LEADR puts History on cutting edge of digital projects nationally

With a strong history of digital research already part of the fabric of the department, the History department at Michigan State University has taken the next step by opening the LEADR laboratory which is aimed at undergraduate and graduate education.

Located in a completely renovated space within the Old Horticulture building, LEADR – Lab for the Education and Advancement in Digital Research – places MSU clearly at the forefront nationally in combining traditional research techniques with digital technologies and digital pedagogy.

“We have a number of faculty members in the department who are on the cutting edge of digital social science, so the idea we came up with was to mimic other sciences and create a lab,” said Department of History Chair Walter Hawthorne. “The idea behind a lab is that you have different people with different skill sets coming together around a project.”

In addition to Dr. Hawthorne and others such as History professors Charles Keith, Helen Veit, Peter Alegi and Anthropology professor Ethan Watern, who have already embraced digital research projects, many other faculty are excited about LEADR’s possibilities but may lack the technical expertise. To that end, History has hired Brandon Locke to be the first director of LEADR, and his responsibilities include helping faculty develop their ideas around a historical project and determine how to engage with it digitally.

Graduate and undergraduate students assist Locke in the lab, and students have ample opportunities to engage in projects that truly make their research come to life.

“We as faculty teach how to conduct research, write essays, go to an archive and look at mountains of material, select the relevant documents, analyze them, present findings in an essay and make an argument about the past,” Hawthorne explained. “What traditionally happens is faculty members get those essays, grade them and give them back to the students. It is a closed loop.

LEADR opens that loop, and the first example comes as part of the Michigan History course. A required course for all teacher education students and one populated by majors across campus. Michigan History students are now researching towns in the state. Instead of writing essays, they are creating digital showcases of their work and placing them online.

“There is the potential to develop a lot of excitement around the student project,” Hawthorne said. “It becomes more than a project where the student thinks ‘How can I get a 4.0’ and it becomes a project where the student focus is on ‘I’m doing something that’s going to be out there for everybody to see.’

LEADR, which is a partnership between History, Matrix (the center for digital humanities and social sciences) and Anthropology, has as its ultimate goal to have a positive impact on students. With more funding through grants and private contributions, LEADR can expand the number of projects and the number of students who can get involved in them. With the grand opening coinciding with the beginning of fall semester 2014, it is just getting started.

“I really do think we’re on the cutting edge here at MSU,” Hawthorne said. “This is something that this is not being done anywhere else in the country on this scale. Ultimately, the collaborations we’ll see in this lab will help students professionally after graduation.”
A Message from the Dean

Fall is always a special time on campus. Students return and our talented faculty, academic staff and students continue their exciting research and teaching. The fall of 2014, however, has added importance as we are pleased to announce that the university and the College of Social Science have launched an important campaign.

Empower Extraordinary: The Campaign for Michigan State University was publicly announced at a grand ceremony at the Wharton Center on Friday, October 24. Following approval by the MSU Board of Trustees of a university-wide goal of $1.5 billion, the university celebrated with hundreds of alumni and friends who have already contributed to the campaign.

As the largest college on campus with nearly 90,000 alumni worldwide, the College of Social Science will play a critical role in this campaign effort. Our goal is to raise $60 million through a mix of endowment and annual funds.

Our greatest opportunity is in enhancing our faculty and strengthening them as a force for creativity, discovery and learning. To attract and retain up-and-coming faculty to our departments and schools, we must have more endowed faculty positions. We are committed to raising $21 million in this area. Among those, I would like to see the director position in our Social Science Scholars initiative endowed.

Social Science Scholars is an engine for opportunity not only for the students but for our college as well. It is critical to support this initiative so that we may attract the best and brightest to the social, behavioral and economic sciences. In addition, graduate students must be a focus as their recruitment and success are vital to our research. We are committed to raising $5 million for the Social Science Scholars and $7.5 million for endowed graduate fellowships.

Investing in our students in this way is important because they are the future global problem solvers for which our disciplines are known. At the same time, our students would not have the opportunities to excel in research without the dedication and leadership of our faculty researchers who work in communities around the world to solve challenging issues. We are committed to raising $5 million in endowed and expendable research support.

These goals are but a few of the overall plan for the College of Social Science to boldly move forward. I encourage you to go to our home page to find a more detailed outline of what we plan to accomplish during this campaign. I am encouraged by the many gifts that alumni have already contributed such as the wonderful contributions from Donna and Marv Zischke featured in this issue.

Thank you for your continued support!

Marietta L. Baba, Dean and Professor

Welcome Joseph Messina

Professor Joseph Messina of the Department of Geography now serves as Associate Dean for Research in the College of Social Science. Dr. Messina is a member of several research areas within the College, including the Center for Global Change and Earth Observations, AgBioResearch, and others. His research program focuses broadly upon Medical Geography, Land Use and Land Cover Change.
Solving the ‘secrecy dilemma’ for democracies
By Andy Henion, MSU Media Communications

National security secrets can benefit democracies, but only if there’s a strong system in place to later dig those secrets up, a Michigan State University political scientist finds in a new book.

