



# OUTREACH

BRIGHAM YOUNG UNIVERSITY MARRIOTT SCHOOL | ROMNEY INSTITUTE OF PUBLIC MANAGEMENT | SPRING 2016

## WHY AN MPA? NEW RECRUITING TOOLS READY TO HELP ALUMS SPREAD THE WORD

BYU's MPA program is often called the best-kept secret on campus. A hidden gem, so to speak.

"Well, we don't want to be hidden anymore," says Kip Smith, MPA branding and marketing manager. "We want to tell the world about it."

To spill the secret, the Romney Institute is enlisting its No. 1 representatives: you.

"We found that our best recruiters are current and former students," says MPA program manager Heather Chewning, who introduced the "Every Alum a Recruiter" campaign in last summer's *Outreach* newsletter.

After talking with students and alumni, Chewning and Smith realized that most can name a friend or mentor who completed the MPA program

and encouraged them to apply. "We get our very best people from our people," Chewning says. "The best way to get the word out is to arm our people with information to share."

To help you reach out to potential students near you, the program has consulted with students, staff, faculty, and alumni to develop a slew of new recruiting tools. Peek inside this newsletter to find pass-along cards introducing the MPA program, listing contact information, and pointing students to the program's revamped, applicant-friendly website, [mpa.byu.edu](http://mpa.byu.edu).

A recruiting video is also available—there's a three-minute and a nine-minute version, both on the new website. It answers the question "Why a BYU MPA?" with students sharing goals and

alumni explaining how their degree helps them change their corner of the world.

Also in the works are press kits with talking points about the BYU MPA, including application requirements and career possibilities. The kits are being sent to academic advisors at BYU and beyond—and are available for alumni outreach efforts.

"These tools are a resource for alumni; we encourage them to use them liberally," says Jeff Thompson, MPA director. He suggests alums reach out to the youth in their lives—in local schools, wards, communities—and let them know about the BYU MPA by hosting a career night or inviting service-minded students to job shadow.

Recruiting, cont. p. 7



### CONTENTS

From the Director . . . . .	2
Faculty News:	
Rex Facer Receives International Award . . . . .	3
Alumni News:	
MPA Alum's Comic Creations . . . . .	4

Bloom Where You are Planted . . . . .	5
Student News:	
Interns Receive Buckwalter Award . . . . .	6
Baker Named Alumnus of the Year . . . . .	8

# From the Director



My favorite thing to do as director of the BYU MPA program is to meet with young people who are just learning what an MPA is. I receive many of these visits from both undergrads and mid-career

professionals who are seeking further development. Most of these visits result in an application; often, the student is accepted into the program.

It's no wonder so many students decide to apply once they know what the program is all about—the MPA program is a very easy sell. People resonate with our service-based mission, and there is nothing quite as special as the MPA/EMPA culture.

Many of these visitors to my office express the same sentiment: “I didn’t know a program like this existed!” As much as I love introducing the MPA program, I wonder why it so often comes as a surprise. Could we do better at getting people to target an MPA earlier on, and thus come into the program even better prepared?

This question is at the heart of our efforts this year to dramatically improve our recruiting. And since we know that you, our alumni, are the best recruiters, we have focused on providing you resources that will make it extremely easy for you to introduce the program to others.

For starters, you will see a batch of pass-along cards inserted in this newsletter. Please keep them handy and pass them out when you encounter young service-minded people. The card includes a link to our new program website: [mpa.byu.edu](http://mpa.byu.edu). You might direct them to the video at the bottom of the web page—another new resource we are thrilled about. There are three-minute and nine-minute versions of this video; both introduce the viewer to current students, tell about what our alumni do, and describe the uniqueness of the BYU MPA. Check it out and share it—on social media or in person! If you’d like additional material to share, just let us know and we will send it to you.

I invite you to join the ranks of the alumni who actively recruit for our program. For instance, there is Anthony Bates (EMPA, 2011), who scouts out young service-minded college students

and points them to us; several of his referrals have been accepted into the program. And then there is Steve Thacker (MPA, 1978), who regularly refers his employees to the EMPA program. Going forward, we will provide more recognition to alumni who refer applicants to us. We will also create ways for you to connect more closely to the students you refer once they join the program.

