

SPRING 2021

THE FRANKLIN GAZETTE

THE MAGAZINE OF FRANKLIN UNIVERSITY SWITZERLAND

20|20 HINDSIGHT

Reimagining the
Franklin Experience
Through COVID-19



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HINDSIGHT IS 20|20

“Hardships often prepare ordinary people for an extraordinary destiny.”

– C.S. Lewis

“I am so proud of what we have done, what our students, faculty, administrators, staff, trustees, and alumni—the entire Franklin family—have managed to achieve under the most difficult conditions.”

– President Greg Warden

“I’ve learned to stop trying to predict anything ... but one of the good things to come out of the year: we definitely learned to be more flexible and have several plans ready.”

– Russell Martin, assistant dean of residence life and student programming

“I think we are all looking at everything differently after COVID-19 became part of our lives. Our needs and wants have changed. We are all questioning the ways we did things and we were all able to adapt.”

– Rafaella Barbosa '21



**SATURDAY
MAY 15
2021**

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BE INSPIRED! WATCH COMMENCEMENT

Franklin’s graduation of the Class of 2021 will occur in hybrid format this year. Graduates will attend the smaller, safely distanced ceremony in person and in caps and gowns, and the event will be live streamed for family and friends. Alumni are welcome to join in watching the inspiring ceremony and take part in the virtual graduation toast.

WATCH AT: www.fus.edu/news-events/graduation-and-commencement

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FRANKLIN GLOBAL ALUMNI REUNION

The circumstances of the ongoing global pandemic are once again preventing us from holding our Global Alumni Reunion this May, but we will try again for May 2022! In the meantime, stay healthy, be safe, and watch for more details.

**POSTPONED
TO MAY
2022**

THE BEST IS YET TO COME.



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ON THE COVER:

Franklin students visited Interlaken as part of a course on Democracy and Swissness led by Roberto Cordon, executive in residence for international relations and management. Pictured (L-R): Campbell Pair '22, Leslie Tedoldi '18, Roberto Cordon, Margaret Pendo '21, Frida Terrazas Carillo '21, Carisa Villela '21, and Luciana Vazquez '21. Read more about Academic Travel on page 33. Photo Credit: Margaret Pendo '21.



THE FRANKLIN GAZETTE

THE FRANKLIN GAZETTE is the annual showcase magazine for Franklin University Switzerland alumni and friends as well as faculty, staff, parents, current students, and prospective Franklin families.

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MESSAGE FROM
THE PRESIDENT



GREETINGS FROM LUGANO!

For the first few weeks of 2021, I found myself happily wishing one and all, at Franklin and anywhere, a Happy New Year. Were we ever happier to turn the page, to see a year finally in our rearview mirror? The year 2020 is one that we would like to forget, but that perhaps, as painful as it may be, can also provide us with insights. As Dwight Garner wrote in *The New York Times* on December 9, 2020: "...there's a sense that we are going to be reading about 2020, the way we are still reading about 1968, for the rest of our lives. Historians will devote books to individual months."

We will certainly be talking about 2020 for years to come. We were forced to have a virtual graduation. For the first time in Franklin's history, we had to cancel academic travel. And we had to postpone what promised to be a glorious celebration, the 50th Anniversary Global Alumni Reunion. Despite those disappointments, which were unavoidable in the context of a global pandemic, there was much to be proud of. I am so proud of what we have done, what our students, faculty, administration, staff, trustees, and alumni—the entire Franklin family—

have managed to achieve under the most difficult conditions.

First of all, there were the institutional and academic successes. Franklin was successfully reaccredited by the Middle States Commission on Higher Education, our U.S. accrediting body. Led by Vice President and Dean Sara Steinert Borella and Dean Nigel Butterwick and supported by the entire institution, the accreditation process (conducted virtually this time around) went smoothly and resulted in a positive, supportive, and extremely helpful accreditation report, which is available online.

Another important institutional success was that Franklin was ranked for the first time, achieving 56th place globally in the World's Universities with Global Impact (WURI) rankings. Even more impressive is that we were ranked ninth worldwide in the ethics category (for more, see page 10). This was particularly satisfying to me personally because it shows that we are living up to our ambitious and inspirational mission statement.

Mission is important at Franklin, and it is not taken for granted. In fact, when the United States and eventually the world became rightfully concerned about racism, equity, and inclusion, we at Franklin decided that we must reexamine ourselves in the light of current realities and expectations—and especially in the context of our mission. Our goal is to be culturally literate, ethically aware, and intellectually courageous, preparing our students (and presumably living up to these standards ourselves) to become responsible, compassionate, and collaborative leaders. To do this, we established a Task Force on Equity and Inclusion that functions independently of the administration and will report to me and the Board of Trustees at the end of this academic year.

We have also learned about ourselves this year. We are a tight-knit and resilient community. We remained open for our students throughout the pandemic, allowing them to stay on campus if they preferred not to risk travel. We followed the rules, the best practices as outlined by Swiss authorities and our campus pandemic plan, and our community remained healthy. We managed to resume Academic Travel in the fall—granted on a more limited basis, but successfully. Read about a few of these experiences on page 33.

Our students were responsible and responsive. I think we have the best students in the world, and they lived up to expectations. We learned the importance of communicating more often with parents and alumni at a time when we were all yearning for more connectivity and for any semblance of normality.

Finally, we continued to make progress in Advancement, thanks to your generosity and the leadership of Vice President Anne Marie Judge. Your support has allowed us to continue construction on the Phase 3 building, which you can read about on page 8. It will be transformative, and it is all about the students. We celebrated (virtually, no surprise there) the completion of the exterior in April. The building will open at the beginning of next year, and I look forward to celebrating the completion of Franklin's campus with you. We will plan a party where I hope we will be able to see each other in person, as a family, the Franklin way.

Best,

A handwritten signature in black ink that reads "Greg Warden".

P. Gregory Warden
President, Franklin University Switzerland

Transformational Gift Intended to Help Cultivate





HAPPINESS -AND A GARDEN

When **Nora McNeely Hurley '81** learned that Franklin was looking to expand its psychology curriculum on happiness and wellbeing, she was excited to help.

"It was never needed more than now as the world faces such tumultuous times and events," she said. "Knowledge and tools to aid us when we choose our personal response to challenges are invaluable."

And when she heard that Franklin was planning a new outdoor space, the avid garden lover jumped at the chance to be involved.

"It was just kismet, really, that these opportunities would arise, and I had a chance to give back to the school that gave me so much."

Hurley, who attended Franklin as a Study Abroad student in the spring of 1981, and her husband, Michael, made an impactful gift to the university in 2020 as part of Franklin's 50th Anniversary campaign.

They pledged \$2.5 million to establish the Nora McNeely Hurley and Michael Hurley Endowed Professor of Psychology for curriculum in Happiness and Wellness—Franklin's first endowed professorship—and \$1 million to the new building campaign



TRANSFORMATIONAL GIFT INTENDED TO HELP CULTIVATE HAPPINESS—AND A GARDEN



“Happiness must be grown in one’s own garden.”

– Mary Engelbreit

for the creation of an inspirational garden space named the Garden of Light.

Today’s college students, increasingly beset by anxiety and uncertainty about their future, battle high levels of self-harm, attempted suicide and other mental health problems. “We at Franklin believe that these two projects will transform the lives of our students in ways both measurable and immeasurable,” said Anne Marie Judge, vice president of advancement.

Helping people feel better is one of Hurley’s passions. She and her two brothers, Greg McNeely and **Kevin McNeely ’73**, who is also a Franklin trustee, support a variety of causes through their family foundation, the Manitou Fund. Hurley focuses her grant-giving on organizations preserving and protecting nature and the environment, gardens, art, education, therapy animals

and other causes addressing wellness.

“It’s so important that we learn how to protect our mental health and well-being just as much as our physical health,” she said. The global pandemic has threatened both. “We all need tools to be able to get through these times.”

Learning about happiness—finding and removing impediments to happiness and adopting good practices such as mindfulness and gratitude—can help students cope with stress, develop resilience and lead healthier psychological lives.

“A psychology professor who researches and teaches on this topic will help the university develop interdisciplinary approaches

to studying happiness, including working with current faculty members on courses that approach the topic in different ways,” said President Greg Warden.

The endowed fund supports a professor’s salary, research, and travel, as well as operating funds for activities that promote happiness and wellness across the campus and beyond: developing curricula incorporating happiness and well-being; teaching courses; delivering lectures and workshops; and conducting or collaborating with partner institutions on research and conferences.

To complement these academic pursuits, an open-air space has been designed on campus to provide a place for reflection and relaxation. “Being outdoors is so important for well-being and balance and peacefulness and inspiration,” Hurley said.

Franklin is blessed with some of the



most beautiful natural surroundings in the world. But the Garden of Light is different in that it is enclosed—nestled in the middle of the new complex of buildings on Via Ponte Tresa. Based around an open square of grass and trees and surrounded by student residences and the new multi-purpose building, the space is patterned after Thomas Jefferson’s “Academical Village” concept of a holistic learning environment built around a central “lawn.”

“Franklin’s inspired vision is so commendable,” Hurley said. “To be able to contribute to the garden project is a dream come true.” Beautifully landscaped areas for quiet contemplation surround an open space for communal activities such as student life programs and yoga classes.

“With this new space, we are confident that our students will experience even better quality of life on campus,” said President Warden.

Hurley said she was humbled and delighted by the opportunity to support these efforts—and spread happiness. “With a smaller university like Franklin, you know that your gift is really going to make a difference, and at a school that you really believe in. It’s just a wonderful way to give back.” ■ –SG

“It is neither wealth nor splendor, but tranquility and occupation which gives you happiness.”

– Thomas Jefferson



Franklin Memories Remain Strong Through the Years

“The stuff of dreams.”

That’s what **Nora McNeely Hurley ’81** calls her time at Franklin.

“I remember arriving in Lugano and thinking, ‘Palm trees in front of this incredible azure lake backed by snow-capped mountains? Could this be real?’”

She knew that it was: she had been hearing stories of the place for years from her older brother, **Kevin McNeely ’73**. Seven years her senior, he had always included her growing up, so naturally she wanted to follow in his footsteps and study abroad at Franklin—but found it was also perfect for her.

“The singular beauty of the place, the romance of the architecture, the Swiss culture... everywhere you looked, there was something inspiring to see,” Hurley said. “I just loved being in that atmosphere.”

Even more impactful than the spectacular location was how Franklin fueled her love of art and history. She had several wonderful professors of Art History and European History. “They were amazing storytellers who brought to life with such vibrancy the artists we were studying and the times in which they lived; I hung on their every word.”

She went on Professor Michael Frank’s Italian Renaissance trip for spring Academic Travel, visiting the galleries and seeing the artistic and architectural masterpieces they had studied in class. “It was a ‘one-two punch,’ a show-and-tell experience that you never forget,” she said.

Hurley made the journey from California to Lugano with her best friend, **Laura Balestrieri ’81**, whose grasp of the language (thanks to her large, boisterous Italian family) was very helpful to them getting acclimated. The two made friends from all over the world, had many weekend adventures like ski trips and going dancing, and spent time at the lake when spring turned balmy.

Hurley has cherished her memories of that spring in Lugano for years, but hasn’t been able to return to visit. She became a busy owner of several furniture and garden shops and design boutiques and didn’t have the opportunity to get away. Then she developed Meniere’s Disease, an inner ear disorder that caused severe spinning vertigo and ultimately led to total hearing loss and cochlear implant surgery. “My journey has been... a little arduous in some ways,” she said. “I haven’t been able to travel as much as I wanted to.”

But her connections to Franklin remained strong: big brother Kevin is an involved trustee and enthusiastic benefactor of the university, and her niece, **Hannah Rose McNeely ’23**, decided in 2019 to attend. Now, with Hurley’s gift for expanding the curriculum in happiness and creating a new garden on campus, Hurley is looking forward to visiting at long last (once COVID is curbed) and seeing the seeds of happiness she planted in full bloom.

A NEW FACE OF THE UNIVERSITY EMERGES

BY GREG WARDEN
& KIM HILDEBRANT '90



A new part of the Franklin campus is quickly emerging from the ground. Two stories of underground parking have been completed, the massive substructure for five stories of student residences, and much more. It is the Phase 3 complex, designed by the internationally renowned Milan studio of Flaviano Capriotti Architetti, and it will be a huge step forward for the university. It will complete the campus, bringing together the students, staff, and faculty in a complex that offers state-of-the-art facilities for the campus community and connects to both the Kaletsch and North Campuses. The complex is all about our students. It will include a student center, health center, career center, a brand-new incarnation of the Tone Athletic Center, the Taylor Institute, offices for the Student Life staff, flexible classroom spaces that can hold up to 100 individuals, and modern residences for students.

The outside of the building has now risen through the third floor, giving us a glimpse of its evocative, modern façade: opaque glass on the ground floor and a crinkled edge on the upper stories that

resembles the fore edge of a book. It is, after all, an academic building, and the biblio-metaphor is appropriate even in this digital age. The complex faces Via Ponte Tresa and its five-story elevation and elliptical tower will provide a highly visible “face” for the university.

On the south side of the complex, the “Tower” is on the left as you face the building. After all, every university should have a tower—even if ours is actually a striking modern elliptical building made of glass and covered by innovative mechanical photovoltaic louvers that protect the building from the heat of the sun while converting the sunlight into clean energy.

The ground floor will be a multipurpose space, for the moment dubbed the “Gallery,” which can be used for special events or other institutional or community functions. The second floor will contain the classroom space that can accommodate over 100 seats or can be separated by a movable, acoustically regulated wall to create a 60-seat and a 40-seat classroom. These classrooms will be state-of-the-art, with multi-media and distance-learning capabilities. The third floor of the Tower, a



“The Phase 3 project is yet another giant step forward in the university’s tireless efforts to provide our students with advanced educational opportunities and excellence in student life. As an alumnus, I, Kim, am so excited about this project, and deeply grateful to our donors who have graciously contributed to making this project feasible. Having attended Franklin in 1986, when our current Kaletsch Campus was inaugurated in Sorengo, I am so proud to be able to experience yet another transformational moment in the history of Franklin.”

– Kim Hildebrant '90

mezzanine space, will house the office of the Director of Sports and Recreation, who will oversee the Tone Athletic Center in its new location on the fourth floor.

There will be other spaces for learning. The Taylor Institute will have a state-of-the-art seminar room as well as office space. Two other seminar rooms will also be used for Business Education and for the growing programs in Executive Education; on the second floor of the main block will be an “idea” room, a flexible technological space for creative thinking and innovation. The other on the ground floor next to the student union is available for any kind of student or faculty use.

The lower story of the main complex will house the Office of Student Life, which now will be in close proximity to a majority of our students. This area will have dedicated offices for the health center’s nurse and counselor(s) that can ensure privacy, as well as other student support staff and the Dean of Students.

An important new facility will be the Center for Career Strategy, now a dedicated space easily accessible to students. One goal of the new career center is to work



with the Director of Alumni Relations to provide support to alumni throughout their careers and act as a liaison to employers seeking to recruit students, recent graduates, or experienced alumni.

For the first time, Franklin will have a large space entirely dedicated to students: a lounge area with comfortable, modular furniture where students can gather, meet, and interact. There will also be storage areas and an office for the Student Government Organization. Students will also be able to take advantage of the private outdoor spaces in the center of the complex: the Angela Fowler Atrium and a large, terraced garden that will have special landscaping. Funded by **Nora McNeely Hurley '81**, the Garden of Light will be an oasis, private, enclosed and surrounded by Franklin buildings: New A,

New B, and now Phase 3 (yes, we know, it would have made more sense to call it New C!) The garden will offer students a quiet haven, a place to be mindful, or even think great thoughts. This garden will be perfect for gatherings and events given that Lugano weather is temperate and that the sun shines on average 300 days of the year.

In addition, Phase 3 will add 69 beds in a secure residential complex that offers students the option of single rooms or double or quad suites. Each suite will have an en-suite bathroom and a shared kitchen and living area. The entire complex will accommodate 144 students, a significant portion of Franklin’s enrollment, who will have access to the student center, garden, and other facilities, making it truly a place of their own. ■

NOTABLE & NEWSWORTHY

Franklin Fares Well in WURI International Rankings

Franklin University Switzerland placed 56th in the top 100 of the World's Universities with Real Impact (WURI) Rankings for 2020. It also ranks in the Top 10 Universities for Ethical Values.

Created to offer a fresh, more global perspective, the new rankings are promoted by the Hanseatic League of Universities (HLU) and evaluate an institution's contribution to society. The rankings include such elite institutions as Stanford, Harvard and Oxford and are open to all universities, colleges, schools, and any institutions of higher education that seek to provide innovation in research and education.

Franklin also fared well in the specialty categories, ranks ninth in the Top 50 Universities for Ethical Values and 28th in the Top 50 Universities for Industrial Application. FUS distinguished itself for its marked internationality and its innovative approach to hands-on education.

"We know the great things that are happening here at our beautiful school in the mountains do not always translate neatly into ranking metrics," President Greg Warden explained in announcing the recognition. "But our mission remains more vital than ever: preparing our students to become responsible, compassionate, and collaborative leaders in an increasingly complex and interconnected world."

