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## THE LEGACY OF GEORGE W. ROMNEY

*Written by Cindy Glad*

In Lansing, Michigan, stands a tall building with an impressive ten-story atrium. Inside are the governor's office and a collection of bustling state offices. It is the George W. Romney Building, named to honor the three-term governor who had such a strong influence in the state. Nationally, civil rights and housing policies were influenced through Romney's vision. A leading volunteer organization recognizes his pivotal influence and relentless passion with a nationwide award bearing his name. Students of the Romney Institute of Public Management learn of his passion and go forth to serve in government and nonprofit organizations.

George Romney was a man ahead of his time. Twelve years after his death many still speak of his vision and leadership as being at least twenty years ahead of those around him. This article on the Romney Institute's namesake explores the lingering legacy of this great man.

### A New Constitution

"Michigan has a new state constitution because of my father," Scott Romney said recently. The former constitution had been in effect since 1850, more than one hundred years, and it was time for a change.

Through his service in war production and improving Detroit public schools, Romney had learned the value of voluntary cooperation to solve society's problems. His vision and leadership were in great

demand. In the late 1950s he began working with a committee to develop and implement a new state constitution for Michigan.

Three years into pushing for the constitution, Romney saw that a new governor was needed for the effort to succeed. In 1962 he left the top position at American Motors after being elected governor of Michigan. The new constitution became effective 1 January 1964.

One significant part of that new constitution was the establish-

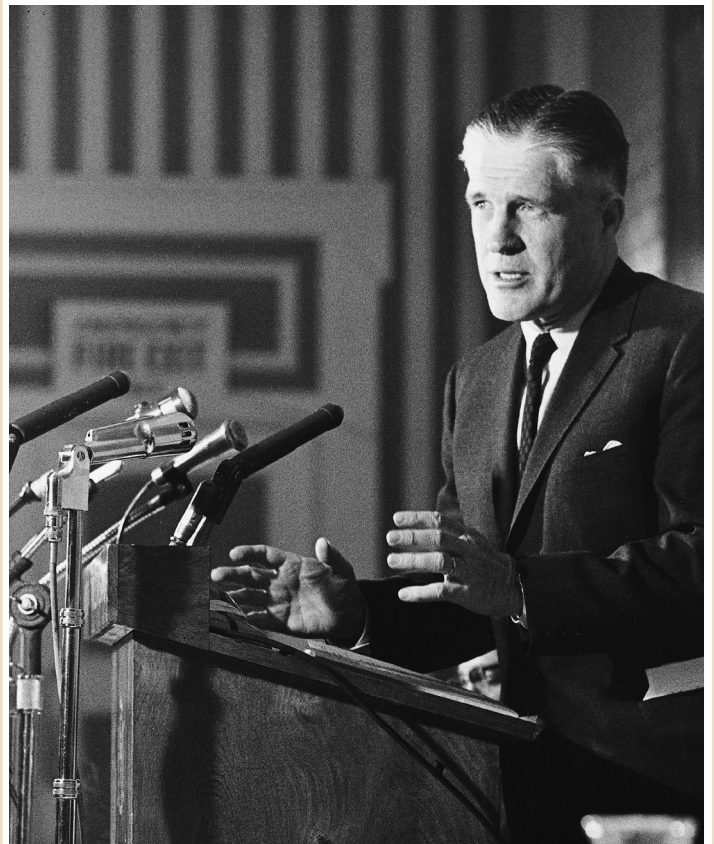
ment of the nation's first civil rights commission.

Scott recalls, "He believed firmly that we needed to change the way we dealt with civil rights in this country. He appointed Damon Keith, an African American and John Feikens, a Caucasian, to (the civil rights) commission."

"It was one of the early manifestations of government directly

*SEE Romney*

CONTINUED ON PAGE 4



*George Romney during one of his many public speeches.*

# DIRECTOR'S CORNER

WRITTEN BY GARY CORNIA, DIRECTOR



The Romney Institute of Public Management celebrated the 100th anniversary of the late Governor George Romney's birth. Governor Romney was born in 1907 and had a distinguished career in business, government, and voluntary service. He is a remarkable

example of doing great things by the strength of resolve. His life is a reminder that this is a country of unprecedented opportunities.

