



## Attracting the Best Students to the Friedman School: Everyone Can Contribute

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The Friedman School is 33 years old this year. We are recognized internationally for academic excellent and our graduates are sought after by industry, government, NGOs and universities around the world. The School has maintained admirable standard for admissions and every entering student comes with an impressive resume of achievement. And in 2013 and beyond, recruiting top students is more challenging than ever before.

By the numbers, recruiting at the Friedman School looks straightforward. We attract about 400 applicants each year. About half of those are offered admission, and half of those are accepted to the Friedman School. Like most graduate schools, in 2008 and 2009, we experienced higher-than-average application and acceptance rates. Economic downturns are ideal times for students to return to college. But, as the economy improved, we have seen some students enroll elsewhere when the combination of competitive scholarships and a lower cost of living put Friedman out of range financially.

Keys to overcoming these challenges and continuing our success will be to increase awareness of Friedman among prospective students and help those students who apply with the financial support they need.

Last year, we examined the trend in how our students learned about the Friedman School. While many learned about Friedman through our website, we were pleased to see that the number of students who had learned about the School from either an alumni or faculty member doubled from about 20% to 40% from 2008 to 2012. With the growth of our active alumni (from 1086 to 1473 in that period) and the efforts of our faculty to support recruitment when they travel, I am confident that the success of our home-grown recruiting will continue to thrive.

Word of mouth recommendations are powerful influences on prospective students. To make it easy for any member of the Friedman community to share information about our residential degree programs, the new blended master's program and our four online certificate programs, we have recently added a page to the School website with copies of all program brochures. Online brochures mean that anyone at anytime can find complete information about all of our degrees and certificates.

The other key to our success is having scholar-

ship funds to award to top students. According to Stacey Herman, Associate Dean for Student Affairs, it is not uncommon to lose a top student to a peer institution when our tuition and cost of living is thousands more per year. On having sufficient scholarship funds, she said: "Every additional dollar counts toward bring a student to the School. Students need as much help as we can afford to give them."

While some sources of funding are constrained, we do have exciting new initiatives, like the Microphilanthropy program initiated last year which gives donors a direct connection to causes they wish to support. Examples include the Diversity Funding program which raised over \$28,000 in aid for minority applicants, MAHA student support of over \$33,000, the Frances Stern Financial Aid to support students in the Dietetic Intern Program, The HNRCA Student Innovation Fund and Dillard Internship Program which supports internships for Dillard University undergraduates at the Friedman School. Each of these initiatives has had a champion who made a lead gift and helped solicit prospective donors. Because all programs are administered online, it is easy for new donors to participate. Introducing prospective donors to the Friedman School is as easy as sharing a link... <http://www.crowdrise.com/tuftsmicro>. Sean Devendorf, Director of Annual Giving notes that because the appeal is administered online, these programs have connected the School to new donors we may not have otherwise been able to reach.

I would also like to note that support from faculty and staff at the Friedman School reached an all time high this year with 85 individuals making gifts. Your support is important not only for the income to the School, but for the statement your collective vote of support makes for our mission.

The increasing number in students who were introduced to the Friedman School through our faculty and alumni has been a welcome and critical component to our success. Additionally, new methods of fundraising that complement traditional initiatives have helped to support our students through uncertain financial times. While the past several years have presented challenges, I am impressed at the job the entire Friedman community has done to help us reach our goals, and grateful to our faculty, students, staff, alumni and friends for the job you have all done – and will continue to do in the coming years. -- Robin

### ABOUT

The Dean's Letter is for official notices and news from the Friedman School Dean reporting announcements, events, accomplishments and activities of interest to the School's alumni, students, faculty, staff and friends.

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Dean ad interim

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Please send submissions to  
[mark.krumm@tufts.edu](mailto:mark.krumm@tufts.edu).

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## UPCOMING EVENTS:

**Oct. 30: Alumni Career Panel**  
**5:15PM - 6:45 PM, Behrakis**  
**Auditorium, Jaharis Center**

**Panelists: Laura Carroll, MS,**  
**MPH, N13, MG13, Policy**  
**Analyst, U.S. Food and Drug**  
**Administration**

**Rachele Pojednic, MS, N11**  
**Doctoral Candidate at the Fried-**  
**man School, Creator of www.**  
**strong-process.com, Consultant**  
**and Writer**

**John Stoddard, MS, N09 Found-**  
**ing Farmer, Higher Ground Farm**

**Moderator: Carole A. Palmer,**  
**Ed.D., R.D., AG69**

**Nov. 4: Tufts Health Sciences**  
**Alumni & Friends Reception**  
**at APHA Conference. 6:30PM**  
**- 8:00PM. Westin Boston Water-**  
**front, Stone Room. 425 Summer**  
**St., Boston**

**Hosted by Robin Kanarek,**  
**Interim Dean. RSVP:**  
**[http://bit.ly/APHA\\_Friedman](http://bit.ly/APHA_Friedman)**