BY THE NUMBERS: How Franklin Fares in 2020 WURI Rankings

56TH
IN TOP 100
World's Universities with Real Impact

Universities for Ethical Values
9TH
IN TOP 50

28TH
IN TOP 50
Universities for Industrial Application

View the full rankings at www.wuri.world



Taylor Institute Tapped to Co-Present International Competitive Analysis

The Taylor Institute, Franklin University Switzerland's research arm, joined The United Nations Institute for Training and Research (UNITAR) and South Korea's Institute for Policy and Strategy on National Competitiveness (IPSNC) in announcing the findings of the 2020 IPSNC report.

The invitation to jointly release the annual index is significant recognition for the John Taylor Institute, which President Greg Warden described as part of his remarks at the International Conference on Global Competitiveness, where the index was announced in September 2020.

"Franklin's research/education arm, the Taylor Institute, has a specific vision: to educate and support leaders who are responsible, compassionate, and collaborative. That vision is grounded in a belief that knowledge and education (research that is global, sustainable, and has tangible impact) can create leaders who will change the world for the better. Today's event is an example of what can be achieved through collaboration, cooperation, and a belief in the fundamental values of knowledge and research."

Created in 2001, South Korea's Institute for Policy and Strategy on National Competitiveness (IPSNC) annual index differs from rankings of the International Institute for Management Development (IMD) and World Economic Forum (WEF), which limit comparison to a country's current conditions. Instead, the IPS index evaluates countries based on three scenarios: whether the nation's government and businesses pursue a differentiation strategy, no strategy, or cost strategy to bolster global competitiveness.

This ongoing collaboration will not only raise the global profile of FUS and the Taylor Institute, but create collaborations with vital research partners and new opportunities to build on the findings of the annual index.



MASTER OF ARTS IN POLITICAL ECONOMY OF MONEY AND DEVELOPMENT

AS the world grapples with COVID-19, Franklin University Switzerland has added a one-year Master of Arts (M.A.) degree that studies some of the very economic issues brought to light by the pandemic. Launched this past fall, the new Master of Arts in Political Economy of Money and Development (MAPE) is offered in a hybrid format—giving students the flexibility to attend in-person, online, or both.

The research-based, highly personalized three-semester program offers a critical understanding of the world economy and trains students to engage in “rethinking” economics in the aftermath of the global financial crisis and the shock of a global

pandemic. Created to provide students with a new framework for addressing emerging problems in a changing world—it has become even more relevant in the wake of a sustained global health emergency.

“Economics—as a discipline—has been undergoing many changes since the 2008 global financial crisis,” explained Poulomi Dasgupta, assistant professor of economics. She said the program focuses on new theories related to:

- The operational aspects, the effectiveness, and the limits of macroeconomic policies.
- Quantitative finance as a means of exploring the political economy of money and markets.

- The changing role of developing and emerging economies in the new world order.

Drawing on international experts, the program provides not only the broader context but real-time discussion of the current and lasting impact of COVID:

- In the fall semester, Sergio Focardi, professor of finance at the Leonardo de Vinci University Center in La Defense, France taught an intensive module on Qualitative Economics, analyzing alternative growth models in the post-COVID era.
- Richard Senner, from the Swiss National Bank, also spoke on banking regulation and the Swiss policy approach to the COVID crisis.
- And this spring, C.P. Chandrasekhar, a distinguished professor and development economist from India, led a module on ‘The Political Economy of Uneven Development in a Globalizing Order.’

While the program and challenges may be new, the degree is built on Franklin’s foundation of encouraging diversity of thought. Andrea Terzi, professor of economics and MAPE program director said, “In a world that is changing quickly, it is essential to explore new paths and take a political economy approach to the big question of the governance of money and finance. In the post-Covid world, leaders and citizens should be equipped to decipher and critically analyze policy directions and propositions.”

To learn more or apply: fus.edu/mape



From a MAPE-sponsored webinar in February: “Qualitative economic growth: Sustainable investment management in the post-COVID and global-warming era.” Speakers included: Sergio Focardi, Professor of Finance, Finance Group, ESILV EMLV; Joachim Klement, Strategist, Liberum Capital; Luca Tobagi, CFA, Investment Strategist, Product Director, Invesco; Matteo Riccardi, CFA, CIPM, CAIA, FDP, FRM, Vice President, CFA Society Italy; and Sara Silano, Editorial Manager, Morningstar Italy. MAPE Program Director Andrea Terzi moderated.

Franklin Forges First Partnership in Japan

When Satomi Sugiyama joined Franklin as professor of communication and media studies, she felt an immediate kinship with her alma mater, Sophia University in Tokyo.

“Both schools share a strong commitment to global liberal arts education and social justice,” she explained. “Franklin and Sophia students also share interests such as culture and language, global social issues, intercultural communication and international relations.”

Considered one of Japan’s top private research universities, Sophia University has been teaching courses in English for more than 60 years, with many that align with



Franklin’s degree programs.

“We are grateful to Professor Sugiyama for helping facilitate Franklin’s first exchange in Japan,” said Sara Steinert Borella, vice president and dean of academic affairs. “We are delighted to expand our international curriculum with this important affiliation.”

Franklin students taking advantage of the Sophia University exchange will experience the best of both worlds: studying on a small, safe, urban campus—in the heart of the world’s largest city. Like Franklin, they will learn alongside students who come from more than 60 different countries,

furthering their global perspective.

“Sophia enjoys exchange programs at elite colleges around the world. It is known for producing leaders of global corporations, media, and international organizations,” Sugiyama said. “This is a good match, positioning Franklin in the landscape of Japanese and global higher education.”

Visit: [Sophia.ac.jp/eng/](https://sophia.ac.jp/eng/) to learn more about Sophia University.



SCIENCE CLASSROOM GETS A BOOST

In keeping with Franklin’s commitment to expanding science-rich offerings such as the new Pre-Health Sciences program and Bachelor of Science in Environmental Studies, the North Campus science classroom was outfitted with new chemistry lab equipment in summer 2020.

Martin Bullock, adjunct professor of chemistry, and Patrick Della Croce, associate professor of biology and environmental sciences, both utilized the upgraded lab classroom in the fall.

“Students benefitted from hands-on learning and plenty of time to learn new techniques, execute experiments and present their findings to their peers,” Bullock said. “The practical skills they learned will serve them well not only in subsequent lab courses, but also in their future scientific endeavors.”



Dean Giardinetti Inspired by Youth at Pope’s Global Economic Summit

This, marveled Giardinetti, is the new global youth movement that emerged from the Economy of Francesco, a global economic summit convened by Pope Francis.

Originally planned as a three-day summit in Assisi, Italy in March 2020, the event was postponed due to the pandemic. Undeterred, the organizers pivoted to an online summit held November 19-21, live streaming from historic Franciscan sites in Assisi, but still involving hundreds of thousands of economists, entrepreneurs and changemakers from all over the globe.

Giardinetti was there—and grateful to be involved, since being invited by Luca Crivelli, director of the economic department at the University of Applied Sciences and Arts of Southern Switzerland (SUPSI). He described how on the trip home, the two were looking at each other with a sense of accomplishment—and of having just experienced “one of those special epiphany moments that life presents us.”

The event was initiated back in May 2019 with a letter from Pope Francis asking all the young economists of the world to critically review the current economic

paradigm and work together on new ways to tackle the injustices and imbalances present.

Giardinetti said of the older generations, “despite strong scientific evidence, we have refused to accept that our idea of global growth did not match with the limitations, harmony and balance of our planet.” He continued, “Our economic system has shown its limit, and the next generations will pay a very steep price if our course does not change rapidly.”

He was encouraged by what he saw. “I observed in the weeks leading up to and during the Economy of Francesco event, a new intergenerational pact emerging. Hundreds of thousands of young (and less young) people are ready to take on new roles to build a better and just economy. I have seen youth and adults finding new energy in their new roles, and respect, hope, trust, love, purpose, empathy, support, courage, caring and sharing all growing exponentially.”

Now, he said that energy must continue on two levels: generate and curate big ideas at a global level, leveraging the many thought leaders and coalitions working tirelessly on this; and mobilize and connect

“We are engaging in a new intergenerational pact. The youth are stepping into the action, power and decision-making space... They do so knowing that their future is at stake. They do so with a sense of responsibility and all the studies and preparation they can—but also all the uncertainty they sense. They also do so empowered with new ways of working and connecting that are unprecedented.”

– Carlo Giardinetti, dean of executive education & global outreach

the thousands of local projects which translate those big ideas into local action and impact.

Giardinetti said, “Pope Francis’ closing speech gave us the feeling that we have started something on the right trajectory and have only scratched the surface of an epochal moment in history.”

2020

Since Franklin's founding, the faculty have proven their excellence and engagement in their fields. The school's academic culture emphasizes a global perspective and encourages scholarly activity; the very active faculty contribute in both regards and continue to make the Franklin community proud. The following are select faculty accomplishments from 2020.

FACULTY ACHIEVEMENTS

BERND BUCHER

Associate Professor of Political Science

International Theory: A Journal of International Politics, Law and Philosophy, published by Cambridge University Press and one of the leading journals in international relations theory, has accepted for publication a piece written by Bucher and Julian Eckl, postdoctoral researcher at the University of St. Gallen, called "Football's Contribution to International Order: The Ludic and Festive Reproduction of International Society by World Societal Actors." The article was first made available online on Cambridge Core.

POULOMI DASGUPTA

Assistant Professor of Economics

A chapter Dasgupta wrote on "Using Travel to Teach Sustainable Economic Development" was published in the German text *Re-teaching Economics: Experiences from Plural Socio-economic Higher Education* by Springer in 2020.

GABRIEL GEE

Associate Professor of Art History and Visual Communication

Gee and Professor Wiedmer received a grant from the Swiss National Research Foundation (SNF) to support the publication of *Maritime Poetics: From Coast to Hinterland*, which is

scheduled to be published by Transcript Verlag in 2021. The colleagues also received a grant from AMICAL of 4,000 Euros to pursue a video and film production workshop.

A chapter Gee wrote on "Art in Former Military Sites: Spectres of Geopolitics in Southeast Asia," appears in *Heritage, Contested Sites, and Bordered Memories*, edited by Edward Boyle, et al., and scheduled for release by Brill Publishers in 2021.

He also published a chapter titled "Cruise Ships: Between Narcissism and Passages of civilization (1880-1970)" in the French text *The Cruise: Maritime Imaginaries (19th-21st Centuries)*, edited by Christine Peltre and published in December 2020 by Mare & Martin.

KATE ROY

Coordinator of Digital Pedagogy Initiatives and the Writing and Learning Center, Adjunct Professor of Languages, Literatures and Cultures

Roy's translation of extracts from Hans Christoph Buch's *Sansibar Blues*, for which she won the 2019-2020 John Dryden Prize, has been accepted for publication in the British Comparative Literature Association's journal *Comparative Critical Studies* in March 2021. In addition, the book she co-edited with two former colleagues from Liverpool (and to which Professor Wiedmer and Rafael Newman contributed a chapter), *The Short Story in German in the Twenty-First Century*, was published by Camden House in December 2020.

JULIETTE SCHWAK

Assistant Professor of International Relations and Political Science

Schwak's peer-reviewed journal article, "Domesticating Competitive Common Sense: Nation Branding Discourses, Policy-Makers and Promotional Consultants in Korea," appeared in *Global Society* (online).

Her book review of *Gender Politics and the Pursuit of Competitiveness in Malaysia. Women on Board* by Juanita Elias (London: Routledge, 2020) was published in the *Journal of Contemporary Asia* (online).

Schwak co-wrote with Sarah Son the peer-reviewed article, "Winning the Image War: Korea and Japan's COVID-19 Management Strategies," published in the quarterly *East Asia Forum* in June 2020.

She also co-wrote with Iain Watson the peer-reviewed article, "Materiality, Territory and Sovereignty: Responding to Contradictory Water Security Issues in the Mekong Region," which was published in 2020 in the *Asian International Studies Review*, volume 21, issue 1.

Schwak contributed "La Fin du Libre-Echange? [The End of Free Trade?]" in French magazine *Esprit* in September 2020.

Her policy paper, "A Democratic Tour de Force: How the Korean State Successfully Limited the Spread of COVID-19," was published by the French Institute of International Relations' *Asie.Visions*, No. 117, in November 2020.

CAROLINE WIEDMER

Professor of Comparative Literary and Cultural Studies

Wiedmer co-wrote “Time for a Biodiversity Turn in Sustainability Science,” with Christoph Kueffer, Manuela Di Giulio, and Katrin Hauser, which was published in *GAIA—Ecological Perspectives for Science and Society*, volume 30, 2020.

Wiedmer and Kueffer co-led the first project at the new Center for Environmental Justice and Sustainable Futures supported by a generous grant from the Swiss Federal Office for the Environment (FOEN) and involving post-doctoral fellow Ariane Tanner, Marta Wartenweiler, Hella Wiedmer-Newman, and Jasmin Joshi. Their resulting report on “Change Makers in Biodiversity in Switzerland” will be presented to the FOEN in Bern in 2021.

Wiedmer wrote the chapter, “Melinda Nadj Abonji and Jurczok 1001: Performance, Politics, and Poetry,” with Rafael Newman in *The Short Story in German in the Twenty-First Century*, edited by Lyn Marven, Andrew Plowman, and Professor Roy, which was published by Camden House in December 2020.

CLARICE ZDANSKI

Instructor of Art History and Studio Art

Zdanski was involved in Phase 1 of the Art Experience Energy cultural association’s “Trees Give Us Life” project from May–October 2020. Preparations are underway for Phase 2, an exhibition at Thetis headquarters at the Arsenale Nord in Venice in 2021.

She participated in the citywide Borderline Art Festival in Varallo, Italy, on Sept. 25–27, 2020.

Zdanski also contributed to the Chanukkah collection at the Museum of Lights in the Jewish Community of Casale Monferrato, Italy.

For more on her involvement in COVID-related art initiatives, see page 39.

** A complete record of faculty activity resides with the Vice President and Dean of Academic Affairs.*

FRANKLIN’S NEWEST FACULTY MEMBER:

David Suleiman

Assistant Professor of Finance

Franklin’s newest faculty member traces his interest in money—and the role it plays in societies—back to his first high school economics course. However, it was the most recent global financial crisis—and his desire to understand its cause and impact—that shaped David Suleiman’s career.

Suleiman joined Franklin in 2020, after earning his Ph.D. and M.S. in Finance from Louisiana State University. Born in Germany to an Italian mother and Palestinian father, he received his Bachelor of Science in International Economics and Management from Bocconi University in Milan.

At Franklin, he is teaching courses in finance and business. And today, he is drawing on the current crisis—the COVID pandemic—to illustrate for students the real-time effects it is having on financial markets, institutions, and behavior.

One of the biggest changes over the last year is mass adoption of digital banking, according to Suleiman. Lockdowns have led many consumers to use digital apps, which pose a direct threat to traditional banks if they fail to keep up with digital offerings because consumer expectations have changed. With more technological advancements on the way, he expects further disruption in the banking and financial industries.

Suleiman’s research interests not only focus on financial institutions but also empirical corporate finance. For this, he relies on econometrics, or the use of statistical economic data to analyze and understand economic relationships. His work examines the relationship between financial institutions and corporations, and how that relationship affects corporate financial policies. His further research centers on venture debt in newly public firms.

Like his peers, Suleiman has adapted to online and hybrid teaching, saying it requires creativity to compete with all the distractions available to students. However, having studied and taught in different countries himself, he understands the challenges facing Franklin’s international students, especially during a global pandemic. And he believes the diverse backgrounds and perspectives at Franklin create rich discussions as his classes explore the role of finance in today’s global economy.



LIFE after LUGANO

FRANKLIN FOCUSES ON CAREER STRATEGY



Franklin University Switzerland is completely reimagining the way it prepares students for life after Lugano. Introduced this fall, the new Office of Career Strategy at the Taylor Institute is harnessing the rich resources of Franklin's alumni and faculty to expand opportunities for students to launch their careers.


Changing the name from Career Services to Office of Career Strategies at Taylor Institute was the first important step in the transformation.

"We know that every decision a student makes, from choosing to attend Franklin to the classes, internships and networking they do—is all part of their career strategy," explains Anne Marie Judge, vice president of advancement, who now oversees the office. "Building a more robust and holistic approach to career planning will help students discover and pursue their own unique vision of success."

Housing the new office within the Taylor Institute is also a deliberate choice, aimed at maximizing synergies. Home to Franklin's executive, research and graduate programs, the Taylor Institute enjoys deep connections to industry and organizations.

"We can identify mentors or connect a student with someone who may have an internship or job opportunity," says Dean Branko Sain, co-director of the Taylor Institute.

As Franklin continues to expand its graduate degrees, Dean Carlo Giardinetti, co-director of the Taylor Institute, says it makes sense to have the Office of Career Strategy in the same building. "These programs should be in the mix as a potential next step," he explains. (*Read about the new Master of Arts in Political Economy of Money and Development on pg. 11.*)



In 2020, Andrea launched the first ever “Sustainability Week Mexico.”

With construction of Franklin’s new multi-use building slated for completion in fall 2021, the Office of Career Strategy at the Taylor Institute will also benefit from a new space outfitted with rooms for virtual job interviews or video conferencing with alumni.

