

THE CAMPAIGN FOR
UMASS
AMHERST
PEOPLE. PLACE.
PERFORMANCE.

College of Social and Behavioral Sciences

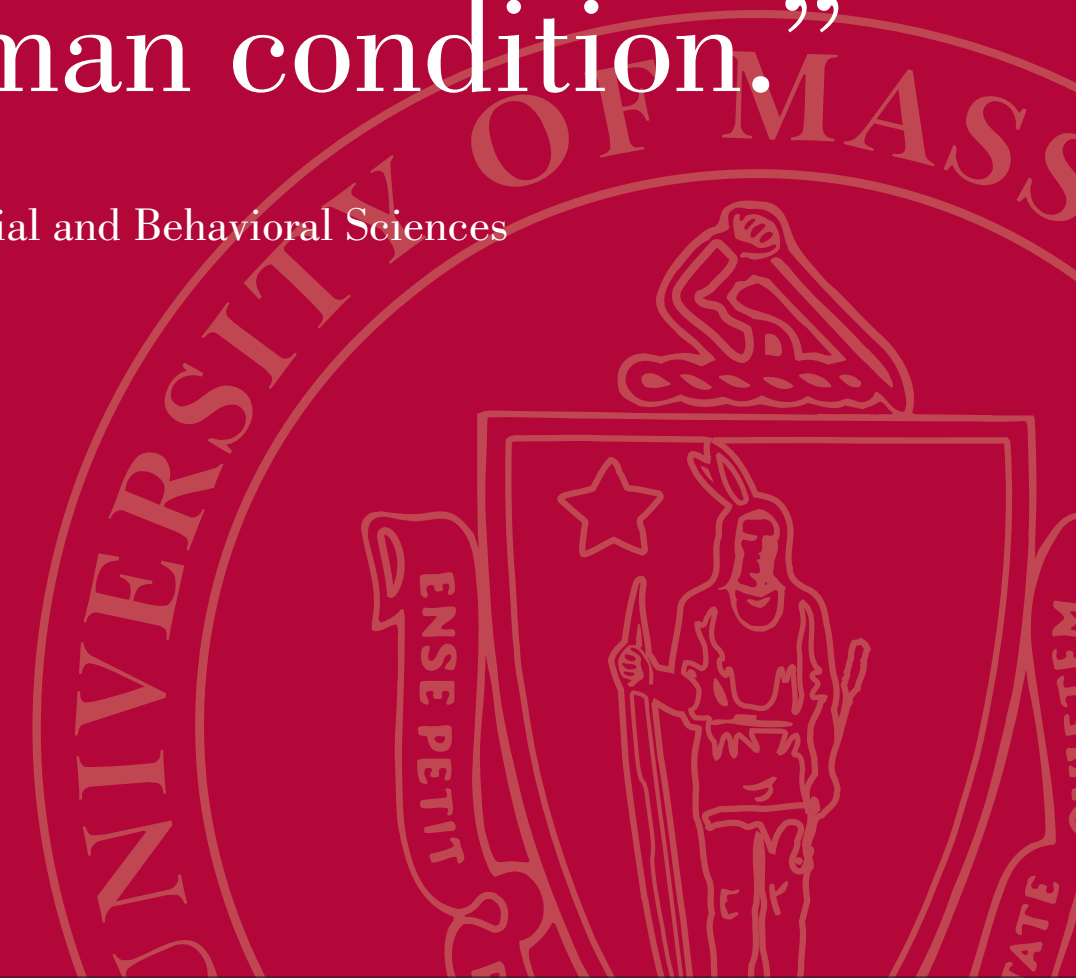




“In the classroom, in the lab, and in the field, we prepare individuals to understand and improve the human condition.”

Janet Rifkin

Dean, College of Social and Behavioral Sciences





Imagine improving the world by harnessing the role of technology to respond to social issues; convincing adversaries to formulate amicable solutions peacefully; and providing families with the knowledge to handle complex challenges related to economics, drugs, violence, and health care.

Are these goals possible? They can be, but the status quo of state funding is not enough to move us forward. Expanding our capabilities in areas that will contribute the most to society in our state, our nation, and the world requires permanent financial resources.