**Nov. 15: Nutritional Epidemiology**  
**Seminar: "Diet, nutrition and**  
**prevention of cardiometabolic**  
**diseases: what's new?" 12:00**  
**Noon - 1:00 PM, Sackler 114E**

**Special guest lecture presented**  
**by Frank Hu, MD, PhD, Harvard**  
**School of Public Health**

**Nov. 16: HNRCA Talk and Taste**  
**Lecture series "Low-Calorie**  
**Cooking" Time: 2:00PM -**  
**3:30 PM ET, Tufts HNRCA**

**4th installment of the Talk and**  
**Taste Lecture series "Low-cal-**  
**orie Cooking" featuring**  
**Dr. Susan Roberts, Director of**  
**the HNRCA Energy Metabolism**  
**Lab, Susan Hammond, Master**  
**(continued on page 4)**

## Friedman Now

### Friedman Seminar Series Kicks off With USDA Visit

On September 11, Kevin Concannon, the Under Secretary of the USDA Food, Nutrition and Consumer Services (FNS) was the guest speaker at the first Friedman Seminar of the new academic year. FNS is responsible for 15 national supplemental nutrition programs and serves one in every four people living in the United States. President Monaco introduced Concannon and acknowledged the long-standing relationship between Tufts and the federal government, dating back to Dr. Jean Mayer's leadership of the 1969 White House Conference on Food nutrition and Health.

Mr. Concannon's presentation touched on all the activities of FNS, but focused two initiatives:

**The Healthy Hunger-Free Kids Act of 2010** which has been implemented in 100,000 K-12 school across the country and sets the stage for reforms to school lunch and breakfast

programs to improve the nutritional quality of those meals. Concannon said this is the most pressing and important initiative that FNS is engaged in today.

**The importance of SNAP** in providing nutrition assistance to people in real need. Concannon noted that while the program has more than doubled from 19 million to 47 million recipients, today's recipients of benefits are, as a group, poorer than previous recipients. Speaking on the improving economy, Concannon noted that for those with college degrees and technical skills, there can be prosperity, but for others "this recovery is a hope and a prayer". Of the current SNAP recipients, the Under Secretary said 45% were children, and nearly 20% were seniors or persons with disabilities.



Kevin Concannon  
USDA Under Secretary of FNS

Parke Wilde moderated a Q&A session with the Under Secretary which was followed by a reception where students and faculty were able meet and speak both with Mr. Concannon along with the FNS Regional Administrator, James Arena-DeRosa, based here in Boston.

Mr. Concannon noted that there are a number of Friedman School alumni employed by the FNS. The visit and presentation by the Under Secretary helped maintain a strong relationship between the School, Tufts and FNS who, like the school, has a mission of improving the nutritional wellbeing of individuals and communities.

### Friedman Welcomes First Cohort of MNSP Students

Saturday, September 21st marked the first day of the residency for the first cohort of blended MNSP students. This marks the completion of a transition from the blended program in the United Arab Emirates to the Boston Health Sciences Campus. As expected, the program has been attractive to working adults as well as students who recently earned an undergraduate degree. The sixteen students in the program come from as far away as California, and are a combination of full-time and part-time students. Program Director, Lynne Ausman is very pleased with the student's commitment and progress in this demanding week of day-long classes and has been impressed with the caliber of student in the program. The MNSP program was developed to give students who could not move to Boston the opportunity to earn a masters degree online and in person during the three weeklong residencies.

### Dean's Search Enlists Spencer Stuart

Executive search firm SpencerStuart has been retained by the university to lead the search process for the next Dean of the Friedman School. They encourage all members of the Friedman School community to share their thoughts. They have asked you to consider these key questions:

What are the core values and key strengths of the school?  
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# Dean's Letter

News, Events & Accolades from the Office of the Dean



**Tufts**  
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Gerald J. and Dorothy R.  
Friedman School of  
Nutrition Science and Policy

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## Freidman Now, continued

### Dean Search, continued

What are your aspirations for the school?

What are the challenges Friedman will face in pursuing these aspirations – what will make these goals hard?

Given your culture, aspirations and challenges, what qualities, skills and experiences would you like to see in Friedman's next leader?

A special email address has been created to receive your responses and ideas:  
[friedmandean@spencerstuart.com](mailto:friedmandean@spencerstuart.com)

## Friedman Staff Shine at 2013 Distinction Awards

Jennifer Hashley and Nesly Metayer were each honored as recipients of the 2013 Distinction Awards.

The Awards, now in their sixth year, honors approximately 15 individuals and teams from around the university. Fulltime staff and faculty are eligible to be nominated. Hashley and Metayer were selected from over 100 nominations to receive the Bridge Builder Award.

Jennifer was recognized for her work with the New Entry Sustainable Farming Project which supports regional agricultural sustainability and builds economic self-reliance for persons entering careers in farming. Her collaborations with both the Cummings School to train farmers in livestock production and with Tufts Dining Services to bring CSA produce to the Tufts community in Medford were lauded for building connections across the university.