Rafaella Barbosa ’21 was chosen as one of the new office’s first scholars and says the timing of the new amenities couldn’t be better given how COVID-19 has changed the job search process. “Companies are looking to do the full job interview by Zoom or Skype,” she explains. Having a professional, private space is increasingly important. And as the hiring process shifts, students are spending more time completing long questionnaires and abilities assessments online. (*See Barbosa Q&A on next page*)

Not just moving physically, the new Office of Career Strategy is also joining forces with the Office of Advancement, something Judge says was a logical move in maximizing connections and resources. “The Office of Advancement has strong relationships with alumni who can open professional doors for students,” Judge explains. “There is tremendous potential.”

Judge says the catalyst for change came directly from parents and alumni. Pre-pandemic, she was hearing a recurring theme at alumni visits and Franklin celebrations. “Everyone cherishes Franklin’s extraordinary learning experience, but many saw a gap in helping students translate that into a first job or graduate studies,” she explains. “It was valuable feedback.”

At the same time, Tara Bracher, assistant dean of alumni and parent relations, says more students were inquiring about alumni they discovered on LinkedIn and other social media channels, as well as through events. “They were seeking guidance on how to connect with alumni,” she says. With the increase in virtual events over the past year, Bracher says more parents are also offering to help, whether mentoring students, making industry connections, or speaking about their careers.

She says many universities are uniting



ANDREA SAHAGUN PENA ’21

HOME: Mexico

MAJORS: Literature and International Economics with an emphasis in Political Economy

Why Franklin?

I knew I wanted to study International Economics. One of the things that spoke to me was a story I read on the Franklin website about our dear Professor Ann Gardiner and the love with which she took care of the university garden.

How has Franklin fostered your interest in sustainability?

As a sophomore, I began working at the FUS Center for Sustainable Initiatives, where I met Gaia di Salvo, of Sustainability Week Switzerland (SWS). Together, we brought together local universities, businesses, and non-profits for Sustainability Week Lugano 2019. Taking what I learned, I organized Sustainability Week Mexico 2020, a project incubator or hackathon. Virtual teams of college students

created a sustainable product. They received expert mentoring, networking, and professional tools. The best from each category won a monetary prize and more coaching to develop the product.

What are your career goals?

I want to unite my love for entrepreneurship, technology, and social sustainability by connecting people and talent across the globe. I am developing a project now that takes stories and products of indigenous artisans to market in the rest of the world.

Any advice?

The Chinese have a term I really like: “Guanxi.” It roughly translates to building and keeping a network of mutually beneficial relationships. My advice is to surround yourself with interesting people and listen to what they have to say. And don’t be afraid to acquire new skills. The world is evolving constantly and so should we.

advancement with career strategy. “There is a growing recognition that during a student ‘life cycle,’ they have different needs at different times,” she explains. “We want to connect them with the right person each step of the way.”

Emily Boynton ’09, an Alumni Trustee and longtime member of the Alumni Council, is pleased that Franklin is listening and evolving. She believes current students

are not the only ones who will benefit. “Franklin is always there for you if you reach out,” says Boynton, who landed both an internship and employment through Franklin connections. (*See Boynton’s profile on pg. 49.*)

With more than 7,000 graduates in 59 countries, Boynton is confident of untapped connections to be discovered—especially now with more use of online platforms.

“We are a small university, but our alumni are doing big things,” agrees Ebonie Rayford, who helps direct the Office of Career Strategy. “It is easier than ever to ‘come back to campus’ for Career Week or to spend your lunch hour doing a mock interview with a senior.”

Rayford cites the new Alumni Career Showcase as an example. Moving from a once a year, on-campus event, she’s now planning daily programs for a week each semester—all online.

“It gives more alumni a chance to participate and students a far broader exposure to potential careers,” she explains. Over the past year, Rayford says 20 alumni have signed up for their first mock interview because they can do it online.

Rayford says joining the Office of Career Strategy with the Office of Advancement also builds on staff strengths and connections. Specifically, she points to **Leslie Tedoldi '18**,

who is now focusing on alumni outreach, splitting her time with the Office of Academic Affairs.

“When she reaches out to alumni, she is one of them. That shared experience helps her connect and find the right fit for alumni to help our students,” Judge adds.

Tedoldi says her dual role is also creating new ways to engage faculty. “As we connect with more alumni, we can offer them as guest speakers for a specific class or program,” she explains.

While Tedoldi focuses on alumni and faculty, Barbosa is playing a similar role with her classmates. “I want to be the bridge between students and Career Strategy,” she explains. “By finding out what students need, but also using social media and other campus resources to educate them.”

Ryan Ellis '09 agrees that Barbosa’s role is vital because students often aren’t

For a snapshot of 50 successful Franklin alumni, visit www.fus.edu/50-years-of-franklin/50-for-50

thinking ahead. In his case, he learned the hard way, missing out on an internship because of a visa snafu—something the school could have helped with if he had been more aware.

Ellis most recently spoke to students last November as part of a Career Showcase. He wants students to learn from his mistakes and to push them to start thinking about their future.

“Enjoy every second of Franklin, but know that graduation is coming, so start planning freshman year,” he advises. “You don’t have to know what you want to do, but you need a plan.” ■ —SB

RAFAELLA BARBOSA '21



Rafaella was the first scholar chosen to assist the new Office of Career Strategy at the Taylor Institute.

HOME: Brazil

MAJOR: International Management with an emphasis in Marketing

Why Franklin?

Franklin offers double accreditation. This is extremely important as we never know how life will turn out. As the first in my family to go to college, they wanted for me not just the diploma but opportunities they did not have.

How have your positions at Franklin furthered your career goals?

I had the opportunity to contribute to many projects as a research assistant, including journal publications and a book chapter by Professor Giulia Miniero. As student liaison in the Office of Career Strategies, I am using marketing skills to engage students and plan special events.

Has the pandemic changed how students think about their career?

We see a shift in how job interviews are being done (Zoom, Skype, cellphone, even presentation videos), what companies are requiring and the high possibility of working remotely. All these changes happened quickly with no time to prepare ourselves. It is a very delicate time, which requires stronger networking, guidance, more academic preparation, and skills—but most importantly, patience.

Future goals:

I hope to be a marketing director for a large consumer goods or technology company. I also plan to continue my studies in the field of neuromarketing. A dream of mine would be to do research side by side with Professor Miniero!



Sana is set to publish her first novel online, while developing a new brand of products from her native Iran.

////////////////////////////////////

SANA TAJANGI '21

HOME: Iran
MAJOR: International Management with an emphasis in Marketing

Why Franklin?

Honestly, it was the caring staff and the way they treated me. I originally planned to go to Canada, but after I got to know Franklin, I realized that they are not just about branding. They care about students' mental health and comfort as much as their education.

What inspired you to write a novel?

I started *Liability* when I was 16. I was being bullied in school because of my knowledge of English. I found myself getting lost in English books I brought to school (they were forbidden in Iranian schools). They were an anchor that held my boat from drowning. The story is about a young girl going through a tough time in an extremely toxic environment. She must put aside traumatic life events to rise up from the ashes. The story is a bit intense, but it does hold a lot of hope for people who have been through the same things. It is currently under peer-review, but I have been uploading

chapters on Wattpad, an online source. Soon it will be available via online sources such as iBooks, Kindle, etc.

What are your plans for Iranian products?

My father is involved in Saharkhiz, a company that sells Iranian products such as herbal infusions, saffron, pistachio, etc. I have been selling these products for a year and a half while developing my own brand. Using the same raw materials, I want to make products that are more sustainable and diverse and introduce new, healthy, luxurious Iranian products to foreigners. I believe the world can change toward a better one if people take small but kind steps, so I want to familiarize people with some of the amazing things that come from my home country.

Future Goals:

I have always dreamed about becoming a successful businesswoman with my name in *Forbes* magazine. I used to make a list of long-term and short-term goals in my diary when I was a kid, and I still do. Being an entrepreneur like my father has always been one of them.

We need YOU to help our students!



The Office of Career Strategy is seeking alumni and parents to:

- Speak to a class via video, about your profession or career path
- Conduct an online mock interview with a student
- Serve on a panel for an upcoming virtual Career Week
- Share internship and job opportunities in your organization
- Talk to a student with a similar major or career interest

Contact Ebonie Rayford at careerstrategy@fus.edu to get involved.



Leave a lasting legacy

As the Office of Career Strategy at the Taylor Institute prepares to move into its new home, there are naming opportunities to honor a Franklin alum or raise the visibility of your organization while being part of this exciting step in Franklin's continued development.

Contact Anne Marie Judge, vice president of advancement, at ajudge@fus.edu.

UNIVERSITY DAY

#FranklinWeStand

2020

“The show must go on,” declares stalwarts in show business—and academia is no less determined. Despite being physically dispersed in Lugano and all over the world, the Franklin community came together for University Day, that important annual tradition of sharing innovative ideas, projects and opportunities with one another—only virtually this year to keep our community safe.

The April 8 event featured an online screening of documentary film “No Alternative,” a Q&A with the filmmakers, and an in-depth conversation about “Good After COVID-19: Inspiration from Crisis.”

The film, officially titled “AlternaSuisse,” explores 11 art-maker spaces in French-speaking Switzerland and addresses the larger issues that unite them: the fight for freedom in art, access to local collective culture, and alternatives to consumer-based lifestyles.

Filmmaker and Franklin alumna **Karen Cooper '06** together with co-director and co-producer Kevin Rumley presented their film, which they intend to inspire discussion about the importance of liberty, community and expression, and followed with a

moderated discussion.

Cooper was born in South Africa, grew up in Southern California, and double-majored in International Communications and French and Literature at Franklin. While living in Neuchatel, Switzerland after college, she was part of the Lampad-r art collective, a small group of people with different skills and crafts to cooperate and collaborate. Their vision inspired her to explore the Swiss alternative art movement further and led to the documentary project.

“Good After COVID-19” was the continuation of a conversation initiated by Carlo Giardinetti, dean of executive education and global outreach and co-director of the Taylor Institute at Franklin, and Sara

Roversi, founder of the Future Food Institute. The first online event attracted 40 thought leaders from diverse backgrounds discussing ways to correct imbalances, improve systems, and strengthen relationships.

“This group is proposing that we dramatically improve the world after this crisis, and we don’t go back to business as usual,” Giardinetti said.

The second discussion was opened to the Franklin community as part of University Day. They shone a light on best practices that had emerged in response to the pandemic and discussed what values and behaviors should be nurtured to ensure a healthier future. ■ –SG

University Day was started in 2014 as an annual on-campus event initially celebrating the school’s full Swiss university accreditation. The tradition has since grown into a day of highlighting academics, research and innovative thinking.



Karen Cooper '06 and Kevin Rumley speaking “on set” to virtual audience



FRANKLIN'S 50th COMMENCEMENT

a "Virtual" Success



THE GRADUATES WHO FINISHED THEIR FRANKLIN JOURNEY IN A MOST UNEXPECTED FASHION LAST SPRING PARTICIPATED IN AN ONLINE CEREMONY AND RECEPTION ON MAY 17, 2020. THEY WERE JOINED BY FAMILY AND FRIENDS, FACULTY AND STAFF, ADMINISTRATORS AND TRUSTEES TO CELEBRATE THEIR ACCOMPLISHMENTS AND TO HEAR WORDS OF WISDOM AND ENCOURAGEMENT FROM COLLEGE LEADERS.

President Greg Warden addressed viewers with a positive message of hope for the future and confidence in the graduates. "I urge us all to look to the future. Things will get better. Working together, in the spirit of collaboration, we will return to normality. But we can also be certain that... things will be different. You, the class of 2020, will be at the forefront of any change. I feel certain that with your skills and your resilience, you will become the leaders that we envision as an integral part of our mission."

Chairman of the Board of Trustees **Kim**

Hildebrant '90 also expressed pride in students' resilience in the face of "unexpected and surreal circumstances due to the COVID-19 pandemic. Not only did you confront these challenges, but you did so with true Franklin spirit." He encouraged the graduates to "...become exemplary leaders, innovators, or motivators, in what will be a new world once the health crisis abates," reiterating that "...you and your peers around the globe will play a major role in what it takes to rebuild the world community after this 'reset.'"

KEYNOTE ADDRESS

Franklin's 2020 Keynote Speaker was agro-economist and development diplomat **Pio Wennubst**, ambassador and permanent representative to the Swiss Permanent Mission to the Food and Agriculture Organization (FAO), International Fund for Agricultural Development (IFAD), and World Food Programme (WFP) in Rome. He is also vice director general of the Swiss Agency for Development and Cooperation (SDC), heading the Global Cooperation Domain.

Ambassador Wennubst is an expert in innovation, systemic analysis, and capacity building, and a senior advisor in the areas of food security, land issues, family farming, and agricultural research.

He spoke to the Franklin graduates about the paradox between the fear of the unknown and the need to be free of the known. "Franklin... tries to help you... learn how to work with these two elements of the paradox at the same time. On the one hand is learning: helping you to learn how to be innovative, to dare, to try new things. On the other hand, it's also telling you, 'Don't be complacent. Don't become dogmatic. Don't think you know it all.'"

Franklin granted Ambassador Wennubst a Ph.D. *Honoris Causa* in Humanities for his tireless contributions to the values central to the mission of the university: civil discourse, collaborative leadership and public advocacy. He has been invited back for Commencement 2021 to receive the honorary degree in person.



A VALEDICTORY SPEECH LIKE NO OTHER

The year 2020, for all of its challenges, prompted new ways of thinking, doing things—and seeing.

Rather than the traditional speech, valedictorian **Daniela Baiardi Perez '20** gave a unique visual presentation titled “Ways of Seeing,” basing her remarks to the graduating class on a series of carefully selected works of art—all relating to Ticino in some way.

A double major in Art History & Visual Culture and Visual Communication Arts, she wanted to deliver her speech using what she knows best: art history. “The power that images have to offer is humongous,” she said.

Inspired by English art critic John Berger’s BBC television series and book by the same name, she created a story line representing the class of 2020’s journey from beginning to end “that everybody could relate to regardless of major,” then incorporated her love of music by selecting pieces of music to reflect the different phases of the journey.

She ended with an image of boats on Lake Lugano, and a metaphor for her classmates striking out in their own boats in various directions. “I want to wish everyone a safe journey... I hope everyone can achieve their dreams—and always remember Franklin.” ■ –SG



Daniela’s Journey

Daniela Baiardi Perez '20 was born in **Sorengo, Switzerland**—right next to the Franklin campus—to an Italian father and Columbian mother. Her first languages were Italian and Spanish.

When she was a child, her family moved to **Nigeria in Western Africa**, where she picked up some Pidgin English. Before she even began school, she had travelled to **Niger, Ghana, and Benin**.

Then her family moved to Europe for a few years. She went to middle school in **Strasbourg, France**, on the border of Germany, and high school in German-speaking **Bern, Switzerland**; as a result, she learned French and German as well as English.

Growing up, she travelled to **Bogota, D.C., Columbia**, for Christmas or summer breaks to visit her mother’s family.

Baiardi came to Franklin in **Lugano, Switzerland**, where she fit right in. In addition to two majors, she minored in Media Production & Publishing, was president of the Photography Club, served as an academic mentor for freshmen, and volunteered with Scholarships without Borders.

“Her interests are indicative of what makes Franklin a truly unique place,” said Johanna Fassl, associate professor of art history and visual communica-

tion, who describes her as “curious and courageous.”

Two of Baiardi’s favorite experiences at Franklin were art history Academic Travel trips: one to the East Asian island nation of **Taiwan** with Associate Professor Gabriel Gee; and the other to **Amsterdam, Netherlands** with Associate Professor Fassl.

Baiardi, who graduated magna cum laude, received the Art and Art History Award and the Gerta Holman Award, for her exemplary trajectory at Franklin, and for bringing inspiration to the department with her tenacious, diligent, and creative personality.

“At graduation, I was filled with joy because I had worked so hard to get there, while at the same time, I was sad to leave Franklin,” she said. “But everything has its own time; it was time for me to spread my wings to my future path.”

Baiardi is pursuing her master’s in History and Theory of Art and Architecture at the Univerista della Svizzera Italiana (USI). Though she still considers herself a resident of Sorengo and Bogota, D.C., her home base is currently **Magliaso, Switzerland**, so she can attend classes in Lugano and Mendrisio.

It will be interesting to see where her journey takes her next.



CONVOCATION During COVID: Simple, Outdoors, Meaningful

Every year, Franklin holds a formal Convocation Ceremony to welcome the new class of students and inaugurate the new academic year.

But 2020 was not like every year.

Large gatherings were still not allowed in September, and students were not all present or available due to travel delays and quarantine requirements. But Franklin persevered once again and found a way to observe the tradition and celebrate in the spirit of the occasion.

The ceremony was held entirely outdoors—which was a treat for those students just emerging from the first round of fall quarantine—and live streamed on Facebook and Instagram. President Greg Warden officially kicked off the 2020-2021 academic year—and celebrated 200 people who signed a pledge to protect the Franklin community that lists five general expectations, seven ways to keep oneself safe, and eight ways to keep others safe.



Pledge to Protect the Franklin Community

“As a member of Franklin’s international community, I understand that Franklin University Switzerland prioritizes my health and wellbeing. I recognize that I have a social responsibility towards my community to stop the spread of COVID-19 by following campus guidelines and being held accountable for my actions.”

Small assigned groups attended in shifts throughout the afternoon to enjoy the beautiful weather and ice cream. Also in attendance was Stevie, canine companion of Dean Sara Steinert Borella and unofficial university mascot.

