



Fall 2008

On the **HORIZON WITH LAMP**

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Spotlight on the Curriculum:

Justice and the Business of Healthcare

Among the several sophomore seminars LAMP students can select this fall is Professor Sandy Shapshay's "Justice and the Business of Healthcare." This course offers a philosophical, historical, and trans-cultural exploration of what has become a dominant question in the 2008 Presidential campaign: what constitutes a just distribution of health care in an affluent society such as ours?

Professor Shapshay says that the seminar helps LAMP students think critically about current health care institutions by guiding them through a study of philosophical theories about what we owe to each

other. By the end of the semester, students are better equipped with cultural and historical information, as well as theories of justice, to argue for sophisticated positions with respect to U.S. health care policy.

As in other LAMP seminars, students read extensively, write intensively, and discuss, debate, and develop their skills in framing arguments and making persuasive oral presentations. One student from Professor Shapshay's earlier seminar recalled that "I can now listen with a critical ear as the politicians in this election describe their plans for health care, and I can ascertain



Professor Shapshay 's LAMP Seminar

the difficulties they would likely face in actually trying to implement these plans." Another student concluded that "L216 was a wonderful learning environment and truly a one of a kind learning experience."



From The Director James H. Madison

The fall semester began with a bang as students hustled to classes on the beautiful Bloomington campus. LAMP faculty and staff welcomed a new sophomore class selected from the largest number of applicants in the Program's history. Autumn also brought recruiters to LAMP interviewing students for summer internships and full-time jobs. Other visitors came to offer workshops that help students learn about the world beyond the campus.

Students can choose this year from a large number of LAMP seminars, including Professor Ann Carmichael's new senior seminar, which is studying how humans and societies respond to events that they regard as catastrophic. In the spring, Professor Mike Robinson's senior seminar will study the business and culture of East Asia and travel over spring break to Korea to experience some of what they have learned in the seminar.

Many LAMP students are busy with their Virtù Project (<http://www.indiana.edu/~virtu/>). Virtù is an innovative fund-raising venture to support the Timmy Foundation, which does medical and education work in Latin America. Students and donors will celebrate the end of Project's first year with a Gala event on November 14.

LAMP depends on the support of alumni and friends. If you'd like to give advice, offer help, or donate dollars please let me know. There is a form on the inside back for contributions.

I'm in my sixth year as Director and ever-more proud of the bright idea that is LAMP--of the staff (Kathie Mullins, Stephanie Gray, and Jane Rogan) and of our students. These young IU undergraduates are the future. They're the brightest bulbs I know!!

James H. Madison
Thomas and Kathryn Miller Professor of History &
Director Liberal Arts and Management Program
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Photos from the top of Page 1: Emily Puffer is shown in China enjoying herself on the Emerging Market Study Tour, her participation in which, she says, wouldn't have been possible without LAMP's Robbins-Hutton Scholarship. Jeff Alstott is representing LAMP in Australia on top of Uluru (Ayer's Rock) with Kata Tjuta in the background.

Welcome to *On the Horizon*

Indiana University's Liberal Arts and Management Program (LAMP) is an honors-level program for undergraduate majors in the College of Arts and Sciences, sponsored by the College in cooperation with the Kelley School of Business. For more information, see the LAMP website at <http://www.indiana.edu/~lamp>

LAMP: A Brilliant Idea in Its Twentieth Year, 1988-2008

In the fall of 1988, twenty-five IU students took their seats in the first LAMP seminar. Professor Lewis Miller in the College's English Department and Professor Donald Granbois from the School of Business's Department of Marketing co-taught "Advertising and American Culture." LAMP has changed over two decades, but the core ideas of the founding generation endure.

The brilliant idea that shaped LAMP was the combination of a high quality liberal arts education with classes in the Business School (now the Kelley School of Business), enhanced with special LAMP seminars. Lewis Miller and Patricia Andrews from the College developed the fundamental plan and worked with Joseph Waldman in Business to put it in place. Wayne Winston, Dan Maki, Jack Wentworth, and others in the College and the Business School joined the project. Professor Miller recalls that once LAMP was launched, he was inundated with inquiries from administrators and teachers, nationwide, who asked for advice about developing similar programs on their campuses.

A critical initial challenge was financial. LAMP was, and remains, an expensive program. The high faculty to student ratio and extensive co-curricular support services challenged IU's budget. Key to the successful beginnings was a three-year grant from Indiana Bell and support from several campus administrators.

Essential to continued success was recruiting outstanding students. The first batch set a high standard. Their average GPA was 3.7. Professor Maki recalls how he and Professor Winston were initially worried about the high demands of their LAMP statistics seminar, which required student teams to work on real problems from industry and government. "The students quickly showed," he recalls, "that they could do a wonderful job on these complicated team projects."

Those first students and other alumni from the early graduating classes are now approaching mid-career. They are practicing law and medicine, teaching, working in corporations and non-profits, and engaging with the world around them in a way that continues to be a special LAMP attribute.

Some things have changed since 1988. Under Director Michael McGerr in the early 2000s student numbers began to increase from 25 new sophomores each year toward 100 so that now there are nearly 300 students in the Program.



Lewis H. Miller, Jr, LAMP's First Director

Larger size means choices of seminar topics. This academic year there are LAMP seminars on advertising; crisis communication; health care; consumerism; catastrophes; ethics, rights, and responsibilities; the automobile; science and politics; stewardship; East Asian business and culture; and law and the workplace. The required quantitative seminar for juniors remains. All seminars attempt to do what the first seminars did: help students develop their reading, writing, and thinking skills by studying serious subjects that connect to the so-called real world of today. LAMP students also now benefit from a required sophomore career development class that helps them prepare for the world beyond campus.

