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## Five Years, 20 Million Student Views

### *Online Learn Liberty Videos Expand IHS Reach*

Most college students never hear a compelling case in their classrooms for free enterprise, individual liberty, and limited government. That's why, five years ago, the Institute for Humane Studies launched *Learn Liberty* videos. It was a timely move into the online universe.

Before, IHS reached several thousand students a year through educational programs. Now, our *Learn Liberty* videos earn 11,000 student views every day.

Since 2011, supporters have enabled the creation and marketing of more than 400 short, lively educational videos featuring professors, with bite-size lessons on topics ranging from equality to the minimum wage. To date, the videos have earned 20 million student views.

### Engaging New Audiences

With growing investments from generous supporters, IHS has experimented with topics, presentation styles, and marketing efforts to learn how to effectively engage student audiences online. In the last year, for example, new efforts boosted views by female students to 35%, up from 14% the previous year.



*Professors such as Steve Horwitz reach millions of students via online videos.*

*Learn Liberty* has gained almost half a million subscribers via YouTube, Facebook, Twitter, etc. These loyal fans receive updates about new videos as well as leads to educational and career opportunities in the freedom movement.

*Learn Liberty* also boosts the influence of professors in the IHS network. St. Lawrence University economist **Steve Horwitz** is featured in 20 videos, which have

achieved 2.5 million views. "For five years," he notes, "*Learn Liberty* has been producing some of the best educational material out there for people interested in a free society. I'm proud to have been part of it from the beginning."

### Viewers Celebrate Five Years

To engage the student audience in celebration of *Learn Liberty's* 5<sup>th</sup> anniversary, IHS hosted a live-stream, day-long event with star professors taking questions from an online audience. It racked up 10,000 viewers, and the *Learn Liberty* team plans similar live events—just one of many opportunities the team is exploring to keep attracting an online audience of millions of students to consider the often-neglected ideas of freedom. ●

# IHS Network Mentors Next Generation of Freedom-Friendly Faculty

*Helping Today's Promising Students Become Tomorrow's Professors*

**M**entoring plays a key role in helping promising, freedom-friendly graduate students succeed in becoming professors. IHS keeps innovating to ensure that a growing pool of aspiring professors benefit from IHS mentoring.

Five years ago, four on-staff academics mentored 210 students in PhD programs at universities around the country. This year, deploying a roster of more than 50 faculty mentors drawn from our network, IHS is offering one-on-one guidance to nearly 600 aspiring academics.

## A Helping Hand for the Next Generation

Each faculty mentor has a portfolio of students based on their discipline and research interests. Mentors regularly communicate with their mentees by email, phone, and at IHS events and professional academic conferences, offering guidance on research topics, getting published, connecting to other scholars in the network, and more. They also help prepare students for the academic job market—for example, by conducting mock job interviews that can increase job candidates' success rate by 16%.

With such support, freedom-friendly graduate students are well-equipped to stand out in a highly competitive academic job market—sometimes hundreds of candidates vie for a single faculty position.

Supporters of the IHS talent strategy have helped launch nearly 1,900 professors, up 47% since five years ago. Boosting their ranks will go a long way toward transforming our colleges and universities with the ideas of freedom. ●

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The mission of IHS is to support the achievement of a freer society by facilitating the development of talented students, scholars, and other intellectuals who share an interest in liberty and who demonstrate the potential to help change the climate of opinion to one more congenial to the principles and practice of freedom.

## Mentoring Dividends

*The stories of Professor Lauren Heller and student Maria Tackett illustrate how IHS helps successive generations of students succeed in becoming professors.*



**2004:** Lauren Heller attends an IHS Summer Seminar, referred by her undergraduate economics professor, Bob Lawson, who is an IHS alum.

Lauren goes on to pursue a PhD in economics at UNC-Chapel Hill. IHS supports her with fellowships and career-development programs, and an IHS on-staff mentor offers guidance.



**2010:** Lauren completes her doctoral studies and wins a tenure-track position at Berry College in Georgia after IHS recommends her to Professor Frank Stephenson, the department chair and another IHS alum.

**2015:** Lauren has joined the roster of IHS faculty mentors and begins working with Maria Tackett, an economics graduate student at West Virginia University and current IHS fellowship winner.



Lauren helps Maria strategize for the job market, offering revisions to her academic résumé and teaching portfolio.

Maria benefits from IHS job-placement services, including a mock job interview and advice on preparing for a campus visit.



**Early 2016:** Maria is offered a position at Gonzaga University in Washington and writes a grateful note to IHS: **"Thank you for all of your help!"**

# Tripling Student Engagement

## *IHS Campus Programs Take Off*

Supporters are helping to rapidly expand IHS on-campus educational programs, offering thousands of students a chance to discuss individual liberty and free markets—topics often neglected in their classrooms. Co-sponsored with faculty from our network, these campus programs include debates, panel discussions, reading groups, guest lectures, and weekend seminars.

Expansion is fueled by a three-year, \$3.2 million grant from the John Templeton Foundation, along with matching funds from other donors. Student participation in IHS on-campus programs doubled over the last two academic years, growing to nearly 4,000 students across the country. And our on-campus team expects to triple that number this year.