As UMass Amherst's largest college, the College of Social and Behavioral Sciences (SBS) has contact with most undergraduates on campus. Our globally focused curriculum, programs, and research centers offer students a world of perspectives, emphasizing educational diversity, integrated study, and community service. Our distinguished faculty, known for discovering effective solutions to fundamental societal problems, inspire and motivate more than 5,000 undergraduate majors and 600 graduate students every year to become thoughtful and committed global citizens.

To fulfill our ambitions, SBS is committed to performing at the highest level. Your active interest and investment can help us achieve results in momentous and steadfast ways.

Thank you.

Janet Rifkin
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Dean, College of Social and Behavioral Sciences

Our Campaign Goals



Investing in Students

Preparation for professional life in a global and diverse environment requires financial support that creates access to enriching opportunities beyond the classroom. All students should be able to participate in study abroad, internships, and community service experiences.



Investing in Faculty and Research

Fully funded and named professorships are investments that allow SBS to initiate and advance major research projects of global impact and importance, as well as to offer superlative learning experiences.



Investing in Programs

Investment in cutting-edge research centers and programs of international scope generates collaborative initiatives and leads the way to shaping social policies for today and tomorrow.



Investing in New Facilities and Technologies

Social and behavioral sciences increasingly use multiple levels of analyses, from emerging technologies to complex observational methodologies. Maintaining a state-of-the-art research and teaching infrastructure is vital to helping shape the future.

Investing in Students

“I rely on scholarships to attend college. Without them, education would not be a possibility for me.”

Tessa Simonds
Class of 2007
Social Thought and Political Economy
Recipient of the Ansin
Study Abroad Fellowship



Today’s well-prepared graduate is globally educated. We believe every student should have at least one out-of-classroom, “real-world” experience, whether this means working with immigrant children in nearby Holyoke or spending a year studying in Africa. But many students cannot afford to take advantage of such life and career-shaping opportunities. Giving them a chance is a top priority. Your investment in the SBS’s Opportunity Fund and other scholarships will connect our students to the world, broadening their perspectives and ambitions.

What Will Move Our Performance to the Next Level?

- Increase the SBS Opportunity Fund endowment to significantly enhance global and public service opportunities for all students.
- Create substantial new, named endowment funds and augment existing ones for internships, public service, research assistantships, study abroad, and undergraduate scholarships.
- Support graduate scholarships and fellowships.

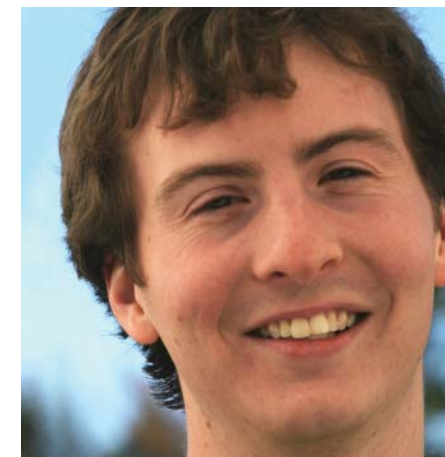
Navigating a Global Education



The world is his classroom. Political science major John McLoughlin ’07 began pursuing wide-ranging experiences in high school when he worked with AmeriCorps, traveling to the southern U.S. to participate in community service projects. At UMass Amherst, McLoughlin, who has a minor in Spanish and a concentration in international studies, studied in Costa Rica as an exchange student. A summer internship with the Pan American Health Organization gave him the opportunity to conduct research directed toward helping poor countries achieve environmental sustainability. Supported by the William M. Bluestein Memorial Scholarship, McLoughlin was able to take an unpaid internship with the United Nations Development Program last summer, furthering his experience. Creating a named scholarship like the Bluestein can make more opportunities like McLoughlin’s possible.

Sharpening Focus

During his study abroad experience in Ireland, economics and marketing major Gregory J. Callanan ’07 examined the technical expertise and growth of the Irish economy. He also went to Ghana with a business development and global citizenship program, where he taught basic business skills to more than 300 high school students and 50 church members. Further participation in a community-service



learning course took him to a Massachusetts middle school in an economically depressed area. There he assisted students with homework, while examining social dichotomies within the U.S.

