



Brandeis University

Jehuda Reinharz
President

May 2004

Dear Friends,

A university is a living, learning and working community composed of current, prospective and former students (alumni), faculty, staff and trustees within the larger encompassing society. Each has its role to play, and if all goes well, wonderful things can happen. I see my role as basically keeping the various parts motivated to do their best and work well with one another. I am very fortunate in having an outstanding team of senior administrators by my side. I have done this work for ten years, and I recently made a commitment to continue for five more. In this letter, you will read lots of good news about how the Brandeis team is working, starting with an actual sports team.

On March 7, the Brandeis women's basketball team hosted the Eastern College Athletic Conference (New England) tournament's semifinal and final rounds. First, the Judges defeated Colby-Sawyer (60-42) in the semi-final and then proceeded to beat Eastern Connecticut State (62-51) to win the division championship. After the game, attended by most of the senior staff, and many faculty and students, 20-year veteran Brandeis coach **Carol Simon** emphasized the "progression" and "hard work" that culminated in this best-ever season. I would like to make athletics an even greater priority at Brandeis, and I urge all of you who can to come to our sports events and cheer for our teams. A week later, I introduced our championship team at the monthly faculty meeting, where they received a standing ovation. This week, the team joined me for dinner at the President's house.

Four Brandeis athletes earned All-America honors for their outstanding performances during the winter sports season: **Danielle Fitzpatrick '04**, also MVP for women's basketball; **Cris Pai '07** for swimming and diving; **Maya Marx '04** for swimming; and **Ryan Parker '05** for indoor track. In addition this season, the Women's Track and Field and the Women's Fencing Teams managed to beat first Yale, then Harvard. In March, Brandeis was national host to the 16th Annual NCAA Fencing Championships. Clearly Brandeis students compete successfully with the finest scholars and athletes in the University Athletic Association.

One of our graduate students, M.F.A. candidate, **Meron Langsner**, has been chosen to participate in the highly selective Kennedy Center American College Theater Festival (ACTF). Langsner's play, *b'Shalom*, was directed by Jennifer Cleary, artist-in-residence

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in theater arts, and starred Brandeis students for the ACTF presentation. **Tobias Harris '05** has become a 2004 Truman Scholar. This coveted \$30,000 national scholarship is awarded to students headed for a career in government or the not-for-profit sector.

One of my favorite events is the Junior/Senior Formal, which I have attended each year of my presidency. Always held at the Park Plaza in Boston, I get to see students dressed in evening gowns and tuxes. They look surprisingly unfamiliar. The Brandeis Ballroom Dance Team, however, is becoming quite well known in local and regional competitions. In intercollegiate competitions hosted by Brown, Tufts, BU, Harvard, Yale and MIT, our team frequently has placed in the semi-finals or higher. Each semester I also enjoy a number of informal meetings with student leaders. This spring, members of the Student Senate came to the President's house for an evening of lively discussion.

Admissions and Tuition

At this year's March meeting of the Board of Trustees, Senior Vice President for Students and Enrollment **Jean Eddy** reported that we received 5,831 applications for the entering fall class, representing a 12% increase in domestic applications. International applications to U.S. colleges and universities dropped this year and Brandeis's international applications declined by 12%. Nationally, this post-September 11, 2001, decrease in undergraduate applications ran as high as 25% for some universities' entering fall classes. This year's 41% acceptance rate continues the trend toward greater selectivity, which allows us to build a vibrant and intellectual community. And, for the first time this year, we enrolled 75 "Midyear" students who arrived in January and have swiftly become enmeshed in the Brandeis community. We are targeting a Midyear class of 50 students who will join us next January.

Most important to me is the number and direction of Early Decision applications. I am happy to report that the number and profile of students who are willing to commit to Brandeis as their first choice is rising every year. This year the number is 331 — up from 263 last year. Nearly one-third of the fall class will enroll Early Decision this year. People often ask me — "Is there any trick to getting into Brandeis?" I advise them to try the Early Decision route. Because the number of applications is smaller, students' chances of admission are better.

Setting tuition increases is always a difficult decision — we have to pay our bills but we also need to stay competitive. This year the increase is 4%, deliberately lower than the increases announced by our competitors. Perhaps this is a good place to remind you that one of the most valuable gifts you can make to Brandeis is a scholarship — particularly if you were a student at Brandeis on scholarship.

