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# news & views

## HELLER ALUMNI

## Heller 45th anniversary

### A Broken Social

**Contract Meets a New "New Deal:"** Examining the Promise of Asset-based National Policy

### Save the date for

The Heller School's 45th anniversary celebration, a weekend of discussions, social events, and networking.

**Friday evening to Sunday midday**  
**April 16 - 18, 2004**  
on the Brandeis campus

For more information, contact Claudia Jacobs at [cjacobs@brandeis.edu](mailto:cjacobs@brandeis.edu) or 781-736-3808.

# Principled Profitability

## Alumni Profile

**"T**he Heller School led me to a life of research allowing me to use data to make a difference to society," says Bradley Googins, Ph.D. '79. His work has always been on the cutting edge of issues affecting



Bradley Googins, Ph.D. '79

A native of Maine, Googins came to Massachusetts at age 19 to join the Jesuits. He liked belonging to "a band of brothers" as he describes them and enjoyed being part of a strong mission-driven organization. But after a three-year struggle, he decided he could not continue a life that required constant moving and disruption of relationships. When Googins left the Jesuits, he had a newly minted M.S.W. from Boston College and joined the war on poverty. Cutting his teeth on the job of operations director at Eastern Middlesex

Opportunities Council in Somerville, MA, he was exposed to an array of new issues—children, elderly, job training, and alcoholism.

### A pioneer in the field of alcoholism research

Googins stumbled onto The Heller School through now retired Professor Norman Kurtz. When Googins was assigned the task of designing an alcoholism curriculum for the Boston University School of Social Work (BUSSW) for its community practice students, he sought connections with social workers conducting research on alcoholism. Among those he contacted was Professor Kurtz, who was principal investigator of a National Institute of Alcohol Abuse and Alcoholism grant at The Heller School. Kurtz encouraged Googins to join his research team.

In addition to BUSSW, Boston College School of Social Work also invited Googins to develop an occupational alcoholism program to train social workers for careers in occupational social work. The possibility of a tenure track faculty position in his future led Googins to realize he would need a doctorate. Given his connections to Kurtz's work, he chose The Heller School. Googins' dissertation focused on the role of supervisory intervention in the identification and treatment of alcoholic employees.

After completing his degree, Googins accepted a faculty position at BUSSW to lead the Community Organization, Management, and Planning (COMP) program. During his 22-year career at BUSSW, Googins not only developed the COMP program, but also continued his work in the alcoholism field and helped develop the emerging field of employee assistance.

*continued on page 15*

# Heller Provides Life Long Connections

## Alumni Profile

The Heller School for Social Policy and Management Alumni Newsletter

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Brandeis University  
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Jack P. Shonkoff,  
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Ph.D. '85,  
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Ph.D. '78,  
Alumni Editor

Norma De Mattos,  
Coordinator of Alumni Relations

Audrey Shelto,  
M.M.H.S. '82



“The Heller experience stays with you through the rest of your career,” says Audrey Shelto, M.M.H.S. '82. Soon after Heller, she began a seven-year stint in state government, serving first as assistant budget director for the Commonwealth of Massachusetts and then as associate commissioner for the Department of Mental Health. In both positions, she faced challenging policy and operational issues. “The mid-eighties were an incredibly exciting time to be in state government. I joined a new administration filled with leaders who shared a passionate commitment to changing and improving services throughout the state. I found myself dealing on a daily basis with the policy, program, and political issues about which I had just recently been studying at Heller.”

When Shelto arrived at The Heller School, she discovered an exciting academic environment with opportunities to take courses in economics, accounting, and financial management, all quite different from her undergraduate work in psychology. She enjoyed collaborating with faculty who were very active in the public sector—“teachers who were leaders in social policy and politics who appeared in the newspapers in the morning and then taught a Heller class in the afternoon.”

### **Heller student work leads to government career**

Shelto's participation in the management lab practicum (now

known as the Team Consulting Project) at Heller opened the door to career opportunities. Her group's placement at the Charles Street Jail was an unusual challenge for four young female graduate students.

That and her work with the National Institute for Sentencing Alternatives at Heller evaluating the jail's program and legal services led to a position with the Institute after graduation. “Those early experiences at Heller provided me with a framework for analyzing systems and implementing system change that I've continued to use and refine throughout my career, whether working on issues in juvenile or adult corrections, human services, or health care.”

### **An interest in health care systems provides new direction**

After her experience in state government, Shelto sought a better understanding of managed care and private sector health care systems by taking a position as assistant director of central mental health services for Harvard Community Health Plan. Then came a call from Tom Glynn, M.S.W. '72, Ph.D. '77, inviting her to join a commission charged with analyzing the roles of the city of Boston, private teaching hospitals, and community health centers in improving public health and access to primary care for Boston residents. Shelto became the director for two sequential Mayoral Health Care Commissions, which recommend-

ed and designed the merger of Boston City Hospital and Boston University Medical Center and created the Boston Public Health Commission.

After working as an independent consultant in the health care field, Shelto joined Neighborhood Health Plan, an HMO founded by community health centers to serve individuals and families insured through Medicaid and commercial businesses. As chief operating officer, she oversaw a growth in membership from 32,000 to 115,000 members, a strategic affiliation with Harvard Pilgrim Health Care, and replacement of all the Plan's information systems.

