

# Political Science at UCSB

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

SPRING 2006

## What Can You Do with a Political Science Degree?

Political science is one of the most popular majors at UCSB; however, most of our graduates do not go on to academic or political careers. Instead, they pursue a wide range of occupations in both the public and private sectors, ranging from small to large businesses and an array of non-governmental organizations. Without being comprehensive, the following vignettes are offered as proof that the answer to the above question is “just about anything!” They also illustrate another important point: At the time of graduation, you really don’t know where you’ll end up, but political science can give you the means to take advantage of career opportunities that come your way.

DAVE ARRIGO/PIRATES



KEVIN MCCLATCHY

### Kevin McClatchy '86: CEO and Managing General Partner, Pittsburgh Pirates

Kevin McClatchy majored in political science because he thought he might become a politician, but after graduation, he embarked on a career in sports journalism. He served two internships in Oregon, first for the *Bend Bulletin*, then for station KCPQ, before joining ABC-affiliate WPLG-TV in Miami as a sports producer. From there, he went to the *Miami Herald*, owned by Knight-Ridder. In 1990, following the death of his father, he returned to California to work in the advertising and marketing departments of McClatchy Newspapers.

Mr. McClatchy long wanted to own a major league baseball team. He had previously purchased a share of a minor league team in Modesto and attempted to buy the Oakland Athletics, when in 1995, he was approached about purchasing the Pittsburgh Pirates. After nine months of negotiation, a consortium of investors took over the franchise in 1996 and at age 33, McClatchy was appointed CEO and Managing General Partner. The Pirates organization includes not only the major league baseball team, but also several minor league teams and a large international scouting and development group. He describes the duties of CEO of this organization as “like being the CEO of any large company,” with several vice-presidents who report to him for marketing, finance, communications, and baseball operations. However, as head of a sports franchise, there is also a very large public component: “Lots of speaking engagements, and every time you walk on the field, the media is there.”

Though his career did not turn out to be in either politics or journalism, he has benefited from his experience and training in both areas. The Pittsburgh franchise was considered a struggling operation when Mr. McClatchy took over, but under his leadership,

DAVID FOLKS



attendance rose and the franchise soon turned a profit. He then turned his attention to financing a new stadium, a two-year process of getting people to embrace the idea and obtaining political support that involved countless trips to the state capitol and meeting with politicians at all levels. “I was very glad for my background in political science—it helped me understand what I was dealing with in working with those folks.”



BRENDA ZOMALT FLEWELLYN

### Brenda Zomalt (Doby) Flewellyn '74: Banker to the Entertainment Industry

Brenda Zomalt Flewellyn majored in political science because she planned to have a career in politics; however, an internship at the state capitol convinced her otherwise. After taking a year off to travel and reflect, she decided to go to graduate school in business. While picking up the necessary prerequisite courses for admission, she returned to Bank of America where she had worked as a Gaucho undergrad. She entered their management training program, which in turn qualified her for the Executive MBA program at Pepperdine University. She was still working on that degree when the bank placed her in a management position at a branch in Beverly Hills. Though she made contacts in the entertainment industry there, it was a banking client developing a software program for insurance companies who wooed her away from Bank of America when she finished her MBA. Ms. Flewellyn stayed with the software company for several years until they went public. She then followed the recommendation of an executive recruiter to try a position in the entertainment banking division of Bank of California in Beverly Hills, where she financed her first motion picture. She eventually left to work for the Lewis Horowitz Organization (LHO), a privately-owned independent film

financing company. She remained with LHO until three years ago. While participating on a film festival panel, she was offered the position of head of the Private Bank Entertainment Banking Division of Union Bank of California, where she is today.

Ms. Flewellyn describes her current position as “trusted advisor to Hollywood’s stars and power brokers,” a position that combines her banking, film financing, and political science knowledge. Entertainment bankers not only secure financing and operating funds for clients so that films can get produced; they also provide full-service banking to their clients, including investments, trusts, and estate planning. Though she decided early on that politics was not what she wanted to do, she has found the entertainment industry to be a lot like politics. Her political science background has been useful in making alliances and partnerships, devising strategies, and dealing with the media and the public. And in both professions, “you need to like people” in order to succeed.