As part of his legacy, the staff and faculty of the Romney Institute are committed to the idea of making certain that each of our graduating students understand the significance of Governor George Romney's contributions to the nation. We want them to understand that each of them have the potential to make similar contributions.

As part of our efforts to help Romney Institute students understand their full potential the faculty have adopted a series of learning outcomes we want our students to demonstrate. During the next several issues of this newsletter I will explain the various outcomes we have adopted that we believe are critical to the skills of a public management, policy analyst, and nonprofit professional.

For example, a critical attribute of a student is to understand the history of public and nonprofit management. We feel an obligation to offer to students enrolled in our program a sense of the contributions of the intellectual leaders in the field of public and nonprofit management. We also want our students to understand the vision and examples of individuals like Governor George Romney and the late Professor Leroy F. Harlow. Professor Harlow joined the Romney Institute faculty after a long and distinguished career in public management. Professor Harlow's book *Without Fear or Favor* is a necessary read for any student contemplating a career in local government.

Helping our students understand the intellectual and practical history of their chosen profession is something the faculty of the Romney Institute takes seriously. By doing so we think we can help our students be even better professionals.

## STUDENT SPOTLIGHT

### JENNIFER MOSES JD '07 / MPA '08



At 11,754 feet above sea level, Jennifer Moses stands nervously gazing at the panorama below her. Born and raised in Hawaii, but of Japanese descent, the five feet she contributes pales in comparison to mighty Mt. Timpanogos. Nevertheless, as she has done throughout her life, Moses has conquered her fears and can check mountain climbing off her to-do list.

Important items already checked off her list include going on a mission, marrying in an LDS temple, working as a legislative aide in the United State Senate, and graduating from law school. While her to-do list has always received much attention, she is also conscious of her "to-be" list. Influenced by a mixture

of Hawaiian and Japanese culture, Moses tries to be thoughtful, outgoing, positive, and always removes her shoes before entering homes. She is often described as bubbly and glowing. Perhaps it is because she has much to be happy about.

"I am so blessed," Moses says, "I love my family, especially my husband. I love the gospel of Jesus Christ, and I love being here at BYU." If her life is a mountain, she is still far from the summit, but is excitedly making her trek upward. Moses looks forward to participating in the Romney Institute of Public Management program and contributing to her community through the use of her law and public administration education.

### WHAT'S NEW WITH YOU?

We always are interested in professional and personal updates. Send us yours or a classmate's!

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### Correction

In the last issue of *Outreach*, George Romney was said to be the fifth child in his family. He is actually the fourth child.

# THE PRIVILEGE OF GIVING

WRITTEN BY CATHERINE COOPER, MPA '08

On 16 October 2007, as part of the George W. Romney birthday celebration, Arthur C. Brooks spoke to the MPA students, guests, faculty, and staff. His lecture, entitled *The Privilege of Giving*, shared insights about charitable giving based on more than a decade of research. Brooks' insightful conclusions resonated with the audience, who found the data not only confirmed their own experiences but also more clearly articulated the value of charitable giving.

In his work with highly successful entrepreneurs, Brooks repeatedly heard credit for their success tied directly to charitable giving. Trained as an economist, Brooks had learned one had to possess money before it could be given away, so the idea of giving first confused him. The questions that drove his research were: is giving really a key ingredient to success and if so, which comes first, the giving or the money. In the lecture he identified who gives, why giving matters, and several policy implications for individuals and nations.

## Who Gives

Data shows Americans are generous in their giving. In 2006, 75 percent of Americans made charitable contributions privately, giving away \$295 billion dollars. This impressive number included about 85 million families. The data refutes the myth that Americans are greedy or stingy. By comparison the average American gives three and a half times as much money to charity as the average French citizen; seven times as much each year as the average German; and fourteen times as much as the average Italian. The one characteristic that predicts charitable giving more than any other is religious participation. Religious people (those who attend their house of worship every week, regardless of religious affiliation) are the most charitable group of Americans.