### **Expanding access to health care**

Currently, Shelto manages a solo consulting practice focused on expanding access to health care and improving health care services for low-income individuals and families. She provides strategic and business planning advice to community health centers and other community-based organizations, works with private philanthropy to design and implement health care initiatives, and conducts policy and operational analyses of publicly funded health care systems.

Throughout her life, Shelto's commitment has been clear—to improve the quality of life for people facing particular challenges and obstacles. "Early in my career, I focused more on trying to effect change on an individual basis,

*My experience at The Heller School helped me realize that I could have a much broader and more sustainable impact by working on improving systems of care and service delivery.*

through clinical and other direct service work. My experience at the Heller School helped me realize that I could have a much broader and more sustainable impact by working on improving systems of care and service delivery. This work is never easy. It usually involves the careful weaving together of complex regulatory, political, financial, and programmatic components. Heller provided me with the skills and the network of colleagues necessary to hopefully make a difference." Shelto summarized the strength and duration of those Heller connections in describing her first contract upon starting her consulting practice. "My client was one of my partners from the Heller management lab project. Although we hated to admit that it was now twenty years later, our shared experiences at Heller provided an immediate foundation of common values and analytic perspectives that enabled us to get the work done."

### **Refer Applicants to Heller and Win a Prize**

Alumni listed as a referral source on a student application are eligible to win a prize in Heller's applicant referral raffle. Be sure to encourage any potential applicants you know to apply this year. The application deadline for the M.B.A. program is February 15, 2004, for full-time students starting in June. The deadline for the Ph.D. program is December 15, 2003.

### **Congratulations to this year's winners who were awarded Heller messenger bags:**

Sondra Albano, Ph.D. '95  
Esterla Barreto-Cortez, Ph.D. '99  
Andrew Beggs, M.M.H.S. '97  
Cecilia Casale, Ph.D. '79  
Brian Gibbs, Ph.D. '95  
Wayne Harding, Ph.D. '92  
Charles Hiteshew, M.M.H.S. '91  
Margaret Hughes, Ph.D. '95  
Corinne Kyriacou, Ph.D. '99  
Joan Lancourt, Ph.D. '78  
Robert Leibson-Hawkins, M.A. '00, Ph.D. '02  
Jean McGuire, Ph.D. '96  
Lavonne Nkomo, M.M. '01  
Gail Robinson, Ph.D. '80

# Transforming the Urban Landscape

## Alumni Profile

*At the heart of Hunter's career is a commitment to community development.*



Michael Hunter,  
M.M.H.S. '82

**M**ichael Hunter, M.M.H.S. '82, chose The Heller School because of its diverse program and seasoned faculty. "Being at Heller changed the way I looked at my career," says Hunter. "It made me realize that there was a bigger world out there and exposed me to both the non-profit and for-profit worlds."

At the heart of Hunter's work is a commitment to community development that began when he accepted his first job in a community development corporation in Worcester, Massachusetts. He has enjoyed a successful career with over 20 years of experience managing projects in real estate, economic development, and transportation.

### **Venturing from home**

Hunter was born the middle child of five to a steel worker and homemaker. He was the first in his family to attend college. Determined to expand his horizons beyond his hometown of Lockport, New York, he headed to Massachusetts to attend Holy Cross College. After college, he worked at the Worcester Area Neighborhood Improvement Program, leaving after four years (the last two as director) to attend The Heller School.

At Heller, Hunter's faculty advisor was Tom Glynn, M.S.W. '72, Ph.D. '77, who encouraged him to become involved in Michael Dukakis' campaign for governor. Later, Hunter joined the Governor's Office of Economic Development, where he focused on real estate and transportation issues. That experience gave him a taste of the ways in which effective community-based movements can transform the political and urban planning landscape. In the Southwest Corridor Project, community activists prevented a major highway from devastating several neighborhoods in Boston and subsequently transformed the project into a more thoughtful transportation and economic development initiative for the Roxbury and South End neighborhoods of the city.

### **Tackling housing issues**

Hunter next focused his skills on the housing arena. As senior development director for the

Boston Housing Authority, he faced what he considers his biggest career challenge: meeting the need to produce affordable housing with extremely limited resources. One highlight of his tenure was serving as project manager for the Mission Hill Turnkey Project (now called Alice Taylor), a \$28 million housing development. "One of the major challenges at the Housing Authority was producing housing efficiently for the thousands of people on waiting lists. By utilizing the public/private development process called Turnkey, we were able to deliver a substantial amount of housing in a relatively short period of time," says Hunter. He also helped develop health care facilities in the Longwood Medical Area during a four-year stint as deputy director for real estate development for the Boston Redevelopment Authority.

Hunter's experience in real estate development and planning landed him a job at SuperValu developing shopping centers for supermarket operators in New England. Ten years later, he joined DMJM+Harris, an architectural consulting firm specializing in the planning, design, and construction of transportation-related facilities and conventional building construction. He has overseen projects like the Springfield Civic Center in Massachusetts and other joint development projects that attempt to leverage transportation facilities with commercial real estate development as a way of enhancing public transportation and economic development. He currently manages a \$120 million mixed-use project in Springfield.