The war on terrorism has rekindled a centuries-old debate on the proper balance between executive secrecy and accountability. Some government critics have applauded the efforts of WikiLeaks and Edward Snowden to leak national security information.

In “Democracy Declassified: The Secrecy Dilemma in National Security,” published by Oxford University Press, MSU’s Michael Colaresi is one of the first researchers to suggest and test practical solutions to balancing presidential secrecy and accountability.

Democratic presidents around the world do, in fact, need the power to conceal some national security information to ward off threats, Colaresi argues. One example of executive secrecy that made sense, he said, was the 2011 killing of Osama bin Laden in Pakistan, which was carried out covertly with the use of previously undisclosed helicopter technology.

But these secrets do not need to be kept forever, Colaresi explained. Retrospective oversight is a boon for democratic security.

“Immediate secrets are indeed valuable, but that importance declines over time,” Colaresi said. “For example, the location and the timing of the raid on the bin Laden compound was critical to keep secret before and during the operation, but as time has gone on, there is less reason for secrecy.”

Colaresi said democratic nations that have stronger powers to publicize intelligence generate greater public support and win their international disputes, as opposed to democracies that hide accountability powers.

Yet, while all democracies have the power to keep national secrets, Colaresi said, giving an executive that power means being sure what is behind the veil of classification. Secrecy powers have been abused many times — from the Dreyfus Affair and Propaganda to Watergate — which in turn creates public skepticism of executive secrecy.

“Are secrets being kept to save lives or save the incumbent from embarrassment?” Colaresi said.

For democracies, retrospective oversight opens up the possibility executives can keep secrets when they are crucial, but then open up to evaluation through strong legislative committees investigating freedom of information requests to remain accountable.

Unfortunately, Colaresi said, the United States in the past decade has not set a good example in this regard by centralizing power in the executive branch and intelligence oversight committees. Countries such as Norway and the Netherlands, meanwhile, are setting the example globally.

“Currently there is significant skepticism in the United States and the UK about what their governments are doing in the name of national security,” Colaresi said. “What we need are better ‘shovels’ — better strong oversight — for digging up secrets after the fact to react when technology has not outpaced our ability to oversee its potential.

SHRLR enhanced by Zischke endowments

When Donna Zischke was a Michigan State University undergraduate in the late 1960s and early 1970s, it is likely she didn’t realize the impact she would one day have on her alma mater. Now, after a distinguished career at MSU, and her husband Marvin have created two funds that will greatly improve the School of Human Resources and Labor Relations’ (SHRLR) success in pursuing its mission of being the leading school of its kind in the world.

Through careful estate planning, the Zischkes have pledged a significant future gift to fund the Donna and Marvin Zischke Endowed Professorship in SHRLR which will enable the recruiting and perpetuating fund of a faculty member who is prominent in the human resources discipline with an exceptional record of achievements.

Donna, a Social Science alumna who earned her Psychology degree in 1971 and her Master’s in Human Resources and Labor Relations in 1981, served MSU for 43 years in Academic Human Resources in the Office of the Provost, the last several as director. She also served as the associate director for the Committee on Institutional Cooperation’s Academic Leadership Program from 1995 through 2001. Marvin (Zoology, 1970) enjoyed a successful career as a corporate insurance specialist with the Michigan Bankers Association.

“I was fortunate to have earned my degrees at Michigan State and to have spent my entire career at MSU,” Donna said. “Through my work, I came to understand the value of endowed professorships as a way of increasing the quality of the faculty and the value of the exceptional education that MSU provides.”

In addition, Donna and Marvin have pledged annual cash contributions to establish the Donna and Marvin Zischke Scholarship in SHRLR. Both the professorship and scholarship are endowed funds which provide valuable long-term stability in the areas to which they apply. They see the two gifts as interrelated.

“For more information, see McLaren toll-free..."
MSU ALUMNI ASSOCIATION MEMBERSHIP APPLICATION

JOIN THE ASSOCIATION!

Membership in the MSU Alumni Association is one of the most affordable ways to support students, faculty, and programs at the Michigan State University. Membership provides you with access to a variety of benefits, including networking opportunities, special events, and discounts. To become a member, please fill out the application below.

PRINT: MEMBER NAME-First, Middle Initial, and Last Name  MSU GRAD YR (if applicable)

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- Life Single Membership  $700
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- Life Joint Senior (65 yrs.)  $450
- Annual Single Membership  $45
- Annual Joint Membership  $55
- Annual Single Recent Graduate Membership (Within two years of graduation) FREE

Payment
- Annual Auto Renew - Does not charge membership annually
- Check enclosed - Payable to Michigan State University
- VISA  MC  AMEX  DISCOVER

Expiration Date __/__/____ (required)

Based on Internal Revenue Service guidelines, a stated value of your membership benefits, do not assess if your tax payment may be tax-deductible. Consult your tax advisor.
**Econ Scholars Program forges new paths**

By Emily Hummel

With an inaugural cohort leading the way last year, an outstanding group of new scholars this year, and the involvement of donors and alumni, the Economics Scholars Program is adding a fantastic new layer of collaboration to the department.

