ON THE COVER: A selfie in front of Hill College House captures the moment for first-generation freshmen.
Soaking in campus life, first-generation students—a talented group representing every part of the country and corner of the world—get to know each other and their new home during pre-freshman orientation, as they begin their undergraduate journeys. Penn First Plus, an expanded set of initiatives designed to meet the unique needs of those who are the first in their families to attend college and/or have significant financial need, is central to Penn’s expanded commitment to supporting all students’ success.

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In Brief

“The Power of Penn Campaign is about opportunity that transforms lives, ideas that spark solutions, and action that changes the world.”

Students from the Platt Student Performing Arts House join President Amy Gutmann on stage after a special performance created to celebrate The Power of Penn Campaign.
SHAPING LEADERS THROUGH ATHLETICS

Sports are often proving grounds for leadership, where athletes learn to balance their contributions as individuals and team members in pursuit of a shared goal. Crediting his years at Penn as a key factor in his success, two-sport alumnus David Pottruck, C’70, WG’72, has established the Pottruck Leadership Center for Penn Athletics, which will house the Penn Athletics Wharton Leadership Academy, a new partnership between Penn Athletics and Wharton’s existing Anne and John McNulty Leadership Program. The Leadership Academy’s lectures, workshops, and unique skill-building experiences will be open to all incoming freshman student-athletes, who can elect to remain in the program based on their interest and demonstrated leadership abilities. Team captains and coaching staff will join in, reinforcing a culture of leadership across Penn Athletics that will enrich the student-athlete experience on campus and prepare them to be leaders in their professional and civic lives.

ON THE ROAD WITH THE POWER OF PENN

President Amy Gutmann is crisscrossing the country and world to introduce The Power of Penn Campaign to the far-flung Penn family. Spring events in New York City and Washington, D.C., were followed by fall gatherings in Boston, San Francisco, and Los Angeles, with more to come in London, Hong Kong, and Philadelphia. Homecoming Weekend 2018 will feature The Power of Penn Palooza on College Green on Saturday afternoon, November 10. The party will include the Taste of Penn Spectrum, a 20-year-old tradition that honors diversity through music and food. Students, faculty, and alumni will compete at the Blutt Band Slam, and the perennially popular Kenn Kweder and Kayvon Asemani, W’18, will perform. President Gutmann will take to the stage to invite the assembled crowd to supercharge The Power of Penn Campaign with signature Red and Blue spirit.

LEVERAGING THE POWER OF WHARTON

A new building neatly tucked into a wedge-shaped site near 37th and Spruce Streets will bring many of Wharton’s innovative teaching and research activities—particularly those focused on data and analytics—under one roof. The new Wharton Academic Research Building, made possible by a naming donor, is scheduled to open in the fall of 2020. Its design calls for mixed-use space, including versatile active-learning classrooms, conference rooms, and group study rooms where Wharton community members will congregate, discover, and learn. Conveniently situated, it will be accessible to the entire Wharton community: students, industry leaders participating in Executive Education programs in the Steinberg Conference Center, and prospective students visiting MBA Admissions in nearby Vance Hall.

ICA AND ART IN THE HERE AND NOW

The Institute of Contemporary Art (ICA) has been a force in contemporary art for more than 50 years. Known for its bold choices and career-launching exhibitions—including Andy Warhol’s first solo museum show in 1965 and early shows of many other genre-bending artists—ICA is recognized as a creative engine that drives innovation. ICA and the contemporary art it champions will continue to defy convention, thanks to new endowments including the Chief Curator position funded by Brett, C’01, and Daniel Sundheim, W’99; the Associate Curator role supported by ICA’s former Board Chair Andrea Laporte, NU’69; and the Director of Curatorial Affairs position funded by Marc Leder, W’83. These gifts will expand ICA’s reach and impact on audiences and artists in Philadelphia and around the world for years to come.
Pavilion

How do you design a best-in-class hospital?
By making it personal.

The Pavilion’s eco-friendly design and construction reinforce Penn’s commitment to the environment, while the light-filled lobby offers a warm and welcoming space.

The Pavilion, a brand-new 17-story hospital, will rise on Penn Medicine’s West Philadelphia campus and set a new standard for modern health-care delivery.

This is so much more than a building.

Penn Medicine, where researchers developed the first-ever cancer treatment that genetically alters a patient’s immune system to target cancer cells, understands the importance of the individual in treating disease. By applying that same patient-centered focus to the new Pavilion opening in 2021, Penn Medicine is ensuring that patients and families will experience a care environment designed expressly for them. The goal? To make the hospital experience match the unparalleled quality of the treatment itself.

