Welcome

I am Jack Knott, Dean of the Sol Price School of Public Policy. On behalf of the school I welcome each and every one of you to the USC Global Conference and the Price School reception.

It is great to see so many alumni, students, faculty and friends of the school in attendance.

We are especially proud of our alumni who have accomplished so much. Our Korean alumni are especially impressive in their impact in society through their work at the university, in government, and in the private sector. We thank you for your support of the school and USC and are so pleased to meet so many of you at the Global Conference.

We are also pleased that two of our incoming Korean students for this fall have joined us at the reception. Could we please give a warm welcome to our new students?
Before I begin I would like to acknowledge a few people in attendance.

First, my wife Cherry Short, who is the Associate Dean in the USC School of Social Work.

I'd also like to acknowledge the faculty and staff who are in attendance:

Professor Eric Heikkila, the director of the Price School's International Programs.

Professor Nancy Staudt, Director of the Schwarzenegger Institute

Carol Rush, the Associate Dean for Student Affairs

John Sonego, the Associate Dean for External Affairs and Development

In addition, I'd like to recognize some of our guests:

David Dollinger, President of Dollinger Properties and an alumnus of the real estate master's degree program

Leo and Ivy Chu, close advisor to President Max Nikias and supporter of USc and our school

Yoshi and May Honkawa, members of the Price School Board of Counselors
Dalgon Lee, former top political secretary to President Lee Myung-Bak and Minister for Administration and Security in the Korean Government

Yong-Duck Jung, Professor at Seoul National University and President of the Korean Social Science Council

Wu Wei, Director of the Nanyang Center for Public Administration in Singapore.

About the Price School

For more than 80 years, the Price School has been a leader and innovator in research and education.

As Dean, I am so proud, and honored, to be part of a school that is characterized by outstanding academic quality and a commitment to making an impact in the community.

This has been an especially exciting period for the school. Just within the past couple years, the Price School has reached many significant milestones. Among them.

We secured a $50 million naming gift and endowment from the Price Family Foundation.

This gift came was given in honor of Sol Price, who was the founder of Price Club which eventually became the major retail store Costco.
Sol Price was an American entrepreneur who revolutionized the retail business. He also was a social innovator who supported the revitalization of low-income urban neighborhoods and national public policy for the poor.

We also developed three major new institutes:

We received a generous, multi-million dollar gift from Arnold Schwarzenegger to establish the Schwarzenegger Institute for State and Global Policy.

We received a $25 million gift from Leonard Schaeffer to create the Schaeffer Center for Health Policy & Economics; and

We received a multi-million dollar gift to start the Sol Price Center for Social Innovation.

In addition, we received an generous endowment of $10 million from Alumnus David Dollinger to name the Dollinger Master of Real Estate Development Program.

In academic programs, we also have had several achievements:

The school ascended to No. 6 in the national rankings according to U.S. News & World Report among over 260 schools nationwide.

We have generated more external research funding from grants and contracts than any time in our school’s history (over $40 million this past year).
This last year our enrollment at the Price School jumped by more than 16%. And our students have even higher test scores in the GRE and SAT tests than the very high scores we previously commanded.

We also have about 25 percent of our graduate student body from other countries, representing about 31 countries around the world.

And, in making an impact on society, the Price faculty placed a record number of op-ed articles in major news outlets like the NY Times, LA Times, Wall Street Journal, and Washington Post. (Our 18 op-eds are rumored to be the most of any school at USC.)

Indeed, our school is accomplishing great things, but we endeavor to be even greater. We strive for excellence in all that we do. We don’t see excellence as a single achievement; rather, we see it as continuously reaching for new heights and exceeding our own expectations.

And we know that our distinguished alumni support the reputation and impact of the school worldwide. And we are particularly proud of our Korean alumni who work at universities, in government, and in the private sector, helping to shape their world for the better.

I would now like to say a few words about the challenges to and the implications for American Social Science. Professor Yong-Duck Jung asked me to include this in my remarks in his role as President of the Korean Social Science Council.

I. Challenges facing American Social Science
1. Lack of ability to predict major crises or social, political, and economic changes

Examples include the complete failure to foresee the financial crisis, Arab Spring uprisings, rapid growth in China, stagnation in Japan, fall of the Soviet Union, all occurring without social science playing any major role

2. The challenge of actually addressing issues from an interdisciplinary approach.

In the United States, for example, the financial crisis failed to connect those experts in the physical real assets including housing with those experts in financial instruments and markets.

Space in malls are actually privately owned. Private security now exceeds policy security for companies and some neighborhoods.

This presents a challenge to the more tradition social science and how to deal with the role for civil society, including non-governmental organizations, community groups, foundations, and philanthropy?

3. A tension in the relationship between politics and social science.

One side is the political threat to social science in many countries, where politicians see it as dangerous to the ruling regime or ideology. Even in the United States, Congress has cut off funding for the political science section of the National Science Foundation and is threatening to cut off funding for health economics.
On the other side, is the blurring of social science and advocacy that easily occurs when theories become ideologies themselves. Examples include a belief in the market among economists that is not always modified by evidence. In urban planning, the unyielding belief in smart growth and mixed use development.

4. The lack of international cooperation for addressing global issues and the insulation of social science in separate countries.

Many of our problems are global, such as improving the environmental sustainability of shipping and the ports; climate change, or the role of the International Monetary Fund in contributing to political instability and economic hardship.

Yet our social science focus and professional associations in the United States tend to be country-specific and insulated from social science in other countries. American political science, for example, has a strong focus on Congress, US elections, and political behavior in the US.

II. Implications for social science research and education in the Price School

1. Integration of theory from different disciples for more powerful explanations of change.

There is a need for interdisciplinary theory that cuts across the subjects of different fields and problems.
Examples in the Price School include a focus on network theory and how it applies to social services and homeland security. We also apply game theory to help us understand political institutions and policy decision making. We are involved in law and social science, linking behavior economics to cognitive science, and using history as social science to explain developments today.

In the Price School, we have several interdisciplinary research centers, including the METRANS Center which combines public policy, urban planning, and engineering to study transportation. This links the physical development of cities with governance and individual behavior.

In the CREATE center in the Price School we combine economics, public policy, engineering and decision and risk analysis to study homeland security.

In the Schaeffer Center in the Price School we join pharmacy, economics, and public policy to study health care, with an emphasis on regulation and innovation in pharmaceuticals for improving health.

2. Better understanding of the relationship between governance and social and economic problems.

This is one of the major lessons of the financial crisis. Economists were looking at markets; political scientists and sociologists at individual behavior. Less attention was paid to the institutions of the market and how they interact with government regulation and political decision making to produce a risk for the whole system.
In the Price School, the Bedrosian Center on Governance focuses on the impact of governance on social services, community development, and housing.

3. Less isolation of social science in individual countries and more sharing and collaboration across countries where we address common problems.

In the Price School, for example, we have worked with the Korean Institute of Public Administration on urban governance, producing an edited book and special issue of a journal.

4. Non-partisan, empirical research linking decision processes and administration to policy outcomes.

In the Price School we have a strong, empirical, quantitative research and education in several areas.

The Schwarzenegger Institute also has this as part of its mission to provide non-partisan solutions to issues of the environment and other issues.

In conclusion, let me thank you again for coming; we thank you for all your many accomplishments in Korean society and elsewhere; and for your wonderful support of the USC Price School.

Thank you!