What made such experiences possible? And what will enable Callanan’s next steps as he pursues a stint in the Peace Corps and employment in the nonprofit world? His various scholarship awards, including an SBS Opportunity Scholarship. Currently we honor 12 academically outstanding students majoring in social and behavioral sciences each year. We’d like to exponentially increase that number.

Creating Research Opportunities

Preparing the next generation of top researchers is a critical goal. The Student Fund for Research on Families, administered by the Center for Research on Families (CRF), is designed to acknowledge and engage the brightest undergraduate and graduate students from all disciplines in significant research. But to make this a reality for the many talented students who wish to participate, CRF needs funding.

Take for example Jayoung Yoon, who is working on her PhD in economics. As a graduate research assistant, Yoon conducted empirical analyses of family time, and with her advisor Nancy Folbre, she has already published a paper in *Demography* about family time devoted to children in the U.S. “Working with a faculty member who is on the frontier of theoretical issues and extremely knowledgeable about data sets was wonderful.”



she says. “Nancy and I presented at conferences and workshops. The experience helped me connect with many other scholars and students who share similar concerns and interests. Guided by this opportunity and now working on my PhD dissertation, I expect to make family economics my career.”

But funds for such opportunities are extremely limited. Your gift for research assistantships in every SBS department and program can offer students life-changing experiences that give them a definitive edge.

Investing in Faculty and Research

“By resolving issues of funding and too few professors, the department can become one of the most influential programs in the country.”

Donald Tomaskovic-Devey
Chair, Department of Sociology



Leading-edge schools vie for leading-edge researchers and teachers. Competition is fierce. To appeal to the best, we must have the resources to attract, support, and retain top talent. Endowed chairs are a strong recruiting tool. They offer prestige to the scholar who holds the named chair, and funding becomes a permanent financial resource. Endowed chairs also allow the college to expand into internationally recognized areas of research and teaching excellence.

What Will Move Our Performance to the Next Level?

- Create five professorships to retain key senior faculty and attract renowned new scholar-educators, providing the resources they need to conduct top-flight research and exposing undergraduate and graduate students to the best thinking in the classroom and in the lab.
- Direct these professorships to key collaborative initiatives that support our areas of research excellence, including the Center for Research on Families; the Science, Technology, and Society Initiative; and programmatic interests in global diversity education.

Intersecting Science, Technology, and Society

Jane E. Fountain joined SBS in 2005 as director of the Science, Technology and Society Initiative to promote collaboration among the natural, physical and social sciences, engineering, and public policy. She brought with her 16 years of teaching, research, and outreach experience at Harvard University’s Kennedy School of Government, as well as the National Center for Digital Government, a National Science Foundation-funded research center. At UMass Amherst, Fountain saw a unique opportunity to work with a



“wide and exciting range of outstanding researchers,” who focus on issues central to transitioning to an information society. She says, “The expertise, scale, and culture of this campus give us tremendous opportunities to identify, expand, and coordinate best practices in these areas.”

Promoting Peacebuilding and the Environment

The 20th century was one of the most brutal and bloody in history. It was also a time of conscious efforts to build peace. James K. Boyce, professor of economics, has received major grants from the Ford and MacArthur foundations and the United States Institute of Peace to support his research related to politics, peace, and creating a more sustainable world.



Investigating Parental Actions and Reactions



Assistant Professor of Psychology UnJa L. Hayes received five university offers for a postdoctoral fellowship. She chose UMass Amherst “because of the world-renowned reputation of its neuroendocrinologists.” Hayes reports that department support gave a boost to her research investigating the biological factors that prompt

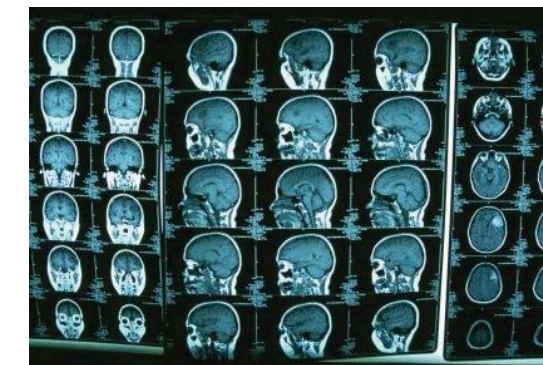
some animals to harm their young, and she expects her work will help address social issues like child abuse, neglect and abandonment, and postpartum depression. Hired in 2005 to her tenure-track professorship, Hayes already is a mentor and role model for students, as well as author of several articles and abstracts. She is well on her way to furthering the excellence that attracted her to UMass Amherst.