To get the design just right, planners erected a full-scale 30,000-square-foot mockup of a patient floor, and more than 600 people from across Penn Medicine toured through it and provided feedback. A patient and family advisory council also weighed in on every aspect of the project. Former patients took on
patient personas in round after round of simulations, while Penn Medicine staff assembled to act out health-care scenarios. This holistic, sweat-every-detail approach invited participants to take risks and think outside the box.

This painstaking process will result in space that is welcoming, easy to navigate, and that emphasizes safety and effectiveness. An intentionally tranquil environment, the Pavilion will promote healing and reduce stress by enabling more tests to be done in patient rooms and offering a “family zone” where visitors can rest, recharge, and have private time. In designing spaces for the next generation of patient care, Penn Medicine upholds its tradition as an architect of innovation and patient-centered care.

Five hundred spacious private patient rooms allow the patient’s entire care team to work together in a comfortable and calm setting. A seating area, with sleeper sofa, allows friends and family members to stay close by and creates space for rest and quiet conversation.

Instead of one centralized caregiver station, the Pavilion will have multispecialty collaboration spaces and nurse workstations located just outside of patient rooms, with windows for observation.

In addition to using the latest high-tech design applications, Penn Medicine staff also used an old-school, high-touch approach to map the flow of patients’ experiences in the new space.
KAREN I. GOLDBERG

VAGELOS PROFESSOR IN ENERGY RESEARCH AND INAUGURAL DIRECTOR OF THE VAGELOS INSTITUTE FOR ENERGY SCIENCE AND TECHNOLOGY

Dr. Goldberg is an expert in developing catalytic systems to produce chemicals and fuels. Recently elected to the National Academy of Sciences, she comes to Penn from the University of Washington.

HY PENN? It was the chance to lead the Vagelos Institute for Energy Science and Technology. In my last job, I served as director of a National Science Foundation-funded consortium involving faculty and their research students at more than a dozen universities, and I was really inspired by that vision of collaboration. Penn has a lot of great people working on energy, and I see an opportunity at Penn to harness the power of collaboration by bringing together these exceptional faculty and students from the School of Arts and Sciences and Penn Engineering to tackle this critical world crisis.

INITIAL GOALS FOR THE CENTER? Penn faculty are really taking to this idea of working together in new ways. We’ve been meeting every Friday to talk about ideas and research. We’re developing collaborative projects that work towards viable solutions to secure our energy future, from light harvesting for solar fuels, to CO₂ utilization, to the sustainable reduction of nitrogen in fertilizers and much more. I’m also looking forward to collaborating with the Kleinman Center for Energy Policy at PennDesign, because science and policy are essential partners in approaching energy solutions.

IS PHILADELPHIA BECOMING A HUB FOR ENERGY RESEARCH? One of the great things about Penn is its proximity to the industrial sector. You have to get technology into the hands of industry if you want to make a difference in terms of fertilizers, fuels, or chemical production. We have that access in Pennsylvania and New Jersey, and it offers some really exciting opportunities to translate our work and interact directly with industry. Our energy problem has to be solved on a relatively short time-scale, so the need is urgent.

WHAT DO YOU FIND MOST SURPRISING ABOUT PENN? The most inspiring thing about Penn is its amazing diversity. We need a lot of different perspectives, expertise, and experiences to solve the big problems of today.

ARE YOU TEACHING THIS YEAR? My first course at Penn will be a general chemistry course in Spring 2019.

WHAT DO YOU DO FOR FUN? I ice skate! I took up figure skating when my daughters did. Now I have an ice rink right here where I can skate during my lunch break.
HOW DID YOU COME TO POLITICAL SCIENCE?
After graduating college, I realized I had a passion for research and an interest in inequality. I was a first-generation college student and grew up poor, but I had an amazing childhood. It wasn’t until college that I really saw the inequity between the haves and have-nots and thought, “This needs to be addressed.”

SPECIFIC INTEREST? Political protest. We are witnessing an unprecedented response—racial minorities, immigrant groups, and women are all pushing back. Young people call it being “woke.” It shows the will of the people. Political protest is the most salient form of public opinion. You care enough to act. A politician in a democracy has to pay attention to the streets.

WHY DO YOU TEACH? I love the brutal honesty of my students. They think outside of the box. They ask why. That fuels my research. I want them to challenge everything. To innovate. If they automatically fall in line with my thinking, they won’t ever advance knowledge.