LAMP students are still hard workers and high achievers with a special zing. They still tend to "do too much" by pursuing double majors, studying abroad, taking internships, engaging in philanthropy projects, and serving as leaders in campus organizations. LAMP thrives today in large part because of the brilliant idea and the dedication of the founding generation—and because of the special kind of students the Program continues to attract.

Master Classes

LAMP Students Meet with Some of the Best

LAMP students have special opportunities each semester to meet in small groups with leaders from all walks of life. These informal discussions give students insights into careers and help build on the skills, values, and life choices they studied in their LAMP sophomore career development class. The potpourri of images on this page suggests something of the range of guests who recently served as important life teachers.



Leadership Lunch guest Bruce Hetrick was an English and Political Science major at IU. He now heads Hetrick Communications and serves his alma mater as a member of the College Alumni Advisory Board.



Students speak informally with IU alumna Dr. Irene Meister after her presentation on careers and global change. Dr. Meister has had a distinguished career in international trade, law, economics, and consulting. She has given back to IU in the form of a scholarship endowment for LAMP students.



LAMP students chat with David and Cheryl Morley prior to their Leadership Lunch. Cheryl Morley is the Senior Vice-President, Corporate Strategy, Monsanto. David Morley spent 18 years with Monsanto and most recently as an owner and Chairman of the Board of Dazor Manufacturing. The Morleys commitment to IU includes creating an endowment to support a LAMP student working in a summer internship at a not-for-profit organization.



LAMP alumna Michele Rodger Spencer greets students prior to a Leadership Lunch. Michele is development director of the Peyton Manning Children's Hospital at St. Vincent in Indianapolis.

First Morley Award Recipient in the Dominican Republic

Katie Lilly spent the summer working as an intern with the Timmy Foundation in the Dominican Republic. Here is her account of the internship.

It was by far the most humbling and rewarding experience of my life. I lived in a Haitian immigrant village in the Dominican Republic taking care of medical needs -- referring or transporting people to the local hospitals, wrapping wounds, administering medication to HIV/AIDS or tuberculosis patients, caring for newborn babies and expectant mothers.

I can't begin to explain the personal significance of this experience without writing a novel, but I think the most important thing that I learned was that despite the enormous economic gap between an American like me and a poor Haitian villager, we are not all that different: "La misma sangre," as they taught me ("The same blood"). So much emphasis is put on money and material goods in the United States, but I've never seen as much joy and happiness and community as I have in this village; that fact has really opened my eyes to what's important in life.

Katie was the first recipient of the Morley Internship Award, established by an endowment gift to LAMP from David and Cheryl Morley of St. Louis. Without this award, Katie says, "I would never have been able to touch some lives, but more importantly, have my own life be touched along the way."



Katie Lilly with a family of orphans and their caregiver in the Dominican Republic.

Summer Interns

Internships



For the last several summers a LAMP student has interned with UBS in New York City. IU alumnus Mike Singh initiated the connection. Lauren Kern, who was the first LAMP intern in 2005, recently returned to New York to join the UBS team. Griffin Schmidt, this summer's intern, stands between these two wonderful mentors.



Christen Gallagher worked in Germany this summer as an intern for Berlin Partner. One of her duties was to help organize her company's 4th of July celebration, which paralleled the official opening of the new American Embassy near the Brandenburg Gate.



Maria Puzanov worked for the Indiana Department of Administration as a Governor's Summer Intern in Indianapolis. She analyzed government spending and savings through contracts, and also helped to organize and market a vendor fair.

LAMPers at Work



Students in LAMP's junior seminar learn basic statistics and quantitative analysis and how to use those tools to help a "real world" client. In Brent Harger's spring semester class, student teams analyzed data from the local United Way and presented their findings to the organization's leaders. Here, Justin Hourmozdi presents as fellow team members Brian Frange and Erika Lebedevs listen.

LAMP's Jane Rogan and Eric Metzler have been working hard over the last year, researching faculty attitudes and expectations when it comes to teaching academically talented students (such as LAMPers). In October, they will present the preliminary results of their research at the International Society for the Scholarship of Teaching and Learning conference in Edmonton, Alberta.



Overseas Study



Erica Wiley studied in Mexico and poses here in her LAMP t-shirt at La Plaza de la Paz in Guanajuato. Erica was among the many students who studied abroad with benefit from LAMP's Robbins-Hutton Scholarship.

Commencement

As the centerpiece of LAMP's 2008 commencement ceremony faculty read a short biography of each graduating senior. Here Associate Director Jane Rogan reads as other LAMP faculty wait their turn.



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Virtù Gala

The Virtù Project Gala is an annual event held to raise support for the Virtù Project, a LAMP student organization that runs a non-profit investment fund benefiting the health care relief work of The Timmy Foundation. This year's gala will be held on November 14th at 7:00 pm in the University Club of the Indiana Memorial Union. Please e-mail virtu@indiana.edu to RSVP.



WHY I ♥ LAMP

"I use my **LAMP** education on my job everyday!"

Roseanne Hennessey-Winings, LAMP, 2002
Adult & University Programs Coordinator
Indianapolis Museum of Art

www.indiana.edu/~lamp