*More than 350 students attended an IHS co-sponsored lecture at West Virginia University on the failure of the government's "No Child Left Behind" policy. Some had to listen from the hallway!*

After attending a Weekend Exploring Liberty seminar held at The College of New Jersey, one student emailed IHS with thanks for "a magnificent weekend." Although he came to the program a skeptic, he said, "I now understand the general rationale behind a market economy."

Co-sponsored campus programs also benefit faculty hosts. Texas Christian University Professor Grant Ferguson, for example, said hosting a well-attended event at his campus increased his credibility and helped him become a valued member of his department.

All around, this growing program is an effective way to help create a culture of freedom on campuses around the country. ●

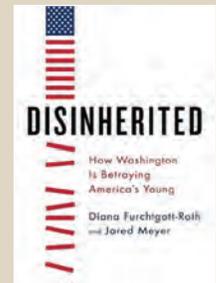
## IHS Alum Book Feature

*Disinherited: How Washington Is Betraying America's Young*

Diana Furchtgott-Roth and Jared Meyer  
Encounter Books, 2015

It's "a must read for millennial voters," say several Amazon reviewers. In *Disinherited*, Diana Furchtgott-Roth and Jared Meyer expose the destructive Washington policies that "steal from the young to enrich the old," leave young people uneducated, and cripple them with regulations.

Furchtgott-Roth, former chief economist of the U.S. Labor Department, is a senior fellow at the Manhattan Institute, where Meyer is a fellow as well. Meyer is an IHS alum and was named to the 2016 Forbes "30 Under 30" list of bright young stars.



The authors highlight the personal stories of disinherited millennials to show how they:

- Receive inferior education from ill-qualified teachers protected by tenure laws,
- Take on crippling debt as federal loan expansion drives up the cost of college, and
- Pay higher taxes for fewer benefits than their older generational counterparts.

The authors' solution is not more handouts à la Bernie Sanders. Instead, they recommend improving young people's job prospects by repealing minimum wage and occupational licensing laws, increasing access to education through school choice and reining in college costs, and stopping the accumulation of massive debt that the next generation will have to pay.

Now *that* would be a true revolution that this disaffected generation should get behind. ●

# People and Ideas Make a Difference for Liberty

## *Kudos to IHS Alumni and Associates*

► **Joshua Hall** is the winner of this year's Charles G. Koch Outstanding IHS Alum Award. An economics professor at West Virginia University (WVU) and co-director of its Center for Free Enterprise, Josh has distinguished himself as a teacher, scholar, mentor, and academic entrepreneur.

Josh began his involvement with IHS at a Liberty & Society Summer Seminar in 1997. There, he later told us, "I was introduced to the scholarly side of academia and first considered the possibility that I could be a producer as well as a consumer of scholarship in defense of liberty."

After working in the policy world for several years, he enrolled in 2004 in the economics PhD program at WVU. He completed his graduate work in just three years with the help of IHS fellowships, career programs, and mentoring.

Josh landed his first teaching job at Beloit College. "To be starting at a great liberal arts college is a dream come true!" he said. Three years ago, he accepted an invitation to return to WVU and help grow its PhD program and a new market-oriented center there, founded with the help of IHS supporters **Ken and Randy Kendrick**.

Hall is a prolific scholar and a co-author of the annual Economic Freedom of the World Report. He has won several teaching awards at WVU and serves regularly as a faculty member at IHS programs and a mentor to students.

The annual alum award is named in honor of IHS Chairman **Charles G. Koch**, in recognition of his dedication to cultivating promising talent to advance freedom. Each year, IHS awards a special plaque and \$5,000 to an alum who is contributing significantly toward that end.



Photo: Gage Skidmore

◀ IHS alum **Clint Bolick** has been appointed to the Arizona Supreme Court. The left-leaning group Think Progress called it "the most chilling political appointment that you've probably never heard of," while Stanford Law School

Professor Marcus Cole said: "If my own liberty were under assault, the very first person I would seek to defend it would be Clint Bolick. The people of Arizona could not have a better defender of their precious rights and liberties." In 1991,



*IHS named Professor Joshua Hall (center) the 2016 Charles G. Koch Outstanding IHS Alum. The Charles Koch Foundation's Ryan Stowers (left) and IHS president Marty Zupan presented the award to Josh at the Higher Education Summit in March.*

Clint co-founded the Institute for Justice and later served as director of the Scharf-Norton Center for Constitutional Litigation at Arizona's Goldwater Institute.

● This year's Forbes "30 Under 30" list includes six IHS alumni in the Law and Policy category, which recognizes 30 bright young entrepreneurs—"breakout talents and change agents": **Andrea Castillo** and **Christopher Koopman**, a program manager and research fellow, respectively, at the Mercatus Center at George Mason University; **Jared Meyer**, a fellow at the Manhattan Institute; **Liya Palagashvili**, a professor at SUNY Purchase; **Ryan Radia**, an associate director at the Competitive Enterprise Institute; and **Robby Soave**, an associate editor at Reason. Robby also won the Students for Liberty 2016 Alumnus of the Year award.