Hunter acknowledges the role his Heller experience has played in his success. "Most of my jobs have required an ability to solve complex problems, whether related to personnel, technical, or financial matters. The project management skills I learned while at Heller have proved invaluable in my career." He especially appreciated the differences in perspectives and experiences of Heller faculty, as demonstrated by the diversity of approaches offered by Tom Glynn, Leonard Hausman, Pat O'Brien, Peter Goldmark, and Albert Kramer.

# Shaping Food and Nutrition Policy



Beatrice Rogers, Ph.D. '78

## Alumni Profile

**B**eatrice Rogers, Ph.D. '78, has spent the last 24 years working to alleviate hunger and poverty by shaping food and nutrition policy. A native of New York City, she graduated from Radcliffe College in 1968 with plans to become a neurobiologist. She was offered a fellowship at the University of California at Berkeley, but decided instead to spend a year traveling through Europe and Asia. "I'd been in school since the age of three and I wanted to do something different," says Rogers. The hunger and poverty she witnessed in Asia set her on a new path toward a lifelong interest in nutrition and international food policy. "I decided I didn't want to spend my life in a lab. Instead I wanted to help people more directly."

### **A chance sighting points the way**

After Rogers returned to the States, the chance sighting of a telephone number on the side of a truck led her to the Massachusetts Nutrition Program, part of a ten-state nutrition survey. Her new career was off and running. She spent a year traveling across Massachusetts conducting door-to-door surveys and then became a health planner with Community Teamwork, Inc., a community action agency in Lowell.

While studying Spanish in Mexico, Rogers met Boston College professor Fred Ahearn, who told her about The Heller School and its focus on social policy. Later when Rogers

decided to return to school, she remembered Ahearn's comments about The Heller School. Although she also considered graduate programs at MIT and Harvard, what tipped the balance for Rogers was the response she got from Heller faculty member Lorraine Klerman. A representative from one of the other schools would answer questions only by telephone, but Klerman met with Rogers for over two hours. "I knew I would be viewed as an individual and get the personal contact I needed at Heller," Rogers recalls. Klerman later chaired Rogers' dissertation committee and significantly influenced her education.

### **Traveling the world**

During her second year at Heller, Rogers cross-registered in the International Nutrition Planning Program at MIT and later received funding from MIT to do field work in Pakistan for two years. This work became the focus of her dissertation, which examined the consumption impact of food price subsidies in Pakistan. "Even though my doctoral work was not in the mainstream of what Heller was doing, my committee allowed me a great deal of flexibility," says Rogers.

After receiving her Ph.D., Rogers served as a freelance consultant for the U.S. Agency for International Development. This work took her to several countries, including Cameroon, where she designed a national household consumption survey, and the Philippines, where she served as a food and nutrition advisor. In 1980, she returned to Heller, taking a position as field director for a nationwide Food Stamp demonstration project.

### **Settling down at Tufts**

In 1983, Rogers set down roots at Tufts University where she began as an assistant professor at the Friedman School of Nutrition Science and Policy and is now a full professor. For the past nine years, she has been dean of academic affairs, the only person to serve in this role. "I never thought I'd be at the same place for twenty years," she remarks. "My job at Tufts has allowed me to stay involved in the international world of nutrition policy while maintaining a home base in the United States."

Rogers points out similarities in her experiences at Tufts and at Heller. "At Tufts, as at Heller, they expect professors to have real life policy experience, to be engaged in the real

*continued on page 7*



## 45 Years of Shaping Careers

*As the 45th anniversary of The Heller School approaches, four alumni were asked how their experiences at The Heller School helped shape their careers. Their comments reveal the long-lasting influence of Heller.*

**Ann Matranga, M.M.H.S. '80**  
Development Officer  
The Hesperian Foundation  
Berkeley, CA

Of all the choices I could have made as a young single mother in 1979, the very best was to go to Heller. I had been working in community health care for seven years at the time. It was the ideal moment to place my limited experience in a wider frame and to upgrade my skills. I wanted to pursue a professional goal—to increase health care access for poor and working class people.



After graduation, I worked in health care related positions in corporate planning, management consulting, and nonprofit management. Currently, I serve as a development officer for The Hesperian Foundation, a California-based nonprofit working to empower people in remote and impoverished settings to provide health care in their own communities. My Heller education provided a sturdy foundation for a stable income and a wonderful career. Heller provided me with training, confidence, and connections to advance my career.

**Janet Wasserstein, M.M.H.S. '90**  
Associate Director for Foundation  
Relations  
Massachusetts Institute of Technology  
Cambridge, MA

When I joined The Heller School I had always had an interest in distance learning and educational technology. However, I had very few management skills. The



M.M.H.S. program increased my financial and computer skills and the case study method developed critical thinking. Most importantly, I gained confidence in my ability to discuss issues in the classroom and to give presentations. Later in my career, I often found myself going back to some of my Heller textbooks or class notes to address a particular issue, for example, organizational behavior or resource development.

The second major influence was learning to work in a team. My early educational experience in Europe placed emphasis on individual learning. At Heller, the class final project involved working together—something that all organizations require. I learned that it is not what you say but how you say it. Heller encouraged working with my fellow students and trying to solve problems together.