Jennifer Hashley and Tufts President Anthony Monaco

Nesly's work with ChildObesity 180 was praised for his work with Brazilian, Haitian and Latino immigrants in Boston. Nesly has integrated work from the Friedman School, the School of Medicine and Public Health, School Engineering, and the department of Sociology to reverse childhood



Nesly Metayer and Tufts President Anthony Monaco

obesity and address related public health problems.

Having two winners from the Friedman School, which comprises only about 3% of the university's 5000+ eligible candidates is quite an honor. "The pool of candidates seems to get stronger every year and there are always many remarkable staff and faculty members who are deserving of the award. To have two members of the Friedman School represented is a real honor," said Mark Krumm, a member of the 2013 Selection Committee.

Congratulations to both Nesly and Jennifer for their exceptional work at the School and Tufts. You may read more about their work at New Entry's website: <http://nesfp.org> and ChildObesity180 at: <http://childobesity180.org>.

## Student Conference Set for March 29, 2014

The Student Research Conference has formed their committee and co-chairs for the 8th annual conference. Meghan Hall and Janeen Madan are the student co-chairs. Opportunities for faculty involvement will be forthcoming.

## Here and There - News from individuals at Friedman

Adjunct Instructor and Friedman School alumnus, **Adela Hruby, PhD, MPH**, had her research on magnesium intake and reduced risk of impaired glucose and insulin metabolism, and progression from pre-diabetes to diabetes in middle-aged Americans published online before print in the American Diabetes Association's journal *Diabetes Care*.

**Carole Palmer, Ed.D.** received the annual 2013 Excellence in Nutrition Education of Health Professionals in acknowledgement of her "efforts to advance nutrition education

of allied health professions, with emphasis on oral health care professionals" from the Nutrition Educators of Health Professions dietary practice group at the October meeting of the Academy of Nutrition and Dietetics.

Nutritional Epidemiology Program Director, **Nicola McKeown, Ph.D.**, was promoted to Associate Professor in September.

The Friedman School is the only university with two members serving on the USDA 2015 Dietary Guidelines

Advisory Committee. **Alice Lichtenstein, D.Sc.** is serving as Vice Chair, **Miriam Nelson, Ph.D.** is a committee member.

**Alice Lichtenstein** gave a live interview on WGBH radio emphasizing the importance of "home ec" education for all school children noting that one cannot assume that basic shopping and cooking skills are being taught in the home.

**Professor Lichtenstein** has also been invited to deliver the 15th Annual Dudley Allen Sargent lecture, "Intersection of Nutrition Science and Policy,

*Current Challenges*" at Boston University's Sargent College, December 4th, 2013.

**Professor Nelson** participated in the September 18th White House Convening on Food Marketing to Children hosted by First Lady Michelle Obama and the White House Domestic Policy Council.

Policy Department Chair, **Will Masters, Ph.D.** was honored by the Agriculture & Applied Economics Association at their August conference. He was awarded the Bruce Gardner (continued on Page 4)

# Dean's Letter

*News, Events & Accolades from the Office of the Dean*



**Tufts**  
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## Here and There, continued

Memorial Prize for Applied Policy Analysis which recognizes contributions that make an outstanding impact on agriculture and related policy.

Bringing Medford and Boston closer together, **Professor Masters** has received an appointment as Adjunct Professor to the Economics Department at Tufts School of Arts & Sciences. In addition to creating closer ties to Medford, Professor Masters will have opportunities to advise Tufts undergraduates.

Dean for Academic Affairs **Patrick Webb, Ph. D.** was a member of the team of experts making up the Maternal and Child Nutrition Study Group that oversaw preparation and publication of the influential 2013 Lancet Series on Maternal and Child Nutrition. That team, led by Dr. Bob Black (of Johns Hopkins University) was presented with the Sight and Life - Nutrition Leadership Award.

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## Upcoming Events, continued

Gardener for the Massachusetts Horticultural Society, Lisa Caldwell, Healthy Eating Specialist for Whole Foods, River Street Cambridge  
Lisa Kamer, Garden to Table Program Manager, the Massachusetts Horticultural Society

The program will be followed by a tasting and informal Q&A with the speakers. More:

<http://bit.ly/low-cal-cooking>

questions, please contact Eileen Cardoso: [eileen.cardoso@tufts.edu](mailto:eileen.cardoso@tufts.edu)

**April 4-6, 2014: All Alumni Reunion. Events include Gershoff Symposium, Awards Ceremony and much more.**

For questions, please contact Sean Devendorf: [sean.devendorf@tufts.edu](mailto:sean.devendorf@tufts.edu)

**April 4, 2014: Annual Gershoff Symposium, Behrakis Auditorium, Jaharis Center: "Personalized Nutrition: Overlooked or Over-hyped?"**

Stay tuned for full details. For