Excellence in Teaching

The tuition that students and their families pay covers only a fraction of the cost of education and housing. A major portion of that cost goes to recruit and retain outstanding faculty, the key to our success. One such member of the faculty is Professor **Gordon Fellman**, affectionately known as Gordie, who recently celebrated 40 years at the University. In his Brandeis career, Fellman has touched an enormous number of Brandeis

alumni, and his activist leadership and “teach ins” are well known to generations of Brandeisians. A complete guide to the entire Brandeis faculty, with access to their honors, interests, and accomplishments can be found at www.brandeis.edu/facguide. Why not take a moment and look up one of your favorite Brandeis professors and see what he or she is up to? You will find that **David Rakowski**, professor of music composition, won the prestigious Chamber Music Society of Lincoln Center’s 2004-06 Elise L. Stoeger Prize. A two-time Pulitzer Prize finalist, **Rakowski** is the second Brandeis faculty member to win the Stoeger. **Yehudi Wyner**, Walter W. Naumberg Professor of Composition, was selected in 1998. You will discover that **Ann Olga Koloski-Ostrow**, associate professor of classical studies, was selected to receive one of two 2003 Outreach Prizes in recognition of her contribution to the program The Examined Life: Greek Studies in the Schools.

The scientists among you will be interested to know that **Kenneth Kustin**, professor emeritus of chemistry, has been named a panelist for the National Science Foundation Research Fellowship evaluations. And, that **Robert Meyer**, professor of physics and Volen National Center for Complex Systems, has been awarded the 2004 Benjamin Franklin Medal in Physics from the Franklin Institute for his groundbreaking research with liquid crystals. Two of our Middle East specialists have interesting additions to their biographies. **Yitzhak Nakash**, associate professor of modern Middle Eastern studies, was invited to the Woodrow Wilson International Center for Scholarship in Washington, D.C., at the United States Institute for Peace for 2004-05 to pursue his work on Shiism and nationalism in the Arab world. And, **Kanan Makiya**, Sylvia Hassenfeld Professor of Islamic and Middle Eastern Studies, continues to break new ground in the documentation of tyranny through his tireless work in Iraq on the Memory Foundation project.

In my last letter I mentioned the collaborative work that Brandeis faculty and staff are engaged in with Al-Quds University in Jerusalem, Abu Dis and elsewhere. Under the auspices of the Brandeis International Center for Ethics, Justice and Public Life, and funded by a grant from the Ford Foundation, a six-person team from Brandeis traveled to Jerusalem this past winter. This fall, their Al-Quds counterparts are invited to Brandeis for a week of meetings and work sessions to explore possible collaborative initiatives to be supported by the Ford Foundation. The president of Al Quds, **Sari Nusseibeh**, and I met on his campus in Jerusalem in December to discuss how we can make this a model of a mutually beneficial collaboration.

Stuart Altman, the Sol C. Chaikin Professor of National Policy at The Heller School for Social Policy and Management, has received the 2004 Distinguished Investigator Award from AcademyHealth. **Jack P. Shonkoff**, the Samuel F. and Rose B. Gingold Professor of Human Development and Dean of The Heller School for Social Policy and Management, has been awarded a MacArthur Foundation grant. U.S. News & World Report, just ranked Heller number three in the nation, after Harvard and the University of Michigan, Ann Arbor, in the category of Best Graduate Schools 2005, Public Affairs: Social Policy Programs. This rise in the rankings coincided with Heller’s 45th Anniversary Celebration and Conference (April 16-18), which featured keynote speaker, **Senator Edward M. Kennedy**, D-Mass., who discussed asset-based public policy. Other

speakers included author **William Kristol**, editor of *The Weekly Standard*; **John Podesta**, president of the Center for American Progress; **Robert Kuttner**, cofounder of *The American Prospect*; **Melvin Oliver**, Dean and Professor, Division of Social Sciences, UC Santa Barbara; and **Antonia Hernandez**, CEO of the California Community Foundation. Titled “Rethinking the Social Contract: Examining the Promise of Asset-Based National Policy,” the conference offered presentations by **Anita Hill**, professor of social policy, law and women’s studies at The Heller School, and **J. Larry Brown, Ph.D. ’71**, executive director of Brandeis’s Center on Hunger and Poverty.