**Mark Sciegaj, Ph.D. '96**  
Associate Professor of Public Policy  
and Management  
Director, Center for Research on  
Aging and Intergenerational Studies  
Lasell College  
Newton, MA

Beginning in my second semester of the Heller Ph.D. program and continuing for six years post-graduate, I was fortunate to participate in research activities of the Schneider Institute and the Starr Center that exposed me to the various phases that make up



a research project, particularly preparing grants, managing projects, and publishing research results. Being an active member of the research enterprise was perhaps the most influential experience I had at Heller.

To have been able to work alongside researchers who have raised millions of dollars in funded research and observe their strategic thinking, writing techniques, budget development skills, and knowledge about the different grant review processes was invaluable. Secondly, having responsibility for all the details of the research activity—from instrument development to data collection—crystallized the book knowledge of my research methods classes and in many ways enabled me to mature as a researcher by giving me firsthand experience as well as opportunities to overcome various delays and other unforeseen glitches. Finally, at Heller I learned the importance of publishing research results not only for one's own career development but also to advance knowledge in the field.

**Myrna Bocage, Ph.D. '96**  
Associate Professor  
Simmons College  
Boston, MA



My Heller experience was very instrumental in preparing me for my current position as a teacher and chair of

the social policy sequence at the Simmons College Graduate School of Social Work. Prior to teaching at Simmons and entering the Heller program, I worked for twelve years as a clinical social worker at Massachusetts General Hospital in Boston. That experience and my degree in social work from Simmons gave me a very strong foundation in clinical social work. However, my experience did not involve an emphasis on social policies and macro issues, but focused mainly on working one to one with individuals, families, and groups. As I developed my skills as a clinical social worker, I became increasingly aware of the importance and intersection of social policies and programs with clinical practice.

My Heller education was intellectually challenging and gave me the opportunity to augment my clinical skills through the development and use of a different set of skills. I enhanced my ability to understand and do advocacy and social action and I became much more confident in my own abilities. The skills that I developed at Heller are the same skills that I am helping my students to develop.

## Shaping Food and Nutrition Policy

*continued from page 5*

world. We also trust students, consider them as 'shareholders' if you will, and get them professionally involved starting with their orientation." Rogers fondly recalls the atmosphere and people at The Heller School. Speaking of nutrition, the brownies served at seminars weren't bad either!

After traveling over five continents, Rogers is content with her life today. "I have done exactly what I've wanted to do," she says. "I love to teach and work with doctoral students." The world may have one less neurobiologist, but it has certainly reaped the benefits of Rogers' passion for addressing issues of hunger and poverty.

*I knew I would be viewed as an individual and get the personal contact I needed at Heller.*



Alan Aja



Yvonne Anthony



Lawrence Atkins



Ruth Brandwein



Toye Brown



Stephen Coan

## The Heller Alumni Association

The current Heller School Alumni Association was established in 1996 to promote interest in and develop support for The Heller School and to foster relationships among alumni.

Board members provide guidance and counsel to The School's administrators with respect to issues that affect alumni. The Board plays an active role in student recruitment, fundraising, event planning, developing stronger alumni involvement, and increasing the visibility of The Heller School.

The work of the Board is accomplished primarily through its six active committees: executive, alumni communications and outreach/career network, events, fundraising, nominating, and student recruitment/M.B.A.

## Board Members for

**Alan Aja, M.A. (SID) '00**, is a doctoral student in public and urban policy at the Milano Graduate School for Management and Urban Policy at the New School University in New York.

**Yvonne Anthony, Ph.D. '96**, is cofounder of the Urban Institute for the Study of Addictions and Comorbid Disorders in the Detroit Public Health Department's Bureau of Substance Abuse.

**G. Lawrence Atkins, Ph.D. '85**, president of the Alumni Association Board, is senior director of public policy and reimbursement at the Schering-Plough Corporation in Washington, DC, a worldwide research-based pharmaceutical company.

**Rosina Becerra, Ph.D. '76**, is a professor of policy studies and social welfare at the School of Public Policy and Social Research at the University of California at Los Angeles and is associate vice chancellor for faculty diversity.

**Ruth Brandwein, Ph.D. '78**, is a professor of social policy and director of the Social Justice Center at the School of Social Welfare, State University of New York at Stony Brook.

**Toye Brown, Ph.D. '75**, is the deputy secretary for transit programs for the Commonwealth of Massachusetts. She also leads the Access to Jobs and Reverse Commute policy office.

**Stephen Coan, '84, M.M.H.S. '90, Ph.D. '97**, is vice president for education and executive director of the Immersion Institute at Mystic Aquarium and Institute for Exploration in Mystic, Connecticut. He also serves as a youth minister in the Boston area.

**Victor DoCouto, M.M.H.S. '84**, is regional sales manager for Adminasource in Norton, Massachusetts.

**Gerald Eggert, M.S.W. '71, Ph.D. '73**, is the executive director of the Monroe County Long Term Care Program in Rochester, New York.

**Charles Foster, Ph.D. '91**, is a writer, psychotherapist and management consultant. He is director of the Chestnut Hill Institute in Boston.

**Toni Gustus, M.B.A. '99**, works for the Commonwealth of Massachusetts as an assistant director of administration and finance for the Bureau of Substance Abuse Services.

**Evan Hochberg, M.M.H.S. '96**, is director of Community Wealth Ventures, a consulting firm in Washington, DC, that focuses on earned income generation for nonprofits and effective community engagement for corporations.