Currently studying strategies for combining poverty reduction with environmental protection, Boyce is also investigating the relationship between economic policies and issues of war and peace. He directs the Political Economy Research Institute’s Program on Development, Peacebuilding, and the Environment and is author of many highly regarded books.

Understanding the Roots of Depression

As a developmental psychopathologist, Professor Sally Powers understands why depression develops, particularly among teens. In the classroom and in the lab, she is leading the way for other researchers, parents, and mental-health professionals. Director of the Center for Research on Families, Powers focuses on how adolescents and their parents solve interpersonal conflicts and how these behaviors are

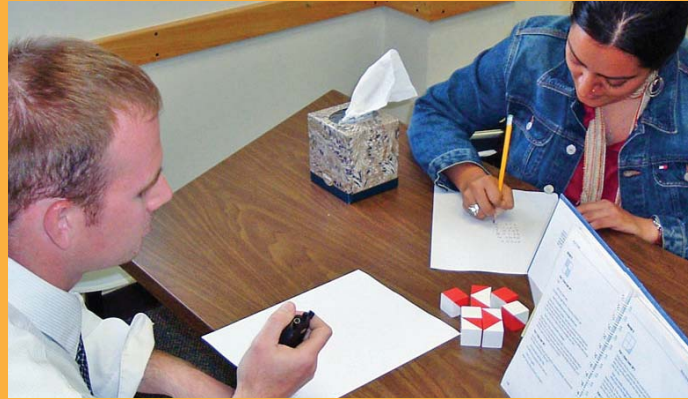
related to adolescent depression. Recently she has expanded her scope by incorporating hormone analyses into behavioral and cognitive models, resulting in numerous publications that examine the link between hormones and social cognition, personality, interpersonal behavior,



trauma, and self-injurious behavior. In the future she’d like to use brain imaging to examine stress functioning in depression.

Eight Ways You Can Make a Difference

Your support can enhance knowledge and improve lives. Here are a few examples.



1 Promote Community Mental Health

The Psychological Services Center provides high-quality, low-cost mental-health services to people who have no health insurance or are underinsured by their current providers. The clinic integrates the training of advanced doctoral students in clinical psychology, while offering opportunities for ongoing clinical research in a comfortable, professional atmosphere. Your dollars ensure the success of SBS programs that make a critical difference in people's lives.

2 Inspire Tomorrow's Public Service Leaders

Political science and history major Kunal Malhotra '07 is one of a select group to be named a Truman fellow. This national award, presented by the Harry S. Truman Founda-



tion, annually recognizes approximately 80 college juniors with exceptional leadership potential who are committed to careers in public service, providing financial support for graduate study and leadership training. Malhotra expresses gratitude to his professors, who "challenge students to think in new and different ways." He hopes that pursuing advanced degrees in law and public policy will facilitate a career in public interest law. You might consider sponsoring an award to help students achieve their dreams.

3 Nurture Creativity

After three false starts, Marc Bauman '75 found his way at UMass Amherst. The Department of Communication captured his imagination and encouraged him to pursue a television career. Now this six-time Emmy Award winner is the producer of *Live From Lincoln Center* as well as hundreds of video and film productions—ranging from live operas to rock'n'roll concerts, plays to corporate presentations. Results speak volumes: 40 Emmy Award nominations and selection as producer of the year for his presentation,



Death of a Salesman on Show-time. Bauman encourages students to "shadow" real productions to give them eye-opening experience beyond the classroom. Your support can make such involvement accessible to students who would otherwise not be able to afford to participate.