The Graduate School of Arts and Sciences is celebrating the first Fulbright-Hays grant for research abroad awarded to third-year Ph.D. student in comparative history, **Marilyn Miller**, for her study of the Russian Orthodox convent.

In an effort to make sure students know about their faculty’s recent achievements, we have created the lunch-hour “Meet the Author” series in the atrium of the Carl and Ruth Shapiro Campus Center. We started with the nationally admired **David Hackett Fischer**, University Professor and the Earl Warren Professor of History, talking about his new book, *Washington’s Crossing*. Fischer signed books and chatted with faculty, staff, and students. Next in the series were Pokross Professor of Law and Social Policy at The Heller School for Social Policy and Management, **Thomas M. Shapiro**, author of *The Hidden Cost of Being African-American* and **Jonathan Sarna ’75, M.A. ’75**, the Joseph H. and Belle R. Braun Professor of American Jewish History, who spoke about his new book, *American Judaism*. The sign-up list of authors is long and rich.

Brandeis faculty does more than teach and write books. They also model! In late March, crowds thronged the Shapiro Campus Center to catch a glimpse of a favorite faculty member or a classmate modeling the latest looks in the FUBU fashion show. Currently a \$450 million clothing line, FUBU began with four friends selling hats on the streets of New Jersey. **J. Alexander Martin**, **Carl Brown**, **Keith Perrin** and **Daymond John** teamed up with **Bruce Weisfeld ’83** and his brother, **Norman**, to turn a failing dream into a financial fortune. **Leonard J. Asper ’86** also had a dream — to create an Entrepreneurship Award at the International Business School. We presented the first such award to the FUBU team, paired with a keynote address by **Bill Drayton**, CEO and president of Ashoka, and a MacArthur fellow.

The Arts at Brandeis

In the dead of winter, guest director **Tina Packer** of Shakespeare & Company, Lenox, Massachusetts, brought her talents to a highly ambitious graduate and undergraduate production of Shakespeare’s *The Winter’s Tale* — which instantly sold out. Provost and Senior Vice President for Academic Affairs and John Stein Professor of Disability Research **Marty Krauss, Ph.D. ’81**, celebrated the occasion with a gala pre-theater Brandeis community dinner to honor Packer, and introduced **Eric Hill**, holder of the newly endowed Department of Theater Arts chair, a gift of **Barbara ’54** and Trustee **Malcolm L. Sherman**. The Lydian String Quartet, Brandeis’s professional artists-in-residence, played for packed audiences every other Wednesday this spring. On May 2, the Brandeis-Wellesley Orchestra performed *Beethoven’s Ninth* conducted by Artist-in-

Residence in Music **Neil Hampton**. I encourage anyone who lives nearby to enjoy the many outstanding performances and activities we host each week on the Brandeis campus.

More than 400 members of the Brandeis community turned out for the opening of the Rose Art Museum's show, *Domestic Archeology*. **Surasi Kusolwong's** *Minimal Factory* (\$1 market), Red Bull Party (with DJ) added a DJ, Thai goods for sale, and a lot of fun. I suggest you visit the arts Website (www.brandeis.edu/arts) regularly and note the monthly calendar. Two more events opened at the Rose this spring. Noted graffiti artist **Barry McGee** was honored and a tribute to noted Jazz musician **Charles Mingus** took place in May.

Although each month provided a wide array of appealing plays, concerts and exhibits, the piece de resistance was the 52nd Festival of the Arts. More than 100 independent events took place on the Brandeis campus between April 15 and 26. Director **Marshall S. Herskovitz '73**(*thirtysomething*) taught a master class and showed his blockbuster film, *The Last Samurai*, starring **Tom Cruise** and **Tony Goldwyn '82** in a supporting role. **Michael M. Kaiser'75**, president of Washington's John F. Kennedy Center for the Performing Arts, spoke at the Brandeis International Business School on the business of the arts. And, Brandeis students successfully launched "SunDeis" the first annual Brandeis student-run and student-juried film festival for regional collegiate filmmakers. Please check the Brandeis Website (ARTS) for a complete schedule of the other 97 events!