GLORIA CASTILLO

### **Gloria Castillo '80: Marketing Executive Heads Chicago United**

After graduating from UCSB, Gloria Castillo first worked as an account manager for *Redbook* magazine, then joined Monarch Marketing in Chicago, a business founded by her mother, Mona Castillo. Ms. Castillo eventually took over as president of Monarch, a \$5-million full-service promotional products agency specializing in business and consumer promotions and employee incentives. During her almost 20 years as a marketing executive, Ms. Castillo was actively involved in organizations promoting access and opportunities for women and minorities in business, including the Chicago Regional Purchasing Council and the U.S. Hispanic Chamber of Commerce. When Monarch Marketing was sold in 2003, her executive networking experience plus her many minority business contacts made her the board's choice for the presidency of Chicago United, a position she assumed in 2004. Chicago United (<http://www.chicago-united.org>) is a racially diverse corporate membership organization whose mission is to bring together business leaders to increase access and opportunities in business for minorities and women in the Chicago area.

Ms. Castillo finds that running a large non-profit agency requires the same skills as running a business “but with a very active board involved.” She notes that Chicago is a very political town and to be successful, one must learn to navigate the political landscape; therefore, she believes that her background in political science “touches every part of what I do.” It has helped her deal with the process and ethics of obtaining access, as well as understand the way that community grass roots organizations can work with networks of privilege. Overall, she believes that “a sound liberal arts education teaches you to think, and having a degree in political science helps you understand the impact of your decisions, the ramifications of political alliances, and what’s the right thing to do.”



MARK MACARRO

### **Mark Macarro '87: Tribal Chairman, Pechanga Band, Luiseño Indians**

Mark Macarro majored in political science because he liked the subject matter, not because he had a government career in mind. While at UCSB, he was accepted by the Navy's aviation officer candidate school and expected to have a naval career, but when he went for his flight physical after graduation, he could not meet one of the requirements. He then applied for an advertised position with the Pechanga Band as a grants and contracts administrator, and that was his entrée into the world of tribal government. He ran successfully for a seat on the Tribal Council in 1992 and for Chairman in 1995, a position he has held continuously since.

Like several other tribes in California, the Pechanga Band runs a gaming operation in Temecula, California. Though the Band numbers between 1,300 and 1,400 people (500 of whom are minors), their operation employs almost 5,000 people and thus has a significant impact on the local economy. Mr. Macarro and the Tribal Council deal regularly with land use issues and in the process have made a concerted effort to reduce tensions with local governments. In addition, the prosperity of the gaming operation has created new problems in community-building as the tribe moves from a late-19th century standard of living to a modern one. Water, housing, education, health, security: What services should the tribe provide? What services should be contracted out? The tribe has also had to grapple with the problem of tribal citizenship, “something we are trying to resolve finally so that it won't roll over to the next generation again.”

As Chairman, Mr. Macarro must constantly negotiate with government officials (local, state, and federal) about these and other matters. He believes his UCSB political science education has enabled him to take a creative approach to problem-solving and to make persuasive arguments to other politicians when lobbying on the tribe's behalf. “It gave me the ability not only to write clearly, but also taught me how to make an argument and back it up. I was the first generation of my family to attend college, and I graduated with a lot of confidence.”



ANDREA MARGOLIS

### **Andrea Margolis '88: Public Health Advocate for Children**

Andrea Margolis says that she had no idea what the public health field was really about until she volunteered for the Peace Corps in 1991-1992. She was stationed in Malawi at the time AIDS was becoming recognized as a growing epidemic in Africa, and she ended up running an AIDS education program there. At the same time, she was becoming increasingly concerned about escalating domestic violence in the United States and elsewhere, and she came to realize that the public health profession was addressing these kinds of problems. After her



Peace Corps service in Malawi, she worked with a couple of community organizations in Sacramento, then was accepted to graduate school at Harvard for a Masters Degree in Public Health. She has worked in the public health profession ever since. She spent more than six years as Health and Human Services Committee consultant for the California State Senate, analyzing legislation on disease prevention, children's health, and public health. In 2005, when she was offered the position of Director of Health for Children Now, an advocacy group based in Oakland, California, it seemed a good fit.

Children Now (<http://www.childrennow.org/>) describes itself as "a national organization for people who care about children and want to ensure that they are the top public priority." Children Now is part of the "100% Campaign," a coalition of groups working to ensure that all children in California have access to health coverage. As Director of Health, Ms. Margolis works on policy initiatives, ballot initiatives, and educational matters for the organization. She feels her political science background shaped her overall interest in public service, and her internships in Washington D.C. and Sacramento helped her understand the political environment she works in.