4 Protect the Environment

Peter Haas, professor of political science, and other leading global environmentalists recently met in France to review major threats to our planet. Among their priorities: to strengthen international environmental governance. Haas is but one example of how SBS faculty members are in the forefront of setting social policies. Your investment in faculty and research will ensure continued expert involvement on a worldwide scale.

5 Support Top Faculty

Economics professor Nancy Folbre is highly regarded as an educator and researcher in a field that literally affects everyone—the economics of the "care sector," paid and unpaid



jobs that involve personal care of others. As testimony to her expertise and efforts in and out of the classroom, Folbre has been a recipient of the MacArthur Foundation "genius" fellowship, bringing national acclaim to herself and her department. She also has been a Distinguished Faculty Lecturer, which underscores her service to this campus. Your gift can fund resources to help faculty perform at optimum levels.

6 Affect Policy for the Public Good

Your gift can support the education of high-achievers like emerging policymaker Christine Lopes '97, executive director of Common Cause Rhode Island, a nonpartisan, nonprofit advocacy organization. "Making the political process less complicated and less intimidating is a big part of my work," she says. A social thought and political economy major and former president of the Student Government Association, Lopes acknowledges that her professors and campus service experience equipped her with information and tools to strategize, articulate an argument, and manage projects and people.



7 Dig a Path to Professional Training

Sifting through soil near Deerfield, Massachusetts, students in the Archaeological Field School discovered 17th-century glass beads, pointing to early trade among Native Americans and Euro-Americans. "It's a wonderful training opportunity for budding archaeologists," says Elizabeth Chilton, chair of the Anthropology Department and director in alternate years of this five-week summer program. "Plus it is a collaboration of multiple stakeholders—Native Americans, landowners, local residents, historians, amateurs and regional organizations—the true epitome of outreach and community service."

8 Initiate a Lecture Series

Now in its second year, the Journalism Program's Lecture Series on Broadcast and the Media, funded by David M. Kantor '79 and his wife, Teena, is totally organized by a group of journalism students. This highly popular series hosts several prominent journalists, such as Ernesto Schweikert, named 2006 Broadcaster of the Year for staying on the air during and after Hurricane Katrina. Besides learning to navigate



around all the roadblocks that event planning inevitably encounters, students gain a "more inspired sense of the field." But their learning experience would not have been possible without funding.

Investing in Programs

“We have an opportunity to build a preeminent Science, Technology, and Society program that is attuned to the consequences of emerging technologies.”

Jane Fountain
Director, Science, Technology,
and Society Initiative

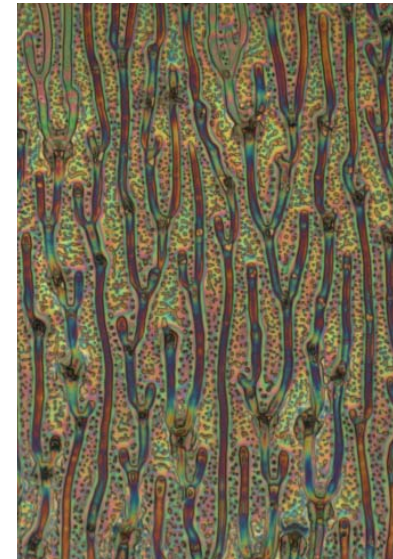


Federal funding for social science initiatives is scarce, so we must rely on your support to maintain and grow our many nationally recognized areas of research excellence. With your help, we can initiate exciting programs for our students and produce graduates eager and ready to contribute to society.

What Will Move Our Performance to the Next Level?

- Enhance the depth and breadth of our programs focusing on families, health, conflict resolution, and social uses of new technology.
- Enable our research centers, classroom efforts, and public services to take the lead in vital studies of the human condition.
- Support programs that promote intellectual interaction, dialogue, and connectivity among researchers, public policy leaders, and students.