Spreading Our "Wings"

This spring marks the dedication of two new buildings on campus. The Brandeis International Business School dedicated the exquisite Samuel Lemberg Academic Center on April 21, thereby doubling the space available for meetings, classes, faculty and staff. **Judge Richard Posner** of the Seventh Circuit Court of Appeals delivered the keynote address. We also celebrated the opening of the National Center for Behavioral Genomics and the 10th anniversary of the Volen National Center for Complex Systems. To mark this unique occasion, we hosted a world-class symposium presenting the latest developments in genomic research, with a special focus on autism. We were joined by our keynote speaker, **Congressman Edward Markey**, D-Mass., Assistant U.S. Surgeon General **Susan Blumenthal**, M.D., former Brandeis President **Sam Thier**, M.D., and other dignitaries. At the gala dinner, I presented an award to **Nancy Lurie Marks**, who has contributed personally and through her family foundation to advance knowledge about the treatment of autism.

Although I have tried to keep this letter upbeat, Brandeis obviously also deals regularly and thoughtfully with some very serious issues — particularly injustice, at home and abroad. Perhaps the most profound event of this type was The Tauber Institute's international conference "The New Antisemitism: First Religion, Then Race, Then What?," presented in cooperation with Tel Aviv University and the American Jewish Committee. An overflow crowd gathered to hear a keynote address by **Bernard Lewis**,

the Cleveland E. Dodge Professor Emeritus of Near Eastern Studies, Princeton University, who is arguably the foremost living authority on the Middle East. His talk was the highlight of a two-day conference bringing scholars from all parts of the United States and from abroad.

On February 22, **Ming Ming Hao**, a graduate student and teaching assistant in the Department of Computer Science, died suddenly, and we also mourned the death of former professor of politics, **Susan Okin**.

In Support of Brandeis

Shula and I spent much of this semester on the road for Brandeis. The Annual Palm Beach Norman S. and Eleanor Rabb Seminar featured CNN political **analyst Bill Schneider '66** who spoke a few days before the Iowa caucus. Our Palm Beach hosts, **Michele** and **Howard Kessler**, held the annual million-dollar-donor dinner at their home, with a special presentation by Brandeis Professor **Kanan Makiya**, who told the attentive audience about his effort to build a memorial archives in Iraq to document the atrocities of the Saddam Hussein years, using the National Holocaust Museum as a model. A few days later we gave a special party for **Jack N.** and **Lorraine Friedman** and **Mel** and **Gail Nessel**, two couples who each contributed \$6 million to create houses in The Village, our new and extremely popular residence halls for upperclass students. Their gift and those of others is helping us to meet a challenge grant from the Kresge Foundation. To be completed by September 1, 2004, the 3:1 Kresge Challenge will raise the remaining funds for the Village. To date, we have raised more than \$2.5 million of our \$3 million goal to generate a \$750,000 match from the Foundation. We greatly appreciate your help concluding this highly successful year. **Sidney** and **Judy Swartz**, **Joe** and **Phyllis Gurwin**, and many others have been incredibly generous and helpful to Brandeis. Details of their gifts will appear in future letters.

In February, Shula and I visited San Francisco where Trustee **Barbara Rosenberg '54** and her husband, **Richard Rosenberg**, together with **Alex Barkas '68** and his wife, **Lynda Wijcik**, hosted the Brandeis Night reception on the top floor of the Bank of America building, overlooking the city on a beautiful, cloudless night. A few days later, Brandeis parents and gracious hosts **Arnon** and **Camille Adar** (parents of **Natalie '99** and **Adrienne '03**) organized an event for a standing-room-only crowd at the Skirball Cultural Center in Los Angeles where I presented Alumni Achievement Awards to **Marta Kauffman '78** and **David Crane '79**, cocreators and executive producers of *Friends*. Later that evening, New York Times columnist **Tom Friedman '75** packed the house at a Brandeis event held at the Hillcrest Country Club, sharing his views and insights on the war in Iraq. I enjoy small gatherings with friends, Brandeis Fellows and parents very much, and in March I had a special opportunity to talk about the unique qualities of Brandeis at a reception hosted by **Judith Yohay Glaser '59** and **Allan Glaser (P'85 and P'88)** in Delray, Florida. In April, Shula and I resumed our travels visiting more alumni and friends in Detroit and Chicago.