BRETT BULLINGTON

### **Brett Bullington '76: Internet Entrepreneur**

Brett Bullington says he got into the dot.com world by accident. He financed his education by working as a machinist while he was in college, but intended to go into government when he graduated. In the interim, he took a variety of temporary jobs in the Bay area, one of them with a small technical company that urgently needed some parts retooled. He ended up joining their sales force and spent the next few years selling first hardware, then software, for technical companies. He next joined an Internet startup that folded after producing a Beta version of their product. That experience led him in 1995 to partner with the founders of Excite.com, a very successful full-service Internet portal. When Excite was sold and reorganized in 2000, Mr. Bullington chose to step down and offer his expertise as a



consultant to new Internet startups in return for equity. This change gives him time to spend with his family, which he has put to good use. They take a major trip each year to places such as Israel, China, Mongolia and the Gobi desert, "So that my children can experience the world as it really is, not just read about it."

Mr. Bullington feels that many of the same processes drive both business and politics. "Politics involves lots of story-telling, which you also have to do in business to build value in a company." He believes his political science training has been helpful in building partnerships, understanding dynamics, and obtaining consensus. He cites the SimCong class as especially useful in understanding complex decision-making, and the Capitol Hill Program (predecessor to today's UCDC program) for learning how different systems work together. In regard to where he is today, he says, "I'm still interested in the whole process; I look at the political dynamics of situations; and I read *The Economist* regularly."



MITCHELL SJERVEN

### **Mitchell Sjerven '91: Restaurateur**

Mitchell Sjerven may have always been interested in the food business—his first real job at age 10 was selling plums, and he waited tables to help pay for his college education. Like many political science students, he became very interested in the law and thought he would become a lawyer after graduation from UCSB. He was so inspired by Professor Anderson's class in international law that he took a semester abroad in Brussels, Belgium, as an intern at the European Parliament. He worked for Ken Coats (UK), President of the Human Rights Commission within the European Parliament, whose office reviewed human rights cases during and after the gulf war (Operation Desert Storm). "I was able to hear several different European views, in particular those of Margaret Thatcher, Lech Walesa and Václav Havel, by sitting in on their addresses to the Parliament once the war had started—these are the best memories of my internship." However, during the internship, Mr. Sjerven came to two conclusions. First, he realized that his personal satisfaction came from pleasing people, not solving the very serious and often depressing problems people bring to an attorney. Second, he made friends with people in Brussels who owned a restaurant and in his words, "got the bug to do it myself." When he returned to Santa Barbara, he began by managing one restaurant, then going into partnership on another one. He opened his own restaurant, Bouchon, in Santa Barbara in 1998, and has operated this highly rated restaurant ever since.

Mr. Sjerven says that political science probably helped him decide what he did not want to do, but it has certainly affected his world view

## **More Careers of Political Science Alums: Read their stories in past issues of *Coastlines***

### **Barbara Bodine, '70**

Former Ambassador to Yemen (*Fall 2001*).

### **Thomas Bryant, '65**

Editor in Chief, *Road & Track* magazine (*Summer 2002*).

### **Marc Grossman, '73**

Former Ambassador to Turkey (*Summer 2001*).

### **Thomas Morgan, '63**

Executive Director, Southern California Golf Association (*Summer 2001*).

### **Lynn P. Scarlett, '70**

Deputy Secretary (and current Acting Secretary) of the Department of the Interior (*Winter 2002, Summer 2005*).



and how he approaches problems. He credits international relations classes, and particularly the international law class, with opening his mind—"instead of taking a political stance on issues, [it's about] trying to see and understand all sides. Political science gives you a clear world view, and you don't have to be an intern or go to Washington DC to get it."

*A final note: The law is of course a very popular career choice for political science majors, so much so that we will come back to it in our next Newsletter to profile some of our alumni in that profession.*

## Legislator Brings Real-World Experience to Classroom

CALIF. STATE ASSEMBLY



HANNAH-BETH JACKSON

**H**annah-Beth Jackson, former Representative in the California State Assembly, 35th District, joined the department as "Public Policymaker in Residence" (PPIR) for the Winter Quarter 2006. (PPIR is a new program launched by Dean Melvin Oliver in the Division of Social Sciences.) Ms. Jackson, who served six years in the Assembly following a long career in private law practice and the District Attorney's office, teamed up with Professor John Woolley to bring a rich trove of personal experience to the class, "Leadership in California Politics and Public Policy."

In the classroom, Professor Woolley emphasized scholarship on the history and functioning of California governing institutions and leadership; Ms. Jackson focused on related real-life illustrations drawn from her extensive experience in California politics. Woolley feels the class was a resounding success. "Hannah-Beth Jackson brought to the class a wonderful energy and enthusiasm. She has an impressive level of knowledge about California law-making, and that made the class come alive for students. She provided good illustrations of the topics covered in the readings in a way that helped students grasp the main points."