Science, Technology, and Society Initiative



The lack of social and behavioral scientists engaged in the study of technology has been identified as a major national and international concern. In response, the College has moved aggressively to assemble a strategic and goal-oriented Science, Technology, and Society (STS) Initiative. We have brought together faculty with technology expertise from many academic

areas and hired distinguished faculty to supplement their strengths. Today STS is a world-class center of social-digital policy, which encompasses the National Center for Digital Government, the Open Source Laboratory, and the National Center for Technology and Dispute Resolution. The STS Initiative’s Nanotechnology Research Group is fostering knowledge of research and development and public understanding of nanotechnology as innovations move from the laboratory to the marketplace.

Center for Research on Families

Providing accurate, up-to-date information about families to policymakers, scholars, and the public is a critical need. The collaborative community of researchers at the Center for Research on Families does just that by studying issues of relevance to families, ranging from economics to biology. CRF’s support of research areas like eating disorders, violence in the media, marriage and work, adoption, and immigration assimilation make it an emerging



international leader in the field. Family research scholar and professor of psychology Maureen Perry-Jenkins, for example, has been examining the challenges that face low-income families as they juggle the demands of work and new parenthood. “Our findings will inform policymakers about the importance of family-friendly workplace policies,” she says.

Psychology of Peace and Violence Concentration

Why do relationships between groups become hostile and how can we promote cooperation and the peaceful resolution of conflict? This concentration offers a unique opportunity for researchers and students to focus on the psychological dimensions of issues related to ethnic and identity-based conflict, violence, social

justice, conflict resolution, and peace-building. Students research the origins of conflict and violence, study ways of promoting cooperation and peaceful human relations, and develop understanding of and interventions for violence prevention and reconciliation around the world. Faculty and students conduct rigorous research designed to inform policy from a social psychology perspective.



Global Diversity Education

Programs in African-American, Latino/Latina, Islamic, and Asian studies reflect our longstanding interest in diversity education. By building stronger connections between these programs and our many nationally recognized research centers, we can better prepare students for life and work in an increasingly interdependent world. One such promising collaboration will analyze providing computer access to rural youth in Asia to determine if increasing skills will improve motivation to stay in school, reduce pessimism about the future, and encourage higher personal



goals. Once proven, these findings will help lead the way in diversity research and policy setting—generating ideas that can be applied to rural populations on a global scale and becoming part of a comprehensive strategy for social change.

Investing in New Facilities and Technologies

“A single investment in facilities and technologies can mean the difference between being among the best to becoming the very best.”

Doug Anderton
Associate Dean for Research



The social and behavioral sciences are increasingly dependent on cutting-edge technologies that require intensive capital investment. Collaborative interests in genetic and biological influences on behavior, for example, mean that many social scientists now require the kinds of laboratory facilities once limited to physical and biological sciences. Having the right equipment keeps our faculty members at the forefront of their fields and prepares students to understand and better shape the future.

What Will Move Our Performance to the Next Level?

- Provide extensive laboratory space and facilities, as well as specialized medical instrumentation, for social scientists who increasingly rely on bioassay samples and clinical trials.
- Create facilities with fMRI systems, chromatographic microscopes, and other complex technologies required by neuroscientists and cognitive psychologists to map the brain, precisely measure cognitive functioning, and understand the effects of biological systems on cognition.
- Support social scientists with super-computer and computing cluster capabilities for agent-based modeling and complex network analysis.

Keeping Pace

The study of nonhuman primates, past and present, enhances understanding of our own biological and cultural evolution. Recently a team of researchers, including Laurie R. Godfrey, professor of anthropology, several graduate students and colleagues from other institutions, including Helsinki's Biotechnology Institute, studied growth, development, and aging in living and extinct lemurs of Madagascar. Using sophisticated technology, they linked dental wear to reproductive success of mothers and explored the limits of morphological clues in deciphering species' boundaries. Nocturnal lemurs once thought to belong to different species, because of strikingly different coat colors and dental variation, were shown to be genetically alike and of the same species.



Says Godfrey, “Keeping pace with technologies in all areas of social and behavioral sciences is key.”