The Campaign for Brandeis University

The \$470 million Campaign for Brandeis began officially in March of 2003 and is scheduled to be completed in two years. Gifts now totaling \$352 million, representing 75% of the campaign total have been received or committed with the Board of Trustees contributing nearly one-fourth of the total. We are ahead of schedule, but a major priority that still needs attention is graduate fellowships, the key to maintaining our position as a major research university. There is no more compelling example for the value of research support than that of **Roderick MacKinnon '78**, recent Nobel Prize winner in chemistry. After completing his B.A. at Brandeis, where he developed a special love of science, MacKinnon returned as a post-doc to study biochemistry with his college mentor, **Christopher Miller**, professor of biochemistry and Howard Hughes Medical Institute Investigator. MacKinnon is our first, but certainly not the last, Brandeis graduate to win a Nobel Prize.

Comings and Goings

This year Brandeis said goodbye to four well-known staff members: **Jeff Cohen '64**, whose career as athletic director spanned almost 20 years and brought Brandeis athletes into the highly competitive UAA; **Meryl Glatt-Rader**, director of the Hiatt Career Center; **Arthur Reis Jr.**, associate provost, lecturer in chemistry and associate vice president for development, who announced his retirement, effective June 30; and, **Anastasia S. Sutermeister**, who retired from her position as departmental administrator in classical studies, having begun her career with us in 1949. **Judith Jaffe**, academic research analyst, and Mary Jean Corbett, advisor to the provost for academic personnel, have joined the staff in the Office of the Provost.

This academic year comes to an end with Commencement — on May 23. I am delighted to announce that this year's speaker will be World Bank President **James D. Wolfensohn**, who has placed empowering the world's poor at the heart of the World Bank's concerns. Other honorees include **Kweisi Mfume**, president and CEO of the NAACP, scientist Elizabeth H. Blackburn, international jurist **Richard J. Goldstone**, and philanthropists **Lester Crown** and **Bernard Osher**.

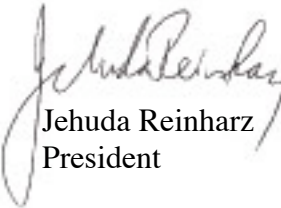
In Closing

The life of a university is, of course, cyclical. As the academic year draws to a close and Brandeis students graduate and move on to careers and graduate school, we are already beginning the next academic cycle. On April 21 and 22, staff in the Office of Admissions and I welcomed 1,200 prospective students and their families to the two-day Spring Open House. We enjoyed wonderful spring weather, lots of outdoor activities and a true carnival atmosphere on campus. I look forward to seeing many of these same faces in the fall as members of the Brandeis Class of 2008. This summer at Brandeis will be quite busy preparing for new and returning students. The first phase of the University's infrastructural needs. We will focus on critical improvements to seven areas: residence hall fire safety; the steam, electric and water systems; roofs; classrooms; and roadways and pedestrian safety. The Board of Trustees, understanding the need to maintain our campus and continuously upgrade and improve our facilities, approved the project plan at the October meeting.

This summer, Shula and I plan to spend some time traveling, visiting with our daughters and generally recharging our batteries. One of the best places I can think of to refresh and renew is in the Berkshires. I am looking forward to attending parts of all three Brandeis in the Berkshires sessions starting with a seminar on *Who Will Own the New Middle East* (July 11-16); followed by *Towards a Contemporary Judaism: A Post-Denominational Age* (July 25-30); and, concluding with *Power, Language and Righteousness in American Fiction and Politics* (August 8-13). Be sure to check the Website for details (www.brandeis.edu/programs/berkshires). Perhaps I will see some of you there!

In the meantime, I trust that everyone will have a safe and pleasant summer filled with fun, family and friends. See you in the fall!

Sincerely,



Jehuda Reinharz
President

P.S. Thousands of alumni, parents and friends of the University now receive my letters electronically. If you wish to be added to the University's electronic mailing list, go to www.brandeis.edu/president and click on "President's Letters" in the left-hand column. I invite you to review our Website, which provides a wealth of information about the University.