YOU are the best recruiter for the future generation of public services. Please help share our story.

Sincerely,

A handwritten signature in dark ink that reads "Jeff Thompson".

Jeff Thompson  
Director

## Join the Romney Institute’s online networks

Find us:

[facebook.com/byumpa](https://www.facebook.com/byumpa)

[twitter.com/BYUmpa](https://twitter.com/BYUmpa)

If you would like to receive the MPA Outreach newsletter electronically, please email us at [mpaalumni@byu.edu](mailto:mpaalumni@byu.edu).

## OUTREACH

Publisher . . . . . Jeff Thompson  
Managing Editor . . . . . Vicki Okerlund  
Editor . . . . . Sara Smith Atwood  
Graphic Designer . . . . . Nina Whitehead  
Student Writers . . . . . Kasee Bailey, Angela Marler,  
Brooke Porter, and Jenn Wilks

*Published by the George W. Romney Institute of Public Management at  
Brigham Young University. © 2016 by Brigham Young University.*



# Faculty News

## FACER RECEIVES PRESTIGIOUS INTERNATIONAL AWARD

Rex Facer, an MPA professor with an international reputation as an expert in human resources and public management, was awarded the Senator Peter B. Boorsma Award last October for his commitment and passion in public administration. Facer has been with the Romney Institute since 2001.

“Being able to see good people around the world who want to make a difference and want to have better tools and better understanding, that’s what has driven me to be involved,” Facer says, speaking of the opportunities he’s had to teach and converse with local government officials in Africa, Southeast Asia, Eastern Europe, and Central and South America.

The award is designed to honor an academician or practitioner who has facilitated the international exchange of knowledge and administrative practices that foster better performance in the public sector over a period of many years. Facer’s résumé includes working with local governments for ten years in Taiwan, designing a public administration

program for a graduate school in Pakistan, and spending several years helping create a joint project between the United Nations Development Programme and the government of Kazakhstan.

“I was doing things that, on the one hand, are important for the academy but are also important for trying to improve practice on the ground—at the end of the day, that’s where we’re going to make the change,” Facer says.

Kendra Stewart, professor and director of the Riley Center for Livable Communities at the University of Charleston in South Carolina, nominated Facer for the award after watching him present to a group of scholars in Korea. “I was

impressed with how well he translated his research on American public administration to Asian scholars and how relevant his work is to an international audience,” Stewart says. “Rex is a consummate professional who demonstrates passion for the values of public service and is a pleasure to work with. He was

**Facer, cont. p. 7**



Phin Xaypangna (left), a representative from Charlotte-Mecklenburg County, North Carolina, and Dan Lasseter (right) from the University of Georgia present Rex Facer (center) with the Boorsma Award.

### Baker, cont. from p. 8

Baker received a BA in economics in 1980 from BYU. After completing the MPA program, he began his career in the OPM in 1983 as a presidential management intern. He has held various positions in that office since then, starting in OPM’s retirement and insurance function, then moving to OPM’s compensation policy function in 1991. He has served as the senior policy advisor on government employee matters since 2001.

Facer says some of the characteristics that set Baker apart throughout his career are his reliability and his dedication to creating quality work.

“Through Bryce’s whole career, his colleagues have recognized him as an outstanding member of their team, someone they can trust for thoughtful analyses,” Facer says. “He is someone we are honored to have as a role model for our students.”

Baker and his wife, Carol, live in Northern Virginia and are the parents of five daughters, four of whom are BYU graduates. One of his hobbies is in-depth scripture study, and he coauthored the essay “Parallels between Psalms 25–31 and the Psalm of Nephi,” which was published in the 2013 Sperry Symposium book, *Ascending to the Mountain of the Lord: Temple, Praise, and Worship in the Old Testament*.

# Alumni News

## FINDING HIS PASSION: MPA ALUM'S COMIC CREATIONS



By day, Arie Van De Graaff is a public servant, but by night he is an accomplished cartoonist.

Van De Graaff, who graduated with an MPA from BYU in 2001, has been in the public sector for nearly fifteen years, working as a research analyst for the Utah Association of Counties.

"I liked the idea of helping people and pursuing a career that wasn't all about taking but also about giving," Van De Graaff says. "That was appealing to me."

