives to develop and hone leadership skills and new management techniques in a week-long intensive course. The first session will take place on August 5-10, 2001, and will offer California city managers, county administrators, and regional government directors an extraordinary continuing educational experience. The program consists of lectures, visits to research facilities, guest speakers from Silicon Valley, and social activities that build a cadre of peers in local government. The program costs \$2,500 in tuition plus hotel expenses and is endorsed by the League of California Cities and the California State Association of Counties. Participants will be taught by UC Berkeley faculty and distinguished business leaders and consultants. Among the week's special activities will be a dinner with Sun Microsystems' John Gage and a lecture by Berkeley Nobel Laureate Professor Charles Townes. The first class will consist of 14 local executives from across the state. This program is underwritten by a generous grant from Stone & Youngberg LLC and the California City Management Foundation. To learn more, contact Blas Perez Henriquez at 510/643-5170; blasterx@socrates.berkeley.edu. Or visit the website.

socrates.berkeley.edu/~gspp/exec_intl_programs/bes.htm

IGS National Advisory Council

Two new members have been appointed to serve on the IGS National Advisory Council: **Art Agnos** (San Francisco) and **Tim Brazy** (Mill Valley). The council is responsible for providing guidance and direction to advance the Institute's development and outreach efforts.

www.igs.berkeley.edu:8880/about_igs/nac.html

NEW AT IGS



Victor Jones Memorial Lecture on Metropolitan Governance

On April 1, 2001, Professor Emeritus **Victor Jones** died at the age of 92. As a lasting tribute to Victor's 50-year affiliation with IGS, the Institute has created the "Victor Jones Memorial Lecture on Metropolitan Governance." Victor Jones was a pioneer in the academic study of metropolitan government. His seminal treatise published in 1942, *Metropolitan Government*, laid the groundwork for a generation of scholars that studies postwar urban governance issues. The Victor Jones Memorial Lecture will bring to the Berkeley campus distinguished speakers on the topic of regional affairs, urban studies, federalism, comparative governance, metropolitan and local administration, and intergovernmental relations. Contributions to support this lecture series may be made by sending a tax-deductible donation to: The Victor Jones Memorial Fund, c/o Institute of Governmental Studies, 109 Moses Hall #2370, University of California, Berkeley, CA 94720-2370. Please make checks payable to the *UC Berkeley Foundation*.

www.igs.berkeley.edu

... continue the tradition of excellence!

PLANNED GIVING: Life Income Gifts Help IGS and YOU!

Planned Giving offers many opportunities for you to support the Institute of Governmental Studies and provide income for yourself or others at the same time. A life income gift involves a transfer of cash, securities, or other property in return for income payments to you or other beneficiaries. *You also receive an immediate income tax charitable deduction and the opportunity to avoid capital gains tax on transfers of appreciated assets.* At the end of the term (usually upon the death of the income beneficiary), the assets are distributed to IGS.

The **Charitable Remainder Trust** (CRT) can be created during your lifetime

or through your will or living trust. Periodic payments to the beneficiary are based on the value of the trust's assets.

The CRT can be funded with a variety of assets, including appreciated stock or real property. The University of California, Berkeley Foundation will serve as trustee of a CRT at no cost, in some instances.

A **Charitable Gift Annuity** is a contract between you and the university that provides fixed payments for your lifetime. A second beneficiary may also be included. The amount of the annuity is based on the age(s) of the recipient(s). Payments are not affected by market performance and are backed by

the assets of the University of California, Berkeley Foundation. Rates are very attractive: for example, a 75-year-old donor could give as little as \$10,000 in exchange for a guaranteed lifetime annuity of 7.9% and receive a charitable income tax deduction of \$4,000.

A **Deferred Charitable Gift Annuity** is a variation on the standard annuity in which payments begin at some later date designated by you, allowing for significantly higher rates.