In addition, Hannah-Beth Jackson drew on her contacts to arrange a series of guest speakers whom Woolley describes as "really effective, current, and topical in their presentations, often reinforcing extemporaneously the topics we had previously discussed. Their presentations were not just story-telling; they validated the course content." These speakers included State Superintendent of Public Instruction, Jack O'Connell; current Assemblyman and former Lieutenant Governor, Mervyn Dymally; Timm Herdt, political reporter for the *Ventura Star* and the McClatchy News Service; and Lou Cannon, biographer of Ronald Reagan.

Ms. Jackson was extremely enthusiastic about her experience in the classroom: "It is very satisfying to be able to share hands-on experience with students." She believes it's another model for connecting academic experience with the real world. She welcomed the opportunity to put hard-working legislators in a better light than politicians are usually perceived. "Though there are indeed bad politicians, most of those who go into public service do so for good reasons." She hopes that as a result of the class, students have a better understanding of the current structure of the California state government and how it makes governing challenging, because at times "it is counter-intuitive and conflicting." Finally, she enjoyed exploring the topic of leadership and felt the outside speakers, with their perspectives on such diverse past leaders as former Speaker Willie Brown and Governor/President Ronald Reagan, promoted some good discussions with the students.

Student response indicates the Policymaker in Residence class was highly successful. Junior Jessica Sanborn comments: "She [Hannah-Beth Jackson] shed so much light on the life of a legislator. She obviously cared about her constituents and was there to do a job, not just promote herself. After listening to her, I feel there is still hope in politics." Senior Greg Papazian echoes that sentiment. "I have more respect for politicians, how much time they put in." He got a perspective on California politics he didn't have before the class, and believes "this class should be mandatory for California residents." Senior Jeff Hillberg also agreed with that statement. "State government is not taught in any other class. We need to understand it because it affects us so much." He also admired Ms. Jackson's presentations of "real world stuff—not just theories." Senior Courtney Weaver was perhaps the most connected to the class because she had interned for Ms. Jackson for two quarters in 2003-2004. She repeated what Jeff and Greg had said: "It was great to have a class on California politics because they really affect student issues, such as the cost of education." By all accounts, the new class in state government and leadership accomplished what it set out to do, and the team of John Woolley and Hannah-Beth Jackson are looking forward to offering it again during the next academic year.

## Bimber's Research Analyzes Effects of Technology on Society



BRUCE BIMBER

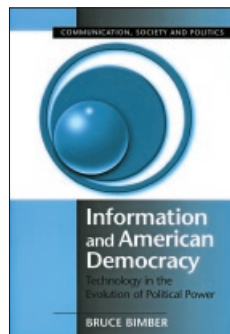
**B**ruce Bimber's interest in technology is not surprising, since he received his Bachelor's degree at Stanford in electrical engineering and worked in the computer industry for three years. During that time, he realized that computer technology was changing society and raising a lot of important issues related to privacy, public policy, and education. He decided that he cared more about the *consequences* of technology than

producing it, so he entered graduate school at MIT for a degree in political science.

After completing his Ph.D., Bimber worked two years for the RAND Corporation in Washington DC. He describes that experience as "equivalent to a post-doc in public policy," since RAND served as technology advisors to both the Bush and Clinton administrations.



After joining the UCSB Faculty in 1993, Bimber incorporated his RAND experience and dissertation research into his first book, *The Politics of Expertise in Congress: The Rise and Fall of the Office of Technology Assessment* (SUNY Press, 1996), which explored the role of scientific knowledge in congressional policy-making. After that book came out, Bimber shifted his research focus to studying the Internet, for which he credits a 1995 student paper about technology and political equality. He sensed that society was on the edge of a technological revolution with widespread implications for politics and citizen action, and believed this revolution offered “the promise of being able to study



a potentially historic process of political and social change while it unfolded.” The result was his second book, *Information and American Democracy: Technology in the Evolution of Political Power* (Cambridge University Press, 2003\*). The book traces the history of information in American politics through a series “information regimes” and analyzes several case studies of how the Internet was used for citizen mobilization by various groups during the late 1990s.