While the state and federal legislatures consider thousands of bills a year, Van De Graaff looks out for those that impact county interests, analyzing them to determine what is and what isn't good for citizens of Utah counties. From there, he works to persuade legislatures to honor those interests.

"I enjoy working on policy and seeing how the work I do affects Utah citizens in legislation, hopefully for the better," he says.

When he's not researching and analyzing potential legislation, Van De Graaff is busy pursuing a childhood passion: drawing.

"Cartooning is something I've always

done," he says. "Growing up, I was always doodling and drawing things. In the MPA program, my professor Kirk Hart talked a lot about finding your daimon. Your daimon is your passion in life, and he encouraged students to find what that passion was and pursue that, rather than pursuing a career for money, prestige, or other reasons. That stuck with me. I knew even then that creating art was my daimon."

Van De Graaff continued with his art after completing the MPA program and began getting his cartoons published, alongside working as an analyst. He first published his cartoons with LDS Church publications, and since then, has published four books and designed apps featuring his cartoons, which have been downloaded more than 100,000 times. He contributes a quarterly comic strip to the MPA newsletter, as well as a weekly strip to the Mormon Times section of the *Deseret News*, sharing inspiration he finds in LDS culture.

"I can't afford to sleep during my church meetings," he says with a laugh. "I have to be awake and looking for anything that might strike me as funny."

And while his wife, children, and friends have, at one point or another, given him ideas for comics, he knows the importance

of paying attention to his surroundings and working hard for new material.

"You have to be observant," Van De Graaff says. "There are times where you worry that you'll never come up with another idea again, but fortunately, with hard work and time, you are able to come up with more. It is a process. You have to put some thought and effort into it, but it's certainly rewarding."

For Van De Graaff, the choice between drawing and a career in public service didn't have to be either-or. Rather, it's given him the ability to combine two of the things he's passionate about.

"Drawing has been a wonderful release for me, an opportunity to do things that I really love while still being involved in the public sector and making a difference there," he says.

Van De Graaff says he owes much to his MPA experience, where he was taught to pursue his interests and learned from accomplished teachers, faculty, and students.

"I've got really fond memories of the MPA program," he says. "It was definitely the highlight of my educational career. I never felt like the students were competing with each other. We were always pulling for each other, which is pretty unique."



# BLOOM WHERE YOU'RE PLANTED



A group of seasoned farmers sit facing Rebecca Loveland, a 2014 MPA grad in her mid-twenties, as she leads their discussion on everything from daily planning to marketing to an upcoming potato audit. Loveland feels inexperienced but plows forward, relying on the leadership skills she developed with her Marriott School training to make decisions and collaborate effectively.

When Loveland earned her MPA, she didn't know she would soon be tasked with becoming the acting CEO of her family's farm in Idaho when her father left to serve as a mission president. But the new direction wasn't a setback. For Loveland, it's been a chance to get back to her roots and grow new skills—along with some crops.

While she was at BYU, Loveland worked with Habitat for Humanity and Grantwell, advising nonprofits in gift-giving while developing the leadership and consulting skills she now finds invaluable on the farm. After graduation she spent a couple of months in Israel with nonprofit For Peace before joining Utah Valley University as an internship coordinator. But in

October 2014, her father, Kevin Loveland, was called to serve as a mission president in Arkansas for The Church of Jesus Christ of Latter-day Saints, leaving a five-thousand-acre wheat and potato farm in his daughter's care for the next three years.

Loveland didn't feel entirely qualified to take the lead, and the choice to leave her new job and change her life so drastically was difficult. In the end, she and her father decided putting her in charge would be best for the family and the brand, and that her career would reap rewards as well. "I would be putting into practice a lot of the skills I learned in other avenues of my life and just transferring them over to a farming setting," she says. She's found business basics like accounting, marketing, and human resources transplant well.

Farm life is comfortable for Loveland. She grew up there and had partnered with her father to a limited extent in college. "I knew the workers, I knew the fields, and I knew the partners that we sell to," she says. But taking the lead entailed more than she had anticipated: coordinating harvests, renegotiating land rental prices,

hard work, starting at sunrise and ending hours after sunset, with outcomes and profits dependent on phenomena beyond her control—like weather and unpredictable markets.

