



RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
Invites you to its meeting **August 16, 2023** at 11:00 am.
First Presbyterian Church, 37 Lafayette Place, Greenwich, CT
The program will also be shown on Webinar: <https://bit.ly/30IBj21>

Susan Herbst, Ph.D

“How Public Sentiment Is Formed”



Pollsters and pundits, armed with the best public opinion polls, failed to predict the election of Donald Trump in 2016. Is this because we no longer understand what the American public is? Dr. Susan Herbst in her book *A Troubled Birth: The 1930's and American Public Opinion* sets out the thesis that we need to return to an earlier time to understand “public opinion” in our current climate. She posits that before we can address the most important questions about public opinion in American democracy today, we need to understand the politics and culture of the 1930's, the turbulent decade in which professional

polling originated. Come hear Dr. Herbst explain and expand upon her thesis.

Dr. Herbst was appointed as the 15th President of the University of Connecticut on December 20, 2010 by the University's Board of Trustees. She stepped down as President on July 1, 2019 and returned to the faculty. She teaches at the Stamford campus where she is University Professor of Political Science and President Emeritus. Prior to her appointment to the presidency, Dr. Herbst served as Executive Vice Chancellor and Chief Academic Officer of the University System of Georgia where she led 15 university presidents and oversaw the academic missions for all 35 public universities in Georgia. Before coming to Georgia, she served in a number of progressively challenging academic posts.

Born in New York City and raised in Peekskill, NY, Dr. Herbst received her B.A. in Political Science from Duke University in 1984 and her Ph.D. in Communications Theory and Research from the University of Southern California's Annenberg School of Communication in Los Angeles in 1989. She is the author of five books, her newest being *A Troubled Birth*.

Our speaker on August 23 is Caroline Simmons, Mayor of Stamford, on “What’s Next for Connecticut’s Fastest Growing City?”

*The Greenwich Retired Men’s Association offers a free program every Wednesday that is open to the public, both men and women; no reservations are required. Our social break starts at **10:40 AM** followed promptly by our presentation at **11:00 AM**. Programs are at the First Presbyterian Church, 37 Lafayette Place in Greenwich. For additional information see www.greenwichrma.org or contact info@greenwichrma.org.*