## Why Giving Matters

Analysis of an astounding amount of data, including a social capital community benchmark survey, and psychological research found that people who give are happier, have

less stress in their lives, and are richer. Giving changes the giver. The brain is changed. Stress hormones are reduced or depressed by charitable giving. People become more effective, due in part to the positive perception other people have of givers. Research showed the return on investment to \$1 given to charity is \$3.75. So when entrepreneurs claim charitable giving as a secret to success, they're right!

One: Any program designed to help the poor to be successful needs a component that allows the poor to help others—they need an opportunity to give so they can participate in the virtuous cycle themselves.

Two: Because of the positive impact charitable giving makes on individuals and then in turn on the country's economy, governments need to allow individuals to give and to not assume the majority of responsibility for taking care of individual citizens. It is the role of private citizens to take primary responsibility for caring for one another. Doing so benefits the giver and the receiver.

Three: Modeling giving is necessary to influence individuals to become givers.

Four: Not surprisingly, another conclusion is that the single best self-help strategy is to serve others.

Brooks' insights helped the audience increase their understanding of how giving benefits both the giver and the receiver. His remarks about charitable giving, as a method to increase happiness and well-being helped the audience think differently about the privilege of charitable giving. The giver actually gets more than the receiver. To an MPA audience his remarks also caused reflection on how to apply the principles of charitable giving in the public and nonprofit arena, not only in the United States, but throughout the world.

Arthur C. Brooks, professor of public administration; Louis A. Bantle Professor of Business and Government Policy, The Maxwell School of Citizenship and Public Affairs, Whitman School of Management, Syracuse University. Brooks also directs the school's Nonprofit Studies Program; All material from his presentation is available in the book *Who Really Cares: The Surprising Truth About Compassionate Conservatism*.

<http://faculty.maxwell.syr.edu/acbrooks/>



*Arthur Brooks presenting to the Romney Institute students, faculty, and staff.*

Brooks looked at giving on the individual level and at the national level. Data on annual giving per capita and per capita personal income (for the last fifty years) showed a direct relationship between the amount of money Americans made and the amount given to charity. Asking which was doing the pushing and which the pulling, the data suggested the two moved together, and that charitable giving is not just a great investment secret for individuals, it is also good for the country.

## Policy Implications

Based on his research and presentation, four policy implications became clear.



involved in civil rights,” said Feikens. Now each state and the District of Columbia have a state advisory committee to the U.S. Commission on Civil Rights.

In 1963 Romney gave the keynote address at the conference that led to Martin Luther King’s “Freedom Marches” in Detroit. He also marched in the front row in the Grosse Pointe march. Martin Luther King is said to have liked the prospect of a Romney presidential campaign.

Romney urged the 1964 Republican National Convention to adopt a more aggressive civil rights approach. He continued to work with civil rights leaders and attended King’s funeral in 1968.

“I never once thought that anything that Governor Romney did, or any of his statements that he made about treating everybody equally had anything to do with politics. It came from his heart and his belief that everybody should be treated equally,” Keith said.

### Aggressive Housing Initiatives

Romney promoted fair housing as governor of Michigan and while campaigning for the presidency. “We must arouse ourselves from our comfort, pleasure, and preoccupations and listen to the voices from the ghetto,” he declared.

He pushed for greater access to home ownership to promote a stronger family base that would stabilize communities.

In some areas of Michigan, black families had been barred from living close to where many of them worked in the auto industries. Romney helped facilitate access to housing closer to their employment.

Serving as President Nixon’s Secretary of Housing and Urban Development, he initiated an aggressive suburban integration strategy. He saw integration as the solution to poverty and racial tension.

### Passionate about Volunteerism

Romney promoted volunteerism from his cabinet-level position. He envisioned volunteers as an integral part of every community. The National Center for Voluntary Action (NCVA) was established as a result of Romney’s efforts. Leaving his position at the end of Nixon’s first term of office, he decided to devote himself to volunteerism fulltime.

Daughter Jane Romney recalls, “He saw what the government can do and is good at, but he also saw where (it is) limited. And I think that is what turned his head to volunteerism because he thought some of these problems could be better fixed at home in these communities.”