Resolving Disputes

Disputes are a by-product of every new technology. Ethan Katsh, professor of legal studies, is the founder of the field of online dispute resolution (ODR) and is coordinating the effort to establish the National Center for Technology and Dispute Resolution at UMass Amherst. Cur-



Seeking Answers



Event-related brain potentials (ERPs) allow cognitive neuroscientists to measure patterns of electrical activity in the brain when people process information; this makes ERPs ideal for answering questions about how the brain works. One example: Do infants who have not begun to talk know the meaning of what they hear? Another technique—functional magnetic resonance imaging (fMRI)—provides information about the specific brain structures involved in perceptual and cognitive processes. Access to fMRI techniques is mandatory to learn whether some areas of the brain are more malleable than others, allowing researchers to study the feasibility of intervention programs teaching people with neurocognitive disorders to substitute damaged regions of the brain with different regions.

rent ODR efforts include a National Science Foundation-funded project with the Department of Computer Science and the National Mediation Board, a workshop on potential nanotechnology disputes, exploration of disputes likely to be generated by the placement of personal medical records online, and use of technology by the courts. The field of disputes is a growth industry and UMass Amherst through SBS has the opportunity to be an international leader in developing responses to conflict.

Sustaining a Competitive Edge

Securing research funding is more difficult than ever before. Federal grant-making institutions report overwhelming applications for a shrinking pool of funds. To remain competitive requires bolstering the capacity and building the infrastructure necessary for cutting-edge social science

research. Successful research proposals depend heavily on complex analysis methods. Therefore, the Center for Research on Families seeks to fund a methodology lab with top facilities and the best equipment. It would offer scholars from all



disciplines support, expertise, and consultation. Faculty and student investigators would be able to apply state-of-the-art analytic models to their data while working with an expanded team of experts.

Giving Opportunities

“It is a misconception that state funds foot the bill. It’s imperative to build the endowment, and we have a long way to go.”

David Der Hagopian
Class of 1975 Economics
Founder & CEO of Entec Polymers
Endowed Der Hagopian Scholarship
Major Contributor to UMass Amherst Endowment



Giving to an existing endowed fund or creating a new one in your name—or to honor someone important to you—allows you to support the aspirations of students, attract stellar new faculty, initiate programs, or update facilities.

A few examples:

- Your endowment will keep our labs competitive, outfitting them with state-of-the-art technologies for faculty and student research.
- With your help, we can offer worthy students scholarships and fellowships, internships that give them practical hands-on experience, and study abroad awards that connect them to the global community in meaningful ways.
- Your consideration of a gift that underwrites a high priority item will allow SBS to support key research and programs of international scope that lead the way to shaping social policies.

Following are some more specific ways you can support the College of Social and Behavioral Sciences. Gift amounts are pledged over a five-year period or less. We look forward to working directly with you to match your interests with the needs of SBS. For more information, call the SBS Development Office: 413-577-1700.

Investing in Students

Graduate Research Fellowship	\$500,000
Graduate or Undergraduate Full Scholarship	\$375,000
Graduate or Undergraduate Partial Scholarship	\$187,500
Undergraduate Research Fellowship	\$100,000
Travel Study Award	\$100,000
SBS Opportunity Fund	\$100,000
Community Service Internship	\$100,000
Graduate or Undergraduate Contributing Scholarship	\$25,000

Investing in Faculty and Research

Named Chair	\$2.5 million
Named Professorship	\$1.5 million
Visiting Professorship	\$1.5 million
Faculty Fellowship	\$250,000
Departmental Funds	\$100,000

Investing in Programs

Endowing a School, College, Department, Program, Center, or Institute	Amount available upon request
Faculty Research Fund	\$250,000
Program Development Fund	\$100,000
Lectureship or Symposium	\$100,000
Special Purpose Fund	\$25,000

Investing in New Facilities and Technologies

Building, Laboratory, Classroom, or Other Facility	Amount available upon request
Technology Resources	\$250,000

“HOPE stands for Helping Outstanding People Educationally. UMass Amherst really needs funds like these—the endowment needs to grow. Alumni can make a difference.”

Tim Barabe
Class of 1975
Founder of SBS’s HOPE Scholarship

“Funding a top scholar to focus on complex issues surrounding adoption, including the link between genetics and the environment, was an easy decision.”

Andrew and Virginia Rudd

\$2.5 million gift

Rudd Family Foundation Endowed Chair in Psychology





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College of Social and Behavioral Sciences
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