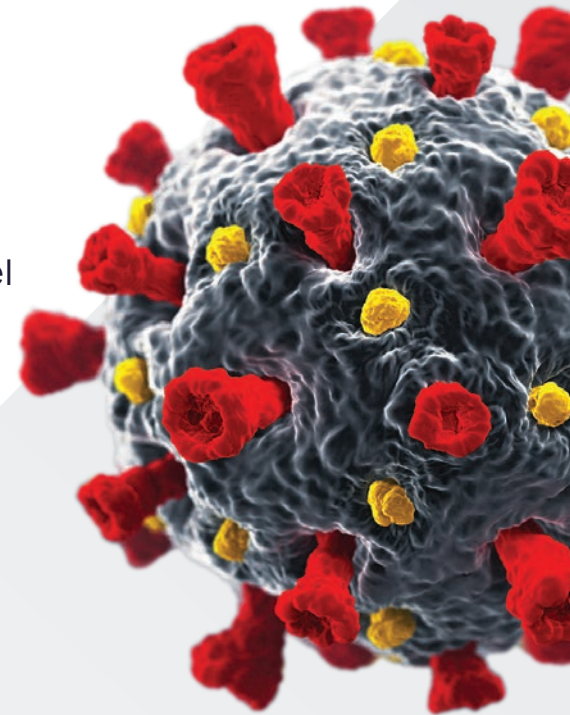
Another aspect of the tradition for the past several years—planting a fruit tree—completed the event. The apple tree represents Franklin’s incoming Class of 2024. (A pear tree was planted in 2019.) The fruit trees symbolize Franklin’s proud past, deeply rooted in the liberal arts—and our mission to grow and bear fruit: the leaders of tomorrow. ■ –SG

REIM
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THE
FRANKLIN
EDUCATION
AND
EXPERIENCE

THE YEAR IN REVIEW

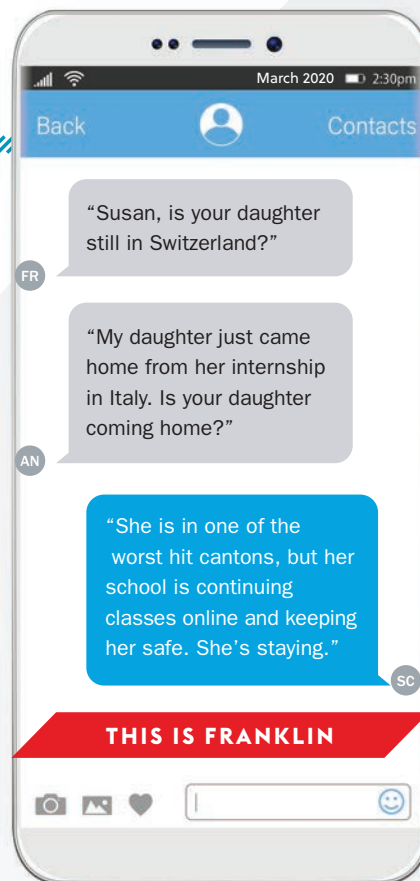
How does an institution built on personal interaction, a close-knit community, and frequent international travel survive a pandemic which forces people to disperse, isolate and hold in place? Franklin did so by being nimble, dedicated and creative in coming up with alternatives and solutions to the challenges and rolling changes brought about by the coronavirus pandemic.



SPRING 2020

The situation escalated rapidly from February to March. At one point, it looked like Academic Travel was going to happen—then it was grounded. **Russell Martin**, assistant dean of residence life and student programming, recalled how they quickly planned two weeks of campus activities... and then the U.S. State Department advised that if students wanted to travel home, do so now, because they couldn't guarantee they would be able to get home later. Suddenly, a lot of students who had planned to stay on campus left in a hurry. Many did not even have time to pack properly and left books behind.

Some made the decision to leave before things got worse because of their health or the health of their families. They were more comfortable being home in the midst of the uncertainty. Others felt it was safer to stay on campus, or hesitated to leave because



they worried about being able to get back. It was a lot of variables to weigh.

A team of administrators including **Deborah Knaust**, dean of student life and engagement, **Christina Schmid**, coordinator of student medical services and well-being, **Sara Steinert Borella**, vice president and dean of academic affairs, and even **President Greg Warden** held video conferences and webinars with parents and did their best to translate the complicated and fluid situation into choices families could understand, in ways that helped families stay calm and arrive at their own decisions. Response was very positive: families appreciated the opportunity to talk directly with staff and have their questions answered.

"Much of what we do and who we are is about personal connections, one-on-one relationships," said Martin. "We really focused on making sure that those connections stayed intact and healthy."

FEBRUARY

25

Switzerland confirmed its first COVID case, a traveler from Italy

28

Switzerland banned large gatherings (1,000+)

6

COVID cases worldwide reached 100,481 and 3,408 deaths

9

Italy declared a nationwide lockdown; closed all shops and venues

11

The World Health Organization (WHO) declared the COVID-19 outbreak a pandemic; the U.S. announced a Level 3 travel advisory and suspended entry to all foreign nationals traveling from China, Iran and certain European countries

12

Approximately one-fifth of all students worldwide were out of school



#FranklinWeStand emerged as a unifying tag of resilience and hope, and grew into a campaign encouraging members of the Franklin community to share photos or video messages of support.

Chrisanta Trebici Marin, adjunct professor of music history, recounted how faculty had to adjust quickly to the new conditions imposed by COVID measures. She was teaching Classical Music in Film, and had to entirely remodel the course in 10 days—with the invaluable help of the IT Department. She prepared a brief recorded lecture for each lesson, as well as PowerPoint slides and pages of readings. For the musical and film examples, she created YouTube playlists, shared movie clips, and even trained a camera on her piano at home.

With some students still on campus and others at home as far away as California, the class dealt with a time difference of as much as nine hours. “The most challenging part was creating a basis for the live participation of all students, and keeping the ‘fun’ aspect as well as the academic high standard.”

Marin’s efforts were successful.

“Student response was amazing. Presence was almost 100%. Time differences and Zoom limitations seemed irrelevant. Spirits were high, fun was in the air and the academic results were outstanding.”

Spring 2020 marked the first time since Franklin’s founding in 1969 that Academic Travel was suspended. Professors had to quickly adjust long-established plans to fulfill the informational aspects of the courses.

One example was **Bernd Bucher**, associate professor of political science, who each spring takes his Introduction to International Relations travel course to Vienna. They visit three of the most influential bodies in the world: the Organization for Security and Cooperation in Europe (OSCE), the Organization of Petroleum Exporting Countries (OPEC), and the United Nations. This year, because they were not able to visit in person, Bucher arranged a video conference with a representative at the U.S. Mission to the OSCE. “Speaking directly with diplomats and actors involved in the day-to-day functions of diplomacy gets students in touch with the complexities of actual

decision-making at a global level,” he said.

Bucher also organized other lectures that week—as well as social events. The charter bus they had reserved to take them to the airport instead took them to Locarno for go-carting and Gandria for a hike and ice cream—all following the safety guidelines of the day, of course.

“The students appreciated that we did everything we could to provide them with a positive experience, considering the circumstances,” he said. “I was very proud of the way they handled the situation, adhered to safety guidelines and brought a ‘can-do’ attitude to the table.”

Ultimately, due to the strict measures necessary to control the spread of COVID, the Spring 2020 semester was completed remotely—with faculty, staff and students teaching, working and learning from the safety of their homes or residences.

MARCH

14

Italy suspended all civilian flights

16

Switzerland banned all events and closed shops

17

The entire European Union closed its borders to all nonessential travel

19

Italy surpassed China as the country with the most COVID deaths; the U.S. Dept. of State issued a Level 4 “Do Not Travel” advisory

26

Nearly one-third of the world population was living under COVID restrictions

29

The U.S. recorded 140,000 cases—more than any other country in the world

APRIL

1

Italy extended its lockdown to April 13

SUMMER 2020

While the pandemic still raged in many countries including the U.S., the situation in Switzerland and Italy improved, and restrictions eased. In some cases, families deemed it safer for students to stay in Lugano than to travel home.

More students took advantage of the classes offered during the Summer Sessions than ever before. Franklin implemented a new hybrid learning model providing an online platform for discussion, assignments and coursework for students attending remotely—while allowing for in-person learning by students who remained on campus and could attend classes.

Normally, summer months on a college campus see residence halls and facilities utilized by visiting groups for conferences and programs. In 2020, many of those arrangements were cancelled due to COVID. While the loss of a significant revenue stream was unfortunate, the silver lining was that those residence halls were available to house the Franklin students who stayed for the summer.

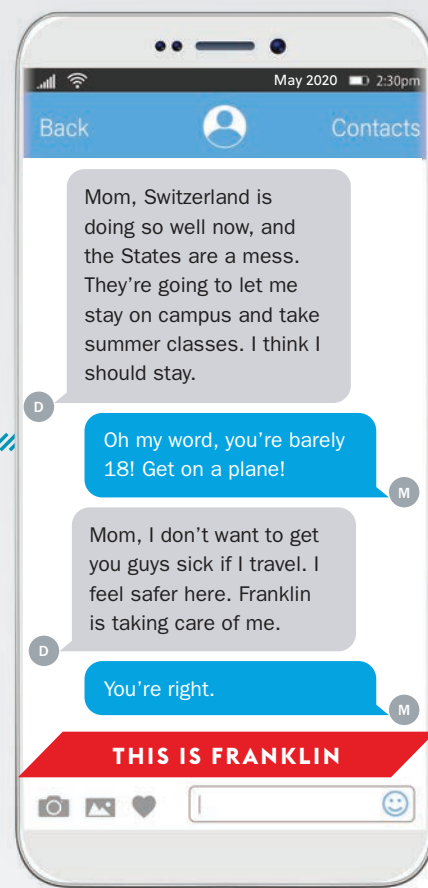
For the Student Life staff, it was a busy time of rethinking traditional programs and experiences for accepted students who would be joining Franklin that fall under very different circumstances. Many new students were coming from countries that were on Switzerland's quarantine list—which meant that immediately upon arrival, they would have to quarantine for 10 days.

"We knew we weren't going to be able to hold on-campus orientation, which is a really fun, intense and engaging experience," Martin said, so they converted as much content as possible into YouTube videos, and sent the online orientation package to new students. "They were able to learn a lot about what it means to be a student here before they even got on a plane."

They were also able to connect incoming students with current students earlier and get them excited about coming to Franklin. In August, a team of resident advisors, orientation mentors and other student leaders held a Zoom event for new students to ask questions, get to know friendly faces they would see on campus and get acclimated to Franklin culture. It was attended by nearly 50 students.

Students who stayed on campus were encouraged to think about their future during Career Week, held Aug. 21-27. Some workshops were held virtually, connecting students with alumni from all over the globe. Others, such as the panel discussion on "Networking and Connecting" with corporate leaders and search firm representatives, was held in-person on campus. **Ebonie Rayford**, who helps direct the Office of Career Strategy, said students could also work on their personal brand by assessing their personality, style, and intercultural awareness, and refining their resume, interview skills, and LinkedIn page.

And while many college students in the



U.S. and worldwide faced uncertainty and delayed starts, Franklin's message was reassuring.

"We have been hard at work planning for the fall semester, and we are happy to announce that we have a plan for you, your classes, and the potential complications that may come with teaching in the age of coronavirus," wrote Dean Sara Steinert Borella.

In addition to a virtual orientation program, Franklin's flexible plans for the fall semester involved an entirely remote registration process, two phases of arrival dates, and complex arrangements for quarantine accommodations. The hybrid learning model launched in the summer continued so that students could start the semester together whether attending classes in person (wearing masks and spaced appropriately), quarantining in dorms, waiting at home for proper visas or delayed due to travel restrictions.

MAY

JUNE

2

Cases worldwide passed the 1 million mark; deaths exceeded 500,000; almost 91 percent of Americans were under stay-at-home orders

11

The U.S. surpassed Italy for having the most confirmed coronavirus deaths in the world

29

The U.S. records over 1 million COVID cases

10

Cases worldwide reached 4 million

27

The U.S. passed 100,000 COVID deaths

2

Italy reopened its borders to tourists

15

The U.S. surpassed 115,000 deaths as new cases increased across more than 12 states



SUMMER ON-CAMPUS INTERNSHIPS A WIN-WIN

During the very different summer of 2020, Franklin created a set of on-campus internships for seniors and recent graduates that served two equally urgent purposes. First, they helped several students whose planned internships fell through due to the pandemic, but needed experiential credits to fulfill graduation requirements. Second, the positions served a critical need, helping Franklin adapt to changes brought about by COVID-19.

One intern, **Gabriella Muñoz '20**, wrote about the new program in a summer posting, “While each intern fulfills a different position within the university, each of us strives to foster a sense of community during a period of profound uncertainty.” In addition, she said, “we are helping the university adapt to a post-COVID era by developing a hybrid model that utilizes both virtual and traditional technologies.”

Luciana Vazquez '21 was quite literally in the middle of transition efforts. As hybrid and online learning environments intern, she collaborated with professors and the Information Technology (IT) Department to help make the transition to a hybrid learning model as smooth as possible. She met with faculty to support their efforts and brainstorm ideas for better usage of the online platforms. Vazquez also compiled useful information about Zoom, Moodle, and TEAMS into manuals for students and faculty, to make the platforms as accessible as possible.

“I believe that this will be an amazing opportunity for everyone in the future,” she

said. “Hybrid learning will not go away, so I wanted to be a part of [the transition].” She described the internship as “enriching, inspiring, and challenging,” and said she picked up valuable project management skills.

Frida Terrazas '21 helped ensure that the August orientation for new students, despite being virtual, would be a user-friendly and enjoyable experience. As orientation and training intern, she drew on her experience as a former orientation mentor to determine what content would be useful for the virtual program. She interviewed faculty, staff and students for different perspectives on the Franklin experience, organized video shoots, and created polls, surveys and Google Forms. While the work experience improved her time management, organizational and communication skills, she says it was also rewarding to improve the orientation experience for incoming students.

William Wallace '20 also met with staff, faculty and students, but had a different focus. As university risk management intern, he helped Franklin assess the potential hazards of various activities during the COVID-19 pandemic. Using his skills in research, interpretation, and critical analysis to draw conclusions and formulate recommendations, he also got to practice his acquired language skills in a professional setting. “Looking at risk management for the university, a lot of the most reliable information comes in other languages, such as Italian.”

Describing the internship in three

Above, L to R: Gabriella Muñoz '20 graduated with a B.A. in the combined major of Comparative Literary and Cultural Studies & Environmental Studies.

Luciana Vasquez '21 is from Paraguay, has lived in Senegal and Mauritius, and speaks several languages. She is earning a B.A. in International Economics & Social Justice and Sustainability.

Frida Terrazas '21 is from Durango, Mexico, but lived in London and Paris before coming to Franklin. She is graduating with a B.A. in International Relations.

William Wallace '20, who grew up in Northern California, graduated in May 2020 with a B.A. in the combined major of Environmental Studies & Political Science.

words—“responsibility, challenge, and opportunity”—Wallace said he was grateful for the chance to address pressing issues related to COVID head on—and to gain professional experience “during a time that might otherwise have been considered lost.”

As for Muñoz, she tapped her interest in sustainability by managing Gardiner’s Garden, Franklin’s on-campus community garden of fruits and vegetables. As part of her sustainable foodways and education internship, she developed strategies for increasing community involvement with the garden. Muñoz said she was looking forward to returning home “with an abundance of new experiences under my belt.”

JUNE

21

Italy saw its lowest increase in daily cases since the start of the pandemic

24

The U.S. reported its highest daily total of new COVID cases; 26 states saw rises in cases since easing lockdown restrictions

2

Switzerland required travelers to self-isolate from 29 countries including the U.S.

3

The U.S. reported 550,000 new cases—a new daily global record

7

The WHO acknowledged evidence of airborne transmission

14

Global COVID cases increased by 1 million over five days

15

Cases surpassed 15 million worldwide; the U.S. remained the country with the most cases



A STUDENT'S TRAVEL ADVICE FOR FALL

Jonathan Bystrowski '22, who had returned to Lugano for summer classes, shared advice with his fellow students on traveling back to campus. Whether first-year students bravely making their first trek to campus during an unprecedented pandemic, or returning students who had not traveled in months, he wanted to prepare them for unexpected changes due to COVID precautions.

He offered advice about ensuring passports and visas were in order; reminders about mask requirements on all public transportation; suggestions to bring plenty of snacks and pre-arrange transportation for the last leg of the journey; guidance on what to bring (and what not to) to get through the 10-day quarantine; and a peer-to-peer pep talk.

"You are coming to a place that is invested in giving you a great experience," he reassured them. "When you arrive at your new home, quarantining is going to be a challenge, but Franklin is working very hard to set up events to make your quarantine as fun and comfortable as possible. I hope that you are all as excited to come in the fall, as all of us at Franklin are to meet you!"

FALL 2020



Bellinzona Castles, Ticino, Switzerland

When students did arrive in Lugano, Franklin provided a guide of useful information and activities to help students navigate their first week of classes. They provided each student with a reusable cloth mask and a box of disposable masks. Other sanitizing supplies (as well as textbooks) were available at the Franklin Bookstore and could be ordered online and picked up or delivered to quarantined students.

