

UC SANTA BARBARA

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Bill Schlotter

FIGHTING POVERTY IS TOPIC OF 43RD ANNUAL PLOUS LECTURE

Alice O'Connor, a UC Santa Barbara associate professor of history, will talk about redirecting the fight against poverty in the United States in a lecture titled, "Rebuilding the Anti-Poverty Agenda:

The Past and Future of Social Welfare Policy," at 4 p.m. Thursday, April 19 in UCSB's Hatlen Theatre.

Admission is free and the public is invited.

The forum, the 43rd Annual Harold J. Plous Memorial Lecture, is O'Connor's reward for being selected the 2000 winner of UCSB's

Harold J. Plous Award, given annually to an outstanding

faculty assistant professor from the humanities, social or natural sciences.

O'Connor was promoted to associate professor soon after being selected.

O'Connor has been engaged in anti-poverty work throughout her career.

She joined the UCSB faculty in 1995.

Her recently published book, *Poverty Knowledge: Social Science, Social Policy and the Poor in Twentieth Century U.S. History*, chronicles the ways politicians, activists

and academics characterized poverty during the just-concluded century.

O'Connor contends that efforts to solve the poverty problem have evolved from a focus on economic inequality to an obsession with welfare reform.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.