For a few months before her father left, he and Loveland "stuck to each other like glue," she says, as he taught her everything she needed to know to run the farm successfully without him. Now, he consults with her from time to time, leaving the nitty-gritty of running the business to her so he can focus on his duties as mission president.

However, Loveland never feels completely alone on the farm. "It's the people that make the business run," she says. "There are so many people helping. At the end of the day, it's not just me." She instituted a weekly meeting with the managers and workers, drawing on their expertise while holding her own with the men, twice or more her age, who have become her peers.

When she can get away, Loveland trots one of the family horses around the property to clear her head. She's not sure what

"There are so many people helping. At the end of the day it's not just me."

—Rebecca Loveland

consulting with agronomists on how to water the fields—"things that my dad has done for thirty years," she says—are now her tasks.

Loveland's goal is to run the farm the same way her family always has: with integrity and hard work. And it is a lot of

her future holds—she loves farming, but also international and nonprofit work. "You know, there are moments where I think that far in advance and then I remember all the things I need to do that day, and I stop thinking about it," she laughs. For now, she's just planting one seed at a time.



# Student News

## INTERNS IMPRESS: STUDENTS RECEIVE THE DOYLE W. BUCKWALTER AWARD

Summer internships bring real-world experience and, for many students, the hope of a job following graduation. Two MPA students went well above and beyond the call of duty at their summer internships, gaining the attention of the selection committee for the Doyle W. Buckwalter Award. Kelsey Kerr was named winner of the Buckwalter Award with T. C. Corless as runner-up.

The award is named for Doyle Buckwalter, a former faculty member of the MPA program. Buckwalter served as the associate director of the Romney Institute and as the institute's internship coordinator for twenty-eight years, using his network to place countless students in a wide variety of opportunities. The cash award is given to recognize a student or students for outstanding performance in an internship.

"It's an opportunity to try and highlight students and the amazing things they've done in their internships using what they've learned in the program to help the organizations they're with," explains Rex Facer, cochair of the Romney Institute Awards Committee. "It sends signals to the students that their hard work is appreciated and recognized. It also shows them that that's the kind of work they need to continue to do in

order to make an ongoing and lasting contribution in the places they work."

### **BUCKWALTER AWARD WINNER: KELSEY KERR**



Winner Kelsey Kerr, a second-year MPA student from Puyallup, Washington, interned with the city of Orem. Some of Kerr's duties included conducting a complex compensation study for Orem City employees and coordinating informational videos from the candidates running for city council. The videos she helped create received more than 30,000 views. She impressed the awards committee with her creativity and ability to tackle problems the city hadn't addressed before.

"She is dependable, always willing to accept the assignments we give her and complete them with excellence," says Steven Downs, assistant to the city manager and Kerr's internship supervisor. "Beyond her daily work schedule, Kelsey looks for opportunities to stay busy and involved, sometimes coming back to work outside her typical hours."

Kerr says she was surprised the day she opened the email informing her that out

of all the impressive MPA students she had received the award.

"I was really shocked because people in my class are amazing, and they did amazing things with their internships," Kerr remembers. "It gave me confidence because it showed me that others thought the projects I was working on were meaningful. It was humbling to be recognized."

### **BUCKWALTER AWARD RUNNER- UP: T. C. CORLESS**



Runner-up T. C. Corless, a second-year MPA student from La Crescenta, California, spent his summer interning with the US Government Account-

ability Office (GAO) in Washington, DC. He worked as an analyst on a team conducting a personnel management audit of the Consumer Financial Protection Bureau. Corless headed two sections of the report: fact-checking and striving to remain politically neutral. He presented his work in front of the US Comptroller General. The awards selection committee was impressed with Corless' drive and ability to stand out as a top intern at the

GAO, where standards of performance are very high.

“T. C. managed his time and workload extremely effectively and as a consequence was able to help other team members and take on additional tasks,” says Kay Kuhlman, the assistant director of Financial Markets and Community Investment at the GAO and Corless’ supervisor during the internship.

Corless’ favorite part of the summer internship was being a valuable member of the GAO team and being assigned real work right from the start.

“I learned the importance of experience and of being able to do things independently without someone telling you what to do,” Corless says. “Sometimes you just need to make things happen.”

Corless says he is flattered to be selected as runner-up for the Buckwalter Award.