“There is only so much business can do; there is only so much government can do. The rest has to be picked up by the voluntary sector ... As a matter of fact he was more passionate about that than he was about anything else in his life,” said daughter-in-law Ann Romney.

Romney served as chair of the NCVA board from 1974 to 1979. Following a merger with the National Information Center, Romney became chair of the new VOLUNTEER board.

President George H.W. Bush invited Romney to be a founding member of The Points of Light Foundation in 1990. Soon the founda-

tion merged with VOLUNTEER, establishing a very effective nationwide volunteer network. “(Romney) believed, as I do, that service to others is a terribly important part of anybody’s life,” President Bush said.

The Points of Life Foundation and Volunteer Center National Network continue to present The Lenore and George W. Romney Citizen Volunteer Award. It was established in 1987, and the Romneys were surprised to be the first recipients. Recipients have included Eunice and Sargent Shriver, Bob Hope, General Colin Powell, and the George and Olive Osmond Family.

### A Presidential Summit

The culmination of his work in volunteerism occurred two years after his death in 1995.

Five days before his death Romney finalized, an outline of what became The Presidents Summit for America’s Future, held 27-29 April 1997. In a speech delivered the night before his death, Romney announced that General Colin Powell would chair the summit.

He planned a summit involving all former presidents joined in a non-partisan support of volunteerism. He envisioned a push on volunteerism that would help motivate all sectors of our society to find ways to improve their own communities.

Romney’s daughter Lynn Keenan later recalled that the summit began with a tribute film on her father. The program credited him with the vision behind the summit. Many summit attendees approached her mother and other family members with fond memories of Romney and his work. The three-day event included remarks by the presidents, hands-on service projects around the city of Philadelphia, and discussion to plan for the future.

The result of the conference was the establishment of America’s Promise Foundation. Attendees committed to deliver five promises to all children. The promises are:

1. Caring adults
2. Safe places
3. A healthy start
4. Effective education
5. Opportunities to help others

Currently the foundation is working to assist 15 million of our nation’s most vulnerable children during the next five years.

***“THERE IS ONLY SO MUCH  
BUSINESS CAN DO; THERE IS  
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MENT CAN DO. THE REST  
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## Students of Service

Son Mitt Romney recently said, “It’s an honor of course for our family to see his name, to see his picture there at the institute. But I think the reason it is important to recognize him is not because of who he is by name, but by ... the qualities and the characteristics that made him someone whom many people saw as a great leader. And those qualities of integrity, of passion for what he believed in, of commitment to certain ideals that uplifted other people, of love of service and of willingness to volunteer, these are the kinds of things that

distinguished my dad and also distinguish many, many of the students who come to BYU.”

This spring about ninety students will graduate with Master of Public Administration degrees from the Romney Institute. The establishment of the George W. Romney Endowment in 1998 has made it possible to accelerate the efforts of the Romney Institute in preparing well-trained students and placing them in influential jobs.

“I know the faculty at this institute wants to perpetuate that legacy. . . . It’s an institute

of people of character who look to George Romney as an example of ethical leadership,” Director Gary Cornia said.

George Romney cared about the welfare of others with an intensity that resulted in innovative and long-lasting solutions to people problems. His impact will continue to be felt for many more years in government and volunteer sectors in Michigan, across the United States, here at the Romney Institute, and everywhere a BYU MPA graduate lives and works.

# A DAY OF CARING

WRITTEN BY MARILYN LAU, MPA '08

With the beginning of graduate school underway, more than one hundred students, faculty and staff from the George W. Romney Institute of Public Management put aside their studies and work for a morning to participate in the annual United Way of Utah County Day of Caring on 6 September.

“It’s a natural tie to have students from the Romney Institute participating in United Way Day of Caring,” says Gary Cornia, director of the Romney Institute. “They are future leaders in public service and nonprofit—ready to make a change and improvement in the world.”

“Working side-by-side with volunteers from the community is a great way to meet other professionals who feel as strongly about helping others as we do,” says Summer Barrick, a second-year MPA student.