Created two years ago, the program invites outstanding students entering their junior year in the department. Students submit a statement of interest and interview with the department chair.

Those invited into the program are offered mentorship and academic opportunities that they have earned through their academic performance and expressed desire to forge a career in economics. The average GPA is well over 3.5.

The latest class of Economics Scholars gathered at a reception with faculty and alumni this fall. © 2014 Jackie Hawthorne

The inaugural class of Econ Scholars began in 2013, and each scholar has had opportunities to meet with distinguished economists like James K. Galbraith and successful businessmen like alumnus Stewart Zimmerman of MFA Financial. The Economics Advisory Board and faculty identify attractive internship possibilities, for which the scholars compete, and the department sponsors educational opportunities in Chicago among other activities. Top students have recognized the value in the program.

"What most impressed me was being able to see all the different paths a degree in economics could take me," said Kenneth Welsh, a member of the first class of Econ Scholars. "Meeting with alumni working in everything from healthcare to investment banking, gaming financing and everything in between has shown me just how important and versatile economics can be."

Now that the first class is well on its way, the program has welcomed its second class this fall, a group of 16 outstanding students. Among them are students who have won competitive scholarships such as the MSU Alumni Distinguished Scholarship, the MasterCard Foundation Scholars Program scholarship, and the STARR Scholarship.

"In only our second year of this program, the high quality of student we're getting is evident," said Department of Economics Chair Carl Davidson. "We even have an outstanding 15-year-old scholar in the program that chose our program over many other options in front of him. Our faculty certainly has a role in this success, but many thanks go to donors such as Don and Pat Spence and others, and those who have given their time to mentoring and providing internships. We could not be happier with how well this program has grown so far."

If you would like to learn more about contributing to the Economic Scholars Program and supporting student internships, contact Senior Director of Development Nick McLaren at (855) 551-4904 or mclaren@msu.edu.
Rosenberg gives back

Music fans likely know that hip hop and rap have become driving styles in pop culture over the past 20 years. Lesser known is that a graduate of the College of Social Science has been at the forefront of that success.

Paul Rosenberg earned his degree from the Department of Psychology in the College of Social Science in 1993. At the time, rap pioneers had already blazed a trail in the music business, but one key artist had yet to emerge. With a love of music deeply engrained and a desire to work in the business, Rosenberg reached out to Marshall Mathers, aka Eminem. Rosenberg, who by now had earned his law degree, became Eminem’s business and personal manager, and in 1999 Eminem burst onto the scene with his first major release, the Slim Shady LP. The two formed Shady Records, and with Eminem’s talent and Rosenberg’s guidance and instinct, Eminem became the biggest success story the rap world had ever seen and one of the all-time best selling artists in the world.

On October 24, 2014, Rosenberg returned to MSU and spoke to a packed room of over 150 students eager to soak up his advice.

Rosenberg was the first in his family to go to MSU - “the first green sheep in my family” as he put it. He expected to become a doctor, but plans changed while attending MSU. He changed his major to psychology and set his sights on law school and becoming an entertainment lawyer.

Similar to Eminem, Rosenberg began laying the groundwork for his success years before. As a teenager growing up in Farmington Hills, he bought every new rap album. He studied the art form, even writing and performing it himself. While at MSU, Rosenberg maintained his Detroit connections and formed a friendship with fellow alumnus DJ Head, who eventually connected him to Eminem. While in law school, Rosenberg landed an internship with Polygram Records. And, after passing the bar exam in New York and working as a personal litigation attorney, he decided if he couldn’t get hired in the music industry, he would get his own clients.

“You have to figure out what you’re going to do,” he told students. “There are many different paths and no one way to do it. Decide how you want to get in and focus on that.” He later added, “Being a manager is the only job where there is no barrier to entry. Find someone you trust and who has a similar passion as you. Give him a shot. I wasn’t experienced when I met Eminem.”

Since forming his partnership with Eminem, he has created Goliath Artists and other successful business ventures. Rosenberg added the role of producer to his resume as Executive Producer of the 2002 film 8 Mile, followed by serving as Producer with Jimmy Iovine on 50 Cent’s 2005 debut acting vehicle from Paramount Pictures, Get Rich or Die Tryin’. Recently, along with Eminem, Rosenberg launched Shady Films, an original content creation group that has entered into a deal with WatchLOUD and Electus to produce web series, television and broadcast live events.

In an event filled with insight into Eminem and the music business, Rosenberg laid out his approach to following your passion. “Make sure you do something you enjoy at the core and that you’re passionate about. Whatever you love, find a career working in that somehow. You’ll be more fulfilled, happier and you will work harder at it.”