Ever mindful of students' wellness, Franklin permitted workouts by reservation at the Tone Athletic Center, and the staff

created a workout program that anyone could do at home without any specific equipment. In addition, the #FUSWellness campaign provided some special activities including a series of virtual Yoga and Pilates lessons and sports-related social challenges to keep students engaged.

For the first month, there were plenty of activities for students—especially outdoor adventures right in their mountainous backyard. Student Life organized a sunrise hike to the peak of **Monte San Salvatore** overlooking Lake Lugano. An outing was planned to the **Bellinzona Castles**, a group

SEPTEMBER

2

COVID cases in Europe were almost back to March levels

25

The U.S. surpassed 7 million cases

28

Global COVID deaths reached 1 million

7

Italy began mandatory COVID testing of European travelers

19

There were more than 40 million reported cases of COVID worldwide

25

Italy imposed its harshest lockdown restrictions since March

28

The WHO reported a record 3 million new cases in one week worldwide

29

The WHO announced that Europe was once again the epicenter of the pandemic

30

The U.S. surpassed 9 million COVID cases

OCTOBER



of three intact medieval castles overlooking Ticino's capital city, and resident advisor **Margaret Pendo '21** took a group to nearby **Monte Bre**.

But as the semester wore on and the situation in Europe worsened once again, restrictions became more stringent and travel, even locally, became more difficult. Student organizations, which usually contribute to a robust schedule of activities, were hampered by the difficulties of meeting in person. Congregating places like the Falcon's Nest in the Office of Student Life and the Grotto were much quieter. "It has been hard not being able to do anything in our spaces on campus," Martin acknowledged.

The creative Student Life staff responded by offering virtual events, like an online gaming night, Zoom trivia night, and a virtual Thanksgiving toast.

"Our team of fabulous RAs worked hard to help students feel safe, secure—and also engaged," Martin said. "They have been incredibly creative about ways to connect with students virtually and make them feel that this is a community they belong to."



The academic settings were significantly different as well.

"Again, the brave IT people helped transform classrooms into a kind of 'reality show,' with mobile cameras, multiple monitors, microphones and loudspeakers," Marin marveled. Motorized cameras pointed at the front of classrooms provided online students with a view of the professor and white board. All classrooms were fitted with sound panels to reduce echo and equipped with tablets for sharing notes on

screen. Webcams in all campus computers allowed students and professors to interact wherever they were; screen sharing was a useful teaching method.

In the fall, Marin taught History of Opera. "Hard to imagine with masks, plexiglass screens, windows open and the piano in class constantly disinfected," she said, but they made it work. During a window of loosened restrictions by the Swiss government, they were able to attend a concert at the Lugano Arte e Cultura Center (LAC) of the Mariinsky Orchestra from St. Petersburg with conductor Valery Gergjev.

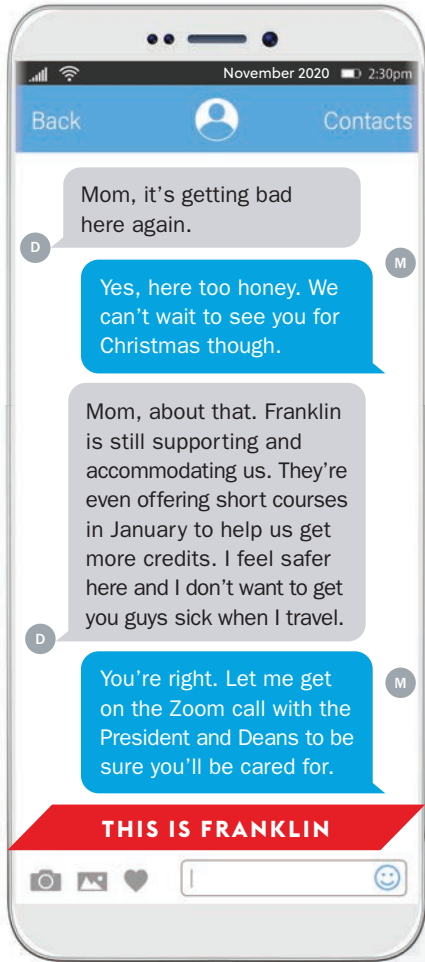
Alas, the reprieve was short-lived. "Despite the constant changes in measures," she said, "we succeeded in not only finishing the semester with good results, but with a great spirit of cohesion and solidarity."

Left: Daniela Baiardi '20, Andrea Briscoe '20, Rhys Williams '21, and Margaret Pendo '21 visited Monte Bre.

Right: New COVID protocols in action in a classroom.

Bottom: Chrisanta Trebici Marin (back row, third from right) with students in her History of Opera class at the LAC for a concert.





*The exchanges between a Franklin mom and her daughter are courtesy of Susan N. of Southern California. She said, “Franklin bent over backwards to ensure that our students not only continued learning successfully but stayed open (while following Swiss mandates)—all the while supporting them and us during the most unscripted time in our history. **This is FUS:** undeniably student and family centric because we ARE a family. We are FUS.”*



HOLIDAY BREAK

Forty students decided to stay on campus through the holiday break rather than return home. (Usually there are no students on campus during that break.) Once again, Student Life quickly stepped up to deal with the unexpected. To make them feel welcome, the staff arranged for “Santa” and helpful elves to deliver care packages—generously provided by the Alumni Council—and invited them in shifts to help decorate a Christmas tree and enjoy hot chocolate.

Once again, the RAs worked hard planning a month’s worth of programs and activities—and then in mid-December, Switzerland returned to a partial lockdown, limiting what they could do.

Martin reflects on lessons from 2020: “I’ve learned to stop trying to predict anything. From one day to the next, circumstances change. But one of the good things to come out of the year: we definitely learned to be more flexible and have several plans ready.”

Because food service was not available on campus, Student Life provided a few lunches, like takeout from the sandwich shop across the street from campus. Instead of indoor programs, a group went sledding. And while alone in their residences

much of the time, students created a WhatsApp group to stay connected.

Inevitably, “normal” college life has changed, perhaps permanently. “Some things that were a part of life at Franklin aren’t so central anymore,” Martin said. “Even when we do hold programs, some students are more than content to stay home instead,” which is challenging for Student Life, but not entirely a bad thing, he said. “Today’s students are just much more comfortable being on their own and doing things virtually than in the past.” ■ —SG



DECEMBER

20

Several European countries imposed travel restrictions on the U.K. over the new COVID variant identified there

23

Germany recorded its highest daily death toll to date; Switzerland vaccinated its first citizen, beginning a country-wide vaccination campaign

24

Italy surpassed 2 million COVID cases

26

Global COVID cases reached 80 million

29

The U.S. reported its first case of the new variant

30

The U.S. had over 100,000 COVID hospitalizations every day the month of December; nation surpassed 20 million cases

Pandemic timeline source: www.thinkglobalhealth.org/article/updated-timeline-coronavirus

ACADEMIC TRAVEL: ALTERED, BUT ALIVE



Students making pizzocheri at Casa Tòme in Poschiavo.

Changing COVID restrictions severely curtailed Academic Travel, but despite last-minute changes and adaptations, students had incredible experiences right in Switzerland thanks to the quick work, ingenuity and determination of the intrepid faculty—and a few incredibly dedicated travel agents who performed near miracles for Franklin through a tumultuous 2020.

Here we look at how two professors “altered their course”—and still delivered rich educational content and memorable experiences that daresay served as a welcome calm in the center of a global storm.

Whetting Students' Appetite for Learning—and Food

Vice President and Dean **Sara Steinert Borella**, professor of comparative literary and cultural studies, shifted the Academic Travel plans for the European Food Systems course from visiting two sites (one being in Germany) to spending the entire week immersed in the lifestyle, studying in depth the local initiatives, and creating digital oral history projects about one incredible place: Poschiavo, Switzerland.

What makes Poschiavo unique is not only the valley's stunning landscape in the southern, Italian-speaking part of the canton of Graubunden, but the community's progressive approach to its local food system. They are protecting and preserving their agricultural lifestyle and heritage while adopting the world's best practices for sustainability; more than 90% of the valley's growers are certified organic and the residents have overwhelmingly committed to a "100% Valposchiavo" initiative. Not only does it approach self-sustainability, it helps draw visitors to the valley, drives the local economy, and adds to its reputation as an international destination—and exemplar of the slow food movement.

WHAT IS SLOW FOOD?

The Slow Food Movement was founded by Carlo Petrini in Italy in 1989. The grassroots effort has grown into a worldwide movement to preserve local food cultures, promote traditional cooking, prevent overproduction and waste, and defend biodiversity. It supports ethical farming business and seeks to improve food systems for the purposes of better nutrition and health as well as cultural preservation.



Students prepared dinner at the *Ristorante Arvensis* with wild herbs they foraged in Poschiavo.

Poschiavo provided real-life exposure to practical matters such as how to attain organic and slow food certifications, as well as illustrated perfectly the concepts and systems addressed in the course: the chain of production from farm to table, sustainability, traditional foods, the importance of the local, the relationship between food and place, and how cultures are reflected in what we eat.

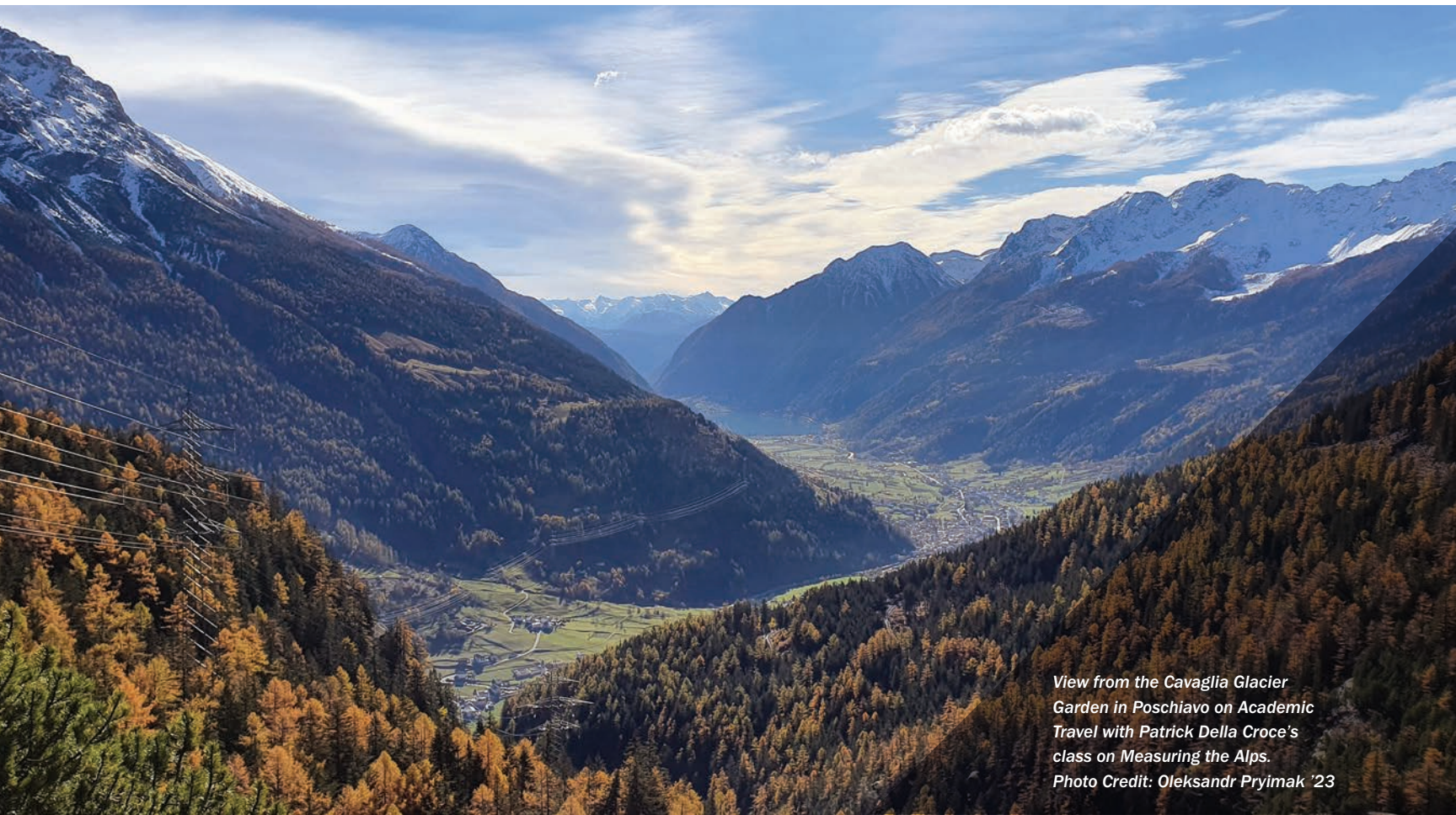
"I am especially interested in making students more aware of what it takes to become an active food citizen and see firsthand how their food choices matter," Dean Steinert Borella said.

Students learned about fruit cultivation and production from experts, followed by a tasting of local products. They took a cooking class on how to make the regional specialty *pizzoccheri*—a simple yet divine combination of buckwheat noodles, vegetables, potatoes, cheese, and sage—and ate their culinary creation for lunch. They took a class on wild grasses and herbs then went foraging and prepared dinner using the fresh herbs they had collected.

COVID safety measures were observed every step of the way: wearing masks, washing hands frequently, maintaining personal distance, staying in small groups, and doing many activities outdoors. The class visited a pre-industrial mill and a wild chestnut grove, and took several hikes, including to the Cavaglia Glacier Garden, an area of extraordinary natural formations carved into the bedrock, called Giants' Pots.

They heard presentations from the director of the organization pushing the "Valposchiavo: Toward the 'Smart Valley Bio'" initiative and from the tourism director for the valley about marketing strategies. Students also met with farmers and producers in building their digital projects, each sharing a piece of the 100% Valposchiavo story. They can be viewed at foodmigration.ohio5.org/items/browse?collection=2

"Slowing down for the pandemic actually helped the students and me connect to people, understand the place better, and savor the flavors of the valley," Dean Steinert Borella said.



View from the Cavaglia Glacier Garden in Poschiavo on Academic Travel with Patrick Della Croce's class on Measuring the Alps.
Photo Credit: Oleksandr Pryimak '23

Seeing Switzerland Through a New Lens

When changes in travel restrictions forced Associate Professor **Johanna Fassl** to rethink her plans for Documentary Photography on Location in Munich, she had to devise an entirely new plan within just a few days.

Fortunately, she knew of a few places right in Switzerland that would serve their purposes. The all-Swiss travel itinerary put a lot of students at ease who did not want to travel outside the country at that time. They kept the private charter bus and driver they had hired for the week—just changed destinations. “We had our own private bubble in a way. It was fabulous,” Fassl said.

They headed to Winterthur, a city near Zurich known for its focus on artisanship—leather, wool, pottery, and jewelry, plus a terrific museum of applied arts. Not coincidentally, the Swiss Photography Foundation is based in Winterthur, so the class visited several exhibits, including one of Robert Frank. Best known for his book *The Americans*—he was actually born in Switzerland.

They spent three nights at a hotel with an on-site restaurant, so students could order room service if they didn't feel comfortable venturing out. “The students take COVID very seriously. Safety was definitely a primary concern,” Fassl said.



Siri Sumpuran Khalsa '20 (front), Luciana Vazquez '21, and Frida Terrazas '21 on the train from Zurich to Interlaken, Switzerland.

ACADEMIC TRAVEL: ALTERED, BUT ALIVE



“They were small towns, so we could walk everywhere, and see some exhibits, but because it was off-season, the risk was minimal,”

– Johanna Fassl

Students on a private tour of the Segantini Museum in St. Moritz, Switzerland.

Every morning they met online for a seminar with professional photographer Gunnar Lillehammer, who had worked with Fassl’s Documentary and Street Photography classes in Munich in previous years. He gave the students specific photography exercises for the day, and they would meet again at 5 p.m. on Zoom. Each student would select a few of their best pictures to present to the group and get feedback from the instructors.

For the second part of the trip, the group went to the charming alpine town of St. Moritz—which also has some world-class galleries and museums. It was off-season and very quiet; they were welcomed with open arms. The Segantini Museum even agreed to open specially for the class to have a private tour.

Even the weather cooperated, coating the already gorgeous landscape with an unusually early snowfall, and then returning to crystal blue skies. Accordingly, they shifted the focus of their exercises a bit to landscape. “Their photography was fabulous,” Fassl said of her students.

Overall, the adjusted plans worked out extremely well. “They were small towns, so we could walk everywhere, and see some exhibits, but because it was off-season, the risk was minimal,” Fassl said. “We had nice hotels, great internet service, good weather... it was serendipity.”



Photo taken by Kristina Konyukhova of classmate Anja Dahnke in Winterthur, Switzerland on Academic Travel.

“It is during our darkest moments that we must focus to see the light.”

– Aristotle

GIVING BACK and LOOKING FORWARD

How Franklin Faculty and Staff Found Ways to Help During the COVID Crisis

What began as a pause quickly became a new way of life, forcing all of us to adapt to new rules and challenges caused by the COVID-19 pandemic. Franklin has proven nimble, keeping students safe while finding creative solutions for classes, internships, and milestones like commencement. As a global university, however, our focus could not just turn inward. We are committed to engaging with the world—even during lockdown.