Collectively volunteering more than 350 hours, the group from the Romney Institute dedicated their service in honor of George W. Romney—the namesake of BYU’s MPA program. Romney championed the cause of volunteerism throughout his life, as well as served three terms as governor of Michigan and one term as Secretary of Housing and Urban Development under President Richard Nixon. He passed away in 1995, but would have turned one hundred years old this past year.

Romney’s grandson, Tim Robinson, and his two sons, Nathaniel (ten), and Colin (seven), worked alongside volunteers during the Day of Caring.

“When I heard that the MPA program planned to honor my grandfather at the Day of Caring event, I thought, ‘perfect,’” says Robinson. “I can’t think of a better way to honor his memory than for people to get out and help their communities and their neighbors. My grandfather believed that kind of effort can change the world. I know he would have been deeply touched to see all these people here today.”

Along with the volunteers from the Romney Institute, more than seven hundred people from



*Nicole Newton, a first year MPA student, participating in the “Day of Caring.”*

thirty area organizations participated in this year’s Day of Caring. Volunteers worked on seventeen projects, which included landscaping, painting, repairing, and cleaning for various nonprofit organizations throughout the county.

“The first place to impact change is in your local community,” says Bill Hulterstom, president and CEO of United Way of Utah County. “And the United Way was pleased that so many from the Romney Institute wanted to make a difference right here in Utah County.”



*Tim Robinson, grandson of George Romney, with his sons Colin and Nathaniel.*

# BIRTHDAY GALA

WRITTEN BY ROBBIE JACKSON, MPA '08



*Scott Romney and Lynn Keenan, two of George Romney's children.*

For the past several months I have cataloged letters, speeches, newspaper articles and books written by or related to Governor George Romney for the Romney Institute of Public Management. During this process, I got a glimpse into the Governor's life. But it wasn't until I attended the George W. Romney Gala on 17 October 2007 that I got a more personal look into the Governor's life.

Held in the newly finished Gordon B. Hinckley Alumni and Visitors Center, the gala honored the late Governor Romney with more than two hundred family members and close friends in attendance. Displayed at the entrance were many of the items I had cataloged over the past few months. There was also a turquoise and white 1962 Nash Metropolitan and a turquoise 1966 Rambler outside the building. These cars were two of American Motor Corporation's most popular models—part of the compact car revolution George Romney produced when he was president of the company.

After hors d'oeuvres, spiced cider, and conversation, the program began with an introduction by Gary Cornia, RIPM director. He recognized the significant contributions George Romney made in the public sector and the generous support his family has made to BYU's MPA program.

Dinner included grilled salmon, steak medallions, potatoes, rolls, and a sampling of decadent desserts. Following dinner, the lights were dimmed and a documentary was shown about George Romney's life. This film

highlighted many of the significant events in the governor's life and included interviews with RIPM professors and Romney family members—many of whom were in attendance that evening.

The video focused on Governor Romney's passion for volunteering in the community and love of his family. I was especially touched by the segment that discussed George and Lenore's love story.

After dinner, Tamara Lewis, MD and Romney Institute Advisory Board chair, once again greeted the guests to the celebration. She expressed her gratitude about being a graduate of the Romney Institute MPA Program, as well as being associated with the Romney Institute. She believed that the reputation of Governor Romney would benefit us all.

After Tamara Lewis' brief remarks,

Elder David L. Cook, a member of the second quorum of the seventy and Romney Institute Advisory Board member, spoke of how George Romney was a hero to his father. His father spoke of Romney's impeccable character and his example of civic engagement and improving the world. Elder Cook felt that Romney can be as much of an example to this generation as well as future generations.

The highlight of the evening was the panel discussion with four Romney family members: Scott Romney and Lynn Keenan (two of George Romney's children) and Craig Romney and Greg Robinson (two of George Romney's grandchildren). They answered various questions related to the Governor's life and their relationship with him. This discussion gave the most vivid picture of George Romney's character and personality.