**Michael Hunter, M.M.H.S. '82**, is an associate vice president at DMJM+Harris, an architectural consulting firm in Boston.





Michael Hunter



Amy Klotz



Marcia Mabee



Diane Mahoney



Jane Mattson



Gail Robinson



Audrey Shelto



Fernando Torres-Gil

## Keep In Touch with the Online Alumni Directory

Help us stay connected to you by updating your address and work information on the online alumni directory. Go to [www.heller.brandeis.edu](http://www.heller.brandeis.edu) and follow the links to the alumni directory.

You must register on Louie-Net and then you can update your information, choose what other users can see about you (the default includes name, degree, year of graduation, home address, home phone number, work address, and work phone number), and look up old friends and classmates. If you have any questions about how to use the online directory, call Norma DeMattos, Heller alumni relations coordinator, at 781-736-4827.

# 2003-2004

**Amy Klotz, M.M. '00, M.A. '01**, is a development officer at Quincy Medical Center in Quincy, Massachusetts. She serves on the advisory board for the Jewish Women's Mentoring Network.

**Marcia Mabee, Ph.D. '83**, is the president of Timothy Bell & Company, a Washington, DC-area public policy consulting firm specializing in public health issues.

**Diane Feeny Mahoney, Ph.D. '89**, is director of gerontechnology for the Enhancing Family Caregiving Program and senior research scientist at the Research and Training Institute at the Hebrew Rehabilitation Center for Aged in Boston.

**Jane Mattson, Ph.D. '94**, lives in Connecticut and is president of Jane Mattson Associates and practices catastrophic medical case management and life care planning throughout the United States.

**Deborah Polivy, M.S.W. '72, Ph.D. '78**, is a fundraising consultant in Connecticut providing expertise in the fundamentals of raising money in all kinds of settings.

**Gail Robinson, Ph.D. '80**, is a vice president at Abt Associates and heads its Washington, DC, office.

**Julie Rosen, M.M.H.S. '89**, is assistant vice president of public and community affairs at Tufts Health Plan in Waltham, Massachusetts, where she is responsible for overseeing media relations, federal and state legislation and regulation, commercial and Medicare licensure and compliance, and the Community Partnership Program.

**Margo Rosenbach '78, Ph.D. '85**, is a vice president and director of research for Mathematica Policy Research, Inc., in Cambridge, Massachusetts.

**David Segal '78, M.M.H.S. '83**, is senior vice president of customer service and operations at Harvard Pilgrim Health Care in Quincy, Massachusetts.

**Audrey Shelto, M.M.H.S. '82**, operates her own health care consulting business in Newton, Massachusetts.

**Barbara Souder, Ph.D. '89**, is director of the Save Antibiotic Strength Campaign at the Council for Affordable Quality Health Care in Washington, DC.

**Fernando Torres-Gil, M.S.W. '72, Ph.D. '76**, is associate dean and professor of social welfare and policy at the School of Public Policy and Social Research at the University of California at Los Angeles. He also serves as director of the University's Center for Policy Research on Aging.

**Michael Trisolini, Ph.D. '00**, conducts health services research at Research Triangle Institute (RTI) International in Waltham, MA, specializing in quality measurement and improvement programs.

**Robert Wooler, M.M.H.S. '80**, is administrator at the Blackstone Academy Charter School in Pawtucket, Rhode Island.

*More detailed information on Heller Alumni Board members is available at the Heller website at [www.heller.brandeis.edu](http://www.heller.brandeis.edu).*



Robert Reich, Marty Krauss, Ph.D. '81, Moses Feldman '62, and Laurence Simon



Dean Jack Shonkoff, Alan Solomont, Stuart Altman, and President Jehuda Reinharz



Joyce Clifford, Ph.D. '97, introduced the video about Stuart Altman

## Stuart Altman 25th Gala

### New Jobs, Degrees, Directions

**Yvonne Anthony, Ph.D. '96**, cofounded the Urban Institute for the Study of Addictions and Comorbid Disorders in the Detroit Health Department's Bureau of Substance Abuse. The institute focuses on the wide range of health and social ills caused by substance abuse in urban communities such as Boston and Detroit.

**King Davis, Ph.D. '72**, was appointed executive director of the Hogg Foundation for Mental Health at the University of Texas at Austin. He is the fourth executive director of the 63-year-old foundation, which awards grants and manages programs to improve mental health research and services in Texas. Davis also holds the Robert Lee Sutherland chair in mental health and social policy at the University's School of Social Work.

**Harriet Epstein, Ph.D. '95**, works with the British charity Hopes and Homes for Children and the Albanian government in Dures, Albania, where she is helping 39 children under the age of five make the transition from institutionalized care into the community. Epstein previously worked in Kosovo and Bosnia bringing services to families and children in need.

**Debra Feldstein, M.M.H.S. '96**, resigned from her position as executive director for Hillel at Stanford University and began consulting for nonprofit organizations in the areas of fundraising, external relations, board development, programming, and leadership development.