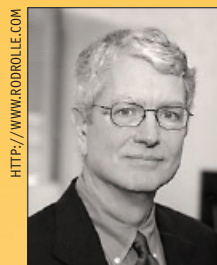
Bimber next pursued the use of the Internet in election campaigns in *Campaigning Online: The Internet in U.S. Elections* (Oxford University Press, 2003\*), co-authored with Richard Davis of Brigham Young University. At the time of their research, social scientists were not sure what effect the increasing citizen reliance on the Internet as a source of information would have on political campaigns. Using data from the 2000 election, Bimber discovered that the Internet had little effect on changing individual opinion about candidates and campaign issues; instead, people used it to seek out and validate what they already knew or believed. The Internet did emerge as a new and effective tool to raise money for political campaigns; however, Bimber’s conclusion is that overall, the Internet will continue to be an effective tool for citizen mobilization and collective action, rather than a central tool in campaigns for office.

Bimber also serves as Director of CITS—the UCSB Center for Information Technology and Society (<http://www.cits.ucsb.edu>). Established in 1999, the Center is a highly-visible project on campus that includes professors and scholars from a wide range of disciplines within engineering, the social sciences, and the humanities. It promotes research and education on the effects of new technologies on society with a particular emphasis in three areas: social collaboration and dynamic communities, global cultures in transition, and technology in education.

During the 2006-2007 academic year, Bimber will set aside his teaching and administrative duties while he spends a year on leave as an invited fellow at the prestigious Center for Advanced Study in the Behavioral Sciences, an independent organization dedicated to advanced knowledge about human behavior through research. During that time, he will be returning to his work on the Internet and collective action and hopes to finish another co-authored book. In particular, he plans to delve into theories of collective action, civic engagement, and social collaboration to learn more about how groups form, and also will compare and contrast how traditional groups and new organizations use new media to mobilize citizens.

\* *Information and American Democracy* won the 2004 Don K. Price Award for Best Book on Science, Technology, and Politics. *Campaigning Online* won the 2003 McGannon Communications Policy Research Award.

## From the Chair *John T. Woolley*



[HTTP://WWW.RODROLLE.COM](http://www.rodrolle.com)

After several years working in central administration (including 18 months as Acting Dean of Social Sciences), I returned full-time to the Political Science Department in July 2005 to become Department Chair. I’m happy to continue our tradition of sending out an annual department newsletter. We have had an exciting and fulfilling year marked by great accomplishments of

both our students and our faculty. In June, we’ll graduate another class of over 260 bright and enthusiastic political science majors.

In this newsletter, we profile a few of our distinguished alumni. We plan to include more profiles of our remarkable alumni as part of a new feature we are developing for our website, “What Can I Do with a Degree in Political Science?” Please watch for these updates at <http://www.polsci.ucsb.edu/>.

Recent faculty accomplishments include the following: **Jerry Cohen** was appointed Distinguished Visiting Lecturer at the Fondation Nationale des Sciences Politiques in Paris; a second edition of **Kate Bruhn’s** *Mexico: The Struggle for Democratic Development* (UC Press) was released; **Chris Parker** began a term as a Robert Wood Johnson Fellow at UC Berkeley; **Fernando Lopez-Alves** won a fellowship from the United States Institute for Peace; **Cynthia Kaplan** was Fulbright Fellow in Estonia; **Lorraine McDonnell** was appointed to the National Academy of Sciences’ Advisory Committee for the Division of Behavioral, Social Sciences and Education; **Bruce Bimber** won a fellowship at the Center for Advanced Study in the Behavioral Sciences.

The Political Science Department has always valued excellent undergraduate teaching. We were very proud when our Lead T.A., **Jessica Timpany**, won a distinguished teaching award for Teaching Assistants from the UCSB Academic Senate. For the first time ever, this year our undergraduate honors students presented their impressive research to department-wide colloquia. We helped launch a new undergraduate *Foreign Affairs Journal*, edited by political science majors. And our students continue to provide leadership in Associated Students and the Community Affairs Board.

Finally, I’d like to thank our alumni and friends who have contributed to the department’s programs during the past year. Your support is essential to providing our students with the best possible program in political science.

## Gifts to the Department

Gifts of support in any amount for the department of Political Science are deeply appreciated, and we have included a clip-out form for that purpose. There are many giving possibilities. Currently, we are seeking support for undergraduate research projects and internships, graduate student fellowships, endowed chairs and professorships, and our speaker series. General gifts to the department are used wherever the need is greatest.

If you would like more information about making a specific gift or about planned giving, please contact Carroll Deason, Director of Development, Division of Social Sciences, at (805) 893-2774, or [carroll.deason@ia.ucsb.edu](mailto:carroll.deason@ia.ucsb.edu).

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