Craig Romney had the audience rolling with laughter when he recounted a story about the vacation that he went on with his grandfather. While at the St. George Tabernacle, George was caught "borrowing" hymnals to teach the grandchildren on the trip the words to "How Great Thou Art." Following an animated discussion between George and the tabernacle worker, the worker finally consented to the "loan."

At the close of the evening all the letters, speeches, newspaper articles, and books I had spent hours cataloging had come to life in a new way. I gained a better appreciation for what George Romney and the Romney Institute of Public Management represent.





# HOMECOMING PARADE

WRITTEN BY MARILYN LAU, MPA '08

On 22 September, thousands of spectators watched a seven-foot tall birthday cake rolled along the BYU Homecoming Parade route. Thirty MPA students and faculty followed closely behind, singing birthday songs to honor the one hundredth birthday of the late Governor George Romney.

"As I've learned more about George Romney's life and leadership, it was important to me to help celebrate his one hundredth birthday and honor the lifetime of service he gave to our country," says Robbie Jackson, a second-year MPA student. "Participating in the homecoming parade is just one of the ways our program is honoring Governor Romney this year."

The MPA parade participants marched around campus, each carrying a picket sign displaying pictures of George Romney and highlights from his life of public service. Professor Rex Facer pulled his two youngest children, Lizzy and Trey, along the parade route while they passed candy out to the spectators. Professors Gary Cornia and Gloria Wheeler also greeted the crowd.

"We feel so honored to have George Romney's name associated with our program," says

Professor Wheeler, associate director of the Romney Institute of Public Management. "We want everyone to know of Governor Romney's legacy of service and hope it inspires others to do good in the world."

Current MPA students from the Classes of 2008 and 2009 spent several weekends before the parade preparing the float entry to honor Romney. The students designed a large birthday cake float with candles shaped as a "100." Two George cutouts stood at the top of the float waving to the crowd.

"Romney's character greatly influences our program and the type of leader and person I want to be. I can't think of a better way to spend a Saturday morning than spending time with

my classmates and sharing the great qualities and characteristics about George Romney," says Clayton Fulton, a second-year MPA student.



## ALUMNI NEWS

### JODIE LAYTON EMPA '06



With an undergraduate degree in diagnostic medical sonography (ultrasound), Jodie Layton pursued an EMPA degree intending to teach ultrasound. She has worked in the health care field for the last ten years and has operated her own medical ultrasound business for the last seven years. After she traveled to Ghana with other BYU MPA students, she realized that she is interested in a career in international development.

Layton plans to teach part-time and eventually enter the international development field.

In her spare time, Layton enjoys playing with her three girls: Jessalyn (seven), Jennaca (four), and Tenley (ten months old). Layton

loves to play soccer, read, dance, work in her yard, and is currently training for her second marathon. Layton is grateful for all her experiences in education. She is especially glad to have learned so much from her classmates in the EMPA program. She feels that her public administration degree has taught her to appreciate the many public employees and programs in our society that add so much value to our lives.

Layton learned so many things from the EMPA program but if she had to sum them all up it would be: "Never let yourself accept failure. Anything you try, you can do as long as you believe you have even a chance to succeed."

## GEORGE W. ROMNEY



Named for the late three-term governor of Michigan, former U.S. Secretary of Housing and Urban Development, former president of American Motors, and tireless volunteer, the George W. Romney Institute of Public Management is located at Brigham Young University's Marriott School.

In his last speech as governor, Romney reiterated his values—values shared by the institute: “My parting prayer for Michigan and for America is that we may each join in a rededication to the common good through a deeper sense of our personal responsibility to obey our creator, respect the law, and serve our fellowman.” Inside the nourishing environment of BYU and the Marriott School, the George W. Romney Institute of Public Management aims to strengthen the “rededication to the common good” among students and faculty.

BYU's motto, posted at the entrance to the university, publicly declares what the Romney Institute accepts as its underlying philosophy, “Enter to learn, go forth to serve.” The goals of the Romney Institute combine the vision of BYU with Romney's legacy of public service, volunteerism, and the highest standards of personal integrity. In an age of profound individualism and cynicism regarding public service, the Romney Institute is committed to promoting the principle of quiet service to humanity.