**Dena Fisher, Ph.D. '91**, is head of the Dos Pueblos: New York-Tipitapa (Nicaragua) Sister City Project.

**Sarah Harding, M.M. '02**, is a policy analyst at the Economic Policy Institute in Washington, DC.

**Carolyn Jacobs, Ph.D. '78**, was named dean of the Smith College School for Social Work. Jacobs has been a member of the faculty since 1980 and holds the Elizabeth Marting Treuhaft chair as full professor.

**Bruce Lagay, Ph.D. '73**, was named dean of the College of Human Services and Health Professions at Syracuse University. He is recognized for his research on the measurement of work and competency in social work, evaluation approaches and methods, and program evaluations in the areas of juvenile justice, mental health, and family life.

**Dawna (Zajac) Perez, M.M.H.S. '95**, is a literacy entrepreneur for Lawrence Literacy Works, a partnership between the city of Lawrence and area schools and organizations working to promote literacy and reduce unemployment rates.

**Scott Provost, M.M. '98**, is affiliated with the alcohol and drug abuse treatment program at McLean Hospital in Belmont, MA.

**La Verne Reid, Ph.D. '99**, was appointed chair of the Department of Health Education at North Carolina Central University in Durham, NC.

**Joan Wallace-Benjamin, Ph.D. '80**, was appointed president and chief executive officer of The Home for Little Wanderers, one of the oldest child welfare agencies in the nation and the largest in New England.

### Awards, Honors, Fellowships, Boards, Grants

**Anne Spink Brisson, Ph.D. '99**, was awarded a Fulbright Scholar grant for the 2003-2004 academic year in Kosovo. She will work with the Ministry of Health to design a substance abuse policy and will teach two courses at the University of Pristina. Brisson is an adjunct assistant professor in the Department of Community and Family Medicine at Dartmouth Medical School and has spent the past year in Kosovo, managing an HIV/AIDS prevention project.

**Betty Jane Cleckley, Ph.D. '74**, received the Education Award, one of 13 2003 *Celebrate Women Awards* presented by the West Virginia Women's Commission. As an agency of state government, the commission advocates for women and provides education on issues relating to women.

**Raymond Glazier, Ph.D. '99**, was named National Employee of the Year (2003) by the National Business & Disability Council of Long Island, New York. He was honored for 35 years of service at Abt Associates in Cambridge where he currently is head of the firm's Center for the Advancement of Rehabilitation and Disability Services.

**Eric Kingson, Ph.D. '79**, joined the Rosalynn Carter Institute's expert panel on intergenerational caregiving. Formed in honor of former First Lady Rosalynn Carter in 1987, the Institute promotes the mental health and well-being of individuals, families, and professional caregivers, delineates effective caregiving practices, builds public awareness of caregiving needs, and advances public and social policies that enhance caring communities. A professor of social work at Syracuse University, Kingson focuses on the politics and economics of population aging.

**Ruth Palombo, M.A. '00, Ph.D. '03**, received a Partners in Public Health Award from the Centers for Disease Control. Palombo was one of only a few external partners to receive an honor award this year for her outstanding work and leadership on the Aging States Project, which aimed to bridge the gap between services for elders and public health networks. Palombo is director of the Massachusetts Office for Elder Health.

**Donna Woods, M.A. '00, Ph.D. '03**, won the Most Outstanding Abstract Award from Academy Health. From over 1,000 abstracts submitted, Woods' "Critical Incident Analysis" abstract was one of twenty singled out for special notice.

**The Zinner  
Distinguished Lecture Series**

*Improving Health Care  
and Protecting Privacy  
—Can We Do Both?*

Dean Jack Shonkoff, Rhonda Zinner,  
Tom Glynn, M.S.W. '72, Ph.D. '77,  
moderator Sam Karp,  
and speaker Dr. Marty Solomon



Dean Jack Shonkoff speaks with Dan Rothenberg  
and Jon Davis '75 about health care privacy



Laurence Simon, director  
of the SID program



SID faculty member  
Jehan Raheem

**Mississippi Delta Presentation,**  
*part of Heller's ongoing efforts to collaborate  
with colleges in the Mississippi Delta*

**Publications**

**Betty Cleckley, Ph.D. '74**, published an article entitled "Diversity and Social Justice: A Challenge for the 21st Century" in *Marshall Magazine*, the alumni magazine of Marshall University in West Virginia, where Cleckley is vice president for multicultural affairs and international programs.

**Lillian Glickman, M.S.W. '71, Ph.D. '81, Richard Rowland, Ph.D. '70, and James Callahan, Ph.D. '68**, were quoted in an article in *Fifty Plus Advocate* about Governor Romney's plan to reorganize the Executive Office of Elder Affairs. All three are former secretaries of the agency.

**Joan Hoffman, Ph.D. '01**, had her dissertation *Youth Violence, Resilience, and Rehabilitation* accepted for publication by LFB Scholarly Publishing.

**Cynthia Moniz, Ph.D. '90**, and **Stephen Gorin, Ph.D. '83**, published a textbook entitled *Health and Health Care Policy: A Social Work Perspective*. Both are professors at Plymouth State College in New Hampshire.

**Otrude Moyo, Ph.D. '01**, published an article entitled "Poverty and Globalization in Africa" in *New Global Development*. The article was based on her dissertation.

**Elizabeth Palley, Ph.D. '03**, had articles accepted for publication in *Social Service Review* and *School Social Work*. Palley is an assistant professor at Adelphi University's School of Social Work.