You are welcome to direct your planned giving questions to the Office of Planned Giving, at 510/642-6300; opg@dev.urel.berkeley.edu

www.urel.berkeley.edu/givetocal/pgo.html

UC Berkeley/Sacramento Program

Now completing its third year, the IGS-based UC Berkeley/Sacramento Program serves as a crucial liaison between the Berkeley campus and state government. Operating under a special grant from Chancellor Robert Berdahl, this program offers a range of activities that strengthen the relationship between the campus and the state capital. During the past year, this program brought six state legislators to campus and coordinated their meetings with students, faculty, and campus leaders and assisted state policy-makers by hosting faculty briefings in Sacramento.

www.igs.berkeley.edu:8880/research_program/SACRAMENTO/berksac.html

IGS Legislator-In-Residence

Former California State Senator **Patrick Johnston** joined IGS during Spring 2001 as the Institute's first legislator-in-residence. Johnston, who served 20 years in the state legislature, shared the fruits of that experience in a new IGS program that taps the expertise of politicians who recently left office due to term limits. Johnston taught a course at the Goldman School of Public Policy, organized two conferences on transportation congestion management and legislative term limits, authored a book chapter, and gave seminars and informal sessions for students and faculty. Through teaching, writing, and consulting with students and faculty Johnston



Patrick Johnston

Photo: Noah Berger

hopes to strengthen the "connective tissue" between Berkeley and state government. The legislator-in-residence builds on the UC Berkeley/Sacramento Program in expanding the campus's relationship with state government. Johnston plans to stay on at IGS during Fall 2001 working with Bruce Cain on the Joint Project on Term Limits, sponsored by the National Conference of State Legislatures.

IGS Library Wins NEH Grant on the American Presidency

The IGS Library has received a grant from the National Video Resources, American Library Association, and the National Endowment for the Humanities. Under the joint leadership of Terri Bimes (IGS Research Scholar) and Terry Dean (IGS Librarian), this initiative will offer six public programs on "Presidents, Politics, and Power: American Presidents Who Shaped the 20th Century" in February-April 2002. Videos on Presidents Teddy Roosevelt, Franklin D. Roosevelt, Harry Truman, Lyndon B. Johnson, Richard Nixon, and Ronald Reagan will be followed by commentary and discussion by prominent presidential experts (e.g., Lou Cannon and Professors Raymond Wolfinger and Jack Citrin). The program ends on April 18, 2002, with the 21st Annual Review of the American Presidency, an annual seminar sponsored by IGS, the *New York Times*, the California Alumni Association, and UC Extension. For more information about this program, or to be placed on a mailing list to be invited

to these events, contact Terry Dean: tdean@library.berkeley.edu.

The IGS Library serves the information needs of Berkeley students, faculty, researchers, and the general public. Established over 80 years ago, the library is the nation's premier collection of research materials on American politics, governance, and domestic policy. Gifts and donations to the library are greatly appreciated. Last year, the Friends of IGS raised over \$30,000 to improve the library's digital resources.

www.igs.berkeley.edu:8880/library

Conference on the Reagan Presidency

On March 29-30, 2002, IGS will co-sponsor an international conference on the history of the presidency of Ronald Reagan at UC Santa Barbara. This gathering, held in conjunction with the Reagan Presidential Library, UCSB Interdisciplinary Humanities Center, and Vanderbilt University, aims to promote a scholarly assessment of the Reagan administration. The conference, organized by W. Elliot Brownlee, UCSB professor of history, will convene a panel of experts to assess Reagan's domestic and foreign policies. Terri Bimes, IGS Research Scholar, will head the IGS contingent of scholars and chair a panel. To learn more, contact Terri Bimes: bimes@socrates.berkeley.edu.

www.ihc.ucsb.edu/reagan/

IGS Past Events Website

To learn more about recent IGS conferences, visit the new Index to Past Events website:

www.igs.berkeley.edu:8880/events/index.html