“It’s an honor to be runner-up to Kelsey,” he says. “It is always nice to know that you’ve done a good job and that your work is appreciated. This award

gives me confidence to stride boldly into my future career.”

The award is about more than receiving accolades; it’s about setting a precedence of excellence moving forward and remembering the continued influence of the award’s namesake.

“We’re grateful to be able to recognize students,” Facer says. “It’s important to us to honor the legacy of Doyle Buckwalter’s service to the students over twenty-eight years.”

## Recruiting, cont. from p. 1

The central message of this recruiting initiative is summarized in the BYU MPA’s new motto: “Diverse Interests. Common Goal. Global Impact.” The mantra was a year in the making.

“Our students and faculty are the MPA brand. They come from diverse backgrounds with so many different talents, abilities, and interests,” Smith says. “But they all come with a common goal of wanting to make a difference.” And once students graduate, they go out and effect change on a global scale.

“Our alumni are doing amazing, phenomenal things,” Chewning says. “All of them have a story that they can share, and it’s them telling their stories that makes them the most effective recruiters. They are living examples of what students can become.”

Interested in a press kit or a bigger stack of pass-alongs? Have an idea for another resource? Contact Heather Chewning at [hc@byu.edu](mailto:hc@byu.edu) or (801) 422-4222.

## Facer, cont. from p. 3

most deserving of the Boorsma Award and truly represents what it stands for.”

The award was presented at a luncheon at the Southeastern Conference for Public Administration (SECoPA) in Charleston, North Carolina. When he accepted the award, Facer spoke about what drives him to be engaged internationally: his desire to improve government institutions and to help people flourish by using and strengthening core principles.

Facer believes that the Romney Institute’s three core principles underlie all the elements of management or governance, and he uses those principles in his international work. These principles include agency (fostering choice so that people will find greater meaning and fulfillment in the work they do and encourage creativity), accountability (rewarding those people in appropriate ways and correcting behavior when needed), and agape (a God-like love or a deep concern for others). Agency, accountability, and agape “all work together, holding up the effort to help people grow and develop and then help others grow and develop as well,” Facer says.

Last May, Facer shared these principles at the Astana Economic Forum in Kazakhstan. “I was pleased with how much they resonated with people from very different cultural backgrounds,” he says. “It’s been incredibly gratifying to see people recognize and value our Romney Institute principles of governance.”

Regarding his nomination for the award, Facer says, “Some of the other people that have received the award are very significant in the discipline of public administration; I’m not sure I measure up to their stature. But it is extremely flattering to be included in the same list.”





# romney institute

BRIGHAM YOUNG UNIVERSITY

MPA.BYU.EDU  
760 TANNER BUILDING  
PROVO, UT 84602



*"It isn't a great nation that breeds a great people.  
It is a great people that build a great nation."  
—George W. Romney*



NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
PROVO, UTAH  
PERMIT NO. 49

## BRYCE BAKER NAMED N. DALE WRIGHT ALUMNUS OF THE YEAR



The Romney Institute of Public Management named Bryce Baker, a senior advisor in the United States Office of Personnel Management, the 2015 N. Dale Wright Alumnus of the Year. The award is given

annually to an alum who has demonstrated extraordinary service in the public sector and in the community

"Bryce's career has been exemplary," says Rex Facer, cochair of the awards committee and associate professor of finance and public management. "He has been involved in significant policy issues ranging from medical leave to managing major compensation systems, all while being recognized by his colleagues as an outstanding team member."

Baker, who received his MPA from BYU in 1983, currently advises the deputy assistant director for pay and leave in the employee services component of the US Office of Personnel Management (OPM). In this position he has a lead role in reviewing and drafting legislation, developing OPM regulations, and designing

pay systems and programs, among other duties. He says he enjoys the challenge of working in an ever-changing environment and being able to draft policies that help millions of federal employees.

"Being a public servant is rewarding," Baker says. "You're working to make a difference on a mission that matters."

During his visit, Baker spoke to MPA students about his experience working in the federal government, sharing his story and giving advice on working in the public sector. The next day he attended a luncheon where he was presented a painting by Dale Wright, the award's namesake. Wright presents a painting to each year's honoree.

"It's a great honor to be recognized," Baker says. "I don't know how to thank BYU."

Baker, cont. p. 3