**Sun Park, Ph.D. '01**, published an article in *New Global Development* entitled "Fertility Control Policies in South Korea and Taiwan."

**Rebecca Pearl, M.A. '01**, contributed a chapter to *Gender Budgets Make More Cents: Country Studies and Good Practice*. Her chapter on the Andean region gender budgets program of the United Nations Development Fund for Women was based on work she did while in the SID program at Heller.

**Rick Shifley, Ph.D. '01**, published an article based on his dissertation in *Contemporary Justice Review*.

**Marriages**

**Stephane Acel, M.B.A. '02**, married Mara Hier Green on June 15, 2003.

**Clarinda Devona O'Leary, M.M.H.S. '90**, married David O'Leary in Middletown, CT, on October 19, 2002.

**Births**

**Nancy Fisher Gormley, M.A. '98**, and her husband Matthew welcomed the birth of a daughter, Miriam Alanna, on January 6, 2003. Gormley works for the United States Department of State in Moscow.

**Dawna (Zajac) Perez, M.M.H.S. '95**, and her husband David welcomed the arrival of a son, Eric, on June 20, 2002.

**Jennifer Weber, M.M. '99**, gave birth to a son, Daniel Micah Weber Bailen, on August 14, 2002.

**Life Passages**



**Alan Berkowitz, M.M.H.S. '93**, completed a 101-mile bike ride to help raise money to find a cure for diabetes. The ride was organized by the Juvenile Diabetes Research Foundation, where Berkowitz is the director of planned giving.

**Faculty/Staff Notes**

**James Callahan, Ph.D. '68**, director of the Policy Center on Aging at The Heller School, spoke at a rally at Faneuil Hall to raise awareness about people without health insurance. The rally was part of Cover the Uninsured Week, an event cosponsored by the AARP and business, labor, and health care organizations.

**Jody Gittell** published her first book, titled *The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance*. Gittell was appointed vice chair of the board of Families First Community Health and Support Center and co-chair of the Human Resource Network, a research group drawn from multiple universities to address human resource management and the organization of work.

**Walter Leutz, Ph.D. '81**, coauthored a book entitled *Bridging the Gap: Linking Medical Care and Community Care for People with Disabilities*.

# Thank You to Heller Alumni

*The Heller Alumni Annual Fund is a much needed source of support and demonstrates the generosity and commitment of Heller alumni to current Heller students.*



*Claudia J. Jacobs '70,  
director of development  
and alumni relations*

The Heller School for Social Policy and Management recognizes its alumni donors who made gifts of \$100 and over to any of The Heller School's funds in Fiscal Year 2003 (July 1, 2002 - June 30, 2003). Thanks also to alumni making gifts of amounts under \$100—each gift is appreciated and all are needed.

The generosity of alumni allows Heller students to have an enhanced educational experience. Annual fund gifts are allocated to master's and doctoral students for scholarship support and special grants to complete dissertations, defray the cost of required texts, attend professional meetings, and support student projects such as the Heller Alternative Volunteer Experience (see story on page 14).

For more information about making a gift, please contact the Heller Office of Development and Alumni Relations at 781-736-3808, or go to [www.heller.brandeis.edu](http://www.heller.brandeis.edu).

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*Please let us know if your name has been inadvertently omitted. We apologize and will include you in our next issue. Alumni who asked to remain anonymous are not listed here but our gratitude extends to them as well.*

\*Heller Alumni Association Board Member





Front row: Medini Bandhari, Michelle Lackie, Jennifer Burke, Jennifer Sullivan, and Desma Murni  
Back row: Victoria Taiwo, Ginger Zielinski, Sean Mandell, and Sarah Travato-White

## A New Take on Spring Break

During the March, 2003, spring break, ten Heller students traveled to Beardsfork, West Virginia, to launch the first Heller Alternative Volunteer Experience (HAVE).



Sitting: Ginger Zielinski, Jennifer Sullivan, Victoria Taiwo, Desma Murni, and Zhao Ma  
Standing: Medini Bandhari, Sarah Travato-White, Jennifer Burke, Sean Mandell, a local volunteer, and Michelle Lackie

The purpose of HAVE is to provide opportunities for students to apply theory to practice by engaging in a service project, develop a better understanding of how programs taught in the classroom are applied in real life situations, and gain firsthand knowledge of challenges faced by rural communities. The Heller volunteers learned about this Appalachian community by interacting with community members and by providing manual labor on housing sites across Fayette County.

The local host for the Heller team was the Southern Appalachian Labor School (SALS), which works in conjunction with the Youthbuild program and serves as both a job training organization for teens and an informal

community building organization. SALS organized work assignments and dispersed the Heller team to work with contractors as well as Youthbuild and Americorps members at various sites. Construction projects included re-roofing a distressed coal company house, building a new home, and reconstructing a home that had been



Medini Bandhari

Desma Murni hard at work



Jennifer Burke and Ginger Zielinski

partially destroyed by a fire. The group ripped down roofs, demolished walls, mudded and sanded, painted, and installed vinyl siding, new ceilings, and roofs. There was time for fun, too, as they enjoyed hiking, jumping on a trampoline, and generally providing comic relief.