Throughout, members of our Franklin family found ways to help. Spreading much-needed comfort, beauty and hope to others also helped them navigate this new and often unsettling time.

RADIO HOPE: Meaningful Messages en Español

An Instagram post from a childhood friend she hadn't seen in years prompted **Cristina Elvira Perez**, assistant director of university housing, to become a radio host. One of 25 volunteers, she helped staff Radio Hope, an online streaming radio program launched to connect those isolated by the lockdown in Spain with family and friends around the world.

“I thought it was a good way to do something useful from home,” she explains. “I was feeling I needed to help people who were suffering,” says Elvira Perez.

Created by Nzuri Daima, a Spanish non-governmental organization (NGO), Radio Hope was run by a team of volunteers—who never met each other in person—sharing messages sent in by listeners who could



reach out to friends and loved ones, or just express their feelings to others in their shared language.

Elvira Perez, who studied journalism, had never worked in radio and had to learn how to use the software required to broadcast. Radio Hope's target audience was senior citizens, so she kept them in mind when planning her program.

“In my show, besides the notes from the

listeners, I played music I thought the elderly would like,” she explains. “Most importantly, I talked about good initiatives that were happening. I tried to convey the message that there are positive things in all situations—and COVID-19 is no exception.”

Radio Hope was inspired by the Ugandan radio station Radio Wa and its crucial role during that country's long civil war. Radio Wa broadcast messages from

“Sometimes, all a caller needed was a sympathetic ear, so they didn’t take all of their stress home with them at the end of the day.”

—Corbin Moro



parents in Uganda to children who had been kidnapped by the revolutionary army to become child soldiers. When the conflict ended, more than 1,500 children returned home because they had heard the voice of their parents on Radio Wa. The reassuring message that everything was okay and that they were still loved proved a powerful force in reuniting families amidst devastation.

Elvira Perez says Radio Hope had the same goal—keeping families connected—and the format was especially successful during the pandemic because it allowed listeners to benefit by both receiving encouragement and giving it back.

She says it quickly became a safe place to vent frustrations, but also to feel useful by empathizing with someone else’s messages. Because it was free and easy, it also became a vital way to communicate with sick friends or relatives in other parts of the world. In some cases, it was even a way to say goodbye.

Today, RadioHope continues to broadcast programs recorded last year between March and July at www.radiohopeonline.org with some volunteers still doing live shifts on the weekends.

Elvira Perez says the opportunity to be part of Radio Hope was a gift.

“During that time, I fell in love with radio,” she says. “The idea was to give people a hug made of words. We received so much positive feedback, and I can say that Radio Hope helped me live through what was a difficult situation.”

ANSWERING THE CALL: Hotline for Helping Heroes

Healthcare professionals and other front-line workers have proven true heroes of the COVID pandemic. Risking their own lives to care for sick patients, they also endure longer hours and more stressful work conditions. And because patients are isolated, doctors, nurses and other healthcare staff serve as the only source of emotional support and communication for those battling a terrifying, life-threatening illness.

Corbin Moro, university counselor and accessibility coordinator, says she quickly recognized how stressful the situation was, and volunteered for a hotline. Joining colleagues from the Ticino Association of Psychologists (ATP) and the Ticinese Society of Psychiatry and Psychotherapy (STPP), they made themselves available to any frontline worker who needed to talk about their feelings or sought tools to help cope with the unprecedented situation.

“Healthcare workers were dealing with things that most of them had never encountered before,” she explains. “Such serious illness, death and having to constantly update families via telephone was a new experience for many of them. At the same time, they were extremely busy

and overworked, and could not dedicate as much time as they would have liked to each patient. Sometimes, all a caller needed was a sympathetic ear, so they didn’t take all of their stress home with them at the end of the day.”

As the pandemic continued, Moro said the free hotline became available to anyone struggling with stress, anxiety, and the adjustment to living during COVID.

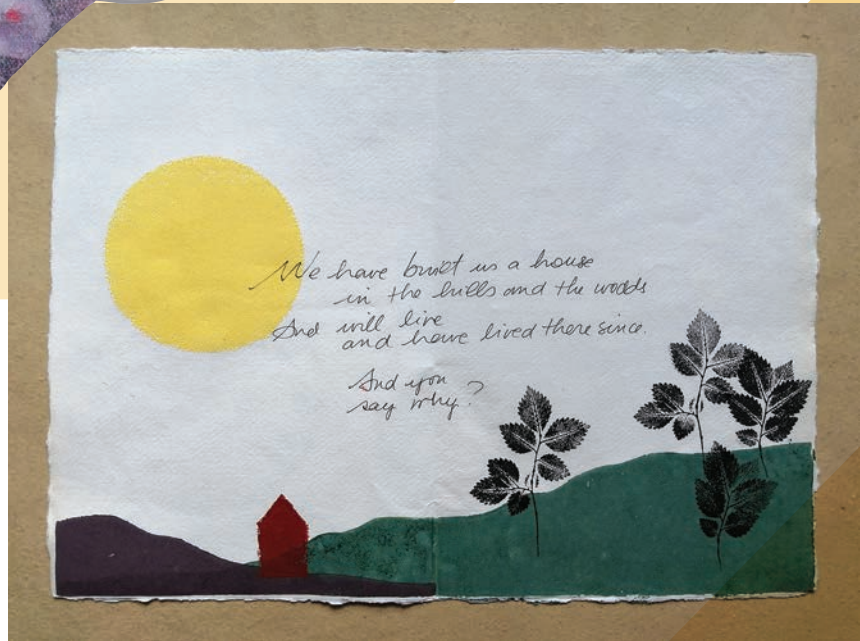
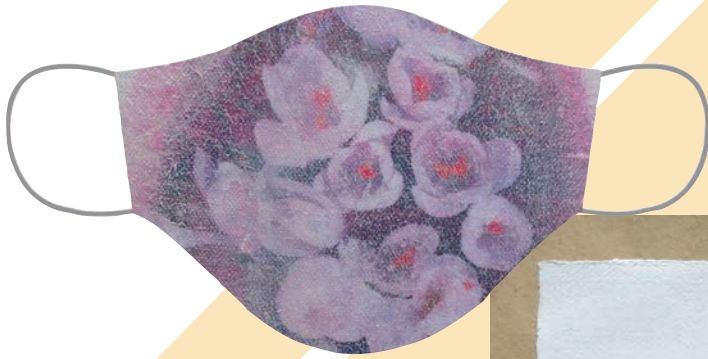
“There are a few calls that will remain with me,” she says of her experience. “Many people were afraid, frustrated and just needed a safe place to talk about their feelings, but certainly some calls were more touching or heart-breaking.”

Moro says she encouraged those she talked to—as well as Franklin students—to create a routine in the face of so many changes in daily life during the lockdown.

“This helps us regain a sense of order and stability during this period of uncertainty,” she explains.

Grateful to use her skills to help others, including the Franklin community, Moro says positives have emerged from this challenging time.

“The pandemic has taught us how resilient, flexible and adaptable we are,” she says. “It has also shown where our real priorities lie and forced us to focus on what is really important.”



ART IN THE FACE OF ADVERSITY

Inspiration often blooms in tough times. Forced home by the pandemic, **Clarice Zdanski**, instructor of art history in the Division of Arts and Cultures, created works that capture an unprecedented time. Sharing them in online exhibitions, she joined other artists in spreading beauty and hope in a tumultuous world—the artwork itself a sign of resilience.

In May, Zdanski joined 250 artists from 120 countries in submitting a face mask design to the virtual exhibition “Mask Art: Creativity Under Lockdown,” conceived by Mediterranean Endeavors Advancing Development of Widespread Sustainability (MEADOWS) and sponsored by the United Nations Educational, Scientific and Cultural Organization (UNESCO) Beirut Office.

Held in conjunction with UNESCO’s annual World Day for Cultural Diversity for Dialogue and Development, artists were invited to transform the mask—something that might instill fear or constantly remind people of the imminent danger of infection—into “a more colorful and hopeful experience.”

For her mask design, Zdanski chose a flower that is one of the first to appear in the spring. “The snowdrop is a powerful symbol of purity, resilience and hope for new life,” Zdanski explains. “This seemed so very appropriate at a time when Italy (where I live), was facing the worst of COVID’s fury.”

The virtual exhibit, by Artists Against COVID-19, opened on May 29, 2020.

Zdanski’s second project was a handmade book titled “Something That We

SEE THE FULL EXHIBIT AT:
en.unesco.org/news/mask-art-creativity-under-lockdown-unesco-beirut-meadows-artists-against-covid-19

Can Call Home,” which she created using linoleum cut, stencil and hand stamping techniques on A4 Silberburg paper. Inspired by a poem she wrote long ago, Zdanski explained that when the lockdown began in March, it felt “like an axe fell.” Because she was living at a locked-down Franklin at the time, estranged from both the usual bustle of campus life and the comfort of her home in Milan, she began thinking about what it means to have a place to live and work—and for art.

When COVID restrictions began to ease, she returned to Milan. The handwritten colophon reads, “This book was created by Clarice Zdanski at home in via Andrea Ponti 20, Milano, Italia, during phases 2 & 3 of Lockdown 2020.”



Clarice Zdanski with her painting, “Bucaneve (Snowdrop),” at the Salon des Beaux Arts, Carrousel du Louvre, Paris. She later designed a COVID-19 mask based on this painting.



Artwork by Taku Suda '21

The piece was created for LOCKDOWN 2020: PATA Uniting People, an “International Exhibition in Progress—Between Virtual and Real,” organized by the International Summer Courses in Printmaking and Textile Art (PATA) offered by the Strzemiński Academy of Fine Arts in Łódź, Poland, in cooperation with the KAUS Urbino International Art Centre. In the summer of 2019, Zdanski led a very small group of students to the PATA workshops for an interim Academic Travel during the second summer session. One of her students, **Taku Suda '21**, was also featured in the exhibit, with the works “Layers of Nightmare” and “Rai Jin—God of Thunder.”

The virtual exhibit was live from June 15 – September 2020. An exhibition at the Strzemiński Academy’s Kopro Gallery in Łódź is being planned for 2021.



PREPARING FOR A POST-COVID WORLD

The devastation wrought by a global pandemic has been constant: lives lost, businesses collapsed, entire cities shut down. But what if this major upheaval is also a once-in-a-century opportunity? **Carlo Giardinetti**, dean of executive education and global outreach, believes it is and explained why as a guest speaker for the webinar, “The World after the Pandemic: Imagining the Ecocivilisation.”

Joining Violeta Bulc, former European commissioner for transport, they examined the impact of the pandemic through a lens of globalization and sustainability, exploring future models of society.

As a result of COVID-19, we learned the public health term “herd immunity,” achieved when enough of the population becomes immune to a disease or virus. In his remarks, Giardinetti turns this idea of

‘meeting threshold’ upside down, arguing that it requires a much smaller percentage of people to spur major societal change.

Citing “The Tipping Point” by Malcolm Gladwell, which argues that ideas can spread like epidemics, Giardinetti says at this tumultuous time, when accepted norms have failed us, exists a valuable opportunity to identify and activate the key people, messages and societal context to shift public perception—in this case, about sustainability. He says the time is right to introduce ideas that may have faced sharper resistance before the pandemic, such as basic health security.

The webinar was part of a series of virtual workshops and discussions hosted by the Circular Business Academy, which helps organizations shift from the traditional “make-use-dispose” model toward one designed to maximize use, recovery and regeneration of products and materials. To watch Giardinetti’s talk and the full series of discussions, visit: circularbusiness.academy. ■ –SB

VIEW ZDANSKI'S BOOK:

www.asp.lodz.pl/index.php/pl/wystawa-w-toku/1505-clarice-zdanski

VIEW SUDA'S WORKS:

www.asp.lodz.pl/index.php/pl/wystawa-w-toku/1568-taku-suda

1 LAW OF THE FEW
A tiny percent of people are accountable for triggering epidemics because of their special gifts.

2 THE STICKINESS FACTOR
It's no point reaching loads of people if the message doesn't stick. Package the information so that it is irresistible and memorable, i.e. it "sticks".

3 THE POWER OF CONTEXT
Human Beings are very sensitive to the environment or the context we operate in. Through the right settings and social groups, you can influence the behavior of your target audience.

FIND YOUR STICKINESS FACTOR:
Test various formats and structures of your messages with your target audience to see which ones stick.

SHAPE BEHAVIORS THRU' CONTEXT:
When choosing the time and location for your messages, consider the environment and circumstances. Manage groups using the Rule of 150.

KEY TERMS:
MAVENS: The Data Bank. Mavericks have the knowledge and marketplace access. They are information brokers who love to share knowledge. They create messages.
CONNECTORS: The Social Glue. Connectors have the skills that span and connect different "clusters." They provide "voice for/within" across clusters. They control messages.
SALESMEN: The Persuaders. Salesmen have the skills and charisma to persuade no matter what the circumstances. They induce buying decisions and behaviors.



MESSAGE FROM
THE VICE PRESIDENT
OF ADVANCEMENT



I MISS YOU, FRANKLIN FAMILY!

Not seeing people in person has been the hardest part of the pandemic for me. A year ago, we were gearing up for our 50th Anniversary Gala and reunion—and just like that, everything changed.

For the first time ever this past January, 40 students stayed on campus for the holiday break, their parents deeming it safer than traveling home. Their trust shows how well Franklin adjusted to COVID-19. But challenging times can also spur self-reflection, and I am equally proud that Franklin is embracing new ideas to better serve our students.

The new Office of Career Strategy at the Taylor Institute is a perfect example. We listened and are reconfiguring resources to better prepare students for life after Lugano. Volunteering, internships, or classes—it is all part of a career plan. And as a small university, we can work with each student—making connections with alumni and parents to launch a successful career.

Soon, we will move into a new dedicated space for these efforts as Phase 3, the student living and learning space is nearly complete. Despite the pandemic, work has continued, allowing us to better serve students as we grow. We welcome you to see this exciting expansion firsthand in May of 2022—when we host our next reunion. Mark your calendar and make it part of your post-COVID travel plans!

During a year like no other, I have been reminded that while work is important, who we get to work with makes the journey worthwhile. We have heard from so many of you, reaching out to check in. Two of the largest gifts we received this year came from alumni who attended for just one semester—proof of the enduring, life-changing experience Franklin provides. Given the economic uncertainty COVID-19 has created, your continued generosity will ensure that no student has to give up that dream.

Franklin is truly a family, and I am grateful to be part of it. More than ever, WE ARE FUS.

Looking forward to seeing you soon,

A handwritten signature in black ink that reads "Anne Marie Judge".

Anne Marie Judge

Vice President of Advancement & Special Advisor to the President

Two Families Intertwined:

THE STANFORDS AND FRANKLIN

For the Stanfords, Franklin has been a part of the family for more than 50 years. The relationship began with **Professor Brian Stanford**, an artist, writer and art historian who came to Ticino from England to teach at Franklin College in 1970. He founded the department of art and art history, served as dean, taught many classes and led many memorable trips to Cornwall and London.

His younger son, **Jonathan Stanford '93**, remembers going along on summer trips to St. Ives in Cornwall, where a group of Professor Stanford's students (and his two sons) got to rub elbows with artists of all types in their seaside village studios. "We got to join in, which was of course a lot of fun," he said.

This was not unusual for the professor: his older son, **Adam Stanford '91**, remembers accompanying him to the campus art studios on weekends to dabble while he worked.

The boys' mother, **Janet Stanford**, also worked at Franklin for many years, in administration. "The college was front and center in our lives and a major topic of conversation at home," Adam said. "Franklin was like a brother or sister."

Jonathan felt similarly about the students. "It was like having 200 big brothers to play with," he said. "They were always very nice to us and seemed to enjoy our company," often taking Jonathan along on ski trips to serve as their guide, since he had grown up there.

Adam held summer jobs on campus, helping build the "stacks" (bookshelves) in the new library, staffing reception, and stocking the Sorengo campus residences

"My fondest memories are related to the small campus community. It is small enough to know everyone, and you make lifelong friends from all around the world."

—Jonathan Stanford '93

with kitchenware and bedding for the next batch of students.

"We've been involved with Franklin in one way or another all our lives," Adam said.

And yet as high school graduation approached, he had not thought about attending college at Franklin at all! He thought perhaps he would study in Italy, having grown up speaking Italian, or England, his birthplace. In the end, he stayed at Franklin.

Jonathan admitted that going to Franklin was not a given for him either. "It eventually became the obvious choice for our background and for the international dimension it offered."

Franklin was a different experience for the Stanford boys than for other students.

For one thing, they already knew their professors. "One day they were dinner guests in our home, and the next they were my professors in class," Adam said.

For another, many Franklin students came from afar and had no local connections. Not only did the brothers have their father on campus (and each other), they still had their network of friends nearby. Adam continued to work as a ski instructor and play volleyball for local clubs, spending as much time off campus as on.

But they did enjoy most of the same experiences as other students.

"My fondest memories are related to the small campus community," Jonathan said. "It is small enough to know everyone, and you make lifelong friends from all around the world."

Adam concurred. "It has always been a big melting pot of people from all over the place." He too loved spending time in and out of class with the other students.

Academic Travel was also a highlight. "I went to East Germany when it was still East Germany and Russia when it was still behind the Iron Curtain—experiences I wouldn't have had otherwise."