WHY PENN? It was the trifecta of P’s. People—I was warmly welcomed by my fellow faculty. Prominence—Penn is an Ivy League university with a rich history and a sterling reputation. Finally, Philadelphia—the city is a great place to live. That all led to the ultimate P—Penn.

DOES BEING AN ENDOWED ASSOCIATE PROFESSOR MAKE A DIFFERENCE? I’m immensely grateful for the Platts, and I’m honored by the recognition and financial support of my research. It’s a real career boost. As the inaugural appointee, I’m also gratified to know that future Penn faculty will benefit from holding this chair after my five-year term is complete in 2021.

SURPRISE FACT? I love to cook, and I’m a huge fan of soul food. My mom had seven sons, all into basketball. I was too short to make it in the NBA, so I was always in the kitchen.

DANIEL Q. GILLION
JULIE BEREN PLATT AND MARC E. PLATT PRESIDENTIAL ASSOCIATE PROFESSOR OF POLITICAL SCIENCE

A Presidential Professor, Daniel Gillion is an exceptional scholar in political science whose research focuses on race and ethnic politics, political protest, public inequality, and the American presidency.

BACKGROUND
Florida State University
• M.A., Applied American Politics and Policy
• B.A., International Political Affairs

University of Rochester
• Ph.D., Political Science
• M.A., Political Science

Harvard University
• Ford Foundation Fellow
• Robert Wood Johnson Health Policy Scholar
Visitors who cross the Penn Museum’s threshold to embark on global journeys across time and space can now select a new destination: the newly renovated Middle East Galleries showcase more than 130 years of literally groundbreaking exploration and scholarship. This world-renowned collection of extraordinary scope—much of which has never been on public view—is already thrilling visitors, young and old, from around the region and all over the world.

Thanks to the generosity of Penn donors and the skill and expertise of Museum scholars and conservators, more than 1,200 precious ancient objects are on display in the new Galleries, tripling the number of artifacts available to the public. From the crown jewels of the Sumerian Queen Puabi, to the priceless “Ram in the Thicket” statuette, widely regarded as a masterpiece of Mesopotamian art, the Galleries are peerless sources of universal understanding, knowledge, and wonder. The Middle East Galleries are the first of several to be renovated as part of the Museum’s Building Transformation project.
Sarah Folger
UNPACKING THE PAST EDUCATOR, PENN MUSEUM LEARNING PROGRAMS

“In the Museum’s ‘We Are What We Wear’ workshop, part of our Unpacking the Past program, middle school students learn how actual archaeologists might come across a skeleton with grave goods in an ancient tomb. Then they become detectives and conservators, and work ‘in the field,’ recreating ancient jewelry based on their own reasoning. The students quickly become skilled using the essential tools of asking questions and making inferences as they reassemble jewelry fragments made of cardboard, beads, and tubing that they find on a crushed ‘skull.’ As they exercise their creativity, they also learn that there is no ‘right’ answer in archaeology.

“So when the students finally enter the second room of the Middle East Galleries and see the Queen Puabi display, there’s always a big ‘Wow!’ Based on the hands-on experience they’ve just had, they understand the labor and knowledge it takes to recreate the past.”

Abdulhadi Al-Karfawi
GLOBAL GUIDE,* MIDDLE EAST GALLERIES

“Visiting this part of the Museum makes me feel like I’m still living in Iraq, close to my personal history and heritage.

“The exhibition reminds me of my family traditions. I come from a large family—twelve sisters and three brothers. We would get together on the weekends to share our concerns, problems, laughter, and recent events over meals. When my family came together, we shared big meals out of a very large bowl. The dishes on display are so lovely, and they remind me of my sisters serving food.”

*Through the Global Guides Program, funded by a grant from the Barra Foundation, the Museum hires immigrants and refugees to offer gallery tours. They share historical information and interpret objects from their countries of origin, using stories from their own lives to add context. Abdulhadi Al-Karfawi recently moved to the United States after working for the United Nations mission in Iraq. His love of history and experience visiting archaeological sites in Iraq inspired him to become a Global Guide.

Holly Pittman, Ph.D.
BOK FAMILY PROFESSOR IN THE HUMANITIES AND CURATOR, NEAR EAST SECTION

“These new galleries hold great significance for scholarship. Every room is a rich visualization of the gradual social processes that, over 7,000 years, created today’s urban, interconnected world. Themes of material technology interweave with intellectual achievements, such as the invention of writing and the institutionalization of religion. Intimate details of the lives of regular citizens are captured through objects placed in context. The spectacular wealth interred in the Royal Cemetery of Ur points to the emergence and maintenance of political institutions.