The students agreed that the experience exceeded their expectations in every respect. They

counted themselves fortunate to be able to engage in meaningful and enlightening discussions, build relationships with community members, and gain a better understanding of the challenges facing distressed rural communities. They learned from visitors who came to speak to them about the culture and economics of Appalachia. And they learned from each other by sharing experiences, having difficult and significant discussions, and having fun.

HAVE was organized by Ginger Zielinski and Michelle Lackie and received generous support from the Heller Alumni Association. Participating students were: Jenifer Burke, Michelle Lackie, Victoria B. Taiwo, Sarah Travato-White, and Ginger

Zielinski from the M.B.A. program; Medini Bandhari, Zhao Ma, and Desmarita Murni from the S.I.D. program; Sean Mandell from the Heller/Hornstein program; and Jennifer Sullivan from the Ph.D. program.

The success of HAVE led these students to recommend that the program be continued and incorporated into studies at Heller. HAVE allows students to demonstrate their commitment to social justice by taking part in action for social change.

## Principled Profitability

*continued from front cover*

*Profits alone are not sustainable if one's employees aren't proud of what their company achieves.*

### **Balancing work and home**

When Googins began to conduct research on the issues of employee assistance, he discovered that the single greatest problem concerned employees who were single parents. Googins, who was just starting a family of his own, experienced firsthand the challenges of combining parenting with working. He couldn't imagine coping if he were the sole parent. During a year as a participant observer at Polaroid, he organized a group of employees to help him understand how working in a large company affected single-parent employees. However, discussions quickly expanded to consider how any employee/parent coped with the multiple demands of work and family and how both single employees and dual career couples integrated work and personal life.

After securing a grant to examine employees' strategies for balancing home and work lives, he and Diane Burden, Ph.D.'84, conducted the first work-based survey on working parents' stress. The research generated national interest, resulting in Googins making an appearance on the *Today Show*. Googins says he thrives on being at the forefront of a movement involving important social issues.

In 1989, Googins received a three-year appointment as a Kellogg Fellow. The fellowship provided him with opportunities to contemplate leadership around the globe. He describes the experience as "the biggest gift I was given in life—to be in South Africa right before the first elections, spending a month in the USSR before it ceased to exist, and being in China one year after the events at Tiananmen Square. Kellogg gave us nonacademic exposure to people and places that blew me away." The Kellogg program encouraged participants to take a step forward and look for the "so what." His experience led Googins to establish the Center for Work and Families at BUSSW to

study issues in this emerging field. Googins believes the work of the Center is linked strongly to public policy and community life.

### **Profits and people go hand in hand**

When Googins was asked to consider the directorship of the Center for Corporate Community Relations at the Carroll School of Management at Boston College, he embraced a strategic plan to make the Center the leading source of expertise on corporate engagement in communities. Six years ago, Googins took the helm of that Center and also brought his Center for Work and Families to Boston College from Boston University.

The Center (now known as the Center for Corporate Citizenship) is the only university-based program that has formed a unique partnership of education and research supporting corporate social responsibility. Three hundred and fifty member corporations are actively involved in learning from each other in areas such as social investment and how corporate citizenship is tied to corporate performance. The Center tries to raise the bar by helping companies think intelligently, training employee leaders, and helping them find satisfaction in doing innovative community-oriented work.

### **Marrying research to social change**

Being at Heller helped Googins marry research to social change. "Good research," he says, "informs pathways to practice all too rare today." He was inspired by leading faculty scholars in the social welfare field, including Wyatt Jones, David Gil, Roland Warren, Robert Morris, and Robert Perlman. Googins' current work seeks to enlighten corporations about the benefits of adopting more policies centered on employees and communities.

The Center encourages corporate leaders to honestly examine their companies' roles in society and to see that profits and people go hand in hand. Googins is quick to emphasize that this is not just a "nice philosophy." It is good for business and instrumental in opening new markets. "Principled profitability—one doesn't exclude the other. Profits alone are not sustainable if one's employees aren't proud of what their company achieves." Googins has devoted his career to helping corporate leaders recognize the importance of the workplace in ways that are mutually beneficial to the bottom line and to the people who work to make that bottom line successful.



Chair of the Heller Board of Overseers Tom Glynn, M.S.W. '72, Ph.D. '77, at Schneider announcement

## \$15 Million Gift Will Double Footprint of The Heller School

"Energized by the extraordinary support of Irving Schneider, The Heller School is about to embark on an ambitious and creative effort that will generate much more than bricks and mortar," said Dean Jack Shonkoff. "We look forward to capitalizing on this very special opportunity to strengthen our ability to combine rigorous scholarship, personalized teaching, and effective public engagement in a uniquely integrated academic environment that really makes a difference in the world. The Schneider Building at The Heller School will speak to the heart of our mission—knowledge advancing social justice."

Irving Schneider, longtime friend, philanthropist, and trustee emeritus of Brandeis University, has pledged \$15 million for a new building that will nearly double the footprint of The Heller School for Social Policy and Management. The Schneider

family has played a very important role in the history of The Heller School. Their generosity and vision established the Schneider Institute for Health Policy, Heller's largest research center.

The architectural selection process began in September, and a firm will most likely be chosen by November. Construction is scheduled to begin in August 2004, with occupancy anticipated in September 2005.



Heller students respond to the announcement of the Schneider gift

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