● The Acton Institute won the 2015 Templeton Freedom Award for its "Poverty, Inc." documentary. Accepting the award at the Atlas Network's Freedom Dinner was Acton co-founder and executive director **Kris Mauren**, our 2010 Outstanding IHS Alum. The film provides a comprehensive perspective on the issue of poverty, giving voice to charity workers and local micro-entrepreneurs, as well as politicians and leading development experts.

# Advancing Freedom, Creating Change

## *A Summit on Philanthropic Leadership in Higher Education*



*Columnist and Fox News commentator George Will*



*Purdue University President Mitch Daniels*



*Senator Ben Sasse of Nebraska*

Top supporters of IHS and other friends of freedom enjoyed a lively meeting of the minds in Naples, Florida, in March at a weekend co-hosted with the Mercatus Center at George Mason University and the Charles Koch Foundation—three organizations that are driving an integrated strategy to ensure the ideas of freedom have a strong voice at America’s colleges and universities.

This inaugural *Summit on Philanthropic Leadership in Higher Education* included roundtable discussions of strategic opportunities to invest in change. And participants enjoyed keynote speakers on the Summit’s theme: George Will, America’s foremost political columnist; Mitch Daniels, president of Purdue University and former Indiana governor; and Senator Ben Sasse, former president of Midland University.

- George Will surveyed multiple examples of how the freedoms that made our country great are under assault in American universities.
- Purdue University’s Mitch Daniels highlighted avenues for changing America’s campuses and the vital leadership role of donors and trustees.
- Senator Ben Sasse, who holds a PhD in history from Yale University, stressed the importance of educating students about America’s unique founding principles.

IHS supporters help to transform higher education by investing in programs to educate students about the ideas of freedom, cultivate the next generation of freedom-friendly professors, and ensure free speech and open inquiry prevail. ●



*Supporters Frayda Levy and George Records, Summit attendees, and supporters Sue Scheessele and Irene Graham, her mother.*

# Entrepreneur Advances Freedom to Promote Well-Being

## *Charles Koch Has Been Key Supporter of IHS for 50 Years*

Successful entrepreneur and well-known philanthropist Charles G. Koch refers often to “the first two life-changing books I came across”—*Why Wages Rise*, by IHS founder F.A. Harper, and *Human Action*, by economist Ludwig von Mises. Koch studied engineering at MIT and says these writings convinced him that we can understand the societal world just as we can the natural world.

He concluded that a free society is the form of social organization that best promotes human well-being. In 1966 he had a unique opportunity to advance that vision: an invitation from Dr. F.A. “Baldy” Harper to help build the recently founded Institute for Humane Studies.

Mr. Koch has served on the IHS board ever since, including two stints as chairman, his position for the past 26 years. With his strategic guidance and support, IHS has become a leader in efforts to ensure that the ideas of freedom gain a strong voice at America’s colleges and universities.

### **Freedom as the Foundation of Good Profit**

The principles that inspired Koch’s view of society also shape how he has led Koch Industries as chairman and CEO since taking over from his father, Fred Koch, in 1967. His enduring interest in scientific and social progress led him to develop a unique business methodology, Market-Based Management®.

He describes MBM® as “a philosophy that enables organizations to succeed long term by applying the principles that allow free societies to prosper,” such as value creation, integrity, responsibility, free speech, and tolerance. Koch has shared the approach in two books, *The Science of Success* (2007) and the recently published *Good Profit: How Creating Value for Others Built One of the World’s Most Successful Companies*, a New York Times bestseller. It outlines his revolutionary approach to management and the role business can play in creating a more civil, fair, and prosperous society.



*IHS Chairman Charles Koch has served on the Board for five decades “to help make the country better for everybody.”*

Still headquartered in Wichita, Kansas, where Charles grew up, Koch Industries employs 100,000 people worldwide and earns an estimated \$115 billion annually. It is now a diversified group of companies involved in transportation fuels, building and consumer products, electronic components, pollution control equipment, ranching, and more.

Consistent with his vision of “good profit,” Charles is particularly proud of the company’s ethical conduct. In just the last seven years, Koch Industries has earned more than 1,000 awards for safety, environmental excellence, community stewardship, innovation, and customer service.

While building one of the world’s most successful companies, Charles was also raising a family alongside his wife of 43 years, Liz, and dedicating significant time and resources to advancing a free society. As he writes in *Good Profit*, “From antiquity to today, the best societies, as well as the best companies, have been the ones with a framework of freedom in which individuals can improve their lives by improving the lives of others.”

### **Investing in Social Change**

In addition to his leadership of IHS, Koch founded or helped build other organizations, including the Cato Institute, the Mercatus Center at George Mason University, the Bill of Rights Institute, the Charles Koch Institute, and his family’s philanthropic arm, the Charles Koch Foundation. Over the last decade, he has also mobilized other business leaders to invest strategically in efforts to change the trajectory of our country by applying the framework of freedom.

Throughout, he has been dedicated to the mission of IHS, with its focus on developing talent and ideas to advance freedom. “The work of IHS,” he says, “is fundamental to everything else that must be done to turn around our country.” ●