“Scholars in a wide range of disciplines can draw on the wealth of content in these Galleries to reflect on the long arc of change or to consider individual moments along the journey of human development. The Middle East Galleries open a window into the virtually unlimited opportunities that Penn Museum offers for the exploration of the human adventure.”
WHAT WAS YOUR OWN TRANSITION TO PENN LIKE?

Difficult at first. While I had the qualifications to get to Penn, I wasn’t sure I’d get through. But I persevered. A turning point was a class in business law with Wharton professor Robert Inman, who hired me to be a research assistant to meet my work-study requirement. Dr. Inman believed in me more than I believed in myself at that age. We spent hours talking about the intricacies of funding for urban education. I realize now that he was planting the seeds—teaching me how to make an impact in the world.

WHAT ABOUT YOUR TRANSITION FROM PENN?

Since I graduated with student loans to repay, I sought the highest-paying job. In my first job on Wall Street, I earned three times my family’s income in just the first year. Neither of my parents had the opportunity to go to college, greatly impacting their earning potential. In retrospect, my life trajectory was already diverging from that of my high school peers and my neighbors back home. At the time, I felt that I had stumbled onto a golden road of prosperity—and that I had the tremendous responsibility to turn right around and lend a hand. So, in my first year after graduation, I co-founded Minds Matter, one of the first college access mentoring programs of its kind. Today, Minds Matter has more than 2,400 volunteers, and I co-chair its National Board with an amazing Penn alumnus, Ashish Shah (W’92).

HOW DID YOU BRING YOUR WORK WITH FIRST-GENERATION, HIGH-NEED STUDENTS TO PENN?

It began with students reaching out to me for advice. Whenever I came to campus, I just listened and opened doors where I could. Then, in 2015, I learned that first-generation students were coming together to form a new student-led group to support each other. Since then, I have helped the Penn First student organization and watched the growing empowerment of its members. I’ve helped pilot a program that connects first-generation students to alumni mentors, most of whom were also the first in their families to attend college. And I’ve guided a few dozen Penn first-generation students over coffee and through texts, calls, and emails.

WHY PENN?

Even though I live on the West Coast, it’s personally meaningful for me to come home to Penn by connecting with these incredible students who remind me so much of myself at that age. It warms my heart that Penn’s grant-based financial aid means they will graduate without burdensome debt—and therefore with more choices. And I’m incredibly excited that Penn is taking the next big leap with the new Penn First Plus program for first-generation, high-need students.
Some 100 billion neurons are in constant communication with one another in the intricate human brain. No wonder this scientific wonderland offers so many insights into our ever-more-networked world.

Danielle Bassett, Eduardo D. Glandt Faculty Fellow and Associate Professor at Penn Engineering, has made the brain the leaping-off point for a career devoted to network science and complex systems theory. Her pioneering work has resulted in new ways to communicate this science to non-scientists, challenging them to take brain research in unexpected directions.

Each summer, Bassett’s Network Visualization Program hosts artist interns—most from high school and college art programs—who work side-by-side with scientists to express the brain’s inner workings through painting, sculpture, and illustration.

“One artist created a wire sculpture of the undulating bursts characteristic of epileptic seizures,” says Bassett. “She rendered three-dimensionally what we usually think of in two dimensions. It made us realize the need to consider the volume of information in an epileptic signal.”

Now five years old, the program remains the only one of its kind, emblematic of the innovation that happens in the leap from science to art—and back.

“While network science is hugely important for so much of human life right now, it’s very difficult to explain it to people,” says Bassett. “Our artists become the translators.”
Living Penn’s commitment to advance knowledge for good, Peter Wang Hjemdahl, W’18, (left) and Svanika Balasubramanian, W’18, (second from left) are empowering marginalized workers and reducing waste in Mumbai through their nonprofit, rePurpose. With support from their 2018 President’s Engagement Prize, they are building a digital marketplace where kabadiwalas—streetside waste pickers who sort recyclables for resale to larger recycling operations—can connect to bargain for better wages.

The mission of rePurpose is to ameliorate the poverty kabadiwalas face and reduce the unrecycled waste that winds up in landfills. The marketplace aims to recycle 15 tons of waste on a daily basis and deliver $400,000 of additional income to 150 kabadiwalas by the end of its first year in operation.