Both brothers majored in International Management. "Growing up in Switzerland in the '70s and '80s, one had a natural slant toward banking and finance," Jonathan said. He minored in Economics and particularly enjoyed Professor Andrea Terzi's classes, especially Banking and Finance.

Though the two travelled in their own circles and did not cross paths much during their college years, they both ended up taking the MBA program offered through a collaboration with Long Island University (which their father, as dean, had helped set up).

Adam, who started working for a family-owned bank based in Lugano after graduation, was lucky enough to get paid time off from his employer to finish his MBA; he attended some classes on campus then moved to the U.S. to complete the program at LIU's C.W. Post campus in Brookville, New York.

Jonathan did the same, and the brothers shared a place on Long Island for six



“Franklin has been a part of my everyday life since age 3. When you’re that involved, you feel like you want to stay involved to an extent, and make sure everything is going okay.”

–Adam Stanford '91

months. “The MBA program at LIU in New York was all the craze back in the ‘90s,” he said. “It certainly opened up doors for employment back in Switzerland.” He finished the program in June and in July started working for an international bank in Zurich.

Back in Switzerland, he took the time to celebrate a bit at Franklin’s International Food Night parties and crossed paths with a Franklin acquaintance, **Vibeke “Andrea” (Wahl) Stanford ’96** from Norway. The two joined paths, and after she completed the same MBA program at LIU in 1997 and then joined Jonathan in Zurich, the two married in 1999.

Jonathan has enjoyed a successful career in investment banking, rising from portfolio manager at Banca Commerciale Italiana (BCI) in Zurich to executive director in the investment banking division at Swiss Bank Corp. when it merged with UBS in 1999. In 2007 he joined Arkos Capital SA, a hedge fund in Lugano and launched his own convertible bond fund, the World Invest Absolute Strategy. When Arkos was acquired by global asset management firm GAM in 2012, he became a senior fund manager at GAM Investment Management Lugano.

Adam moved from private banking into

consulting, first for PwC Consulting working in Switzerland, the rest of Europe, Asia and the U.S., then for a start-up company Brainpower serving as chief operating officer and overseeing its successful sale to Bloomberg in 2006 and the integration process. With proven expertise in turn-around strategies and mergers and acquisitions, he was recruited by Deloitte, the world’s largest advisory company, in 2008. He is now the managing partner of Deloitte Consulting Switzerland, growing it from being the smallest advisory firm in the country to the largest.

Because of his position, he’s often quoted in the press. “This job means your name flies around a bit,” he admits. That visibility, combined with his family’s legacy with Franklin, put him on the radar screen when President Greg Warden and Board Chair **Kim Hildebrant ’90** were pulling together professionals with varying expertise and extensive networks for the President’s Council.

Adam agreed to serve. He meets with Hildebrant, Warden and the other Council members regularly and provides assistance in a variety of matters, such as forging relationships with politicians, appealing to large corporations for various opportunities

for the school and students, arranging valuable work experience at Deloitte for Franklin graduate students, and providing experts as speakers for campus seminars and classes.

It fills a desire to give back, Adam said. “Franklin has been a part of my everyday life since age 3. When you’re that involved, you feel like you want to stay involved to an extent, and make sure everything is going okay.”

For a spell, there were no Stanfords on campus. Professor Stanford retired in 2015 after 45 years with the college and cementing his legacy as a much-beloved professor. Sadly, he passed away in 2018.

Jonathan, who had drifted away from Franklin, said that the events scheduled for the 50th Anniversary would have been the perfect opportunity to rebuild connections; unfortunately, COVID cancelled most of them. But he said, “I would love to have a chance to reconnect at some point.”

The family will soon have a new reason: Adam’s son, Alex, is planning to attend Franklin for a gap semester in Spring 2022, before his required military service. This will be the third generation of Stanfords at Franklin—and the next chapter in these two families’ intertwined story. ■ –SG

Taking the Road Less Traveled

THE ELLIS FAMILY AT FRANKLIN

It all started with a postcard.

Stephen Ellis '06 had been talking about attending college in Europe since eighth grade. When he took the SATs, he checked a box indicating he was interested in study abroad. He took a school trip to Europe his junior year—even spending a few hours in Lugano—and when he got home, there waiting for him was a postcard from Franklin University Switzerland.

The rest is Ellis family history.

Ryan Ellis '09, after visiting his big brother in Lugano, followed him to Franklin and became his roommate. When it came time for the youngest son, **Curran Ellis '16**, to consider his college options, he didn't even apply anywhere else.

When Franklin asked **Stanley Ellis**, the boys' father, to join the Board of Trustees, he says it was “an easy yes.” “Franklin

students are risk-takers who envision taking the road less traveled in building a career and life. I look at the comparatively small size of Franklin alumni and contrast that with the number who have excelled in their respective careers, holding positions of influence and power, and I am amazed. There is no doubt in my mind that the outstanding, well-rounded education they received at Franklin played a major role in their success.”

As a trustee, Stan is committed to Franklin's future—but admits it is also nice to have a reason to return to Switzerland!

Getting Started

When Steve decided to attend Franklin, it was just months after the 9/11 terrorist attacks. Stan and his wife, Sue, who raised their family in Southern New Jersey, near Philadelphia, were worried. “But everything about Franklin looked wonderful,” Stan said. “And we were comforted by Switzerland's reputation for safety.”

For Ryan, despite rooming with his big brother, homesickness plagued him during his first few weeks. By getting involved in activities, he stuck it out and today, he is eager to return to Europe to live and work.

Stan credits the ‘feeling of Franklin as a family’ in all three sons' experiences. He also believes it is why so many parents felt comfortable with their children staying at Franklin for holiday break this past year. It had never been done before, but he says, “I applaud the Franklin community for the way they have handled COVID. The welfare of the students was paramount in all decisions.”



*Ryan Ellis '09 and his fiancée
visiting Lugano in 2019.*



“There is no doubt in my mind that the outstanding, well-rounded education they received at Franklin played a major role in their success.”

– Stan Ellis

Brothers Ryan Ellis '09 (middle) and Stephen Ellis '06 (right) played on the same team, and became friends with Tomaso Rizzi (left), now vice president for finance and administration.

Special Memories

When all three kids attend the same college, it does create special family memories. Steve and Ryan both played soccer for FC Paradiso. “Getting the chance to see them play together was special,” Stan says.

In 2014, he and Sue made a special trip to see Curran direct and perform in the school play, “That’s Life.” “It was a fascinating perspective, to watch our son exhibiting the leadership qualities that Franklin nurtured in him.”

While some of Stan’s fondest memories revolve around meals shared with his sons and their friends at the Grotto, Piazza Riforma or Ristorante Giardino and the Irish Pub—their graduations will always stand out, especially Curran’s. “I had just joined the Board and was informed right before the ceremony that I could give Curran his diploma. So, much to his surprise, and my delight, I quickly jumped to the front of the stage just as Curran was being announced. The moment is one I will cherish forever!”

For all three Ellis sons, Academic Travel tops the list of their Franklin memories, but say they also miss day-to-day life in Lugano.

“Just walking into town to buy groceries, seeing the gelato shop change over to crepes and knowing that winter is coming, or stopping at the kebab shop by the Funi before heading back up the hill,” Steve recalls.

“Having that gorgeous backdrop, hearing six different languages, talking to kids from every corner of the globe,” Ryan adds. “Just the walk from one campus to the other. I still miss it to this day.”

“Running the Quizzo night at the pub. That was always fun to do,” adds Curran.

Staying Connected

While dad helps keep the Ellis brothers up to date on Franklin, each have found their own way to stay connected.

Before the pandemic, Curran attended alumni events in New York City. Working in film, he wishes the new Film Studies minor existed when he attended, but says he is looking forward to sharing his own industry experience in the future.

Ryan is already talking to students at Office of Career Strategy events (see story on pg 16). Sharing “what I wish I knew then,” he is determined to get them thinking ahead about internships and job opportunities before they graduate. While he started out in the family media business, he went on to pursue a Master’s in International Business at Hult International Business School, studying in San Francisco, London, and Shanghai.

He next worked in a boutique consultancy, identifying European media start-ups looking to enter the U.S. market. Today, he is at

MLR Holdings, a Philadelphia-based publisher, while pursuing an MBA at Villanova University with a focus on International Business. He says COVID made clear how much he wants to “get back to Europe.”

The Franklin connection extends even further into the family. Curran’s girlfriend, **Tess England '16**, also attended Franklin, and Ryan met his fiancé through mutual Franklin friends.

Steve, who first brought Franklin into the family, is already thinking ahead about his own. Working in commercial real estate in Pennsylvania, he is busy with two young children, Sean, 4, and Emmi, 2.

“I’d love them to see the world as part of their education and I’d be happy if they decide to attend Franklin...as long as the dollar strengthens against the franc before then!”

That next generation is what keeps Stan engaged as a trustee. “More than anything, what Sue and I appreciate about Franklin is the transformation that took place. Our boys came home thoughtful, open-minded, and fearless. Their view of the world today is so much broader, and accepting, compared to many of their peers who did not have the opportunity to enjoy the Franklin experience. They have friends all over the world. Franklin helped make that happen. For that, we will always be grateful.” ■ –SG



DEAR ALUMNI!

It has been an incredibly different—and difficult—year. Who would have thought we would find ourselves diving from the highs of our 50th Anniversary celebration, full of exciting in-person gatherings, to the lows of a world gripped by a pandemic which has changed nearly every aspect of our lives.

Class Notes are traditionally just that—sharing changes in our lives with fellow alumni and our alma mater. This year we asked for you to tell us what made your world brighter. What lit up your world? Did you add a new hobby or decide to start a new business venture? Maybe you added a new future Frankliner to your family. We hoped that the true spirit of Class Notes, and the strength of the bond that Franklin alumni share, would prevail and we could share your light.

While accomplishments should always be celebrated, in many ways just surviving the past year and remaining connected is itself an achievement. Perhaps more than ever, you might read Class Notes for word of friends or be touched by tales from strangers, and be inspired to connect. **Because never in our history has connection and community been so crucial.** Fortunately, in that regard, our Franklin family has always been ahead of the game.

WE ARE FUS.

Warmly,

Tara Bracher

Assistant Dean of Alumni and Parent Relations

CLASS NOTES



1971

David Barnes has a new grand-puppy, Archer (*above*).

1973

Kevin McNeely reports that classmates **Carl Luppens** and **Diane Muckerman Luppens**, **Harry McMahon**, **Debbie Greene Grace**, **Lisa Halaby** (a.k.a. “Queen Noor”), her brother **Chris Halaby** and **Betsy Miller Halaby** are all looking forward to returning to Lugano to celebrate Franklin’s “50-plus” Anniversary in the (hopefully near!) future. He adds, “Rosemary and I are so proud that our daughter, **Hannah Rose ’23**, is loving her Franklin experience as we all did.”

1975

Patricia Peterson Jamison writes, “The pandemic is an interesting time to grow a theater company, but we survive!” Punctuate4 Productions (<http://punctuate4.org>) is all about “telling stories that matter” by developing new works: historical pieces ranging from the Salem Witch Trials, to the Hitler/Chamberlain meetings, to the rite of passage of an autistic Jewish boy, to an American family’s journey through World War II. They also worked with a major

international music group on a musical about hiking the Appalachian Trail. On *Saltonstall’s Trial*, which won five *Broadway-World* awards, they got to work once again with fellow alumnus **David Bull**. We are looking forward to the return of live theater but meanwhile continue to exercise our creative ‘muscles.’” Patricia’s husband retired from medicine a year before the pandemic (“thank goodness!”) and they used to take multiple trips a year. Now, four grandchildren keep them closer to home, along with overseeing five award-winning restaurants in Boston. She adds, “We’re hanging on by the skin of our teeth—but we shall survive and thrive! We are richly blessed, but grieve for so many we know who have lost friends and family members this past year.”

1976

Julie Kahn Brown writes that after too many decades to disclose, she and **Jennifer (“Jenni”) Berg** ran into each other at the 50th Gala in NYC. “Other than bad knees and a few extra wrinkles (countered by leagues of experience and wisdom), we reminisced on our Franklin days and tried to catch up on lives since lived. To complete the catch-up, we conspired to meet at Canyon Ranch in Tucson for a week of detox, exercise, bad behavior and unstoppable laughter. We concluded that ‘*Plus ça change, plus c’est la même chose!*’” (“The more things change, the more they stay the same.”)

Suzie Gilbert has been a licensed wildlife rehabilitator for 30 years, and is the founder of Flyaway, Inc., a nonprofit dedicated to the rescue and rehabilitation of injured and orphaned wild birds. *Unflappable*, Suzie’s recently published debut novel, is an ode to nature, a defense of the environment, and an attempt to take the niche world of wildlife rehabilitation mainstream through a story filled with heroes, villains, classic cars, and lots of animals. It is a comic, page-turning adventure in which runaway wife Luna Burke and unsuspecting getaway driver Ned

Harrelson try to flee from Key West to Ontario via an underground railroad of wildlife rescuers—and with a stolen bald eagle in the back seat.

1978

Dean Peterson and his wife, **Debbie Peterson** are doing their final years in the Foreign Service in Botswana, reports Dean's sister **Patricia Peterson Jamison '75**, "...a decidedly less conflicted assignment than they've ever had." Next they are expected to return to the U.S.

1981

Barbara Rose wrote her 33rd book, *The Ten Love Agreements: The Guide to Propel You and Your Romantic Relationship to Extraordinary Heights*. "From the dawn of humanity to now both men and women have sought to have lasting loving relationships, lasting and loving sense of self and the wisdom to create relationship success from the inside out," reads the book description. "Barbara Rose, Ph.D. brought through the answers in this practical yet deep guide of awareness resulting in *The Ten Love Agreements* that take romantic love relationships to a whole new level with practical steps and guidance direly needed."

1982

Mandy Broughton has enjoyed having extra time to concentrate on her artwork during lockdown in England. "One result has been



some portraits (below) that I've really enjoyed doing, including a pet portrait!" (above) she writes. "We are only allowed out once a day for exercise or food shopping and can't go further than three miles from home, so being creative is a life saver!" To see more of her artwork, visit www.broughtonart.co.uk.

1985

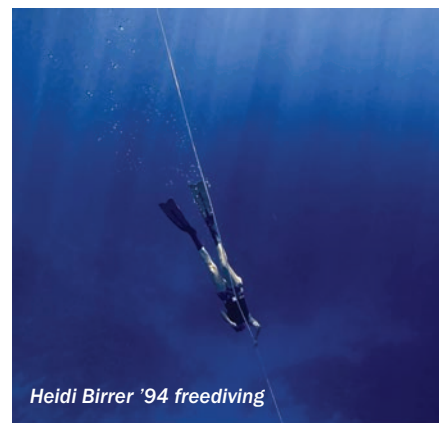
Karen Helke, whose professional career is in government and institutional investment, volunteered during the COVID-19 pandemic as a warden at Serpentine Lake in Hyde Park, the largest of The Royal Parks in Central London, following her interest in Environmental Science—specifically Limnology (the study of inland aquatic ecosystems).

1987

Amanda Light Silver is excited about the long-awaited upcoming release of her first book, *The Joy of Gluten-Free*, a practical guide for the family or caregiver of gluten-free and dairy-free children. Written from experience, the book addresses the emotional aspect and mindset of adopting this lifestyle as well as teaches the basics of cooking and real-world solutions for staying adherent and healthy. Find her on Instagram at @amandashandmade or e-mail amandas.handmadejams@gmail.com. Amanda and her husband, Steve, live in Pennsylvania. Son Ethan, 16, is "cruising" through his junior year online, while daughter Nina, 18, chose Parsons School of Design and after deferring this year, will be attending in the fall.

1994

Heidi Birrer started freediving, thanks to Swiss freediving record-holder and ordained Zen Buddhist monk, Loïc Vuillemin, founder of Deep Zen Meditation and Freediving. She writes that she is "loving every minute of life!"



Heidi Birrer '94 freediving



1995

Jeff Olsen (above) shares a photo of him and his wife Stephanie and daughter Emma in California during the COVID-19 pandemic.

1997

John Holbrook reports that he started a business, Pitbull BBQ, making barbeque sauces, dry rubs, hot sauce, and sweet and savory nuts.

2002

Katie Conlon completed her Ph.D. in Urban Studies from Portland State University in 2020, and received a National Geographic Explorer's Grant for her work on plastic waste and the environment. That project focuses on the Himalayan region of North India, Nepal, and Bhutan, and she is also working on another Nat Geo project for environmental curriculum in India. Follow her work at: www.eco-culture.world, on Instagram @eco.culture.reconnect, or Facebook @eco.envision.

2006

Lavinia (Lowerre) Klietmann and Maximilian had their third baby, Lavinia Keating Klietmann. Keating joins Paul, 4, and India, 2, and they are all pre-enrolled at FUS! Grandparents **Ursula Lowerre '76** and **Paul Lowerre '77** are doing fine.

CLASS NOTES



Stephanie Green Clark (above) and her husband Kevin welcomed a baby girl, Tilly, in September 2020, joining Declan and Finley.

2008

Jennifer Mashini and Ashkan are happy to announce the birth of their daughter, Ariana Maya Mashini (below), on March 23, 2020. “Big brother Nate adores his sister (most of the time!)”



2009

Timothy Eachus shares that due to a new job, he and his husband relocated to Maine, and Timothy is also working on his master’s degree in social work.

2011

Angelika “Angie” Day (below) married Yanda Diop on June 9, 2019 in Saint-Denis-le-Thiboult, France. The couple resides in Antony, France, where they welcomed a



daughter, Loma Coumba Day Diop, on December 21, 2020. Angie is currently an International Key Account Manager for the Randstad group, and Yanda is a manager at the Ile-de-France Basketball League.

Kathryn McFarland Angelotti and **Nick Angelotti** (above) welcomed their first child, Azzurra Angelotti, on November 26, 2020 at Clinica Sant’Anna in Lugano.

2012

Ryan McCarthy took a break from his job as an asylum officer to go on a five-month detail as a research analyst with the Human Rights Violator Law Division of Immigration and Customs Enforcement, contributing to efforts to deny human rights abusers safe haven in the U.S.

2014

Mira Petersen shares that she is working with a few other people to start a micro-college in Flagstaff, Arizona (www.flagstaffcollege.education) and hopes to have their first cohort this fall. “The mission of Flagstaff College is to prepare students to be leaders in the democratic project of building sustainable, just, and beautiful communities and in creating ecological civilizations.”

2016

Troy Billet continues to help OffGridBox, which provides affordable clean water and renewable energy in remote areas. The company, based in Boston, Massachusetts and with operations in Rwanda and Italy, recently completed projects with the United Nations and USAID to provide clean water and solar energy to 36,000 people living on less than \$1 per day. Troy has also been promoted to principal at Tech Wildcatters, a venture capital fund founded in 2009 and headquartered in Dallas, focusing on technology and tech-enabled companies. As

one of the world’s first accelerator funds, it has backed over 100 companies and focuses on rapidly growing industries in which they can best support exceptional founders from North America, Europe, Southeast Asia, and Latin America.

Leila Duisebayeva and **Maximilian Friede ’15** (below), who met in first-year seminar at Franklin, were married in July 2020 during the pandemic. Leila writes, “Unfortunately, we couldn’t celebrate it with our loved ones, but we hope it will be possible soon!”



IN MEMORIAM

William Anderson '66

Walter W. Elicker '74

Carter Blackford Lankford '65

Robert Muirhead '74

Jonathan Steinberg

Michael Zemsky '70

Moving Franklin Forward

ALUMNI TRUSTEE EMILY BOYNTON '09



AS a new Alumni Trustee, **Emily Boynton '09** plans to use her unique perspective as a Franklin student, former employee, and alumna, to help the university tackle a timely issue: diversity and inclusion. Identified as a priority by the university's strategic planning committee, she says it matters deeply to her and many younger alumni she talks to.

"I want to make sure we are doing right by the future of Franklin," she explains. "The university already has a world perspec-

tive, but what about race and gender? I think I can ask different questions, as a young female professional."

Born in Maryland, Boynton grew up in Colorado. "I joke that I went to Franklin because I couldn't give up the mountains."

In fact, Franklin was the only college she applied to.

"Franklin really prepared me for striking out on my own," she says. "It proved to me and my parents that I could survive in a foreign country for four years and go on to do things I wanted to do."

After graduating with a degree in International Communication, she worked for Franklin as an admission counselor, traveling the U.S. to meet potential students. She found many were kindred spirits.

"Students coming up to me at college fairs were already independent and excited about going away," she recalls. "My job was to make parents comfortable—and I could do that, sharing my own Franklin experience."

Boynton believes her dual perspective—as student and former staff—will prove valuable to the Board of Trustees. "Like me, most alumni are extremely happy with their Franklin education," she explains. "But they may not think about what it takes to keep the school going or how we make sure a prospective student can afford Franklin and get that same life-changing experience."

A longtime member of the Alumni Council, she served as past chair of the Washington, D.C. alumni chapter. Boynton credits Franklin alumni and parents with helping her launch her career.

Her internship at the Atlantic Council, an international think tank in Washington, D.C.,

"If you want to stay part of or need help from Franklin, the school and its alumni will always open its doors to you."

was secured through a Franklin alum who worked there. Later, she connected with Betty Gaston, the parent of **Alice Gaston '09** and an experienced fundraiser, who helped her land a development position at JRDF, supporting research for type 1 diabetes.

"We had brunch, she took me under her wing and the rest is history—she helped me find my calling to give back," Boynton explains.

She next went to Finseca, as Director of Foundation Advancement for the financial security organization. During that time, she also completed a graduate program in Crisis/Emergency/Disaster Management at Georgetown University.

Having graduated during a recession, Boynton understands the pressure this year's graduates face in securing a job. She points to the new Office of Career Strategy (see story on pg. 16) as an important step—but not just for current Franklin students.

"Over the past 11 years, every time I've asked, someone at Franklin has stepped up and offered a connection," she says. "If you want to stay part of or need help from Franklin, the school and their alumni will always open its doors to you."

Boynton says more alumni are joining video calls, eager to hear how the school is coping with the pandemic. As an advancement professional, she sees tremendous opportunity in their interest. As a trustee, she will be pushing Franklin to seize it.

"We have to build on the momentum," Boynton says. "This is the time." ■ —SB

Building a Better Future

ALUMNI TRUSTEE SKYLER YOST '11



Skyler Yost '11 may be the first person in the U.S. with the job title, “Ecosystem Builder.” He is certainly the first in York, Pennsylvania—home of the York Peppermint Pattie candy—and can trace his new role back to what he learned at Franklin.

As an International Management major, the Alumni Trustee grew interested in how economies develop. His work with the Baobab Initiative, a student-run NGO working in Africa, proved the power of “endogenous growth.” “I learned that you have to work with the people and skills that are already present. The best thing to do is to remove barriers that are stopping them from fulfilling their own goals. We worked to

raise up and connect innovators in Malawi to others from the region who could learn and benefit from their innovations.”

Those lessons are key to his current work, where he is capitalizing on York’s manufacturing roots to cultivate a new, innovation economy.

“Some call it an ‘economic ecosystem,’ others an ‘entrepreneurial ecosystem,’” he explained. “I like to describe it as a ‘start up ecosystem.’ I’m helping lay the groundwork for people to turn ideas into businesses, then scale them, because without scale, you aren’t going to generate community-wide economic impact. Entrepreneurs and startups don’t happen in a vacuum.”

While Franklin shaped his career path, it was not part of his original plan. When his girlfriend (now wife) **Olivia Johns Yost '11** chose to attend Franklin, he was intrigued by the opportunity to travel. Intending to spend a year in Lugano, he would then transfer to another college.

Smitten with Olivia, he also fell in love with Franklin. “Within two weeks I knew I’d never leave,” he said.

Yost also credits Franklin for the couple’s “permanent wanderlust,” saying they are “constantly trying to get back to Switzerland.” They included a visit on their honeymoon, have attended reunions twice before, and planned to attend the 50th anniversary celebration last spring with their four-year-old, Walter. Baby Flora joined the family in October, and the family is hoping to join friends at the next reunion.

“A bunch of friends are all having kids right now. We were really excited to share the experience of being at Franklin with alums who are in the same boat,” he said.

“Franklin is amazing. It is a little gem that needs to be coveted, cherished and promoted more.”



“We want the next generation to get to know each other.”

For now, the family is based in Alexandria, Virginia where Olivia works in health policy research. Before the pandemic, she was part of a study that recommended more respirators in the U.S. stockpile due to the risk of a pandemic originating near N95 supply lines in China. “Dinner table conversations were things that actually came to fruition. The way and speed that COVID-19 spread was not a surprise in our house.”

Largely in lockdown the past year, the couple was most often in touch with Franklin peers. “Those really tight bonds have carried through, versus connections with people we see regularly. Deep relationships form from shared travel experiences. Our social networks are all over the world, so we learned how different places were shutting down.”

One of those friends led Yost to become



a trustee. After graduating from Franklin, Yost received a Master's in International Planning and Sustainable Development at University of Westminster in London, where he focused on urban resilience.

While there, he and **Inigo Garcia Gordobil '11** founded the "Franklin Club of London." Not long after, Gordobil became a trustee. Now Yost has followed in his footsteps. They want to make sure those who received their primary degree from Franklin are represented.

As an ecosystem builder, Yost hopes to use his expertise to find new ways for the university to flourish. "Franklin is amazing. It is a little gem that needs to be coveted, cherished and promoted more." ■ *-SB*



2020 ALUMNI EVENTS



FEBRUARY

BOCA RATON RESORT & CLUB | Boca Raton, Florida, USA

Meet-and-greet event of alumni and board members with prospective students and parents, hosted by President Greg Warden and Vice President Anne Marie Judge.

ELAF HOTEL GALLERIA | Jeddah, Saudi Arabia

Alumni in Saudi Arabia were invited to meet with Vice President and Dean of Academic Affairs Sara Steinert Borella over coffee.

APRIL

ONLINE | Alumni were invited to hear Karen Cooper '06 and her co-director and co-producer Kevin Rumley lead a discussion following the online screening of their documentary film as part of University Day 2020.

MAY

ONLINE | A virtual "Forza Franklin!" toast was shared by more than 150 alumni grouped by decades: '60s & '70s, '80s & '90s, and 2000s. The toast was given by President Greg Warden in Lugano.

AUGUST

NORTH CAMPUS, LUGANO AND ONLINE | Alumni were invited to participate virtually in Career Prep Week workshops and seminars, held the week of Aug. 21–27 for students who had stayed on campus for the summer and early-returning students.

OCTOBER

ONLINE | The Alumni Council sponsored Franklin's first-ever Trivia Night via Zoom for alumni to come together and test their trivia knowledge.

NOVEMBER

ONLINE | Alumni contributed to the Office of Career Strategy's annual Career Showcase of potential pathways for students, such as continuing into graduate programs or pursuing careers in law. **Kurt Van Keppel '84** talked about considering work for small businesses or boutique firms regardless of the economy, **Ryan Ellis '09** shared advice on preparing for graduation and employment, and **Kiri Murphy '15** discussed her career journey and helpful tips for getting a strong start in your profession.

SCIENTIST, INVENTOR AND ENTREPRENEUR

Surprise Bequest from Michael Zemsky '70 to Support New Pre-Health Sciences Program



AS a kid, Michael Zemsky '70 fell in love with science. To encourage the budding inventor, his parents built a laboratory in the basement.

Seven years younger, his brother Howard says Michael would often create experiments he thought the younger Zemsky would enjoy—like using dry ice to freeze a flower, then smashing it into a thousand pieces.

While Howard remembers the experiments, and says his parents always encouraged their children to travel and learn about other cultures, he is not sure why his older brother decided to study at Franklin after graduating from Syosset High School on New York's Long Island.

"He was always a deep thinker and a very creative person, so I have no doubt he did extensive research and chose it deliberately," he says.

Howard believes his brother put that same careful thought into the preparation of his will. When he died in November of

"I think this gift is a direct reflection of the positive experience he had at Franklin."

2019, Michael left an unrestricted bequest to Franklin.

"I think his gift is a direct reflection of the experience he had there," Howard explains.

After Lugano, Michael graduated from McGill University in Montreal and began working in patent research, eventually collecting two of his own.

According to the United States Patent and Trademark Office, the first was for his method of applying a fluorescent marking composition "particularly suited for marking currency." The second patent was issued for a process that created a unique marking system for coding bullets. When used, the patent explains, bullets discharged from a gun can be traced back to that specific firearm.

"He was very entrepreneurial, but never spoke in great detail about the projects he was working on," Howard explains, adding that Michael traded the family basement for a large research lab he owned in Virginia. "I always suspected he was doing proprietary work."

Howard believes it fitting that a portion of Michael's \$100,000 gift is helping expand Franklin's new pre-health sciences program—especially given the current COVID-19 pandemic.

The pre-health science curriculum is geared toward students who, after graduating from Franklin, intend to pursue graduate or professional studies in fields such as public health, medicine, nursing, or environmental health.

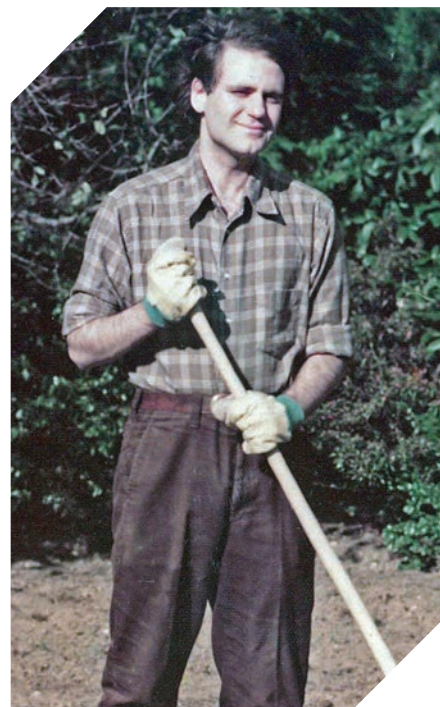
"He would be pleased and proud that his gift is helping those who share his love of science," Howard says. "It was the subject he prioritized and saw as the path toward the world's advancement."

For Michael, that priority and path were evident early—including in the letters Michael wrote home from summer camp.

"Mine were typical, boring," Howard says, laughing. "'Having a great time. Food is great. Love, Howie.'"

His brother's letters took a different tone.

"In one he reports, 'The ham radio instructor has left camp unexpectedly and the director has asked me to fill in. Please go to the local electronics store, pick up these



“If sharing his story leads others to support Franklin, that would be fitting. He always led by example that way. He had an inner compass that he followed. In some ways, it was not a traditional one—but it was great.”

things and send to me right away,” Howard recalls. “Whatever the equivalent of a spreadsheet was then, he included a list—with exact serial numbers for parts.”

Serious about science, Howard says his brother possessed an equally ferocious sense of humor. It kept them connected, despite Howard working in real estate and economic development in New York and Michael busy at his lab in Virginia.

“Very few people can make me double over, out of breath, laughing” he says. “He had an amazing wit. Michael would just riff on a topic in a humorous way. It was genius. He was a master of free-association.”

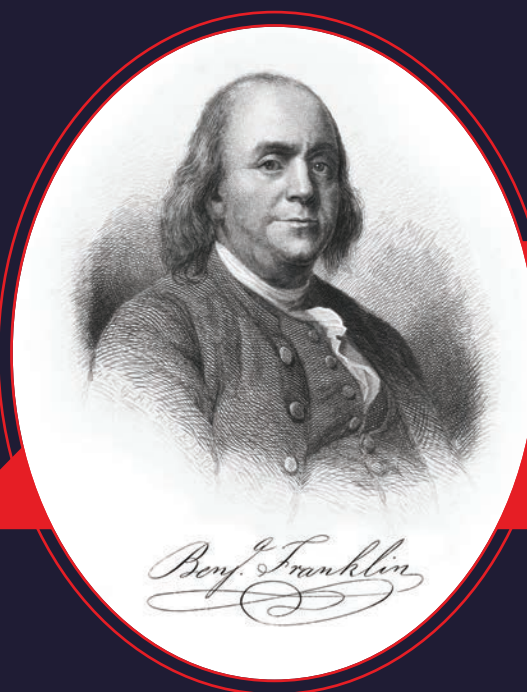
He was also deeply concerned about the growing feral cat population, also leaving a bequest to Cornell University’s Feline Health Center.

“Michael was kind to all living creatures,” Howard explains. “He welcomed cats to wander inside his lab through a special door he built. They kept him company.”

“Cats are naturally very observant and move cautiously,” he adds. “I think he respected cats for the way they are and enjoyed watching them.”

Howard says his brother was similarly cautious, never making decisions lightly. He believes Michael’s will, which also included a gift to McGill, reflected his values.

“I’m confident he would not have included Franklin if he didn’t feel strongly about the positive impact it had on his life,” Howard says. “And if sharing Michael’s story leads others to support Franklin, it would be fitting. He always led by example that way. He had an inner compass that he followed. In some ways, it was not a traditional one—but it was great.” ■ —SB



“An investment in knowledge pays the best interest.”

—BENJAMIN FRANKLIN, diplomat, philosopher, author, inventor, and philanthropist.

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REPORT of GIVING

ANNUAL REPORT

JULY 1, 2019 TO JUNE 30, 2020

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Franklin's Leadership gift society, the **Villa Society**, offers annual membership to alumni, parents and friends who make a gift of \$1,000 or more. Founded to recognize the critical difference leadership gifts make at the University, the Society recognizes these donors for their special commitment to Franklin. Annual membership and recognition is based on an individual's personal gifts and corporate matching gifts received in a single fiscal year.

The Franklin World Citizen Club*

Loyal support from donors who contribute year after year is vital to the University's success. **The Franklin World Citizen Club** recognizes sustained annual giving to Franklin at any gift level. Donors who contribute to Franklin for five successive fiscal years, or every year since graduation for young alumni, become members of the Franklin World Citizen Club. Membership continues with sustained annual giving each fiscal year. This recognition of alumni, parents and friends who show a special commitment to Franklin was created to acknowledge their outstanding, yearly dedication to the school.

CORRECTION: The Spring 2020 issue of *The Franklin Gazette* inadvertently omitted **Mercedes Roman '81** from the list of 2018-2019 Contributors.

Franklin gratefully acknowledges all alumni, parents, and friends who participated in the 2019-2020 fundraising year.

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